**BUSINESS DEAL LETTER**

Dear Mr. Billington,

I am Timothy Johnson of Johnson Public Relations, and after having been involved in the area for a few decades, I understand the frustrations that you may face regularly. If you are like other marketing directors, you are very likely to face the continuing challenge of trying to determine how to find the best service to fill your needs for public relations. I have some information that you should find appealing.

As a premier PR firm, Johnson Inc. has been providing public relations services to companies like yours for more than 25 years. We thoroughly understand the needs of marketing firms in our locale and know how to provide the best services for your needs.

We are justifiably proud of our record of providing highly rated customer services, with an equally responsive 24-hour turnaround time on almost every request. With a dedicated team, we provide services to help you handle or manage situations of crisis, promote positive messages about your company, handle requests from the media and positively manage your reputation.

We have three customizable options that we would love to provide for you:

* A full representation package: With this all-inclusive package, Johnson, Inc. would manage your company reputation, create positive publicity, teach your staff effective methods for handling the media and provide support for managing crises. We also provide encouraging internal PR support to help your staff be fully appreciative and supportive of your company's mission.
* A comprehensive external representation program: With this alternative, Johnson, Inc. provides only strong public-facing support. We will help you with the development of a crisis-management response plan and employ supportive methods to engage the media in providing positive coverage.
* The crisis management and control package: It is our sincere hope that no crises ever occur at your company, however, our experience shows that the most effective part of mitigation is to be prepared. We will help you to develop a full crisis management and response plan to help your company return to normal if something does go wrong.

I would love to meet with you and demonstrate how we can eliminate your public relations concerns. I can call you on Monday, March 15 to address your concerns and answer questions about the three options that we can offer we offer.

Sincerely,

Tim C. Johnson