

# My Marketing Strengths

The secret to making marketing work for your business is to leverage your personal strengths and interests.

Use the chart below to identify marketing activities you would find easy and enjoyable. The more you enjoy the marketing tasks you take on, the more likely you are to stick with it so you create a sustainable flow of customers (and cash) into your business.

Writing	Speaking
<ul style="list-style-type: none"> <li>! !"#\$\$%&amp;'()*"+,%</li> <li>! -&amp;,+%,(./)+,%0,.**+,,%,(#')+,%#1%'+&amp;"%</li> <li>! *,(#2+'3%</li> <li>! 4'()*"+,%1#'%5#.6&amp;,"7%2&amp;\$&amp;8)6+,7%#</li> <li>! 9+;,+,%</li> <li>! ;+,(%:"#\$%&lt;#,(,%</li> <li>! =++&gt;"?%#'%2#6(@"?%6+9%#((+'</li> <li>! A8)6+%0+"*(#6)*%2&amp;\$&amp;8)6+3%</li> <li>! !##&gt;%'+B)+9p</li> <li>! +!##&gt;%</li> <li>! C#,(,%#6%D)6&gt;+/E67%F&amp;*+:##&gt;7%#%</li> <li>! A2&amp;)"%*&amp;2&lt;&amp;)\$6,%</li> </ul>	<ul style="list-style-type: none"> <li>! 41(+H/)66+'%,&lt;+* @+,%1#'%*#22.6)(?</li> <li>! \$#.&lt;,%%</li> <li>! D.6* @H&amp;6/H"+&amp;'6,%1#'%:.,)6+,,%\$#.&lt;</li> <li>! C#/*&amp;,(%</li> <li>! ;+,( %&amp;&lt;&lt;+&amp;'&amp;6*+,%#6%&lt;#/*&amp;,(,%</li> <li>! =+;)6&amp;',%</li> <li>! =#&gt;,@#&lt;,%</li> <li>! -#61+'+6*+%&lt;'+,+6(&amp;)#6,%</li> <li>! -#61+'+6*+%&gt;+?6#(+%&amp;/'+,+,,%</li> <li>! I)/+#H:&amp;,+/%#6")6+%*#.',%</li> <li>! J#.K.:+%* @&amp;66+"%</li> </ul>
Visual Arts	Networking
<ul style="list-style-type: none"> <li>! E2&amp;\$+,%1#'%,#*)&amp;"%2+)&amp;%&lt;#,(,%</li> <li>! L)\$6&amp;\$+%0&lt;@?,)*&amp;"%#%/)\$(&amp;"3%</li> <li>! F"?+',,%&amp;6/%&lt;#,(+',,%</li> <li>! C#/.*(%&amp;&gt;&amp;\$)6\$%</li> <li>! M&amp;"&amp;(+%,")/+, @#9,%</li> <li>! 46)2&amp;(+/%B)/+#,%</li> <li>! E6,(&amp;\$&amp;2%&lt;#,(,%</li> </ul>	<ul style="list-style-type: none"> <li>! L#*)&amp;"%2+)&amp;%</li> <li>! D)6&gt;+/E6%&amp;6/%F&amp;*+:##&gt;7%)6*"./)6\$%</li> <li>! G+2:+',@)&lt;%,)(+',,%</li> <li>! =+;)6&amp;',%</li> <li>! -@&amp;2:+'%#1%-#22+'+%+B+6,(%</li> <li>! -#22.6)(?%*" :,%0+N\$N7%K#&amp;,(2&amp;,(+',</li> <li>! O#(&amp;'?%-".:3%</li> <li>! I#"6(++%9#&gt;%</li> <li>! G#.6(%4%&amp;".26)%6+(9#&gt;</li> </ul>
Digital Marketing	Hospitality
<ul style="list-style-type: none"> <li>! =+;,+)%'+,)\$6%&amp;6%/+B+"#&lt;2+6(%</li> <li>! LAP%0,+&amp;'* @%+6\$)6+%#&lt;(2)8&amp;()#63</li> <li>! ;##\$"+%&amp;/,%</li> <li>! L#*)&amp;"%2+)&amp;%&amp;/,%</li> </ul>	<ul style="list-style-type: none"> <li>! F#*.,%\$#.&lt;,%</li> <li>! D+&amp;'6)6\$%+B+6,(%</li> <li>! L#*)&amp;"%+B+6,(%</li> <li>! AQ+*. )B+%#'.6/(&amp;:"+,,%</li> <li>! I)'(&amp;"%,.22),(,%</li> </ul>

Now, where do you want to begin?