



Latest Episode



Insight of The Week

The looming recession is causing a re-examination of spend.

Seeing companies pulling back is not a huge surprise, nor is the slow start to consumer spending in 2023. Coming off of the 2022 "permacrisis", continued levels of uncertainty means that a recession should not be surprising. Expectations of lower spend and conservatism, plus the sheer rise in costs in 2022 for basic items means playing it a bit safer.

Think about tiers. In the way you offer products and services and how you pitch them. This provides flexibility and meets them where they are. Offer solutions that are "good enough for now" with an eye on how to upgrade in the future.



Photo credit: Talent Vine



Have you
evaluated your
Personal Brand
for the new year?



NOT TO MISS

If you want to achieve your business and personal goals, it starts with your Personal Brand, which includes your Characteristics, Appearance, Behaviors & Actions. When's the last time you spent time really considering all of these factors? Click [here](#) to follow us on IG and stay up to date with FRp.



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...

[More About Us](#)

GET IN TOUCH



Forthright People, LLC [Contact Us](#)

Are our newsletters going to spam? Want to make sure they end up in your inbox? Add our address to your contacts. Check out this [link](#) for more details.

Forthright People | PO Box 43174, Maderia, OH 45243

[Unsubscribe](#) laura@forthright-people.com

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by laura@forthright-people.com in collaboration
with



Try email marketing for free today!