

Java Girls ®

New in business//not profitable – After only 1 ½ years he was bought by a large coffee Co.



LETTER OF APPRECIATION

Dear Ariela,

I am writing this letter to show my sincere appreciation and admiration for your consulting services provided us, towards our trademark license project. As you know, I started Java Girls with only \$30K out of my pocket and opened one drive thru espresso shack in the Seattle area. Once I got my doors open, I was instantly overwhelmed by an extraordinary amount of local, national and international media exposure. I understood “as a business man” I had to act fast and do something for my business and take full advantage of all of the media exposure. I had a short window of time and not much money to work with. Then I met you.

In the beginning of our relationship you explained to me the power of trademark licensing and the importance of being first to market and I must admit I was skeptical to say the least but I went for it. I must say it has been an absolute pleasure working with you as you maintained the highest level of professionalism throughout the project. In addition I have learned several selling tactics from you that have proven extremely beneficial while selling my trademark licenses.

Thanks to you, I now have registered Trademark’s in the United States & Canada and I sold \$_____ (FTC won’t let me put the actual amount he made – e-Mail me for the letter with the amount) worth of licenses in the first 2 months of going to market and the 1st license I ever sold covered all of my initial expenses and then some. Today I am well on my way to becoming a national chain with lots of money in the bank and a strong game plan for future expansion and this has happened almost overnight. Thanks to you, my family’s future has never been brighter. Know that I will recommend your services to everyone I know and would be proud for you to use me as a reference for any future clients.

Respectfully,
Steve McDaniel
Owner/President
Java Girls ®