



Monthly Marketing Morsels

MARCH 2019

Books make great gifts!

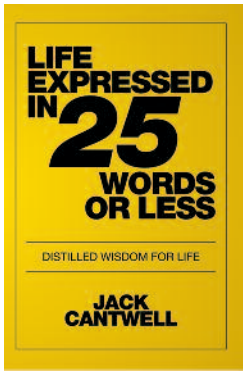
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Focusing on Life Morsels

I'm straying off the beaten path a bit this month. A recent weekend retreat at a Trappist Monastery in Virginia included reading a stimulating book, *The Heart of the Enlightened* by Anthony DeMello SJ. The experience has opened my mind to some "Life Morsels".

DeMello, a wonderful storyteller, creates a-ha moments worth sharing. Here are a few samples of his thinking (my text). Read, pause, and think:

- We are all booked for the Departure Lounge. Make sure the time you have here means something.
- A man lands on the moon to collect rocks (How to make a living). The man is awestruck by what he sees (How to live).
- Marconi invents radio, and still asks "Why does it work?"
- Five Bells adorn the entrance to the "5 Bells Inn". They change the

name to "6 Bells Inn". The strategy works. More people stop in to point out the "mistake".

■ The perfect listener hears you. Even if you say nothing.

■ A diamond is just a stone until it is endowed with value by the human mind.

A-Ha! Even Life Morsels can become Marketing Morsels.

Looking ahead, my Morsel focus the next few months will address Digital Marketing Strategy. I will be "into" the subject through a three month on-line marketing course from Columbia University. This is my 20th year as SkyLimit Marketing. I aim to keep going strong by continuing to learn.

*Happy St. Patrick's Month.
It's always one of
my favorites.*



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