

Michelle Skaletski-Boyd
The Corporate Woo-Woo™
P.O. Box 51
Olney, MT 59927

Dear Michelle,

Understanding the importance of a first, indeed every, impression on the customer, we contacted Michelle Skaletski-Boyd at Soul-Felt Words to speak with our sales, marketing and technical groups. Dressing appropriately is a delicate subject and if not handled properly, can turn people off instead of persuading them to upgrade their appearance. This is the reason we hired a professional who could broach this subject with suitable humor, but with a serious undertone to communicate this much needed message.

Michelle's presentation, which covered key aspects of attire for both men and women, was engaging and very appropriate. She does not judge, rather she asked questions to which the audience can respond, in effect, the audience judges itself. It is far more effective than pontification and in the end, I think all in attendance left with valuable guidance for the future.

In this fast world, we all look for shortcuts to ease our workload and these often lead to disaster. One could take a shortcut and try and to do this sort of presentation, but it would likely not have a pretty ending. This is a subject best left to an unaffiliated third party, one with the experience, one with the ability to "change on the fly" to adapt quickly to each audience (as none are exactly the same) to deliver this much needed message. Michelle is sincere, courteous and very professional and fully met all of our firm's expectations.

Sincerely,



Mark Dennen

V.P. Sales

JSR Micro, Inc.