



Monthly
Marketing
Morsels

September 2021

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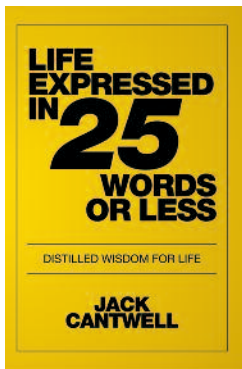
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Contact:
jack@skylimitmarketing.com
or 717-269-0288

Mailing address:
19 Springhouse Drive
Myerstown, PA 17067



LABOR DAY AND SWITCHING GEARS.

I am not sure why this happens, but Labor Day has this effect on us.

On September 6th, we take the time to pause, relax, reflect on the idea of the “*workingman’s holiday*” which dates to the late 1800’s, and then we turn on the fall mindset – summer is behind us, time to get serious about what to do with business plans.

But first, a brief pause, and a prayer of thanks for the day of reflection – to thank God for blessings received, for the motivation and fire within to keep making contributions to this world we live in. May we all be motivated and determined to do what we are meant to do, to make the world a better place.

Now switch gears and think specifically about planning and organizing, providing conscientious, trusted, customer service, generating ideas for growth and progress, and solidifying relationships that foster business growth.

Planning always starts with an awareness and understanding of what people are looking for, and how you as a business play the role of problem solver. It is why you exist in the first place.

We are all part of a community. How do you plan to be an active participant? Sitting on the sidelines should not be an option.

The rest of the year includes celebrations – back to school, Halloween, Veteran’s Day, Thanksgiving, Christmas, etc. – think about these things now. What are the implications for my business?

It is also a great time of year to be a sports fan – football, the baseball pennant race, school sports, etc. - and the apparel and promotional items related to this market – implications here? I think you get the idea. Go for it!



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

