

Monthly Marketing Morsels

JULY 2014

Facing up To the WHY question.

In keeping up with the heat of summer, here is a brain heating question for your business.

Step back and ask yourself **why am I here?**

See if your answer helps to energize you as a business person.

A great example of an organization that went through this exercise is Unilever, which launched its “Sustainable Living Plan” in 2010. According to my marketing text book, by 2020 Unilever is planning to attain three major social and environmental objectives: (1) Help more than one billion people take action to improve their health and well-being; (2) To halve the environmental footprint of the making and use of their products; (3) To source 100 % of our agricultural products sustainably.

Headly stuff, but even on a small scale if we can apply sustainability to our actions, everyone wins... Ask yourself **is someone else better off because of what I do?**

On my own small scale, my recent actions include accepting an invitation to join the PR Committee of the Ronald McDonald House in Hershey, PA; plus provide some relaxing entertainment to local audiences by taking on the role of “The Wizard” in the Lebanon Community Theatre production of “The Wizard of Oz”. The show runs from July 17-August 3. The yellow brick road leads to the box office (phone 717-273-5151).

Neither of these initiatives will put money in the bank. Just “giving back” provides ample reward.

Skylimit Marketing's extensive professional experience includes:

- Marketing Planning
- Copywriting for any medium (Print, Broadcast, On-Line)
- Public Relations
- Sales Promotion
- Media planning and buying
- Project management
- Social Media strategy
- Focus Group Facilitator

Jack Cantwell -
CLA Business Person of the Year.

Each client is different.

Each working relationship is different too.

There is no obligation to explore the possibilities.

Call Jack Cantwell at Sksylimit Marketing **717-269-0288** for a free consultation.

You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

