



Alison*s Art, Inc.

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H.O.P.E. Part 1: A New Acronym for a New Year

What better way to begin a New Year than with a new look and a new acronym for renewed **H.O.P.E.** in 2009:

HEALTHY BUSINESS ORIGINATES with PROFESSIONALISM and ETHICS

There are those who might shout 'Bah humbug' at the idea of **H.O.P.E.** in these very dark times of economic disaster based on a void of *professionalism* and *ethical behavior* in business. But I say to all my readers that yes, it is in and from these very dark times that the light will begin to shine. And its strength will come from that which has been lacking in the recent financial climate.

Healthy business does originate with professionalism and ethics. If you are wondering how your business is going to survive these troubled times, the clue lies within this acronym and the following additional suggestions for success. These suggestions include:

- *Build relationships rather than simply sell products and/or services.* In doing this, you may gain a customer or client for life not just for a single sale, transaction or project.
- *Be professional.* Go the extra mile to make customers and/or clients feel special. This may ensure your success by making the difference between your survival and failure.
- *Be ethical.* This may have seemed superfluous since so many have made so much with so little in the area of ethics. But as we learned as children, 'honesty is the best policy'. It is also great sleeping medicine!

I do have **H.O.P.E.** and truly believe that the very elements that have been missing from the mix that lead to the boom and now to the bust can be the foundations for long-term recovery, survival and success. It is good business and a good way to live.

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