

M Monthly Marketing Morsels

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JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

COMMUNITY INVOLVEMENT

Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee

Winner of General Frank Smoker Beyond the Call Award
Ambassador of the Year

Community of Lebanon Association

Former Board Member (15 years)

Businessperson of the Year

Lester Leffler Community Service Award

Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

Compeer of Lebanon County

PR volunteer

The Anne Fund

Sports Memorabilia Auction PR

Ithaca College

Former Board Member

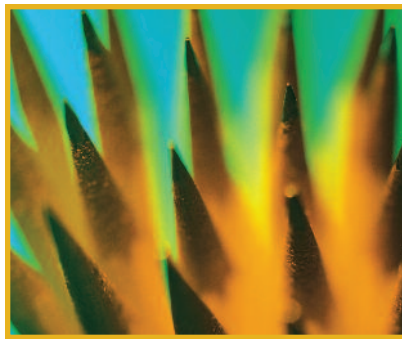
Edgar "Dusty" Bredbenner Distinguished Alumni Award



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Call Jack Cantwell at SkyLimit Marketing
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You can also email jack@skylimitmarketing.com
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LEARNING TO LOVE MAKES YOU A BETTER MARKETING PROFESSIONAL.

In my quest to *"never stop learning,"* my antennae are always up for reading material that will challenge and teach me something new. That does not always mean reading a marketing book.

My current read is a new book, *A Good Life*, by Pope Francis. It is filled with his perspective on what it takes to live a meaningful life. But I have a habit of asking myself, *"How can I apply this learning professionally?"*

Case in point - Pope Francis points out the importance of learning to love. No, you don't find answers in a romance novel. True love is more in the vein of *"do unto others as you do for yourself"*. In a marketing context, you do your best to create content that shows that you care about what benefit can be derived from applying the input that I impart. Love of others is at the heart of the communication. Messaging, in this case, should be concrete. It is not *"dreamy"* but clear - *"feed the hungry,"* give shelter to the homeless," etc. No chance of being misunderstood.

The more I read, the more I conclude that Pope Francis could have enjoyed success as a marketing professional, but millions worldwide are glad he chose the path he is traveling now.

For now, I am thankful for the shared wisdom.