



Latest Episode



ANNE VS APRIL: WEEKLY POV

The Rise of Halloween Decorating

Anne: Decorating for Halloween seems to get more popular every year. Could the rise of shows like "Stranger Things" be peaking people's interest in exploring their darker side? That being said, I have seen retailers really starting to take advantage of the rise in enthusiasm as well. Sure, you can buy the regular skeletons that hang from your tree, or you can now buy the massive 12 ft skeleton...and if you want the extra scary version, get the one with the pumpkin head. Or how about the 6 ft spiders who sit on the rope-like spider web? Which raises another question...do people now decorate more for Halloween because the decorations are cooler? Either way, this virtuous cycle seems to be working to fuel Halloween spirit as well as revenue.

April: Okay. So I will start by saying that I am not much of a Halloween enthusiast typically. However, even I have gotten into the innovation and creativity in the space! Skeleton bones crawling out of the lawn, blow up/light up characters and random creepy figures that I have mistaken for actual humans in broad daylight?? Bring it on. Now, this is my first year in a neighborhood but I attribute it to pure joy and excitement which we need more of in this world right now. While I might not participate in the hype, I am appreciating what my neighbors are doing and embracing all things Halloween for the first time in a long time.



BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

There are 4 critical elements of a strong workplace culture: 1) A highly functioning team, 2) Clear expectations, 3) Respectful level of transparency, 4) Remembering we are all human. How does your culture check out? For more on this, check out Marketing Smarts episode: [4 Elements of a Strong Workplace Culture](#).



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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Forthright People, LLC **Contact Us**

Forthright People | PO Box 43174, Maderia, OH 45243

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