

## WILLIAM JAY SNYDER

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To Whom It May Concern:

If you want to attract and secure new clients, Nancy J. Wintner, President, GWN Consultants Marketing and Public Relations, is the professional to retain. She has a thorough understanding of marketing, the talent and expertise to secure results and the determination and persistence to help you increase your bottom line.

When I first met Nancy, I knew very little about marketing. I had not marketed my practice, nor know exactly where to begin. That all changed when I retained Nancy.

Not only did we secure new clients as a result of her expertise, Nancy proved to me that marketing programs can work if designed and executed properly. First, she helped me to identify and refine my target audience. Second, she developed a unique marketing message that distinguished my firm from the competition. Third, she created a successful marketing campaign that both attracted companies to meet with me and identified numerous businesses as potential future clients.

Why should you retain Nancy?

Nancy has the marketing savvy, the knowledge and experience and the excellent oral and written communication skills necessary to secure new business/clients for any organization. She takes time to get to know your business, learn the qualities that make it unique and how to put it all together so prospects take notice.

In addition, Nancy demonstrates a sincere interest in your business. After our projects concluded, she continued to follow-up with me to learn if we secured any more new business as a result of her marketing endeavors.

If you are struggling with your marketing effort or don't know how to make it successful, I recommend Nancy without hesitation. She will give you the personal service and attention you deserve as well as the solution to solve your marketing challenge. She's a marketing professional you can depend on for results.

Sincerely,



William Jay Snyder, CPA, MST

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