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Sent:

To:

Subject: The danger of to-do lists

Hey Jack,

Google the word "productivity" and you'll generate over 178 MILLION results.

Obviously this is a topic that has a lot of traction nowadays. And if you ask just about any business owner / entrepreneur to describe their business, you'll get a lengthy description of what it is they DO.

DOING and getting more things DONE is how we're wired as entrepreneurs. Which is why there's such a strong reliance on tools like the mighty "To-Do List" to track the progress of what it is we DO.

But here's the danger that few acknowledge or even know exists...

Your business isn't really about the DOING of the thing you do – be it butcher, baker, maker of candlesticks, etc.

Your business is actually about the **MARKETING** of the thing you do.

Until you grasp that reality, you will always give **MARKETING** the back seat to daily priorities and mindset. And that's definitely NOT wise.

Thomas Barratt, one of the fathers of modern advertising, put it best when he said:

"Any fool can make soap. It takes a clever man to sell it."

Later this month, at our [GKIC Marketing Power Lunch](#) happening on Sept. 15 from 11:30 AM to 1:30 PM, we're going to explore the importance of moving from a DOER of things to a **MARKETER** of things – and how it's the key to setting yourself apart from any and all competition.

I guarantee you'll discover insights you had never considered before – and you'll have a great time as well!

Hope you can make it - [just click the link here](#) to save your

seat now.
To Your Success,
Travis Lee
253-859-7322

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