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### **Testimonial letter for Visions By Design**

I met Cindy Harris in early 2003 when, as a rafting guest, she walked into my office and suggested that I needed a promotional video.

"Why?" I asked.

"Because you're missing a huge marketing opportunity, and I'm good." Cindy replied.

She had just finished film school and I was apparently going to be the guinea pig.

"How do you know you're good?" I asked.

I cannot remember Cindy's exact response, but I do know that it was confident without sounding arrogant.

Cindy walked out of my office with a contract and I thought to myself, I am either a sucker, or I am going to get one heck of a deal here.

Cindy and I met several times. She asked me questions about my target market and my intended marketing message, and as I talked, she took notes.

What impressed me was that as we talked she literally wrote the beginnings of a workable script!

I did not know at the time that Cindy had previously worked as a journalist. So as a customer, I felt we received incredible value from her technical writing ability and print media experience.

Cindy shot the action on the river and around our rafting resort during the summer of 2003, and then let me have lots of input into the editing process until eventually we had an awesome finished product. It was as her tag line says "my vision, by her design".

We were extremely pleased with the finished video, and contracted Cindy's company, Visions By Design, to produce a second video for us the following year featuring our kayaking program.

These videos have proved to be valuable marketing tools on our website, and at tradeshow venues, and we get many compliments about them from our clientele.

Please call me if you have any questions about Visions by Design or Cindy Harris.

Sincerely,

Russ Brown

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