

March 30, 2006

To Whom It May Concern:

It is unfortunate that dependability in the world today is a rare find. When you meet someone who is honest and trustworthy, you have indeed found a gem. As the CEO of one of the largest corporations in the city of Houston, I deal with all types of people. They often have a myriad of personal agendas and ulterior motives. In contrast, I place a very high price on integrity and good character. Those with whom I build relationships must operate with the utmost integrity in every area of their lives. The business arena is no exception.

With that in mind, it is with great pleasure that I write to you on behalf of Mr. John Doe. I have known John for seven (7) years as a barber and a friend. Over the years he has grown into a man that I respect. John is an accomplished professional and runs his current barbershop with the skill and discipline necessary to succeed in his trade. For as long as I have known him, he has demonstrated superb financial acumen, always giving attention to his business' bottom line.

John has always been ambitious. He is constantly striving to "grow" to the next level. His vision to open a barber college does not surprise me. His desire to give back to his community is a part of what drives him. The barber college is simply an outward representation of an inward determination to see generations after him succeed. I have no doubt that he will be successful in the endeavor. Lending him your financial support would definitely be a wise decision and will reap dividends for you for many years to come.

I believe very strongly that a man's name and his word can be worth more than money. I would never consider jeopardizing either my name or the integrity of my word for someone not credible. I can say with confidence that John Doe is a man who can be trusted. A man who is stable and takes good care of his family. A man that I am honored to know. Your generous financial support of John' business venture, I believe, will set the stage for young people just like him to mature and become model contributors to society.

Sincerely,

Mr. David Doe, CEO  
XYZ Company