

Labor Day thoughts

Here we go into the last “official” summer weekend of the year. It is September and soon enough, the bustle of Fall, back-to-school, holidays will be upon us.

On a long weekend, the best thing you can do is chill out, relax, take it easy. Too many people today are busy working all the time, or at least being connected all the time. Believe me, as of next week, everything will accelerate and you will wish for some breathing room.

We celebrate Labor Day by taking the day off—seems ironic. And we celebrate Labor Day by having sales. Shopping is how we celebrate in the United States.

As you think about the back to work and busy season that is Fall and the end of the year, how will you make the most of the remaining third of 2010? What steps will you take to get more business? Will you revamp your marketing strategy? Redesign your website? Blog more? Get on social media? Learn something new? Attend more networking events? I will be doing all of the above!

With that said, I wish you a great, relaxing and re-charging Labor Day Weekend. When we meet here again next, we can get back to the business of marketing!

