

How to get a bunch of Letters of Reference

By Martin CJ Mongiello

Wishing you my best!

Here is what you would like to consider from meeting top folks, top flight owners and top level players. If you should like to get a testimonial from them the best way I have found is to send them a letter with the testimonial typed up.

This has a **two phased** approach of success that will meet with great results.

1. Realizing folks don't really know what to say about you and your next movement forward it is actually best for you to craft and shape the testimonial to help yourself. Here is an example case in point:

- a. Tim just shot a video for Alberto Fonzin of Wells Fargo Bank. Tim knows he is a Senior VP of funding. Time actually did the video for a Bat Mitzvah at Mr. Fonzin's home. Fonzin loved it! But Tim doesn't want to be doing birthday films and Bat Mitzvah's and weddings. Tim wants to be doing full length Hollywood films. If Time was to allow Mr. Fonzin to write the letter it would ruin Tim's desires and needed life focus moving into 2020 and 2030 with his life goals, both short range and long range. But Tim messed up as he already asked Mr. Fonzin, like he does everyone, to write a LOR for him to put on his website. At this point actually, because Tim has been forced to do "money to make ends meet work," - like these videos and stuff (that are not his life focus), the LOR's Tim has on his site are detracting, hurting him and negatively impacting his capability to grow. This sucks. And I'll tell you something...if TIM was able to write those letters they would read **life focus and forward and future** and what he really wants! Here is just an example of what Tim is talking about – just look at this letter from Fonzin:

Alberto Fonzin
87 Record Way Bay
Lake Norman, NC
28776

April 7, 2013

Tim Helsley really does an excellent job with the children, horses and kiddies. He shot the most unbelievable film of my girls party and cakes with ice creams served and our superlative clown act that we had come in! Boy the clowns! The red noses and floppy feet, ha, ha! We love them. And Tim is the best at shooting. I would like to recommend him now and for the future

from my home to yours for any filming of weddings, your kids shows, puppet parties, clown acts, filming birthdays, animal shots and shooting and also wine parties we have in our estate and kitchen. If you have a get-together on the beach, gardens or pool party into the night call Tim – his work is superlative.

I thank him and appreciate him and his digital HD film work tremendously!

Sincerely,

Alberto

Great letter – I mean really quite awesome to further promote Tim’s life focus of working with the film commission and showing this letter to Beth Petty and Margo Metzger at the NC Department of Tourism. These types of letters left to the good intentions of others are really not helping Tim to move in his focus and goals. Sometimes the writer loses focus or over-emphasizes something that impressed them like clowns or animals in a petting zoo that would distract future readers in business. Oftentimes letter like these don’t even mention what TIM REALLY NEEDS MENTIONED. Instead, here is the letter Tim typed up, sent over to Mr. Fonzin by email or regular mail (enclosing a CD with the letter typed already and a short note: *“Dear Mr. Fonzin, it was so enjoyable to film your daughters party and a true delight to hear your caring appreciation for my work, the music and the graphics with Title opening and credits! I continue to work hard sir, at Best Buy, and am moving into major film work so have enclosed a sample testimonial letter for you to sign and put onto your letterhead. If it is okay, it would help me greatly, sir, as a young man to grow into my life goals of major production or feel free to have your secretary or administrative assistant change any of the wording (CD enclosed). I have also enclosed a SASE for you to make matters very helpful to get the letter of recommendation back.”* Notice the helpful tone? If TIM emails this it most likely gets dumped or erased but TIM IS VERY INTELLIGENT, he sends a papyrus letter with the CD in an irregular shaped envelope that gets a lot OF ATTENTION. Also, TIM controls the letter to express what he really needs stretching the content a bit to his needs while being ambiguous.

Mr. Alberto Fonzin
Senior Vice President
Wells Fargo Bank
World HQ
1255 Tryon Street
Charlotte, NC 28156

To whom it may concern,

Helsley Film Studio run by Tim Helsley is a terrific example of excellence in filming movies, documentaries and more. If you are looking for a film to be made then look no further than Tim as a Producer and Director. His work includes digitized opening graphics with accurate themed

music as he selects the right fonts, tone, sound and motion to showcase your event and needs. Intuitively, he choreographs the excellent items of subtitling, call outs and lighting enhancements that accompany your film. Quite an intelligent young man and he does also have crew and services to scale up to large films.

If your company, family or film project needs a superlative motion picture, short or video to be made for theaters, webisode or internet use – you have only one call to make – it’s Tim Helsley at (803) 984-8271 as he holds my highest recommendation.

Yours truly,

Alberto Fonzin

2. In today’s busy world where folks are crushed with digitized, exhaustive emails, FB messaging, texts coming in and all sorts of ring tones, bells, alerts and “zings” going off the encroachment on the cerebral cortex is devastating. Especially when medical Doctors have proven the cortex cannot do two or more things at once. Despite so-called expert bosses asking interview questions like, “can you do 20 projects at once?” People are deluged and the cortex CAN ONLY DO ONE job at a time. Isn’t it punishing to some to be so limited by God inside of their own human skull? With this in mind, many are dejected and angry that the email request they shot over, burdening another with so much extra work, never got answered. Here’s what they say, “*You know I did a great video, dinner, pool cleaning, detailing and wax job, dog-walking, business plan, financing of 60 million, etc... for that frogged bum and asked him at lunch to write me a power letter of reference on his letterhead. The liar never did and I hate him.*” TIM knows that’s not how people feel on earth, but TIM has gotten a lot smarter in realizing, if he wants a fistful of LOR’s on his website, in his prospectus binder and in his folio he helped folks long ago to get the job DONE. And that’s why TIM has so much high-end, high priced work. TIM LEFT HIS JOB LONG AGO when the cash rolled in and flooded his company boosting up to several team members on staff (he doesn’t call them, “employees”) and part of his success story was the way he handled his Letter of Reference (LOR) requests.

Sincerely,

Marti

Integrity, Ingenuity, Intelligence

a 28-year US military retired, veteran owned business

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