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October 22, 2002

The PC GUY  
John Lookabaugh  
P.O. Box 2407  
Tempe, AZ 85280

Dear John:

Realizing your tight schedule, I'll just keep you a moment and make this letter as brief as possible. Although, I could probably fill a couple of pages.

I want to start by saying "Thank you" for the great job that you did for me. I, being a novice, found you to be very patient and thorough in explanation and demonstration. I especially appreciated your method of communication, via e-mail, to determine if I actually required in-home consultation or if my concerns could be addressed online. In other words, you allowed me, a total stranger, to pick your brain without the benefit or mention of a consulting fee.

I was fortunate, in many ways, to require on-site service as I had the opportunity to meet you in person and look over your shoulder while you corrected my problems, addressed my concerns and suggested various ways for me to update my system. Once we agreed on a plan to program my computer to my specific needs you went ahead and purchased the necessary material to accomplish my goals. More amazingly was the fact that you didn't ask, demand or require a cash advancement for your purchase.

I found your work habits and ethics to be impeccable, your fees very reasonable, your knowledge unbelievable and your service absolutely the best. Rest assured, I will not hesitate to refer you to as many people as I can with the confidence of knowing that they'll be getting the best deal available.

Once again, John, "Thank you" for a super job. I look forward to working with you in the future. But, keep in mind, that if you insist on doing the same great job for all of your customers that you did for me, you'll never have repeat customers. There won't be a need for it.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Kenn Roman". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kenn Roman