

Alison*s Art, Inc.

MARKETING BYTES

Business Issues . . . Every Byte Counts!

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ISSN 1943-1392

E-mail: info@AlisonsArt.com

BUSINESS ISSUE #6

M.O.S.T. Part 6: Our Business Marketing Services Designed for Your Success!

You may have noticed that Alison*s Art, Inc. has a new look. The much loved oval 'Welcome Alison*s Art' logo, which I created when I was a professional decorative painter, has been retired. It is being replaced by a new image focusing on the asterisk. The dictionary definition of *asterisk* is:

A symbol used to mark written or printed text, typically as a reference to an annotation or to stand for omitted matter. The origin of the word asterisk refers back to the Greek word *asteriskos* or 'small star'.

How does the asterisk relate to our BUSINESS MARKETING SERVICES, Designed for Your Success? As we discussed in previous issues of Marketing Bytes, marketing is an essential business tool that businesses often overlook and can fail to utilize to help insure their success and longevity. The Alison*s Art, Inc. make note of the importance of including marketing in your planning for you success and offers a variety of effective, affordable BUSINESS MARKETING SERVICES, Designed for Your Success.

What about the derivation of the word asterisk as a 'small star'? Most business owners would be delighted for their efforts to result in their becoming a 'small star'. Being the respected owner of a solid, stable, successful business that offers the community a quality product or service is a laudable goal. It is the goal of the BUSINESS MARKETING SERVICES of Alison*s Art, Inc. to assist you in becoming a 'small star'.

Please visit our website at www.AlisonsArt.com to learn more about our BUSINESS MARKETING SERVICES, *For the Success of Your Business, Organization, Events and Ideas.*

- ❁ **Business Marketing Programs**
- ❁ **Organizational Development Services**
- ❁ **Original Art by Phil Jacobs for Branding and Business Identity**
- ❁ **The Voice Over Art of Alison Gilbert**

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