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Dan Kennedy / Matt Furey

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"I have been using Pete's newsletter for **over 4 years now**. I love how easy it is to work with. My clients and members appreciate that it is a very simple and clean newsletter. It is the **perfect newsletter for IBAs**, it re-enforces the message that GKIC is sending *without making the members feel* that they are being **overwhelmed** with more information. Pete's newsletter allows me to keep my clients informed and positive. The message is consistent and positive, yet not overwhelming. Just last month I ran a promotion **only** in my **newsletter only**, it **brought in \$3300** worth of sales. I know my clients are reading it!!!" *Dan Cricks, IBA*
Cleveland/Akron, Ohio & Results Marketing, I.I.C.

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