

# 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 on line marketing methods (social networking, etsy etc.)
- Identify your expenses. Tough times are when ostriches go out of business.