

Questions For Shaun Fawcett, M.B.A.

Author of e-Book: *Instant Recommendation Letter Kit*
Creator of Website: www.InstantRecommendationLetterKit.com

1. What gave you the idea to develop this Instant Recommendation Letter Kit?
2. How did you personally get involved in developing such a Kit? What is your background that relates to this?
3. How does this Kit tie in with your writing help Web site?
4. Who will be the primary users of the Kit? i.e., Who was it designed for?
5. Why did you choose the “recommendation letter” subject over other writing-related subjects that the average person might need help with?
6. The news release says that there are actually five major types of recommendation letters. What exactly are these different types?
7. Your Kit includes what you refer to as “real-life templates.” What are they all about? How do they differ from standard “fill-in-the-blank” templates?
8. Where did the “real-life” samples and templates in the Kit come from?
9. What do you mean when you say “downloadable templates”, how do those work?
10. How many actual templates are contained in the Kit that users can work with?
11. How does the Kit actually work? i.e., How can the user translate the Kit into an actual document?
12. It appears that the Kit goes beyond straightforward letter writing. What else does it include?
13. The news release states that the “Bonus Buyers Guide” will save people significant amounts of time and money. Could you please explain this?
14. One of the Bonuses that you offer to buyers of the Kit is a Free consultation with you. How does that work?
15. How can people obtain the Kit? (www.InstantRecommendationLetterKit.com).