

March 26, 2007



**Connections
Publishing**

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Mark Vanderkam, President
Western Business Consulting Limited
3803 West 11th Ave.
Vancouver, BC V6R 2K8

Re: Marketing Plan Project and Facilitation

Dear Mark:

We are writing to commend you on the marketing planning project and process you helped us with over the past five months.

When we first hired you, we were looking for a consultant who could help us create a marketing plan for the next three years, while maintaining our values and integrity. Our customer base and revenues have grown substantially in the past four years, but we felt that we needed a fresh perspective to help us chart out the steps ahead.

Having never worked with a marketing/business consultant or engaged in a formal marketing planning process, we really had no idea what to expect; however, we knew that by the end of the process we wanted a plan that spelled out goals for the coming year to three years, and an action plan showing the steps we need to take to get there.

We feel that you delivered the plan that we wanted. You spent considerable time with us, thoroughly explaining the process and helping us to clarify our goals and ambitions. You not only listened, but truly heard and acted on our feedback. The end result is a marketing plan and a vision for the future that truly reflects our values and desires.

Now we are at the point where we are beginning to implement many of the ideas that were generated, and we are very excited to see what changes the future holds for us. We look forward to your continuing involvement to help implement the plan, and to help guide us through the growth we anticipate as we bring our message and products to a much larger audience across North America and internationally.

We are very pleased with your work so far, and would be happy to recommend you to any business person who is looking to improve their marketing and business processes.

Kind regards,

Lynn Nichol
General Manager
Connections Group