

“How to thrive in an economic downturn.”

—Lynn Banks

It seems like every time I ask someone how business is, I get the same answer, "it's not doing too well", I then ask what they are doing to make it better. Again the answers are always the same, nothing. **Why? Why are you doing nothing, because if you do nothing, you can expect nothing.**

When times are hard the first thing businesses cut is their advertising, thinking they are saving money when all they are doing is cutting off their life line.

Times like these are the times to advertise.

The economy might be bad, but people are still spending money, and products and services are still needed. Right now is a great time to advertise your business, everybody is hurting and you can find some really good deals in advertising.

So get out there and spread the word about your business.

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