

February 10th, 2006

The IT Process Doctor

Attention: Marc LaChance

Dear Marc,

Sorry this has taken so long – I have of course been embroiled in so many issues at once that I don't take the time to thank those that have helped me so much.

I just wanted to formally express how pleased I have been with your services. I started off confidently with a web designer who I felt comfortable with and an off the shelf copy of QuickBooks Pro and jumped in with both feet. Only to later sit back and have doubts as to whether I was indeed going the right route – should I place so much trust in my web designer, did I really need to be sold 'shopping cart' technology, would I be able to pull information off of my site and dump it into QuickBooks and vice versa.... What about the sales end? Did I need ACT or Maximizer? All of which gave me this huge case of inertia!

Of course I had no idea who to turn to – with only one computer I didn't really need in IT company, I wasn't prepared to sign up for months of courses in order to learn enough about the software I might, or might not, need. Did I need a business coach at \$500 a month – I just don't have the capital yet to do something like that. I needed someone to connect all the dots, and there you were!

The three hours you spent with me, forcing me to articulate my business processes, was invaluable. I have now added things to my website which will save me hundreds of hours of manual paperwork and correspondence. It will give my customers a much better user experience – and it was hardly any extra work for my designer – in fact it was covered in the package price she had already given me. I now understand how to input the necessary information ONCE, and have it populate multiple fields. To populate QuickBooks, then dump it onto my website, instead of treating each piece of software as a separate entity. Your idea of using my Outlook Express as a contact management tool - instead of learning a whole new piece of software, was a relief. Saving me money, but best of all time. The advice to defer development of more sophisticated tools until I am bringing in money made great sense.

I now have this incredible comfort level that these technologies are going to work together and enable me to spend my time doing other things – like drumming up new business.

Thanks again for your patience and insight – I can't wait to complete the website and see this whole thing up and running (smoothly of course!).

Sincerely

Sandi Nelles
School Threads Inc.