



**MindSkills
Center**

Ed Rigsbee
P. O. Box 6425
Westlake Village, CA 91359

Marc Bachrach
Certified Hypnotherapist
Director

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Dear Ed:

"Who motivates the motivators?"

The next time one of my professional colleagues asks me that question, I'll have the definitive answer for them. Ed Rigsbee.

As someone who's personally been hired to perform over 12,000 hours of motivational counseling using hypnotherapy and behavioral modification, I consider myself a seasoned professional motivator. Ditto for my staff and independent consultants. You have proven yourself to be a "motivator's motivator" during your time working with us. I can pay you no higher compliment.

Not only did we receive solid advice and technical ideas for implementation, we also felt that you respected our intelligence throughout the process. You were particularly attuned to moments we weren't "getting it", and rather than moving on in some canned fashion, you stayed with us to work through our blind spots. Not only have you taught us how to generate quality publicity and attack our medical marketing problems from a fresh direction, but generated a spontaneous enthusiasm for these tasks in all our staff.

We were all strongly impressed by your speed in accepting feedback and willingness to rapidly modify your approach in any area of your communication: verbal, written-- even changing your own answering machine message the very afternoon one of our staff made a suggestion to you about it. You're an inspiring model of effective behavior. A rarity: someone actually "walking the walk in addition to "talking the talk."

Indeed, Ed, it's my experience that so few "motivators" easily accept constructive criticism, advice, or feedback about their message from their clients or students. Much less implement it rapidly. The huge, unbalanced egos which seem to predominantly populate this turf preclude the willingness to share fully with the folk they've come to lead. You are a welcome exception! Your openness and naturalness made it easier for everyone to participate fully and tackle our problems in the clearly non-judgemental, results-oriented atmosphere you were able to establish so rapidly.

Equally as important was the perception we all shared in discussing your services after you had left: That you made us all feel you actually cared that we succeed. Your enthusiasm and upbeat yet methodical manner radiate the powerful inner drive of a man who clearly cherishes the positive effects he creates in others. It transferred itself during our few days together to even the most withholding and reticent of our people, and lingered weeks after you left.

The most direct way I can thank you is by telling you we look forward to a long and fruitful relationship between Rigsbee Enterprises and the MindSkills Centers.

Viva Maverick Marketing! Viva Ed Rigsbee!

Sincerely,

Marc Bachrach

Marc Bachrach
Executive Director

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