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"Someone's sitting under a tree today because
someone planted a tree years ago."
Warren Buffett



Brace Yourself for the Downturn

While we have been experiencing a wonderful expansion and the Metro DC area still looks promising for some market sectors through the next recession, there are still some things you can do to help your company come out of the next downturn unscathed.

Some of you might be familiar with my goat story, but I'll repeat it here as it is relevant. Two kings battled for years until the day came when they both ran out of everything. They had no food or ammunition left and they were ready to call it a day. The king inside the castle had one goat left. He made the decision to throw it over the wall to his opponent. The king outside seeing the goat coming over the wall made up his mind then and there to pull up stakes and go home, because if the other kingdom had enough food to throw it to their enemies, his people would not win. Moral of the story: Market all the way through a recession like everything is fabulous. Second moral: make sure you set enough cash aside to market.

Stay the Course.

It's always important to be seen and during a recession it's imperative. Wait to rebrand until the good times return. Stick with your familiar look, keep sending out regular newsletters and postcards (Yes, snail-mail is still alive. Think about it this way: If you send out 4K electronic news blasts and 20% open it, there will still be 80% who did not. If you send out an additional postcard, you have a much better chance of reaching the majority of your contacts with the added benefit of cleaning up your mailing list.). In a downturn you need that constant drip on the head visibility.

The natural instinct of most small business owners during a recession is to retrench, cut back. Avoid that temptation when it comes to selling your brand. Increase your marketing now and stick with it. I know clients who turned to free electronic platforms and gave up advertising and paper collateral in the last recession. Bad idea. Ads only work if they are repetitive and paper becomes a beacon during a recession as most companies quit. And remember, most marketing today doesn't need to be expensive. Pay-per-click, social media marketing, and digital marketing are all fairly inexpensive, so that you should have room for other expenses.

Business Development The Old Fashioned Way.

Don't devalue your product. During the 1973 recession, as competitors panicked, IBM made an unusual move: It raised prices. Stay calm and focus on solutions: Sell the product you solve, not the product you make. Concentrate on fewer leads, but contact them more. Remember - 99% of all work comes from previous clients. Don't neglect your base. Spend time saying thank you and keep sending out client gifts and have parties-get inventive. Upgrade your sales force. During a recession hiring is on your side--choose from top 20%. Focus on core competencies.

Become a Futurist.

In a recession certain industries fare better than others like movie theaters, alcohol related retail, tattoo parlors (don't ask), sugary things, cosmetics, thrift stores, home health care services, and veterinary services. It's particularly important to attend events, read books, and listen to podcasts devoted to the next cool/sure thing. Read up on what baby boomers will need.

Never Experienced a Recession?

Working on key projects for your company will make you less likely to lose your job if times get tough. Make sure you're generating revenue for your company. Any position can add value. Be proactive and find the little things that add up to big savings for your boss. In your reviews be sure you have a print version detailed list of your accomplishments for last year. Find ways to get more face-time with managers and principals. Pay down your debt and check your credit ratings. Get friendly with headhunters on LinkedIn. Grow your savings now.

Thank you in advance for reading the rest of this newsletter.



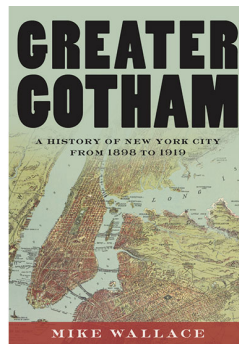
Workshops Available

Over the years I've conducted various workshops that run one and a half to three hours covering a multitude of topics. They're meant to be refreshers and /or basics. Classes are limited to 40 people at a time. Please call or email me for pricing.
540.207.4045 mmendell@winspincic.com

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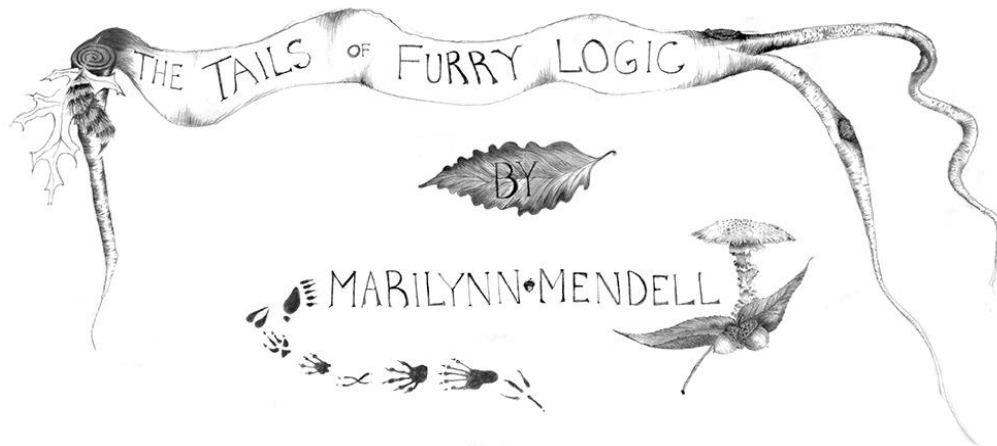
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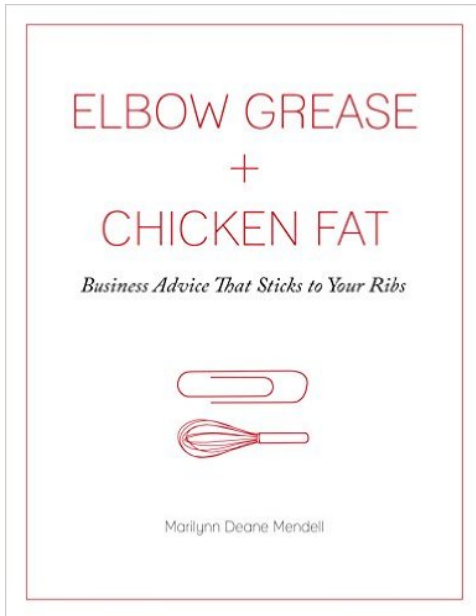
I should warn you that the book is 1052 pages and weights more than my fat cat. The references, bibliography, and index of names and then index of subjects will take up another 30 pages or so. I had to read it on a table as I couldn't hold it up for very long. Mind-bogglingly fun to learn about things I just took for granted over the years. And, some things never change. In our industry, this is a must read.

[Marilynn's Recommended Reading](#)



[The Tails of Furry Logic](#)
coming soon.....

"If you want your children to be intelligent, read them fairy tales.
If you want them to be more intelligent, read them more fairy tales."
Albert Einstein



For those of you not familiar with my book I was once the best and largest off-premise caterer in Western New York. For years I have paired business acumen with my fabulous recipes to help cement business concepts for my clients and that teaching idea became the foundation for my book. The book conveys my story of how to achieve the American Dream; where anyone in this country can become whatever they want with hard work and a never-give-up attitude. Hence the title:

Please feel free to send me an email for a copy.
mmendell@winspincic.com

[Elbow Grease + Chicken Fat](#)

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