



292 Fifth Avenue • New York, NY 10001 • 212.714.3536 • [www.smcddata.com](http://www.smcddata.com)



Dear Eric,

I would like to thank you for getting my articles published. By providing excellent service to our clients since 1980, my small prestigious computer consulting firm never had to worry about getting new clients. This reality changed after the Y2K issues were resolved and the new trend of outsourcing low cost software and services to the Far East began.

The outsourcing trend was a “wakeup call” to the computer industry after the profitable ‘90’s. This “New Business Reality” forced the computer industry to compete harder in a shrinking market created by outsourcing. Another factor that affected my business was the layoff and early retirement of colleagues in the corporate world. Contacts I had worked with for many years were gone all of sudden and my source of referrals “dried up.” Realizing that times were changing and that I must change my business model before I “missed the boat,” I decided to start writing business articles that would give me new exposure in the industry.

Once I started to write my business articles, I faced the new reality of trying to publish them. Being an unknown author I was only able to publish my articles in small magazines. Initially I worked with PR companies that “promised me the moon” but weren’t able to publish any of my articles. All this changed when I met you. As result of your efforts, my articles are being published in major online magazines such as About.com ( <http://logistics.about.com/od/usinglogistic1/a/uc101506.htm> ), CEO.com and Sideroad.com. Having my articles published in such major online magazines resulted in having other, smaller online publications asking for my permission to republish my articles and any new ones I might write.

As my articles are published, I email them to my business contacts and IBM reps. As a result of having my articles published I have achieved the status of being the “Distribution Industry Expert,” who can be counted on as the “trusted advisor.” This publicity has resulted in a surge of new business opportunities making ’06 the best year in 26 years in business.

Thank you for all the hard work and support you extended to me to help me bring my business to a new level.

Best regards,

Dan Kaplan