



Monthly

JUNE 2021

# Marketing Morsels

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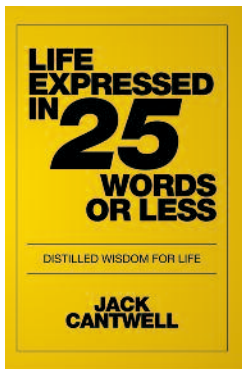
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## WORDS THAT GUIDE US.

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 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 you have 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.

Wishing you a big June. Mask off...and bust out a good one!



Call Jack Cantwell at Skylimit Marketing 717-269-0288

for a free consultation.

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