



1202 Borden Rd #66, Escondido, CA. 92026

Ph: 800-854-3504

Tuesday, October 07, 2008

To whom it may concern:

I am pleased to write this letter of recommendation for Jim Phillips & Second Effort Internet Search & Marketing. I initially retained him in March of 2007 to bolster our Internet efforts, as I could see the writing on the wall—the Internet was the “way of the future” to market our business--selling cosmetic laser equipment with a price tag of \$25-\$80,000. Although we already had a website at [www.skincarepro.com](http://www.skincarepro.com), we had not focused on making the website the central marketing and sales tool of our business. At the time that he began here, we had virtually no listings on the top pages of Google, Yahoo, MSN and the other Search Engines. He rebuilt our site and overhauled its message by re-writing the content and adding numerous pages. Now, our latest Ranking Report shows that we now have nearly 800 such Rankings, and we dominate our market. To this day, Jim continues to service our account to maintain this dominant market position for us.

During Jim's service with us I spent considerable time with him. Very goal oriented, Jim is dedicated to his work and the job at hand. He demonstrated from early in his tenure that he understood what business is all about, and made a point to learn our business products and services to better achieve our marketing internet objectives. He was well organized. He was quite aware of the bottom line, and had a knack for recognizing and preparing for upcoming challenges, such as email marketing, auto-responders, Google's Pay Per Click System, analytics, reporting, landing pages, etc. He also undertook the development of 2 new sites for us, including a Forum, and he translated and recreated our website in Spanish for the Mexican market with our own Mexican Domain. ([www.skincarepro.com.mx](http://www.skincarepro.com.mx))

In closing, let me say I have no hesitation in recommending Second Effort for any short or long term projects pertaining to Search Engine Optimization & Internet Marketing. I feel confident this would be an immediate asset to your organization, as it has been to ours.

Jeff Bayley, President  
Cosmetic Medical Corporation (CMC)  
1202 Borden Rd #66  
Escondido, CA 92026

A handwritten signature in black ink that reads "Jeff Bayley". The signature is written in a cursive, flowing style.