

IN THIS ISSUE

Marketing in a
Bad Economy

Sponsor a Charity Event

PAST ISSUES

[click here](#)

*PDF files of past newsletters
are now available at this link.*



Food For Thought

“I don’t believe
in the no-win scenario.”

~ Captain James T. Kirk,
USS Enterprise

visit Mark’s profile at



Mark Palazzo
Publisher of
“Will Work For Food”
425.931.3440

YourCreativeMark.com

Will Work For Food

Marketing in a Bad Economy

Marketing yourself, your business or your services can be a daunting task. Why do it? There are various reasons, the most common: you are out of work and looking for a job, you are looking to drum up more business, or you are looking for a business partner.

Your goal is to be recognized for your valuable and unique attributes as a professional.

Luncheons with guest speakers, job fairs and other various networking events are great ways to meet the right people in your industry. These events can help you land that job or additional business, but what else can you do? What more can you do to get yourself out there in front of your audience?

Why Not Sponsor a Charity Event?

Make yourself or business part of an event or benefit for a cause you are passionate about.

This can be done in several ways:

Volunteer your time: Non-profits and charities can always use able-bodied people to help in many capacities.

Volunteer your services: Do you have a niche that a non-profit can use? Do you have a printing business and can provide the printing of fliers or leaflets at no charge? Do you own a grocery store and are willing to donate your day-old breads or ripe fruit to a shelter or soup kitchen? Are you a programming guru that can help get a website up-to-date and running more efficiently? What are you good at? There is always a way to pitch in and lend a hand in some fashion.

Many charities will let you advertise your sponsorship of the event as a thank you for your time/services. Advertising in this manner lets your audience know what your services are, and that you care about important causes, as well as your community.

Not comfortable advertising your business in this manner? Why not work during the event and use the opportunity to network? Meeting new people and having casual conversations can often lead to the most promising business relationships down the road.

Continues 

Keep in mind, you should choose a charity close to your heart. Volunteer only if you are committed to the work being done. Half-hearted efforts will not go unnoticed, and your lack of enthusiasm will not leave people with a good feeling about you, or your business.

Here is how I have incorporated my passion with my networking:

On July 24th, 2010 I am helping to sponsor a benefit concert for the Susan G. Komen 3-Day for the Cure.



My wife, Carey is walking 60 miles in 3 days in September, and has agreed to raise \$2300.00 to go towards breast cancer research and lifesaving screenings and treatments. Both my mom, and Carey's mom were diagnosed with cancer in the same year. We watched them battle with amazing courage and strength, grace and humility. We have lost several friends to cancer.

We know that a cure for breast cancer will lead to great strides towards curing all cancers. It is with this hope that we have poured our efforts into this amazing event charity.

Every year, Carey and I host a backyard cookout with games, a band, and a drive-in movie after dark for close friends and family. This year, we have decided to use our venue to help raise money for the 3-Day for the Cure, and open it up to a wider audience.

We have procured three amazing bands/acts to perform throughout the day. Our neighbor has generously donated his home and incredible back yard, with in-ground pool for the event. Friends have donated resources such as tents and seating, food and equipment.

Helping with the design of tickets, team-shirts, dedicated web link, and promotion through e-blasts and fliers, I have used my talents and networking contacts to help launch the event.

Here's more information about the event:

Admission to the event is the purchase of a \$10 ticket. Ticket purchase allows one adult and one free accompanying child through the doors. It also enters that ticket-holder into a drawing for a Fender StarCaster Guitar and Amplifier. All food, non-alcoholic beverages and access to the pool and bouncy-house are included.

To help raise additional funds, the team is sponsoring a 50/50 raffle, and raffling off other great prizes, with raffle tickets purchased during the event.

All proceeds will go to the Susan G. Komen 3-Day for the Cure.

Its a lot of work, but it is a worthwhile event for a cause I care about. It grants me the opportunity to see friends and make contacts I may never have, otherwise.

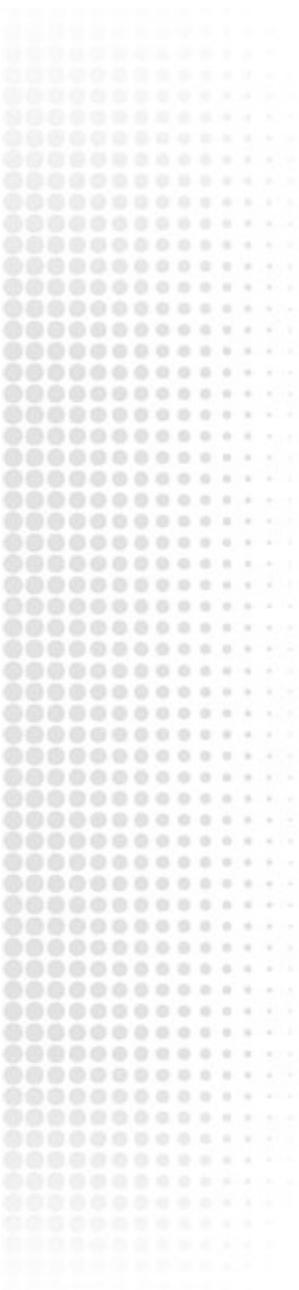
visit Mark's profile at



Mark Palazzo
Publisher of
"Will Work For Food"
425.931.3440

YourCreativeMark.com

Continues >>



So consider this:

The next time you are thinking about how to promote your business, or yourself, why not volunteer your services for a charity event, or non-profit? It will be a win-win for everyone involved!

For more information about the Team B.A.W./La La Palazzo Benefit Concert, to make a donation, or to purchase tickets to the event, please visit the following link:

www.markpalazzo.com/lalapalazzo.html

Subscribe to this newsletter: [click here](#)

© 2010 Your Creative Mark. All Rights Reserved. 425.931.3440

visit Mark's profile at



Mark Palazzo
Publisher of
"Will Work For Food"
425.931.3440

YourCreativeMark.com