

# Make it a challenging summer!

In the marketing communications world, it seems like summer is a quiet time of the year. People are on vacation. Summer Fridays are in force. This makes it a great time of the year to take on a few challenges.

I think summer is a good time to shake things up. On a personal level, you may have certain goals for the next couple of months. Maybe, like me, you want to spend as much time outdoors as possible. Maybe you want to learn a new skill. Maybe you just want to have fun.

How about making it a challenging summer?



Obstacle 14 from the West Point, The US Military Academy Flickr stream Photo by Tommy Gilligan

For the next **eight weeks**, I'll be issuing a weekly challenge to do with your writing, social media and blogging. Although there will be no scoring and no prizes (sorry), it's a way to shake things up and to make things better while you watch the thermometer hit 90 degrees and higher.

The first challenge will be posted tomorrow. To participate, simply read the post. Your comments are welcome here on the blog or you can post on Twitter using the hashtag

#summerchallenge.