

# Alison\*s Art, Inc.

## MARKETING BYTES

*Business Issues . . . Every Byte Counts!*

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### BUSINESS ISSUE #41

## The MARKETING BYTES S.H.R.I.N.K. Part 1: An Introduction

In this **MARKETING BYTES Business Issue**, I would like to introduce a new category and the related acronym **S.H.R.I.N.K.** meaning:

**SYNTHESIZER of  
HIGHER  
REALMS of  
INFORMATION,  
NEEDS and  
KNOWLEDGE**

I would also like to provide some new insight into our **BUSINESS MARKETING TOOLS & SERVICES**. Whenever I attempt to explain how, as a **Business Marketing Strategist**, I provide specific tools and services to support businesses, organizations, projects, events and ideas, I find that referring to myself as **THE MARKETING BYTES S.H.R.I.N.K.** helps to shed some light on what the foundation is for what I do with my clients. The role of a 'shrink', psychologist or therapist is to use

knowledge and intuition (higher realms) to analyze a situation, synthesize a solution, determine the needs and offer information. This process can require going back to the beginning, shrinking one's focus to a core issue, distilling out an essence, solving a problem and building success. **The MARKETING BYTES S.H.R.I.N.K.:**

- **Examines** the core of a business, organization, project, event or idea.
- **Explores** its issues, analyzes its needs and works on securing a firm foundation.
- **Provides** tools and services to support success.
- **Works** on creating a network of other qualified professionals to support success when additional tools and/or services are needed

Through Alison\*s Art, Inc., the **Marketing Bytes S.H.R.I.N.K.** provides **BUSINESS MARKETING TOOLS & SERVICES**, *For the Success of Your Business, Organization, Projects, Events and Ideas*. Visit [our website](http://www.AlisonsArt.com) to learn more. **Read Marketing Bytes . . . Every Byte Counts!** 093008