



Waggin Tales



Steve Nelson
Town Planner

Dear Steve:

I wanted to thank you for including me in the most recent Town Planner calendar. The results we have obtained from our coupons have been fantastic! We are getting coupons in every day, and are seeing many new customers with our Town Planner coupons.

We have tried many different forms of advertising including coupons in a coupon book that was also direct mailed, and nothing has even come close to matching the results that we obtained in the calendar. In fact, we had recovered our initial investment in the first two months.

Lastly, I also want to mention that I know the public appreciates and uses the calendar. The school schedules and event dates are a very nice public service. I see the Town Planner everywhere!

I am looking forward to doing it again!

Sincerely:

Barbara J. Hoover

Barbara Hoover, Owner
Keyser, WV

