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Make more profit using our services

I'm always trying to learn new strategies and techniques. Things that I can use to help my clients, you know?

While reading a short ebook on copywriting, I came across a powerful tool.

## ***I asked myself - Why aren't I teaching this to my clients?***

It was one of those moments where I looked at this technique and I thought, "Of course I know this. Why aren't I passing it along? It's so darn helpful!"

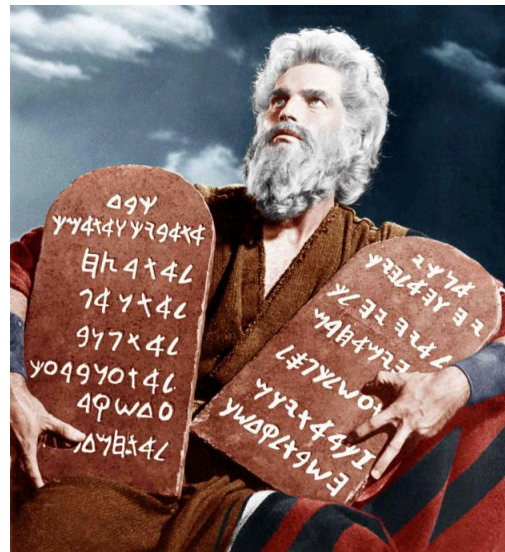
It's the 10 commandments.

No, not the biblical version - the **10 commandments of your business.**

What are the 10 things you believe in so strongly - so passionately - that they influence how you interact with prospects and customers?

What do you want them to believe after they do business with you?

*It's time you wrote them down.*



These are your core values. The top things you want to impart to your audience. Maybe you have fewer than ten. Maybe you have more. The number isn't that important.

What is important is writing them down and keeping a copy near your counter, or on your desk. Refer to this list often. Make sure your employees know it by heart. Remind yourself what you want to do for people, and how you want them

to see you. How you want them to think about you and your business. What you want for them to take away from their interaction with you.

## Action Item

First, [visit this link and grab a copy of the PDF](#). It has copies of our beliefs at Agile'. There's also a list for newsletter entrepreneur Jim Hamilton. I may add a couple more lists in there, too when I get the chance.

Next, take at least an hour. Sit down with a computer, or your daily planner, or just a blank sheet of paper. Make a brain dump of all the things you want a customer to **know** from the act of doing business with you. Don't limit yourself! Don't say, *"That's ridiculous, ."*

Now, try to whittle that list down to your top ten values or lessons. Let's call them **takeaways**. Maybe you're sure of the top three, but not the rest. That's fine - start there! Just try not to make your list longer than, say, fifteen values or beliefs.

If you need help, feel free to drop me an email. I'm happy to help you out.

Thanks for reading the Agile' newsletter. We hope you find our emails thoughtful and actionable, maybe even entertaining.

Until next time, be well and stay healthy & happy!

Very best,

***Scott Gardner***

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