

# RESULTS!



*Lube Master*

415 E Stanford Ave  
Springfield, IL 62703-3858  
Phone: (217) 525-6425  
Mon - Fri: 8 am - 6 pm  
Sat: 8 am - 5 pm



January 18, 2008

To Whom It May Concern:

I have been advertising with Mid-West Family Broadcasting for approximately one year. Since we began our relationship, I am very pleased with my experience working with Mid-West Family. Although I am working with a specific salesperson, it is very evident that everyone who works for Mid-West Family is all on the same team.

At the beginning of our relationship, we set goals with the growth that I wished to receive from advertising in consideration. The only major change I made in my marketing strategy from 2006 to 2007 was adding an advertising budget with them. I am very pleased to say that all of my goals were met; the results surpassed my original goals. I purchased the business in January of 2004 and have been able to increase business each year. I have never been able to obtain the 15.8% increase that I did until I advertised with Mid-West Family Broadcasting.

I would strongly recommend and even encourage anyone in business, who is not involved in some advertising strategy, to take the time and invest in advertising. Almost daily, someone will say that they heard my ad on the radio. Even if the person does not come in directly because of the ad, I am convinced that radio has kept my name "out there". Keeping your name and location on the air will stimulate business, remind people of your services and possibly stimulate conversation about your ads. It is good word of mouth advertising.

Please feel free to contact me in person about my experiences with Mid-West Family Broadcasting and my sales representative Kim Whittington. I'm sure if you make a commitment to invest in advertising with Mid-West Family, you will be happy with the outcome.

Sincerely,

Randy Herpel  
Owner/Operator  
Lube Master



**Mid-West Family  
Broadcasting**  
WMAY/WNNS/WQLZ/WLCE

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