



8770 Brays Fork Dr | Glen Allen VA 23060 | T 804.814.7825 | F 804.756.1365

April 9, 2013

To Prospective Blue Book Network Customers:

When I went out on my own and started my company in 2010, I wasn't sure at first if I wanted to sign up to join the Blue Book Network or not. But now, three years later, I don't want to let it go. In fact, I can't let it go!

My Blue Book membership got my company in front of a lot of GCs and owners who started inviting me to bid on jobs. Within the first couple of jobs, my program had paid for itself. On top of that, I have built a close relationship with several GCs. Some of them include me in negotiating projects. I couldn't have done that on my own without the Blue Book's help.

I know my rep Cheryl Shanahan has other clients, but whenever we meet to strategize, I feel like I'm her only customer. We talk about upcoming projects that haven't gone out to bid yet; she has helped introduce me to other people in her Network. She even acts as a sounding board for me when I'm bouncing ideas off her about my web site or hiring people.

As a business owner, you can't grow without a source of project leads and marketing or advertising. You have to invest in yourself and your company. For me, I look at it like business "insurance": it's automatic, you have to have it! It pays for itself within 2-3 jobs, so make it part of your business plan! I know I'm glad I did.

Adrian Bailey
President

**www.apowerelectric.com | apowerelectric@yahoo.com | Lic #2705 137710 |
SwAm | DBE | MBE
Commercial | Industrial | Residential**