

To Whom It May Concern,

Recently we mailed our first newsletter to the individual directors of an organisation preparing to award a multi-million dollar tender.

I must admit to having had reservations about the effectiveness or otherwise of the mailout, particularly as the organisation had been romanced by more than 25 Sydney commercial builders during an exceedingly long lead-up planning period

The day following the Board meeting the CEO advised his boardroom had been "aflurry about the newsletter." Every director had read it and every director was discussing it.

It doesn't mean that we are going to get the job. In a tight market it may yet come down to an interstate company buying business by tendering at a ridiculous price. But, it has now set us on a very affordable, very effective marketing track. The newsletter has finely given us a point of difference with our competitors.

It's hard to get anybody to read anything these days. The Newsletter House publication worked. The directors opened, read and discussed the newsletters and we had created top of mind awareness in one of Australia's most competitive markets.

Builders can spend \$50,000 on a tender and neither that cost nor the work involved is appreciated by the recipients. Yet this relatively inexpensive publication cut through and got attention.

Newsletter House has developed a means of getting through to decision makers. Ken Robinson and his team understand that timing and relevance are everything. The publications are well written, well designed, credible and targeted. They work like nothing else we have ever used.

To get someone to actually read and assimilate your material is a massive leap forward. To get them to believe it is the key and that's what Newsletter House achieves because to all intents and purposes they prepare a third party publication.

We are so taken with the success of our first publication that we have rushed production of the next three and I am preparing to sit down with the Newsletter House team to work out how we can benefit from their other skills sets from the preparation of presentation materials to sales team coaching and mentoring.

I would have no hesitation in recommending the system and welcome your telephone inquiries for further information.

Yours faithfully,

