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Kiss, bow, or shake hands

Dear :

That the title of a book about social etiquette in different societies. Basically, I'm talking about introductions.

For a long time, I've been telling you: *"People do business with people they know, like, and trust."* And I realized that, although some my personality is tied up in marketing, there's a lot more to me than that.



I decided that I'm going to use my Saturday emails mainly to introduce you to some parts of my personality. Don't worry, I won't be getting too personal! But there's a bit more to me than just marketing.

Maybe not a **lot** more, but some!

After you read this email, please visit this link, and let our community know a little bit about yourself!

<https://agilemarketingservices.com/please-introduce-yourself...>

Education

I left high school a year early to become an exchange student. I spent a year in Karlstad, Sweden (yes, I still speak some Swedish).

I worked for a couple years, and then enrolled in the University of Bridgeport (CT) in their Cinematography department. It was a private university, and my money ran out after a year. I took a marketing job there on the Gold Coast of CT, and lived yards from Yale, until I moved back to the Syracuse NY area.

I graduated from Onondaga Community College with an AA in Advertising, worked building computers for a few years, and then eventually enrolled in [SUNY Oswego](#), where I got my BS in Marketing in the early "aughts" - 2003. I looked for work, but wound up starting Agile' in the Spring of 2004.



Writing

I've written five short books on elements of marketing. One of those might be how you found me! I've also written thousands of articles and blog posts about business in general and marketing specifically.

However, I've also written some fiction over the years. The most famous piece was a children's horror story published in [Bruce Coville's Book of Spine Tinglers](#). Used copies are still out there.

I've got horror, mystery, and science fiction books I've been working on, and maybe one day I'll pull the trigger and publish those.

Reading



I own literally thousands of books. I could probably buy a house with all the money I've spent on books in my life. And that's just the print books.

I've spent untold amounts on ebooks as well. I have two [Amazon Kindles](#) - a 10" and an 8" - which I've upgraded many times over the years.

I had a Barnes & Noble Nook as well, but that's languishing on the coffee table. I can spend less and get more books from Amazon. Sad but true!

About half my books are non-fiction or business related.

Personal Stuff

My wife and I live in a small town about 40 minutes north of Syracuse NY. We're across from a scout camp, and a cemetery. On summer nights, a lot of voices are shouting from one of those locations - I'm not sure which.

We lived with 2 indoor cats, but in the past year, two outdoor cats have adopted us. Tux (left) and Miss Prissy - at least, that's what we call them.



In 2000, I was visiting a print shop. In the same plaza was a karate school. For some reason, I dropped in. The manager and I struck up a conversation.

in 2005, I received my black belt in traditional Okinawan goju-ryu karate-do. When I had to quit training because my body couldn't take it, I was a 4th degree, teaching other black belts.

My wife, a psychologist in private practice, is also a 4th degree black belt in the same school.

Thanks for joining me. I hope you feel you know a little more about me. I'll try to open up more on Saturdays from now on.

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

Very best,

Scott Gardner

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