



Latest Episode

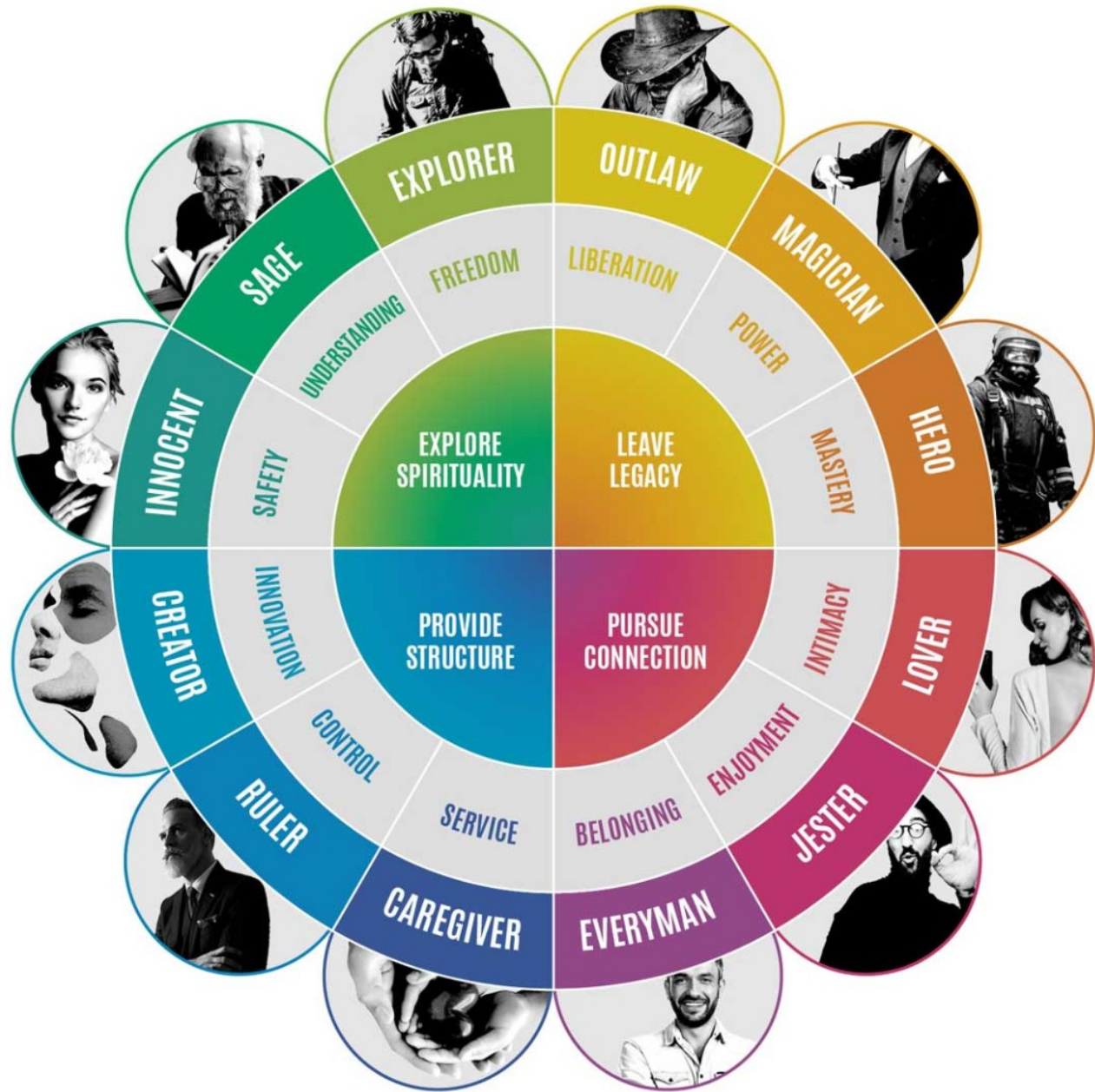


Insight of The Week

Archetypes emerge from a sound understanding of the brand...not the other way around.

It is imperative that you do your due diligence before you land on an archetype. This means that you make the effort to become immersed in your client's business and brand through some level of discovery. You need to gain insight and inputs into 5 main areas before you jump in. They are: business, brand, category, competition and consumer/client. You are looking for:

- What makes the business 'tick'
- What exists today as far as insights go against these areas
- Pain points or problems that the business needs to solve



Anne vs. April POV
 "Greenlights" by Matthew McConaughey

GREENLIGHTS
 Matthew McConaughey

ForthRight
 PEOPLE

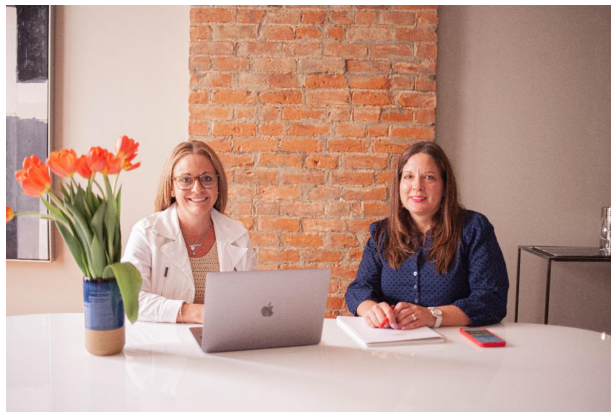
Marketing Smarts Moment

Scott Mautz

Scott Mautz is a popular keynote speaker and #1 bestselling author whose latest book and talk [Leading from the Middle](#) helps middle managers dramatically increase their influence up, down, and across their organization. Want your company's middle managers and leaders equipped to foster a high-performing organization? Want them inspired to drive the change and transformation that's a challenging necessity moving forward? Go to [ScottMautz.com](#) to check out [Leading from the Middle](#) and all of Scott's keynotes, trainings, courses, and books

Not to Miss

"Greenlight" by Matthew McConaughey has been out for a bit, but if you haven't read it yet, you may want to add it to your reading list. April and Anne give their perspectives on the book [here](#).



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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