

# M Monthly Marketing Morsels

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A BLOG PUBLISHED BY SKYLIMIT MARKETING, MYERSTOWN, PA



#### 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



We Plan. I Write. You Win.

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## ANNUAL RITE

It begins again. 90-year-old Jack pulls out his copy of The Five Most Important Questions You Will Ever Ask About Your Organization, a back-to-basics tome compiled by all-time great Peter Drucker and his team of marketing hall of farmers.

Spend time challenging yourself to answer these five basic questions before you spend a dime on budgeting and commitment. Clear your mind. Suck it up. Access what you have been doing; now GO!

**1. What is your mission?** Drill down on this. If you are a hospital, is your mission quality health care? Or is *"to give assurance to the afflicted"* a better way to build your plan platform? A compelling mission must match your opportunities, competence, and commitment. The copy should be short enough to fit on a T-shirt.

**2. Who is our customer?** Stay alert for changes over time. Here is an example from a client in the safe, affordable housing arena. For over fifty years, they have served primarily seniors and disabled people. Now, a new development has attracted needy families and residents with backgrounds in homelessness. It's time to adjust and learn more about your resident community.

**3. What does the customer value?** College graduates value company culture more than money. What should you focus on to attract the better candidates?

**4. What are our results?** Do you pay attention to the effect of your efforts on others (qualitative) or look at hard data (quantitative) to determine the next steps? Do both.

**5. What is our plan?** Actional plans are the result of the other four steps. Stay focused on goals and be prepared to pivot when the results exceed expectations. A plan is a guide that helps you stay on course.