



When
You're Exhausted
See Us

R.R. #1 Maidstone, Ontario, Canada N04 1K0

To whom it may concern;

This letter is to highly endorse COVER DIRECT AND PAUL HERZ,
Their representative.

I have been in Business for 34 years and have owned two
Corporations and twelve businesses.

As an Entrepreneur I cannot express enough the importance of
advertising to your business. You have to get the word out as
to who you are, what to do and what you can offer the
consumer.

Not only did I have a good response from my ad with Cover
Direct, I gained five new customers from my ad so far and one
came back twice as he needed more work on his vehicle and saw
my coupon for 20% off any work which was inside the cover. At
first the nice gentleman said, "May I use this coupon, you
already gave me 10% off on my last job?" We said, of course,
we would be more than happy to honour the coupon, you are our
valued customer!"

COVER DIRECT can get your customers to you, it is up to you
after that.

Very truly yours,

Brenda D. Solly,
President,
Brenda Brake Inc.

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