

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.*”