

April 2, 2009

To: Chuck Bauer

From: Dugan Smith

Chuck,

I attended your Marketing Yourself Shamelessly course a while back and wanted to share some thoughts about what I learned and what it has meant for our business; particularly as it has enabled us to create brand awareness.

- ✓ Traditional thinking simply does not get it done in today's competitive environment – regardless of industry,
- ✓ If we are afraid to push the envelope in all we do, we will lose ground because others are pushing it every day, and
- ✓ Fear of failure shackles us into an operating state of mediocrity

We took the concepts that we learned from Marketing Yourself Shamelessly and have incorporated them into our marketing and sales campaigns. We embraced the anticipation marketing concepts, the whole thing. Our objective – clearly set ourselves apart from others so that we are remembered.

We have found that the techniques and concepts that you teach help us do exactly that, effectively.

Interestingly, as we approach our campaigns now we ask ourselves “What would Chuck do?” then we try to push it one step further out.

Thanks for enlightening us on a different way to think about our go-to-market differentiators... it has made a real difference in the effectiveness of our marketing campaigns and our brand awareness efforts.

Best regards, and thanks for the insight.

J. Dugan Smith, Principal  
Factor Source



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