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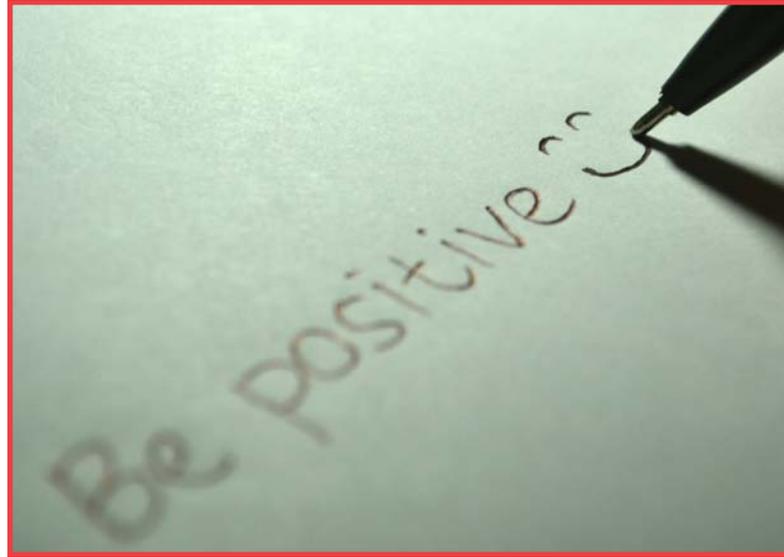
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MASTERING MARKETING



Marketing Attitudes and Appearances—Keeping Them Positive

Memorial Day and the July 4th holiday are behind us and Labor Day will be here before we know it. This triumphant of summer holidays is just a prelude to the busy fall and holiday season ahead. These are your money-maker times and the pressure is on to push sales, manage additional workforce, deal with the whims of Mother Nature, and try to still find time for family and friends. You're stressed and it's easy to let everyone know it- family, customers, and your workers.

But now is the time to step back and consider this quote: *"We can complain because rose bushes have thorns, or rejoice because thorn bushes have roses."* Abraham Lincoln. You may have a good business, but it will always take hard work to keep that business viable and growing.

Your family is your support network. Keep communications open and share your problems and concerns, but don't simply task them with more work. Workers want to be led by a boss that has a positive attitude during

the day and gives them a sense of pride and accomplishment in their work. Hold them accountable for their work but, be generous with your praise when it's earned. And, customers buy products from people they like, not from grumpy complainers. Sharing with customers some of the challenges of your operation such as equipment breakdowns and weather problems helps keep them engaged but, not when every story is negative.

As the season marches on, it's also easy to become more lax about personal and business appearances. Make sure displays look fresh and clean, check the parking area for trash, clean the front door, and sweep the floor every day. People purchase food with their eyes and that includes the appearance of the point of purchase. Clean clothes, clean hands, and a pleasant greeting will go a long way in branding your product as safe and wholesome with your customers. *"Never forget that you only have one opportunity to make a first impression - with investors, with customers, with PR, and with marketing."* Natalie Massenet