



Latest Episode



ANNE VS APRIL: WEEKLY POV

Taylor Swift Ticketmaster Diabolical: Forgive and forget or enforce consequences?

Anne: Enforce consequences. It is hard to believe that it will go down in history that ticket sales for a Taylor Swift concert will be the source of an anti-trust investigation. But here we are. It is hard to predict and prepare for unprecedented demand. And it happens to the best of us...Disney + launch, sales systems of businesses the day after appearing on Shark Tank, etc. The question that needs to be answered is if Ticketmaster was indeed negligent due to their complacency in being the dominant market share holder. Some may say, "who cares? It is just a concert. Swifties will get over it." And they are right. However, antitrust laws were put in place for a reason and that is to ensure competition which benefits the consumer. So, I think this one even transcends Taylor Swift. But I am expecting a song about it!

April: Enforce consequences. It makes me sad that this is the world we are in, but it is what it is. I feel like I am 100 years old saying this, but it has me missing the days when you had to stand in line (in the cold this time of year too!) to get actual printed tickets for your favorite concert. Simpler times! In reading up on this and remembering when Live Nation and Ticket Master merged, it appears that there should have been more due diligence in the process, which puts us in the situation we are in now! So it is unfortunate, but I think it has to be another example of a crackdown that shows there are consequences for these types of situations. While I am not a Swiftie, I do feel for the frustration associated with this entire situation!

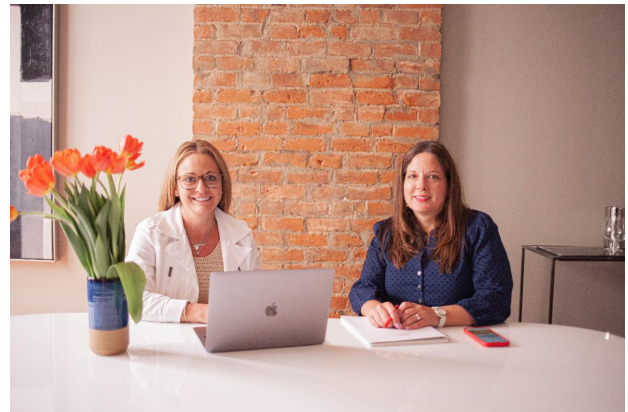


Jeff Kravitz | Filmmagic | Getty Images

BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

How solid is your mission? Your mission should articulate the impact you plan to have as a result of coming together. It answers the question: “why are we here?” The biggest mistake businesses make here is to make their mission statement internally focused or all about them. This should be an element, but most of your mission statement should be externally focused on what impact you plan to have on the people you are engaging with. This



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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is because people care more about what you are going to do for them than who you are. For more on this, check out Marketing Smarts episode: [4 Steps to Building a Company Mission that Leads to Business Success.](#)

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