

Alchemy Business Development Ltd
Grosvenor House
45 The Downs
Altrincham
Cheshire WA14 2QG

6th January 2011

Dear Frazer,

I just wanted to write and thank you again for all the brilliant work you did with me last year in putting together an action plan for the Practice.

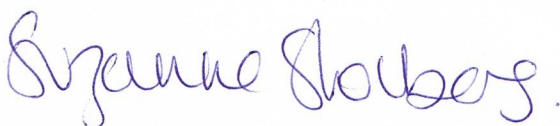
Going through the 'fact finding' session at the beginning was so useful in identifying what we were already doing right, as well as providing a clearer route through the maze of marketing options that were available to us.

The written plan was concise and easy to follow; I have been able to share it with the whole team and they have been able to build on some of the opportunities you identified, which means that everyone here is fully engaged in what we are trying to achieve over the coming year. It's also enabled Jeremy and me to build a positive, long-term view as to how we want the business to develop, rather than seeing it as a beast that needs to be fed!

I am more than happy to recommend you to other businesses who are looking for an experienced "outsider" to help them refocus on their core business objectives and develop a realistic and achievable action plan which will deliver exactly what they want.

I hope that Alchemy continues to enjoy success and thank you again for all your help and advice.

Kind regards,



Suzanne Stolberg
Practice Manager



The Dental Team

JEREMY STOLBERG

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