

To Whom it May Concern:

Transforming my business from hope and a prayer to a sustainable cash flow business is what I have been trying to do over the past two years with no success. I lost my job early on in 2020 and have been a sales agent for an amazing company, but I just cannot get in front of or mind share of enough people. So, I am essentially broke, but I am not giving up and will not give up and hope that this program will give me the tools to make it work and take me from broke to providing for my wife and I.

The company that I am 100% commission agent for is Merchant Advocate (MA). MA works with companies that do over \$50,000 a month in credit card business to ensure that they are not being over charged by their Merchant Processor. Sixteen years of experience tells us that 72% of every B2B Merchant statement over charges its customers and MA has been able to save its customers over \$125 Million Dollars.

Simply said, it gives a company to keep a larger percentage of the money they have already earned.

Sounds straight forwarded doesn't it. Well, first people think you are trying to get them to switch their credit card processor, which something we do not do. What MA does, is it analysis the past 4 months of statements, work with the current Merchant Processor to adjust the rates to the correct rates saving companies lots of money and then audits the statements for 3 years to ensure accuracy.

There is my problem, getting people to listen or pay attention for 10 minutes to hear our story and I cannot crack the code on how to do that. I believe 100% the Communication Edge can do that for me. Give me the tools to get the 10 minutes I need to talk to the CFO or President.

Do I admit here the money I have wasted on "big guru's" who don't understand what I do or what I am trying to say in my message, let's just say I put my family financial future in jeopardy by what I spent being sold by them.

Sorry, had to take a quick break after writing that last sentence to realize hindsight is great but reality is, I was stupid and I am praying that given an opportunity to transform how I deliver messages and communicate thru your program will change my life but much more importantly my families lives.

I have always dreamed of being able to live and teach the GIRSL way to financial freedom; Give 10% of what you earn, Invest 10% of what you earn, Retirement account 10% of what you earn, Save 10% of what you earn and live off of 60% of what you earn.

I see a light at the end of the tunnel that being part of your program will give me hope.

Sincerely,

Charlie Wakely