



THE RHINO FUND

TO WHOM IT MAY CONCERN:

I can't think of a more pleasurable task on this beautiful Texas summer day than to write a quick note to extol my highest compliments on Tony Lux.

Tony and I were introduced ten years ago by one of the greatest marketers of our time, Eben Pagan, and since then, I have worked with Tony on multiple projects.

In the past ten years I've witnessed Tony operate at the highest levels of competence and motivation. The one thing I always need more of is talent that is able to recognize opportunities for my businesses that I am unable to see.

Tony is that guy. Tony is so intuitive to my business needs that it's almost like he lives in a parallel universe where he can see what I see, but also a multitude of other dimensions.

This ability has opened up new markets for my business that I had not considered before and as a result, in every instance we achieved deeper market penetration, elevated client experience, higher levels of individual client success, and spikes in overall client/customer satisfaction, which in every case resulted in increased revenue.

I remember a few years back I had consulted with Tony on Skype about my seminar company and coming up with ideas to make the user experience better and how we might double the number of attendees to my events.

Tony was in Belgrade at the time and I was hosting a 3 day event in Las Vegas at the Red Rock Canyon Resort. I walked onto the stage that morning and started my presentation. About an hour later I thought I recognized Tony in the audience and I said "Tony, is that you"?

Later he explained that it was impossible for him to really understand my needs without having the customer experience, so without hesitation he jumped on a plane and showed up at my event in Las Vegas. Who does that? Tony does that all the time.

It is not an overstatement to say that adding Tony Lux to your team will pay dividends long into the future.

Hiring Tony has been one of the best business decisions I've ever made and I'm happy to say that our working relationship has also morphed into genuine friendship.

If you would like to speak with me directly you will find my contact information below. It would be my pleasure to answer any questions you may have about my experience with Tony Lux.

Sincerely,

Scott A. Morris
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