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THE VISUAL COMMUNICATIONS COMPANY

BUSINESS AS UNUSUAL

"It is not the strongest of the species that survives, but rather,
that which is most adaptable to change." Charles Darwin

Brought to you by:



Encouragements:

- small is the new big
- bootstrappers are rad
- nobodies are becoming somebodies
- the economy isn't broke
- the principles of good business
are still the same



Definitions:

- marketing is like fishing
- advertising is only the lure & the bait
- entrepreneurs solve problems



Learn The Pivot!

- The Quarantine Pivot
- The Rebound Pivot
- The Pivot towards the Future



Basic Strategies



Specific Strategies



Q & A



A Defining Moment





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