

# Marketing 101

*Or – Another Great Reason To Surround Yourself With Positive Action Takers*

A man lived by the side of the road and sold hot dogs.  
He was hard of hearing, so he had no radio  
He had trouble with his eyes, so he read no newspapers  
But he sold good hot dogs.  
He put up a sign at the side of the highway telling how good they were.  
He stood by the side of the road and called out “*Buy a hot dog, mister?*”  
**And people bought.**

He increased his meat and bun orders  
He bought a bigger stove to take care of his trade  
He got his son home from college to help him  
But then, something happened.....  
His son said, “*Father, haven’t you heard the news?*”  
“*There’s a big recession on.*”  
“*The unemployment situation is terrible*”  
“*The energy situation is worse!*”  
Whereupon his father thought “*Well, my son has been to college.*”  
“*He reads the newspaper and he listens to the radio... he ought to know.*”

So the father cut down his meat and bun orders  
Took down his advertisement signs  
And no longer bothered to stand on the side of the road asking for sales  
**His hot dog sales fell almost overnight.**  
“*You’re right, son,*” the father said to the boy.  
“*We are most certainly in the middle of a great recession.*”