

Monthly
Marketing
Morsels

JULY 2023



AIM FOR THE POSSIBLE

Inspiration for this month's Marketing Morsel comes from one of my favorite quotes. It is from Saint John XXIII.

Elected Pope at an advanced age, he was supposed to be a transitional pontificate. Instead brought great new reforms to the Church during his Papacy.

His quote – ***“Consult not your fears but your hopes and your dream. Think not about your frustrations, but about your unfulfilled potential. Concern yourself not with what you tried and failed in, but what is still possible for you to do.”***

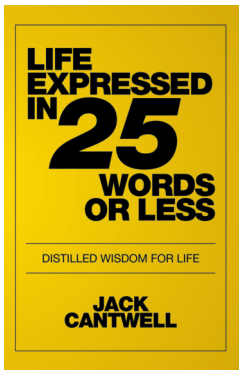
At age 89, I am still working. And that fact that my best work may still be ahead of me, keeps me going.

My advice this month, dear reader, **work with an attitude of confidence and enthusiasm.** Always keep a reader-focused perspective as you work. You, as a marketer, are in the busi-

ness of problem solving. Each client is in the same business. They exist to provide solutions to their client's problems. Your job is to help them identify that and make messages clear through marketing means with whatever tactic makes sense – ads, commercials news releases, event sponsorship, social media posts, speaking engagements, etc., Your message - **Here is evidence I understand and solve your problem, and why you should work with me. And yes, I am communicating this to you, in an attention-getting way.**

The fun and challenging part for me is figuring it out in the first place. And fervently believing that I have the talent and the experience to pull it off each time.

Thanks God! I'm still loving it.
How about you?



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