

Asheesh Barman

From: Richard McFall [admin@unitedhypno.com]
Sent: Monday, February 05, 2007 12:02 PM
To: Asheesh Barman
Subject: Podcast...

Hi Asheesh,

I listened to both podcasts that were in your newsletter -- they are great!

Thanks for the use of United Hypnotherapy as an example in the second podcast. It made me feel good to hear my company being featured in the cast.

Acutrack is more than just a convenience for me. The "on-demand" model more or less made it possible for my company to exist. The logistics, inventory costs, personnel, facility and equipment costs to duplicate what Acutrack does for us would have made starting a business of this magnitude nearly impossible.

As you said in the podcast, Acutrack's on-demand model has allowed United Hypnotherapy to focus on marketing and promotion of our products as well as the creation of new products for our customers. Without Acutrack, we would more than likely have less than 10 titles to offer, and would have to make a large financial commitment each time we added a new title.

Having worked as top management of small companies, and also having worked for some Silicon Valley companies, I know what a hassle fulfillment of orders and inventory tracking can be. I love being able to meet with marketing consultants, advertising executives, recording artists, and fellow hypnotherapists rather than with shippers, production managers, and inventory control specialists. I can now spend my time looking for ways to increase sales, and let Acutrack worry about how to produce and ship them. It frees up an incredible amount of my time and financial resources.

The ease of how this all works is truly something I can't stress enough. I literally get up in the morning and walk over to my computer to see what profit I made overnight.

I can add several product titles each and every day if I want to, and I never have to worry about how I'm going to stock it, pay for it, or produce it. I simply send the files off to Acutrack, and it all magically happens a short time later... I'm a hypnotherapist -- I like that kind of magic...

Best Regards,

Rick