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The expression **sea change** is derived from the play *The Tempest*, produced by William Shakespeare in 1610: "Full fathom five thy father lies; Of his bones are coral made; Those are pearls that were his eyes: Nothing of him that doth fade/ But doth suffer a sea-change / Into something rich and strange."



The Time is Now

Better three hours too soon than one minute too late.

Now for what? Any now? Does everyone have to run and do something-now? Why the urgency?

I'm not accusing any of you of lollygagging around since the dark and gloomy pandemic has descended on all of us. Clearly those of us still clinging to clients and the few flourishing have undergone mammoth life/work changes--some would say a sea change. And that's a good thing. Beyond sour dough baking, work-from-home-zoom technology, and the psychobabble of depression laced with a guilt from a secret desire to never commute again or sit in the cubical next to the person who just reheated a tuna casserole, one must begin to contemplate a future--one beyond COVID--one where we may resume a life, if albeit somewhat adjusted.

It's a fact that 99% of businesses put marketing on the back burner when overhead costs need to be slashed. Advertising becomes the first to go and the last to be reinstated. That's pretty much the same for everything else marketing-wise.

Feeling safe? Stuffed in a COVID cocoon? Are you using the current crisis as an excuse to let marketing plans slide, ignore speaking calls for presentations, and refusing to send snail mail postcards or gifts? "Ha!" you say, "Hard copies won't even get to the audience--what a waste." How about increasing your mailing lists or updating social media platform? Too busy--Right?

Wrong.

The time is **NOW** people. This is your clarion call -- start marketing. Wanna increase business? You have to get back to the conventional marketing tools--and quickly. First out of the box is ahead of everyone else.

May I strongly suggest a monthly zoom meeting with me to get you back on track--and keep you there. Working with a consultant saves on overhead. Consultants are of two kinds--the strategists and the subs who carry out the tasks. I'm the former--mostly. Depending on the size of your firm a once a month meeting may be enough. Sometimes friendly reminders to implement a plan are enough. I can definitely ghost write newsletters, design mailers and get you published. I find that most firms don't have plans or they let them slide, or how-tos fall out of date, or submissions pass them by. My contacts can help too. For instance [Sarah Gershman](#) has been helping my clients with public speaking for years. She can train your team to give better ZOOM presentations. It doesn't cost anything to set up a call to see if there's a fit. I hope you will. I'd like to help. 540.207.4045.

Please stay safe and well. I look forward to seeing many of you soon. Thank you for continuing to read my newsletter.



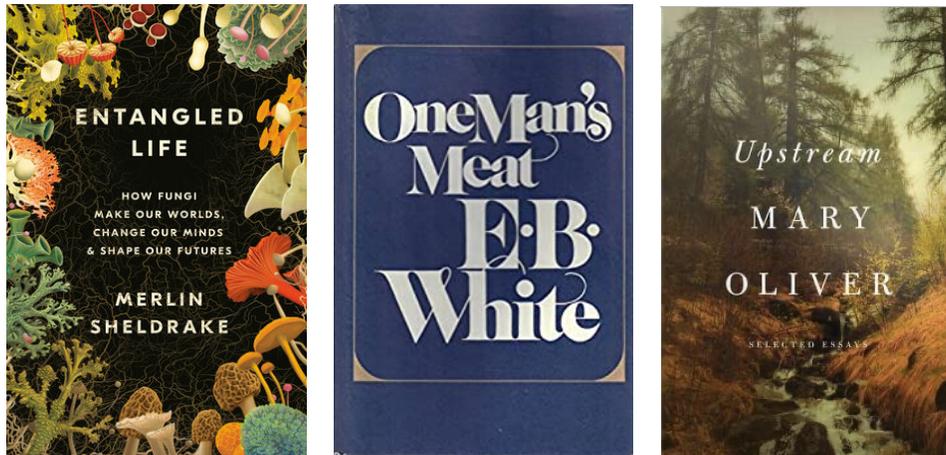
Future Webinars from Marilyn

I'd like to hear from my readers on this one. I've had requests for basic (I mean really beginner 101) for social media, business etiquette that will include table manners (because eventually we will begin to sit across the table from our colleagues, dates, or pals again), and marketing 101 for startups. Please let me know if you'd be interested in attending or if there's something else you'd like me to cover.

Thanks

Read Books & Live Longer

The HBR Art of Blooming Late



Futurist books predicted this pandemic. And I often speak of planning for the Black Swan scenario. I always include my book link below. It wouldn't hurt to read most of the futurist's books to get a feeling for what they got right. Merlin Sheldrake's *Entangled Life* brings hope for a brighter looking future. The second to last chapter is the futurist part so don't start reading and say, "What's she talking about? This book is all about fungi." Read on. Read on. I promise you'll get excited about what the world holds for our design industry.

The other two I read recently alternating chapters between each. It's an interesting perspective into how things from the 1930s and 40s reflect what's happening today and somehow how Oliver's review of early poets, along with her musings, flow along with White's words.

Marilynn's Recommended Reading

The average person reads one book a year. Improve your business acumen, your personal life, and the world.

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