

TRUEKRAV

SELF DEFENSE TRAINING

47 de Villiers Street
Zonnebloem
Cape Town

To whom it may concern

I have been working with Lynne Wilson Digital Marketing since 2022 for my business, Truekrav, a self-defence school based in Cape Town that serves the general public.

When I first approached Lynne, the brief was comprehensive. She was tasked with taking over all marketing efforts, designing the brand's look and feel, building the sales funnel, growing our online presence, and developing and implementing an online coaching platform. Lynne delivered on every aspect.

Her work has positioned Truekrav as the top rated self-defence school in Cape Town while generating a consistent stream of high quality leads that continues to strengthen our bottom line. Our online coaching platform has been especially profitable thanks to Lynne's innovative thinking, which has driven steady growth and strong client retention.

Following her success with Truekrav, I brought Lynne on to support my second business, Inguz, which provides self-defence training to ultra high net worth individuals. Since launching in December 2025, the business has achieved 20 percent month on month growth, which is a testament to Lynne's strategic marketing expertise.

Lynne is dynamic, solution driven, and truly thinks outside the box. She is an invaluable asset to any business that works with her, and I wholeheartedly recommend Lynne Wilson Digital Marketing to any organisation looking to grow.

For any further questions, please feel free to contact me.

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