

Time & Money.

By Howard Theriot

Time & Money.

Howard Theriot
webmaster@catchlight.com

Catch Light Productions <http://catchlight.com/freearicles.txt>

Marketing Is Not An Expense. It is an investment. Every advertising dollar you spend is an investment in the future of your company. All marketing projects are developed to serve a specific purpose to introduce, to remind, or to reassure. But, they all must also serve a common goal of building your image for prosperity now and in the future.

Quality Really Is Job One. Got a small budget and a tight deadline? Not a problem, just keep your focus on quality. Put more money and effort into development. A well developed marketing piece aimed at a very specific audience will do a great deal more for your bottom line than a poorly produced piece targeted at the masses. When you opt to put quantity before quality just to get things done, you'll see your profits and your future slip away.

The Clock Is Ticking. It's a funny thing, but it never seems to fail. So many people jump into the projects with the tightest deadlines full of half-thoughts, dictate what must be done, and then change everything when there's no time left. Boom! You rack up revision charges for changing the project, rush charges for creating a time crunch, and you risk missing the deadline making the entire effort a total loss. And on top of all that, you still pay for the unused work. Even being generally unorganized will likely create the need for additional administrative tasks, resulting in additional billable time and delays in production.

--

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.
<http://www.catchlight.com/sparkle.html>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)