

Say It Like You Mean It!

By Howard Theriot

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Many people approach marketing with a focus on goals. Sure, you must have goals, but can you truly know our goals without first defining our problem? The problem creates the need for the goal, and so the problem defines the solution.

Defining and understanding our business problems helps prepare you to develop more effective solutions. These solutions these creative solutions are by definition, solutions that are untried. They involve risk and require you to make decisions that often do not meet with immediate, universal acceptance. Sometimes you cannot see beyond your own nose. We think in the same way every day and get stuck in the same ruts and routines. We can't veer from this path because this is where you found success. But, dare to remove all experience and expertise and approach the problem with an open mind a naive mind and ask the obvious questions. Ask the dumb questions. And from this new point of view you will generate fresh ideas and truly creative marketing solutions.

-A well defined problem will generate a well developed creative solution.

-A well developed creative solution will generate an effective marketing strategy.

-And an effective marketing strategy will play a vital roll in building and maintaining a thriving business.

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Howard Theriot is principal of Catch Light Productions, a full-service hub agency based in Southeast Texas since 1989. Be sure to visit Sparkle!, their free interactive marketing webzine. Subscribe today and receive a free copy of the PsychoTactics eBook by Sean D'Souza.

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