

To Whom It May Concern:

Writing website content can truly be a painful experience to say the least! After 30 long, frustrating hours, I realized the punch and flow of my copy was just not coming together and that I needed help. Consequently, I interviewed three individuals-- including Nancy Wintner, President of GWN Consultants—who I realized was the perfect choice for me. Her extensive marketing communications experience, coupled with her assurance that she could distinguish me from thousands of executive coaching businesses, sealed the deal.

No doubt, Nancy was much more than simply a wordsmith/copywriter. She is a pro at showing you how to attract new clients—the bottom line for me, and any business, for that matter. That's why I also asked her to create my Core Marketing Message, slogan/tagline, new company name and my "talking" logo to describe myself at networking events.

Boy was I right! Her work is sensational!

My first thought: Wow! This is brilliant! I love it! She not only distinguished me from my competition in a way that I never thought of before, the website copy blew me away! I literally got goose-bumps reading through it! It was exceedingly clear and superbly written! I couldn't believe what she came up with based on the information I provided her! I felt the energy and commitment she put into this project! No doubt she spent enormous time creating a powerful masterpiece that way exceeded my expectations! My hats off to Nancy for her brilliance!

Further, Nancy went way beyond our contractual arrangement. She originally said she would offer me a few ideas. A few? She offered me a wealth of ideas that will not only encourage and retain website visitors, but will attract new clients to me for years to come!

First, Nancy gave me a free one hour of coaching that I did not expect! That one hour changed the way I viewed myself as an executive coach and how to position myself in front of prospects to show how I ultimately affect their bottom line! As a result, I will now press clients on how they measure that before we start working together! No more wishy, washy results statements from me! I can't tell you what a difference her counseling/coaching did for me.

As for the new company name, a tagline/slogan, core marketing message and talking logo—Nancy knocked my socks off! As I told her, "You did a beautiful job and "my, oh my, your brilliance shows on these too! So many choices- I'm lovin' it!" Again, Nancy way exceeded my expectations by offering not just one solution to the assignments but so many wonderful ideas and choices, it is hard to select which ones to put into action!

It is obvious what separates Nancy from all the other marketing and public relations professionals out there who focus simply on publicity, writing ads and brochures! Her practical problem solution approach to marketing and attracting clients is like no other!

If you are looking for a marketing professional—whether it is for website development or marketing your business--who truly cares about clients and will do what it takes both in time and energy to make you a superstar, you must hire Nancy! She could change your life!

Sincerely,


Kate Ripp, Owner