

# Control the Controllables



Here's an interesting quote from Walt Disney:

**I've heard there's going to be a recession.  
I've decided not to participate."**

The message and the meaning behind those words are absolutely spot on.

Over the last few weeks, there has been an extraordinary level of misery and negativity that is being pumped out by our broadcasting media here in the UK.

It's as if they want us all to just stop what we're doing and switch all our power off...

Well, we're not.

And neither should you.

Now we're not denying, that as a country we are facing economic challenges that are different and wider reaching than anything seen before in modern times.

But despite that, it isn't absolutely certain that there'll be a recession in the next few months (although we admit it looks likely), but even if there is, it will be a particularly unique recession, given the factors causing it...

...which means, even more so than ever before, that how you think and approach things in your business will have, by a country mile, the biggest impact on how the next 12 to 18 months turn out for you.

## **We're not all doomed!**

It's down to us to think.

To think accurately, creatively, and deeply about our own particular situation.

It's down to us to manage our heads. To keep ourselves in a constructive, positive place and to not get caught up in the whirlpool of negativity.

It's down to us to protect the down-sides by taking sensible, timely, decisions.

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne

# Control the Controllables

TOP TIP   
**TUESDAY!**

It's down to us to control the controllables - and not to waste any precious time or energy worrying about things over which we have no control.

In short, it really is down to us.

The politicians probably won't help us.

The news definitely won't help us.

There's plenty of money out there. People (and businesses) are spending and will continue to spend. And every time there's an economic downturn, in every market and every sector, someone does really well out of it.

## What would have to happen for it to be you?

Turn off the TV news and Misery FM and think about how you can help and support your target audience.

And if you need some help with this, just give us a call.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne