



Latest Episode



ANNE VS APRIL: WEEKLY POV

Will TikTok ever be banned in the US?

Anne: I can't see how they can without causing a revolt from the billions of GenZers and progressive adults who use it as a constant source of entertainment. I mean, where would my daughter get her news? She actually knows what is going on in the world thanks to TikTok. But seriously, I think even the consideration of it opens a whole can of worms on whether we need the government to save us from ourselves. It feels a bit like COVID again. Where would it stop?

April: I don't see how this would work. It goes against our rights in this country and that is all I will say without getting on my soapbox. It's the reality of where we are with technology being what it is, and based on the sheer number of people that are on it constantly! Or so it seems. It is the new way people consume information about the world and it's happenings and is woven into culture today.

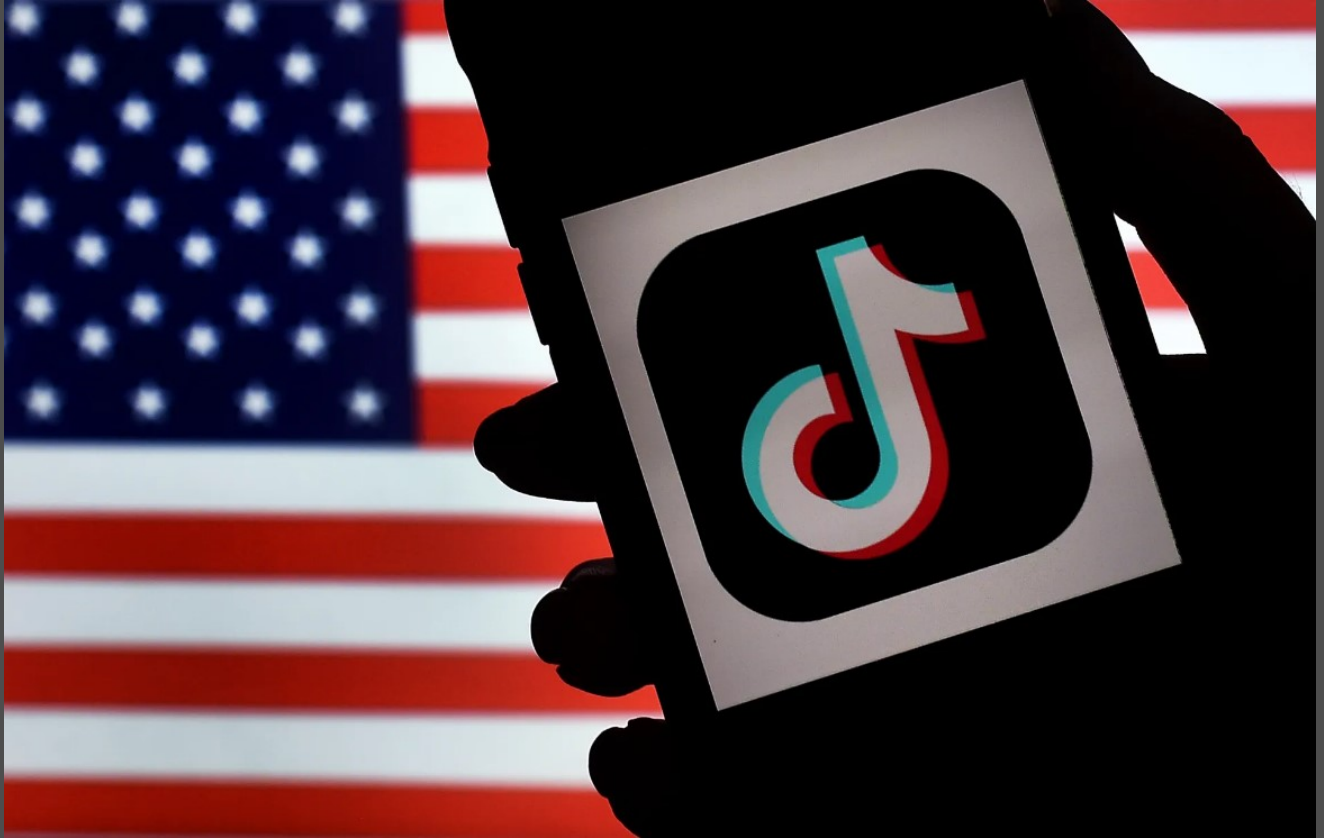


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BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

If you never learn to say "no", you will eventually find yourself serving others at the sacrifice of serving yourself. Saying "no" has historically been harder for women especially as they deal with expectations of being care-givers. But this is also true of men and really all of us as a human population that want to: [fill in the blank] be liked, be useful, help others, take care of people, feel that we are doing



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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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good. If you struggle with this, check out our Marketing Smarts episode: [4 Steps to Saying NO and Not Thinking Twice About It.](#)

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