

From: Judy Stevens [judy@skreporting.com]
Sent: Tuesday, September 15, 2009 8:24 AM
To: abetz@outfluence.com
Subject: RE: Outfluence

Al,

I want to take a minute to thank you for *Outfluence*. Kay sent it to me in July, I just finished reading it and I truly have never read a book so pertinent to my questions and so articulate, easy-to-read and relatable. I'm a previous reporter for 30 years, turned firm owner/reporter 15 years ago, turned firm owner/office manager 5 years ago. I've evolved!! I love running the office, making sure everything goes out the door complete, neat, organized and professional-looking. A bent cover will get replaced at the last minute if necessary. Anyway...Kevin Reifler has (as of last January) convinced me that, yes, I can "do" sales, after me vehemently voicing that I WAS A REPORTER, NOT A SALESPERSON. Kevin is who sent me seeking your book. (Thank you, Kevin!) I learned something on almost every page, I re-learned things I had forgotten in the busy-ness of each day. I learned things I had never heard of in the bizillion other "sales" books and articles I'd been thumbing through in the past nine months. For all of those things, I thank you. I've learned that sales isn't really sales at all. Sales is building a relationship with a person who then decides to work with you simply because you're so nice, not because you have something incredible to offer that no one else does. I have coffee with a paralegal a couple of times, we talk about kids, husbands, life...next thing, she's setting up depositions. Viola!!

Now, another reason for my note, though not as important as the "thank you," is that I desperately need to "teach" some of my staff some things from your book. I want to put together a sort of mini-seminar for them at my home. We have a brunch at my house twice a year on a Saturday to just chat, visit, and relax together. I'd like your permission to create a cheat-sheet, so to speak, of some of the etiquette things they need to be reminded of. I won't even get into examples, but the younger generation is much more relaxed in their style than those of us who arenot so young!! I've talked individually to some of them, but think a gentle, overall group reminder and open discussion of some things is important. I will simply put together some handouts as reminders to them of the things you write about. I will recommend your book to each of them as well.

Again, thank you. You have boosted my confidence and rejuvenated my spirit. I miss my weekly calls with Kevin and keep him in my prayers daily. Miracles happen every day and I'm confident Kevin will be one of those miracles. God can't possibly be finished with such an energizing, entertaining, intelligent and caring soul.

Judy

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