

**From:** Craig McConnell [craig@millermcconnell.com](mailto:craig@millermcconnell.com)   
**Subject:** reference letter  
**Date:** December 4, 2015 at 12:20 PM  
**To:** Steve Klein, Marketing Breakthroughs Steve Klein [steve@marketingbreakthroughs.com](mailto:steve@marketingbreakthroughs.com)  
**Cc:** [erin@marketingbreakthroughs.com](mailto:erin@marketingbreakthroughs.com)

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To whom it may concern,

I understand that you are currently evaluating a proposal from Marketing Breakthroughs.

I am writing you this reference letter as a result of the long standing mutually beneficial business relationship that I have had with Steve Klein and Marketing Breakthroughs.

Since 2004, Miller McConnell and Marketing Breakthroughs have collaborated successfully on numerous projects for dozens of clients. As a signage manufacturer working on projects with MB, we have witnessed firsthand how the talented team at MB manage projects, communicate the client's message providing great value to the client and the project.

Being in the Sign Industry, we work regularly with many agencies. Over the many years we have been in business, I have not come across any Agency that meets the extremely high standards that Marketing Breakthroughs is committed to. They think differently and operate differently to most other agencies we have worked with. Steve Klein has put together a group of people that are at the top of their respective fields. From their designers, web writers, Search Engine Optimizing capabilities, they all collaborate to create a very "customer friendly" and "results oriented" experience. Their process is simple. What is the desired result? What is the road map to achieving the results? What metrics will be used to evaluate results? And most important, their process is fluid. They are not afraid to adjust the approach "on the fly". The result of their creative approach is a cost effective, highly functioning Web product.

As you evaluate the various proposals for your upcoming project, I believed that a solid reference is key and would be instrumental in your review process. In that capacity, and without any reservation, I am confident that if you choose Marketing Breakthroughs, your project will be a great success. Steve Klein and his team will immerse themselves in the project and will be extremely proud to be working with you and your team.

If you would like to speak with me directly, please feel free to call me any time at the office [613\) 523-7446 ext 205](tel:6135237446) or on my cell at [613\) 612-6362](tel:6136126362).

Sincerely,

Craig McConnell



**Craig McConnell** | President

613-523-7446 ext. 205

[craig@millermcconnell.com](mailto:craig@millermcconnell.com)

**Miller McConnell**

GREAT SIGNS. GREAT SERVICE. GUARANTEED.