

# b Sharp

HAIR CONCEPTS

February 11, 2011


Mr. Tony Selinger  
Town Planner Community Marketing

Dear Tony,

I am writing to let you know how pleased I am with the results I am seeing from advertising in the Town Planner calendar. Not only is it generating new clients for me, but they have rapidly become repeat customers! Considering that my participation in the calendar this first year is relatively small, it is fair to say that Town Planner has exceeded my expectations with its results. I plan to increase my frequency in it next year and I'm sure the positive numbers will follow.

I really like the fact that this form of advertising reaches people in a valuable format. Everyone in the area remarks how nice it is to receive something free in the mail that is loaded with helpful information, great deals and yet is also nice to look at. People really seemed excited to receive it. That is a bonus, and I'm sure why so many people keep it. Keep up the good work!

Please feel free to have any prospective business advertisers call me as a reference or share this letter with them. Town Planner works to bring in business for my bottom line, and I will encourage other business owners to try it.

Sincerely, 

Mary Leslie  
b Sharp Hair Concepts  
3939 W. 50th St, Edina  
612-250-7867

look sharp, FEEL SHARP,  
**b Sharp**  
HAIR CONCEPTS


exceptional talent for today's cutting edge trends



For appointment call Mary:  
**612.250.7867**  
3939 West 50th Street • Edina  
Please see our coupons in August & September

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For appointment call Mary:  
**612.250.7867**  
3939 West 50th Street • Edina  
Please see our coupons in March, Aug & Sept

**20/20 DEAL**  
**\$20<sup>00</sup> Haircut**  
~ AND ~  
**\$20<sup>00</sup> Color**  
(no high or low lights)

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For appt call Mary:  
**612.250.7867**  
3939 W 50th St • Edina  
Not to be combined with other offers.  
Valid thru 2011

**\$20.00**  
**Men's Haircut & Shave**  
**Treat Yourself!**

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