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MARKETING BYTES

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BUSINESS ISSUE #14

TOOLS AND RULES UNDERLYING SUCCESS TRUTHS

T.R.U.S.T. Part 1: Good Fiscal Hygiene

With this *MARKETING BYTES: Business Issue*, I would like to introduce both a new Bytes Category as well as a new concept for business success. The new category and its acronym are:

TOOLS AND RULES OF UNDERLYING SUCCESS TRUTHS or T.R.U.S.T.

The first concept in this *Bytes Category* that I would like to introduce is *good fiscal hygiene*. The dictionary definition for the word hygiene is: *conditions or practices conducive to maintaining health and preventing disease, esp. through cleanliness*.

Based on this definition, you might wonder how the word hygiene would apply to finances and why I have chosen to use such an unlikely term. Because the words *fiscal* and *hygiene* are not usually used together, their combined use emphasizes their meaning. In addition, when further attention is brought to the concept by referring to it as *good fiscal hygiene*, it becomes part of *T.R.U.S.T.* or a guiding principle for both personal and professional success.

How can one achieve *good fiscal hygiene*? It involves gaining clarity, accepting responsibility and taking action. The steps to take towards achieving *good fiscal hygiene* include:

1. Recording income and expenses
2. Establishing budgets
3. Spending within one's means
4. Saving whenever possible
5. Using debt prudently, e.g. to finance expansion and capital improvements, or for cash flow during seasonal fluctuations
6. Investing wisely

Taking the above steps can lead to *good fiscal hygiene*, part of a program of *T.R.U.S.T.* as a foundation for your success. *Good fiscal hygiene* should involve investing in a *Strategic Business Marketing Program* as well as having the support and guidance of a *Business Marketing Strategist* to implement these steps, ideas and concepts. Please visit www.AlisonsArt.com to learn more about all our *BUSINESS MARKETING SERVICES, For the Success of Your Business, Organization, Events and Ideas*.

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