

From: mailer@infusionmail.com <mailer@infusionmail.com> on behalf of Travis Lee <travis@nobspugetsound.com>

Sent:

To:

Subject: Great song, great marketing lesson

Hey Jack, do you remember that hit from the 80s by The Clash:

“Should I stay or should I go?”

Even though only a “good rockin’ song” according to band member Mick Jones, this 1981 tune wound up ranking 228 on Rolling Stone’s 500 best songs of all-time list.

The question it poses is worth pondering by business owners / entrepreneurs as well... because the question of WHERE can make a huge difference to your business. And I’m not talking just about your address – **relocating** where a product is found and sold can result in massive rewards.

Go back in history – in the good old days of grocery stores, customers had to ask clerks to take products off the shelves for them. It wasn’t until Clarence Saunders came up with the idea of the “self-help” grocery – putting all the products in easy reach for the customers to access themselves – that the modern supermarket was born.

This approach can be risky, but it’s sometimes enormously profitable to make a truly revolutionary change in a particular industry. This requires outside-the-box-thinking; not “how can we do what everybody else does better?” but “how can we do it completely different?” The concept of “RELOCATING” is just one of three ways to avoid being just another commodity we’ll discuss at our [GKIC Marketing Power Lunch](#) happening July 21 at Acme Billiards and Events in Tukwila. You can join us as a guest this month for \$47.

[Click this link](#) to let us know you’ll be there.

Hope you can make it!
To Your Success,
Travis Lee
253-859-7322
To view this email in your browser [Click here](#)
3D Mail Results
6205 S. 231st St
Kent, Washington 98032
United States
(888) 250-1834

If you no longer wish to receive our emails, click the link below:
[Unsubscribe](#)