



Monthly

MAY 2021

Marketing Morsels

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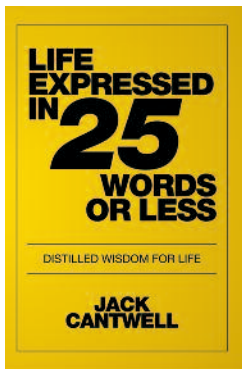
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LIVING A BALANCED LIFE

My wife Pat and I celebrated 60 years of marriage on April 15th. This has inspired this month's Morsel message. It is not the normal "here's a tip for you", but a reflection of what dealing with the cards you are dealt mean in terms of some basic core values – loyalty, commitment, reliability, and respect. These standards apply in both life and business and keep the balance of life in proper perspective.

Loyalty and Commitment – When you sign on with a life partner, you commit fully to the "better or worse" vow and stick with it. Pat struggles with dementia now, and I must stay loyal and committed to keep us together as a couple. I have added another dimension to my life – the role of caregiver. Like everything else you want done right, it requires study and learning to do the job as best you can. This cannot be done in isolation. God has blessed me with a support team that allows me to keep the balance in my personal and business life. Special thanks to Pat's cousin, Pat Cox, who is there for us when a "pinch-hitter" is needed when I must leave for necessary business appointments.

Reliability – My clients hire me to keep my promises and deliver the value they are paying for as their "marketing and PR guy" and advisor. A lifetime of professional experience and a commitment to a lifetime of learning that keeps me on top of my craft has allowed me to continue to serve in the manner that is expected of me. This will not change, no matter what challenges present themselves.

Respect – You never ask for dementia, but when it hits, you as a supporter of the patient, should never lose respect for the person that deep inside is the person you chose to spend your life with. It is not always the proverbial "piece of cake", but love and respect are at the core of the relationship. Mutual respect solidifies business relationships as well. Self-respect should never diminish either.

There is no cure for dementia. And I share this month's Morsel message with you as a request for prayers that someday some brilliant person will figure it out. I believe that God has a plan for this. Back to "normal" next month!



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

