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1 August 2005

ACHIEVERS GROUP
MR TONY GATTARI

Re: YOUR LIFE CHANGING EFFECT ON ME

Dear, Tony

I am writing to you to express my utmost gratitude for positively impacting my family, social and business life. Prior to knowing you and your teachings, I could say to you without a speck of doubt I was living a life of chaos filled with business stress and frustrations that was unbearable and destructive.

My journey began towards the end of 2004 when I made a decision to attend your evening seminars and latter on, First Class seminars held at CC2. I began to find your teachings extremely interesting, practical and applicable to real life business scenarios. Your delivery method uplifting and truly inspirational. Every seminar, I would take away valuable information and gradually applying the knowledge acquired to my business.

To give you an example of efficiency skill and financial gain I achieved from First Class. I applied the principle of "Test and Measure if good systematize" to my business telephone lines and my marketing strategy. I monitored the activities of our phone lines and came to the conclusion that we had two phone lines which were not being utilized consequently the lines were disconnected, giving us a savings of approximately \$1000.00 per annum.

I recorded and analyzed the lead generation and conversion rates from continuous advertisements in a prominent trade magazine and an advertising classifieds which was costing my business approximately \$8000.00 per annum. The outcome was, the expense was not justifiable, therefore the advertisements were axed, saving my business approximately \$8000.00 per annum.

The gains from First Class have been physical, psychological, financial and frankly, too much and too many to mention. I cannot recommend it highly enough to any business owner, manager or a team leader, it will change your life. God bless you Tony you have truly blessed my life.

Yours faithfully

Mr. Edmond Sarkez
Managing Director