```python
#Basic Data Types Challenge 1:  Letter Counter App

print("Welcome to the Letter Counter App")

#Get user input.
name = input("\nWhat is your name: ").title().strip()
print("Hello, " + name + "!")

print("I will count the number of times that a specific letter occurs in a
message.")
message = input("\nPlease enter a message: ")
letter = input("Which letter would you like to count the occurrences of: ")

#Standardize to lower case.
message = message.lower()
letter = letter.lower()

#Get the count and display results.
letter_count = message.count(letter)
print("\n" + name + ", your message has " + str(letter_count) + " " + letter +
"'s in it.")
```