

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES, The Newsletter . . . Every Byte Counts!

Website: www.AlisonsArt.com

ISSN 1943-1392

E-mail: info@AlisonsArt.com

BUSINESS ISSUE #44

F.I.T. Part 1: An Introduction to Fiscal Integrity & Conscious Creativity

As part of instilling **T.R.U.S.T.** in our clients as well as being **F.I.T.**, our new acronym and topic, we embrace the concepts of *fiscal integrity* and *conscious creativity* in our own business; we also encourage our clients to embrace these concepts in their endeavors with their clients. So what do we mean by this? Let's define our acronym **F.I.T.** to start with:

FISCALLY & INTUITIVELY TRIM

Next, let's look at these two terms:

Fiscal integrity involves our own sound financial base and the appropriateness of the way we interact with our clients when it comes to the exchange of services and compensation. We encourage our clients to embrace this principle in their internal structure and business interactions, as well.

Conscious creativity includes both intuitiveness and its expression. Our own business, including the tools and services we provide, are based upon our own inner

search for what we offer and how we can maximally support our clients to express this in their work too.

All of the topics and themes of our **MARKETING BYTES Business Issues** embrace the principles of *fiscal integrity* and *conscious creativity*; each *Business Issue* focuses on ways to express them in business and the workplace as well as suggestions on how to work with these principles in your own business, organization, projects, events and ideas.

Try this exercise: *Consider your own mission statement. Why does your endeavor exist? What are the principles that you embrace and express? Does your mission clearly state them? All good marketing efforts actually begin with going back to your core and answering these questions. Don't be discouraged if you cannot answer them on your own. We can help. This is part of what we do; it is part of our mission. Providing Value for Business One Byte at a Time!*

Visit [our website](http://www.AlisonsArt.com) to learn more about the Alison*s Art, Inc. **MARKETING BYTES Business Marketing System, For the Success of Your Business, Organization, Projects, Events and Ideas. Read Marketing Bytes . . . Every Byte Counts!** 102808