

# Alison\*s Art, Inc.

## MARKETING BYTES

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## BUSINESS ISSUE #24

### BUSINESS RULES AND TOOLS FOR SUCCESS or BUSINESS RATS

#### Part One: An Introduction

With this *MARKETING BYTES Business Issue*, I would like to introduce a new category and its acronym:

### **BUSINESS RULES AND TOOLS FOR SUCCESS or BUSINESS RATS**

You might wonder why I would choose **RATS** as an acronym. I chose it in honor of the year of the rat, 2008, in the Chinese calendar. I also choose it because I was born in the year of the rat and the rat has very positive attributes in Chinese culture. (In addition, the recent movie 'Ratatouille' features a rat that is an endearing, essential, business partner!)

If you Google "the year of the rat", you will find links to many fascinating websites that go into detail about rat's qualities for both professional and personal success. On one site, I found that rat is considered a good person to heed regarding business! So let's continue with our introduction to **BUSINESS RATS**.

*Because of the challenges faced as a business owner, I have developed rules and adopted tools to foster business success. I have found these R.A.T.S. to be indispensable business aids and want to pass them on to my readers to implement for your success!*

**BUSINESS RATS** will be explored in many future *MARKETING BYTES Business Issues*. I am eager to hear what you think about these **RULES AND TOOLS FOR SUCCESS** as well as the acronym **RATS**. Please [e-mail me](#).

Alison\*s Art, Inc. offers **BUSINESS RATS**. Please visit [www.AlisonsArt.com](http://www.AlisonsArt.com) to learn more about all of our **BUSINESS CONSULTING SERVICES & MARKETING TOOLS, For the Success of Your Business, Organization, Events, Projects and Ideas**:

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