



"The World's Number One Resource for Great Speakers"

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May 12, 1999

Mr. Jeff Davidson
Breathing Space Institute
2417 Honeysuckle Road, Suite 2A
Chapel Hill, NC 27514-6819

Dear Jeff:

I am taking this opportunity to write you and many of our speakers about spin-off business, a key issue for our industry and one of the most important aspects of growing our business together.

Let me begin by acknowledging that Leading Authorities is keenly aware that partnering with you and other leading speakers is *the engine* powering our continued growth. Our business is the ultimate "people business" and cultivating strong partnerships with our speakers is one of our highest priorities.

The purpose of this letter is to underscore the importance of spin-off business and to acknowledge a number of speakers who are simply extraordinary when it comes to providing us with referrals following presentations.

Spin-off is extremely important to us and the success we have in booking you. Each year Leading Authorities invests up to one million dollars in marketing...preparing a one-of-a-kind *GUIDE*, a special supplemental guide, a state-of-the-art web site, and many other special promotions. These expenditures are intended to attract new clients and build long-term, repeat business for our speakers and for Leading Authorities. Spin-off business is crucial to realizing a good return on these investments.

While many speakers give us a spin-off here and there, there are a number of speakers who are exceptional about turning over leads to us. They demonstrate their belief in a true partner relationship. These include such great speakers as John Alston, Emory Austin, Barry Asmus, Rick Barrera, Art Berg, Sheila Murray Bethel, Dirk Beveridge, Dianna Booher, Bill Brooks, Dan Burrus, Jamie Canton, Jeff Davidson, Chip Eichelberger, Jackie and Kevin Freiberg, Roger Herman, Vicki Hitzges, Craig Karges, Patrick Lencioni, Mary LoVerde, John Miller, Billy Riggs, Jeff Salz, and Jack Shaw. These speakers go the extra mile.

Congrat!

We are here to work with you. Our experienced sales staff is working hard to increase your speaking dates...we want to keep you speaking! While you move from one event on to another our sales people will be working to keep your calendar full. However, we must work together by developing the leads that you generate at your speaking engagements. We have noticed over the past few months that there is a large discrepancy in the amount of leads we receive from speaker to speaker.

Let me give you a recent example. Not long ago, Leading Authorities booked a half-dozen speakers for a major convention. They are all outstanding speakers with great messages and presentation styles. We enjoy working with all of them!

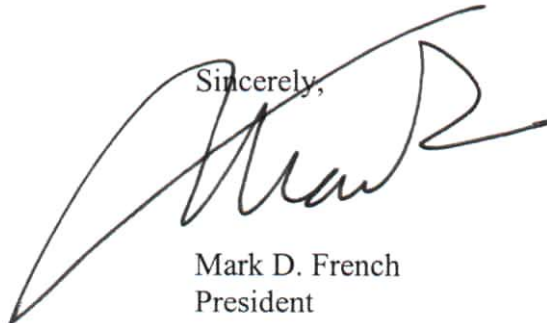
Here is where the discrepancy lies. Of the six presenters, one provided us with 25 leads, one with eight leads, one with four leads, one with one lead, and the rest with none. Please keep in mind that all of the speakers were great.

Our sales staff goes out of their way to book speakers that provide us with valuable leads because they realize one speaking engagement can lead to many more. We recognize that not every speaking engagement provides spin-off opportunities, but over time our dedicated partners do shine through.

I want to thank you for your partnership and for keeping in mind the value of a spin-off both to you and to Leading Authorities. We carefully track spin-off activity and will follow up on leads in a prompt manner. After all, a new booking is the ultimate win/win for both of us.

If you have any comments or ideas for how we can work together better in this area, please feel free to send me an email at: mark@leadingauthorities.com. In the meantime, let's keep up our dialogue with each other and continue building our business together. Best wishes.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark D. French', written over the word 'Sincerely,'.

Mark D. French
President