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The Dave Ramsey Show
ATTN: Affiliate Relations
1749 Mallory Lane Suite 100
Brentwood, TN 37027

To Whom It May Concern:

I strongly endorse advertising on The Dave Ramsey Show. I received immediate response from my spot with Dave's voice endorsement, and my call volume increased significantly. It's not just your regular old ad when Dave puts his stamp on it...it's his trademark.

It has successfully attracted patients seeking laser vision correction to my office. Dave's endorsement is a tacit seal of approval. He personalizes and individualizes your message directly to your target audience. Best of all, his financial advice has prepared them to have budgeted the money for the surgery before the initial visit.

I have had a very positive experience with the Salem Radio Group of Louisville and I heartily recommend their advertising strategy.

Sincerely,

Richard A. Eiferman, MD
Clinical Professional of Ophthalmology
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