

## Tips To Increase Sales

### THOUGHTS ON PROMOTION

A very, very important responsibility of an emu grower is promotion. The actual raising of emu is important but, it is not the only thing of importance. It is not "THE" key to success.

**"Promotion is the Key !"** The smart emu grower is, also, an assertive, creative promoter.

There is a saying,

***"A terrible thing happens when you don't promote your business or industry..... NOTHING !"***

In every field of endeavor, in ANY field of endeavor, the winners are promoters.

You really have two choices.....

1.) You can choose to ignore it, stick your nose up at those who promote their business, criticize promotion, view it as too much work or unseemly, as beneath you, as crass, and stand around grumbling about it.

Or .....

2.) You can get good at it and use it to create influence, prominence, prestige, credibility, celebrity and to secure business, industry and financial success, for you and your industry.

The choice is yours!

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