

Hello

I can't believe what's been staring me in the face...

A few week's ago I realised something that I'm sure you have known for ages.

What I realised is that every single one of the UK's most successful and profitable businesses holds regular board meetings to discuss strategy.

And that, in turn, helped me to realise how I could help my clients to become more successful and profitable by helping them to run really effective board and/or strategy meetings.

And, as a result of those realisations, I would like to invite you to be one of the very first people to benefit from an exciting new *BoardView* service that we have developed for a select few of our very best clients.

Here's how it works....

I'll gladly come to any of your key business meetings as a resource to help you make the very best use of your time.

And you can use me in any way you want - from silent observer to adjudicator, technical adviser to independent sounding board, chairman to action plan writer, or even as the facilitator for brainstorming sessions. I can even prepare the agenda if you'd find that helpful. The choice of what you want me to do is entirely yours. And whatever role you want me to play, my input will be covered by an agreed fixed fee and an **unconditional money back guarantee** just in case you aren't completely delighted.

As I said before, one of the things that all of the UK's most successful companies have in common is that they hold regular board meetings to discuss strategy. What's more, in my experience, when smaller businesses - even one man band businesses - start holding board meetings they immediately start thinking like, acting like and achieving like their bigger and more successful counterparts. So if you're not already in the habit of holding regular board meetings, it could just be what you need to really give your results a boost.

Before we launched *BoardView* we occasionally sat in on the board meetings of clients who asked us to. And four of the obvious benefits those clients got from our attendance were:

- Meetings that rise above office politics to focus on the really important issues such as how to drive the business on to ever greater success
- Meetings that are disciplined and kept on track - so that everyone attending is able to get the very most from them
- An outsiders perspective - which, by challenging preconceived ideas about how things are done in the industry or business, helps to identify breakthrough ideas and strategies that have never been tried before
- External accountability - so that all the good ideas generated in the meetings are turned into agreed action plans, effective action and impressive results

I know that *BoardView* can do all of that, and more, for you too.

So, if you would like your business to be even more successful, please give me a call or fax back the form at the foot of the page so that I can call you. Either way, there will be no obligation. We'll just explore how *BoardView* would work for you, and then leave the decision about what to do next completely up to you.

Yours sincerely

Leslie Eriera

PS Remember, I will refund every penny of your investment in *BoardView* from my personal bank account if you are not absolutely delighted. That's how confident I am that it can make a very real difference to your success. So, since the risk is all mine, what have you got to lose by giving me a call to find out exactly how it would work for you?

Fax this page back to Leslie Eriera on 0208 500 3092

“Yes please [insert your name].

“My name is: and my company is..... Would you please call me on this
number on this date..... to discuss how *BoardView* might work for us.”

Signed: