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Image Enhancement

March 14, 2001

Ms. Kathleen Peterson
President
Equinox Associates, Inc.
7618 West Madison
Niles, IL 60714-2540

Dear Kathleen:

It is not often these days that I have the opportunity to write a letter such as this. More and more I find myself disappointed by the service I receive and the lack of attention I am given relative to the money I spend for assistance in growing my business. When I looked to Equinox to make me more organized and efficient, I admit I was hopeful that the experience would be different.

I would like to thank you for the transformation I have gone through. Because of your hands-on approach and comfortable teaching style, I have been able to maintain the systems you have put in place. I am getting more done, seeing more clients — in short— **making more money**. Your service is the first one I have encountered that has paid for itself in less than one month. I am comfortable, for the first time in my business, that I can take a weekend off and not be fighting my way through the paperwork and chaos on Monday morning to get back where I was on Friday afternoon.

Your business is a great service to small businesses like mine and the impact would be tenfold in a larger organization. I wish you much success in the future, I plan to spread the word about your company to my clients and friends.

Sincerely,

Traci L. Bismonte, AICI
Certified Image Consultant

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