



FROM THE DESK OF  
LARRY JORDAN

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August 17, 2020

Mr. Dennis Starkovich



Dear Dennis:

Here's a copy of my latest book: "Techniques of Visual Persuasion," to which you so graciously contributed the "Ideagrams" story. You'll find it at the end of Chapter 2, probably the most important chapter in the book.

So far, the book has gotten very positive reviews on Amazon.com for which I'm grateful. I consider your story to be a valuable addition to the book and I had fun reading it.

I am grateful for your support while I was writing the book and for letting me include your story!

Thanks,



Larry Jordan

P.S. It is not required, but I'm interested in hearing your thoughts about my book and, if you like it, please tell your friends. (It's, um, the marketer in me.)