



January 11, 2009

MSB Coaching
c/o Michelle Braden
Charlottesville, VA

RE: Letter of Recommendation

I have had the pleasure of working with Michelle Braden, MSB Coach for the past several months. At the time I met Michelle, I owned two different businesses and knew I wanted them both to be successful but did not know where to begin this process. I thought it would be best for me to work on an individual basis with a business coach to provide to the tools necessary to be successful. These are the areas that I have accomplished in working with Michelle and MSBCoach.

- *Keep the big picture in view*
- *Discuss the things you normally have to keep in your head*
- *Notice when you're doing a great job*
- *Remind you when to slow down and take care of yourself*
- *Hold yourself accountable for what you say you'll do, so that things get done!*
- *Keep focused on what's important, when you're feeling too scattered*
- *Develop strategies to improve the bottom line*
- *Define your target market, and develop your marketing strategies*
- *Keep all the balls in the air, and still have more fun*

Through our coaching I have learned how important time management plays into my success and/or failure; on a personal and professional level. When faced with difficult situations, Michelle has also taught me how make a careful assessment and stick with my decision.

I have made great strides in both businesses and they are continuing to be successful. Our coaching has given me self-confidence personally and in my businesses. I have recommended MSB Coach to several other small business owners to help them work on their business strategies and help them make the most of their opportunities. I have also recommended Michelle to several corporations which lacked a strong sales support staff and were looking for ways to teach the tools to master customer service skills.

I thoroughly recommend Michelle's career coaching to anyone ready for a new direction, but not sure what that new direction is, or how to make it happen. Just go for it!"

Michelle Walters, President
The Next Step, LLC