

May, 2009

To Whom It May Concern:

We have been coached by Shirlaws for some time now and by Linda Murray since May 2008. As a result of the coaching, we have had a much clearer view on our company's position in the market and how to attract high profit work, rather than high volumes of low profit work.

We are now being approached with strategic opportunities from high-end retailers and are considered an expert within the industry. We work less hours in the week whilst maintaining the same or more revenue than we ever thought possible. All by following simple steps to place our business where we wanted it to be.

Overall, we feel our experience has enabled us to work smarter, not harder and we feel differently about the business. For example, I now feel completely different about work when I get up in the morning – I have a more positive and energetic sense that I can achieve my goals by following a simple and effective "plan of attack" set out by Linda.

We cannot stress enough the positive effect having a business coach has had on our business, and without experiencing the effect first hand of where we have come from to where our business is now, it is truly remarkable and sometimes a little unbelievable.

Kind regards,



**SAM STEWART**  
Proprietor

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