

2/20/10

To whom it may concern,

For the past 5 years, I have spent countless hours building my business through conventional sales methods and online Ecommerce. During this time, I have spent tens of thousands of dollars on Internet marketing companies pretending to be experts on SEO and Adwords campaigns to the point that I have become an authority on these strategies. After last summers fiasco with another company (which will remain name less), I had had enough with this and vowed to never use one again. Then I met the guys at Think-New.

Reluctantly, I met with ThinkNew at their office to see what they offered. I was expecting the same old "we'll do this, we'll do that" and so on and so forth. I was completely wrong. They had prepared a complete plan of attack, covering my competitors, my strengths and weaknesses, and actual deadlines to achieve these goals.

They have created a SEO tool, RhinoSEO, that is second to none and easy to use for any computer skill level. Google analytics only scratches the surface, but the Rhino gives me the full picture and the ability to find out exactly what my prospects are searching for. Once I started comparing our current SEO strategy and Adwords campaigns to the data from the Rhino, I realized that we were wasting money on meaningless clicks. At this point we were consistently doing 10-15k a month online. In mid-December, I changed the strategy to what the Rhino recommended and at the end of January I did 20k (up 33%). With a slight increase in marketing budget this month, I am on pace for 30k and easily our best month online since 2004. My online business has doubled in TWO months, TWO months because of Think-New!

I have heard countless times from other companies that they guarantee top placement on major search engines. When I read the fine print, there is always a bailout clause that releases them from accountability. Think-New has never told me something that couldn't deliver. They use a link-building strategy to connect me to relevant websites, not casinos or gambling sites. This has improved my organic positioning on many key terms, which has converted to new customers.

Think-New has a dedicated, knowledgeable staff and use their own innovative tools that have helped us grow, not store-bought programs. They charge a fair price for their services, no lengthy ridiculous contracts. They meet their deadlines, which is refreshing. They tell me what works, not what I want to hear. I consider them to be a trusted resource and an invaluable part of my business. My only hope is that I can keep them a secret from my competitors.

The Internet has evolved so much in the last few years forcing companies to constantly change their strategies and increased costs to keep current; Think-New keeps me ahead of the curve.

I fully endorse the guys at Think-New and would be happy to speak to any prospective customer about using their services.

Sincerely,

Mike

Michael J. Smith
President/CEO
Healing Enhancements, Inc.