



To Whom It May Concern:

What are you supposed to do when you have a great business idea, little marketing and PR know-how and a limited budget?? Call Nancy Wintner, president of GWN Consultants!

I got Nancy's name from a friend/colleague who used GWN to promote her first book. I didn't know much about Nancy except for the success I saw happening with my friend's marketing efforts. So I called GWN Consultants and was impressed from the start.

Nancy's creative focus immediately clicked with me. She asked key questions and poured lots of effort and time into thoroughly understanding my unique business. Within two weeks she presented me with a 150 page comprehensive marketing communications plan that crystallized my core marketing message and laid out endless strategies and tactics that would grow and prosper my business. I especially liked the specific strategies she designed to attract more clients to me. Nancy's step-by-step tactics were intentionally clear enough that they gave me the option to do them on my own to save money or to save time and retain her. In either case she was completely supportive.

In a prior marketing experience with another company, I spent a lot more money and received not even half as much as I did from GWN. This company operated on an hourly rate and ended up exceeding the initial quote, and thus, short-circuiting my marketing budget.

Nancy's professional demeanor, oral and written communication skills are second to none. For me she acted as my marketing coach and business consultant providing excellent advice and superior direction. You could tell she knew what she was talking about by how quickly she answered questions and/or found answers. And her follow-through was relentless.

If you are looking for someone who will lead, guide and create attainable marketing strategies, you cannot go wrong with Nancy Wintner.

Just be prepared to commit to the process. Like any exceptional coach, Nancy makes it clear that her strategies are only as good their implementation. So be prepared to work— together as a team. She will see you through to your marketing goals, work along side you, keep you on track, and celebrate your successes!

I would highly recommend Nancy Wintner to anyone seeking a personalized marketing expert. Feel free to email me at paula@meta-fitness.com if you have any questions.

Sincerely,

Paula Franetti, M.S., MES, CPT
President