1. Tips for Surviving and Thriving in Turbulent Times

- Get clear about your goals.

- Stick your neck out. Be proactive. Believe in yourself.

- Hang out with positive peers.

- Be accessible. Return messages promptly.

- Improve your customer service.

- Educate your prospective customers through on target marketing materials.

- Talk it up! Describe your work in one-two positive sentences.

- Assess what is working and not working for you.

- Consider a website and other online marketing methods (social networking, Etsy etc.)

- Identify your expenses. Tough times are when ostriches go out of business.

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