



Latest Episode



ANNE VS APRIL: WEEKLY POV

Ring in the New Year with resolutions: yes or no?

Anne: No. Instead, revisit your Personal Brand (PB). We have many tools and modules to help here. Think about how your Behaviors and Actions moved you towards your goals or away. Do some introspection as to way and then make a commitment to yourself to be more aware and intentional. I feel like NYR are like brute forcing your PB, which is why they are usually gone by February.

April: Nope. The term 'New Year's Resolution' alone I am convinced causes people to momentarily lose their minds. Grandiose ideas come to the forefront, and suddenly you are swearing you will work out an hour every day come hell or high water, you will lose 50 pounds, you will run a marathon...all things that you set out to kick off on January 1 only to find yourself back in old habits in days or weeks. Small, consistent, intentional growth is what works best.



BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

Your employees can be your most effective word-of-mouth marketers. But only if they have a clear and compelling story to tell. Too often, businesses don't spend enough time in clearly defining, formalizing and consistently using their brand which makes the resulting stories



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...

fragmented. Internally, it can compromise talent acquisition, retention, overall job satisfaction, and promotion. Externally, it can compromise sales lead generation, conversion and sales. Spend time developing your employees into brand ambassadors. For more on this, check our Marketing Smarts episode: [4 Strategies for Transforming your Employees into Brand Ambassadors.](#)

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