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Mr. Etoya R. White, M.Ed., PLPC

Founder | The Etoya R. White Brand, LLC. | 3720 Adie Rd. | Saint Ann | Mo. | 63074

To whom it may concern:

After launching a highly successful online mental wellness tee shirt and apparel store, in May 2019, I realized I knew nothing about running a business and needed some professional assistance. I learned about Miss Jazzmine Nolan through a fellow therapist colleague, who had also been working with Miss Nolan. Rather than ask for a referral, I reached out to introduce myself. From the moment Miss Nolan responded, I realized why she has such an amazing reputation. I knew I contacted the right person. Miss Nolan took the time to learn about me, my vision, and about the heart and purpose behind the work I do. She is kind, gentle, humorous, patient, flexible, and treats her clients as though she were a partner in business.

Professionally, Miss Nolan is always prompt. She is *very* detailed and holds me to a standard of accountability I was not familiar with. However, she enforces boundaries in such a way that makes MY companies MY responsibility. Miss Nolan does not just shoot random terms at me. She takes the time to explain various aspects of establishing good business practice and gives me appropriate pushback if something is not in line with my stated goals. Miss Nolan embraces her role as an educator, and makes herself available to answer any and all questions I have.

As the result of working with Miss Nolan, I have established my umbrella company, The Etoya R. White Brand, LLC., which houses my store (TheraTees, LLC.), and my clinical therapy & speaking/training company (Etoya R. White Therapy & Coaching). I received my first trademark for TheraTees, LLC., and will be working on establishing a non-profit company. Miss Nolan has given me the confidence I can be a successful businessman. She has my complete endorsement, and full, unconditional support.

Sincerely,

Mr. Etoya R. White, M.Ed., PLPC

Founder, The Etoya R. White Brand, LLC.