



April 8, 2009

To whom it may concern,

Working with Michelle as my coach for the past year has given me a boost in confidence that's certainly helped my small business succeed on several levels. First, I have to point out that I have run a couple of other businesses in the past (Pre-School and Residential Brokerage Firm) and it wasn't until I began working with Michelle, that I began to operate with a new perspective. My latest business venture uses the many connections I have garnered in the past 10 years as a leverage to fulfilling a communication gap between the Spanish & English speaking communities. Hence, I have been working diligently in creating Virginia's first bi-lingual business journal, *FORWARD-Adelante*.

For me, Michelle's strength has come from her ability to show me new marketing and sales tactics that have helped my business to propel forward rather quickly. However, it is not merely in her way of telling me what I should do, but more importantly it is in the assignments that force me to exercise the actions that I need to take in order to attract clients.

Michelle not only covers the practical matters of running a focused marketing campaign to build up my clientele, but she has assisted me in efficiently dealing with the everyday obstacles that come up unannounced such as outlining my intentions to prospects, handling customer complaints, clarifying my objectives, addressing personal issues that get mixed up into business affairs, and discovering hidden opportunities.

For anyone who is starting out in a new business, or a team of people that just need fresh ideas, I highly recommend working with Michelle. She is not only smart, but compassionate and clearly loves what she does.

Sincerely,

Olga Morse
Publisher and Founder
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