

Testimonials are not something I do often but this one was easy. My name is Linda Parrent, and I'm the owner of Elegant Essentials. My husband, Steve, and I have been in business for one year, and one of the best publications, if not the best for my business, has been "Downtown Knoxville & Everything West." Tom and Judy Irmen, the owners of this publication, personally introduced their company to Steve and I when we first opened our store. Not knowing the area or the publications that well, I decided to take a chance on Everything West (and I'm so glad I did). The publication was appealing to me, due to the fact that they have the largest mailed distribution of any Knoxville publication. In addition, I figured since people were actually receiving this magazine at home, and not having to pick it up each month (and pay for it) that I had more of a chance to be noticed.

Immediate response to my first ad was all I needed to see. Every time I advertised in this publication, I continued to see new customers. I asked each new customer where they'd heard about Elegant Essentials, and the majority of them mentioned Everything West. On more than one occasion, I actually had customers say that they read this magazine from cover to cover. My husband and I have averaged it out and believe that 8 out of every 10 new customers are coming from Everything West.

Everyone from the owner, to the graphic artists, to the writers, to our sales rep, has proven to be top notch, always going a step or two above the rest in making sure that we're happy with the results of our articles or ads. Everything West has proven that they care about my business success.

We just recently hired our first employee. She was a customer of ours that came in after reading an article that was published in Everything West's "Women in Business." She was so impressed with our story and the store that she is now our employee!

I don't want to sound cliché, but my advertising budget is not huge. I have to make sure that my advertising dollars are working the hardest for me. Because of this, and my experience in multiple publications and platforms, I am confident in the productivity and results received from Everything West.

~ Linda Parrent

downtown knoxville &
everything
west[™]
magazine

865.856.6463 | Fax: 865.856.4868
Email: everythingwest@bellsouth.net
Website: www.everythingknoxville.com

Elegant Essentials Home Décor & Gifts

7240 Kingston Pike, Suite 184 | Knoxville, TN 37919
865.247.0157 | fax 865.247.0158
www.shopelegantessentials.com

