

Monthly
Marketing
Morsels

August 2023



Words ^{that} Guide _{us.}

This month the dictionary is our guide to success in business. I have chosen to share some key words that keep me focused on each task I tackle and motivate me to perform better today than I did yesterday. No two of us are alike, and I assume each of us lives by our own words of inspiration. Here are a few of mine. Perhaps you will share yours with our Morsel readers as well. Send them and I will create a “collection post” on my website. Let us start with:

■ **PERSISTENCE.**

I learned a lot from having McDonald’s as a client for over 25 years. Here is an example - Founder Ray Kroc once said “*Press on. Nothing in the world takes the place of persistence.*”

■ **PASSION.**

Love what you do, and it will show up in the work you produce. It is always better when the task is attacked with passion.

■ **CUSTOMER FOCUS.**

Always, always, communicate from the customers’ point of view. You are in the business of solving someone else’s problem. Or risk turning your business into a hobby. Your choice. Remember, your brand is someone else’s perception of who you are and what you do.

■ **EDUCATION.**

Make it a point at the end of each day to ask yourself “*What did I learn today that I did not know yesterday?*” Answer with honesty.

■ **TRUST.**

Work with people you trust. And prove to them, through your actions, that you deserve their trust in return. Working partnerships breed success.

■ **CURIOSITY.**

There is always a new and different way to accomplish a task or arrive at a goal or strategy. Never settle for “*business as usual*” or “*that’s the way we have always done it.*”

■ **AGE.**

Abraham Lincoln once said, “*And in the end, it’s not the years in your life that count, it’s the life in your years.*” Right on Abe! I am with you on that one. Offering August advice from an 89 year old.

LIFE EXPRESSED IN **25** WORDS OR LESS

DISTILLED WISDOM FOR LIFE

JACK CANTWELL

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Contact: jack@skylimitmarketing.com or 717-269-0288

Mailing address: 19 Springhouse Drive Myerstown, PA 17067



Call Jack Cantwell at Skylimit Marketing 717-269-0288 for a free consultation. You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com



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