

July 28, 2006

Nader Anise Lawyer Marketing  
1900 Glades Road, Suite 358  
Boca Raton, FL 33431

Attn: Nader Anise

Dear Nader:

It is extremely rare that I rave about someone's service or products. Normally, I am extremely picky and hard to please. It drives my wife absolutely crazy.

I have been a lawyer for 13 years. However, during a lot of that time, I was not as serious as I should have been. I was 26 when I was sworn in and having looked back on it, I was probably a bit too young to start out when I did. In 2001, I got married and my wife had our first child.

As I struggled through practice (how awful), I tried to go to as many networking functions as possible. It was a pretty awful experience.

After I read about you in a California legal publication, I tried to purchase as many of your tapes and seminars as I could. I am glad I did.

Nader, you opened my eyes to marketing. I picked my niche and went deeper like you suggested. I carved out a niche within a niche. As a family law attorney, I now only market to male clients. Imagine how pleasantly surprised when I found out that [www.divorcelawyer4men.com](http://www.divorcelawyer4men.com) was not taken. It is now. A few people suggested that this was not a dignified title for a website and I am glad that I did not listen to them. Then, I got a toll free number (888-456-4MEN).

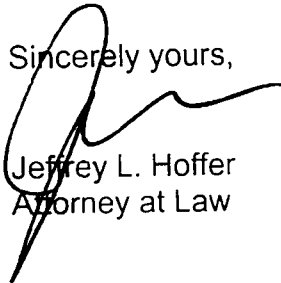
Due to my taking this one tiny little suggestion of yours, I literally doubled my yearly income in 2005 over 2004. 2006 is an even better year than 2005. I am so busy right now that I have to find new office space and hire staff. I never thought I would be in this situation so soon.

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Here is a little bonus that I did not expect. This is really important. Marketing towards men does not shut out female clients. Some quite understandably shy away from me and give me the cold shoulder. Others however ask to hire me and give two sets of reasons for doing so. Some want to hire me because I 'know how men think". Others want to hire me before their husbands do!

Nader, I am glad that I met you. Your ideas are so valuable and so profitable, all one needs to do is apply them.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Jeffrey L. Hoffer', with a stylized flourish extending to the right.

Jeffrey L. Hoffer  
Attorney at Law