

Summertime and the Living is easy

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Summertime and the Living is easy

By Patricia Lite Hickman

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"HAPPINESS IS...
SOMETHING YOU DECIDE ON,
AHEAD OF TIME" ~
Mrs. Jones, 92 yrs old

Summertime, and the living is easy,,,

Funny how many of my newsletters or articles are inspired by music lol.

Thank goodness it is summertime (almost)! The living this summer will require a bit more of digging into our spiritual toolbox for ways to cope with the war situation and rising prices. Can we do it? You betcha!

Do we have many things to be concerned about? sure, but at least our clothing is lighter, greenery and lovely flowers abound in most areas. :-)

Last month's article "Bitter or Better" is still available if anyone would like a copy, or friends can email me requesting to be placed on the Metaphysical Newsletter, just have them put that in the subject line. :-)
We very much appreciate you referring this newsletter to friends.

The state of affairs of our country and world indicates Lightworkers still have much work to do, for those that aren't Lightworkers at this time, there seems to be a huge wake up call happening even as I type.

Our Military, wherever they are stationed throughout the world (but especially in the Middle East) and also any American Contractors abroad, need all the prayers, blessings or even a simple "keep them all safe" that you

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can do several times a day. Our Government Leaders and our Country can also use prayers and/or blessings.

There is much power in unified thought, blessings and/or prayers!

What is a Spiritual Toolbox one might wonder? It is the arsenal that we build, silently, and affirm quietly, that does no harm, to ourselves, loved ones or the world. I have specific prayers of protection that I am happy to pass out, just email me for them. Every random or act of kindness, every good deed we do, is a blessing that will return to us, either from that person, or someone we don't even know many years later, well after we've forgotten all about it.

A series of affirmations can be placed in your Spiritual Toolbox, such as:

My Life and Affairs are in Divine Order

Life rewards me with abundance.

I am a Radiant Being of Light.

Add to those any affirmations that you already use that enrich your life and uplift your energy and spirit. If you aren't using affirmations at this time, make a list for yourself; it only takes a short time of applying attention to this, and just when you need it most the *right* one will pop up in your thoughts automatically.

Here is a verse that I hope you will enjoy.

Walking in The Light

When your world is rocking and you feel fright,
Surround yourself in a circle of Golden/White light

This is your protection either day or night.
Light will always penetrate the darkness, that's right!

I saw a glimpse of the heavens, never thought one might...
Until a Near Death Experience granted me the sight.

Heaven is a real place bathed in glorious and brilliant light.
Souls there are gentle, as a feather floating out of sight.

We each have a job to do in the world that will require our might.
So everyday, encircle yourself in Golden/White light.

Your own light will grow and shine very bright,
As you elevate yourself, take the hand of a friend and hold on tight.

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Each person you meet will benefit if you are walking in the light.
Each path you cross will be better for meeting, a laser beam of light.

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May you have more than enough
and everything that you need!

This summer and always, I wish you BETTER~

Lite
www.astrongwoman.org

Author, Psychic and clairaudient, I am, a Reiki Master, Healer, Minister and Metaphysician for more than 25 years. In order to find out the answers to my life, I studied Astrology, Tarot, Numerology, Religion, Psychic Phenomena, as well as Healing, Spirit Releasement Therapy and Psychic Self Defense.

Marketing in the Good Ole' Summertime

By Karen E. Hipp

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Marketing in the Good Ole' Summertime

Ah, summertime. It can be the most creative time to plan and implement marketing promotions. Living in Florida as I do however, summertime can be one of the most frustrating times of the year too! Everything "shuts down" from May–September. All because the "snowbirds" have gone back up north! I see advertising in various media plummet in the summer. Excuse me. But there are still millions of us here year round that would buy your product (if you paid a little attention to us).

But this challenge isn't just in Florida. I also hear "well, everyone's gone on vacation" (all summer?). And what about all the places that all the northern folk go back to in the summer? I know many Marketing Directors who basically ignore summer or give it little attention, thereby fulfilling their own thought. OK. So realistically, those of us who are smart enough to have figured this out can really make an impact because "the coast is clear", so to speak.

Let's take a peak at all the great things about business in the summer!

First, you can get cheaper advertising rates and take advantage of many promotions being offered to you from other businesses. Let's make a deal is the name of the game. Do you have a media outlet you've wanted to try but felt the cost too prohibitive? Give them a call and see what their "blue plate special" is. Plus, you'll have the advantage of advertising in uncluttered publications. Fewer ads will

help you stand out.

Secondly, I always found that as the person responsible for marketing in a company, I simply had more time on my hands to look at, test, clean up all the stuff I had been meaning to get to the rest of the year. I clipped out ideas, ads and promotions that I liked and kept them in my "idea file", which is actually a 3-ring binder I keep when I need new creative ideas or inspiration. This would be a great time to implement some of those ideas, but never had time to get to.

Third, most marketing people have less clutter on their desk because everyone else follows their same philosophy (no business in the summer). Your advertising piece or message is sure to get much more attention! This is also a particularly good time for those that are in sales to pull out all the stops and be able to schedule meetings with those that were previously too busy.

Try these summer marketing ideas:

*Create your own "idea" file. Clip competitor ads or simply ads that you like. Jot down ideas for promotions. Brainstorm with your staff on ideas you can use.

*If you haven't done it, this is a great time to work on your marketing plan!

*Follow up on what you might have thought were dead sales leads.

*Try writing a press release and sending it to your local papers. Make it interesting and place a follow-up call. Submitting a professional photo is a good idea.

*Develop a newsletter.

*Review your current promotional materials. Do they need a new look?

*Develop a web-site and a plan to promote it.

Here are the top 7 types of advertising used by small businesses:

Yellow Pages

800 numbers

Signs and displays

E-marketing

Direct mail/catalogues

Cable TV

Community local papers

www.downanddirtymarketing.com



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