

**Key  
Marketing  
Words:**

# Trust & Expertise

Research shows that words like trust and expertise are key to consumer centric messaging, along with an integrated marketing communications approach to a marketing program for lawyers, accountants, and professional service firms.

Example: The Lebanon County Bar Association still uses a SkyLimit Marketing created slogan "*Trust Us to Know Better*".

Every business has its own unique set of customers and prospects looking for the solution your business can provide to solve their problems.

Let me put my years of successful experience both practicing and teaching marketing to work in concert with you. There is no obligation for the first meeting.

**Call me, Jack Cantwell, at  
717-269-0288,**

**email: [jack@skylimitmarketing.com](mailto:jack@skylimitmarketing.com)  
or visit my website:**

**[www.skylimitmarketing.com](http://www.skylimitmarketing.com)**



**We Plan. I Write, You Win.**