

March 2, 2009



## Just for Today

### *The new reality*

It's all about spin. Take this recession, for example. On the one hand, I'm hearing that the market is bad due to the recession, and on the other hand, I'm hearing that people are still buying.

Of course we're still buying - it's in our blood. My question to you is; are you going to seize the opportunity, re-spin your advertising? I know you've noticed that bigger, faster and "you deserve it" are no longer politically correct. Sales will happen when your marketing reflects the new reality of family, savings, and "smart choice".

We really haven't changed; we just need permission to spend. What permission are you giving your clients? What are the economic benefits to your clients and customers of buying from you?

**Just for Today:** review your perceptions. Why should people part with their money to do business with you? It's time to change. What is one big reason that spending money on you will save money for your client? Write it down.

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