

Sue Dotson

From: Craig Meyer [craig@thrive-studio.com]
Sent: Monday, March 02, 2009 12:19 PM
To: Sue Dotson
Cc: Craig Meyer
Subject: A very pleased patient of Dr. DeMars

Good morning Sue-

I hope you had a nice weekend! We have not had the opportunity to meet yet but I have been a patient of Dr. DeMars for well over a year and cannot say enough great things about her and your practice.

In my opinion, going to the dentist is a very personable experience and PSDS does an excellent job at making me feel very comfortable. I have a lot of fun when I go too, a huge plus!!

I have been in sales for around 16 years and I'm always looking forward to see what you guys are going to try and sell me at my next visit! The persistence and fluidity of everyone in the office is amazing. It appears that they are all on the same page seamlessly working together and it is so enjoyable for me to sit back and experience it. It might be that you all don't see this because "we are always trying to improve", but I can tell you as a client and a business professional, it appears from the outside that you guys really have it together.

On January 1, 2009 I resigned as VP of Sales for a plastics distribution company which allowed me to start my own company and follow my passion of graphic/web design and video production. The fact that I love to sell and create/maintain relationships and I love to design, it seemed to be a no brainier to combine them into a single career and forge ahead.

Understanding the sales process, such as how and why people buy, isn't something most graphic designers have experience with amazingly enough. I did some research before I got started and 94% said they have been behind a desk mostly, never experiencing "a sale." How does one come up with the "right" content to add to their amazing design if they don't know what the sales hot buttons are?

One way they are able to do this is through generalizing and you'll find

that many websites and marketing literature is just that, a generalization.

PSDS has a lot to offer and I'd like the opportunity to share my marketing ideas with you in person. I've looked at your new website and have some suggestions there as well.

My editing and design studio on Ravenswood and Grace will be open on April 1st but I would like to meet with you prior to then if possible. I'll be traveling from 3/11-3/17 but am available all other days to come by. I just live a few blocks away and currently work out of my home.

There really isn't any reason you guys can't have majority of individuals and families that live within one square mile walking to your practice!! I have tools that can make this a reality for you.

A glimpse of my work can be viewed at www.thrive-studio.com

Please let me know what date(s) and time(s) would work for you!!

Thank you in advance for your time and consideration!

Regards,

Craig Meyer

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