

# Words We Live By

## EVERY DAY

- 01 We will work tirelessly to make our clients look like HEROES to their customers and within their organizations.
- 02 Our company is not an extension of a Jerry Lewis Telethon. We provide one-of-a-kind services and will be compensated accordingly.
- 03 We will have fun. Our work space will be upbeat, creative, sarcastic and never ever boring.

How you do anything is how you do everything. Anything we do - we do it with:  
INTELLIGENCE • HUSTLE • INTEGRITY • COMMITMENT • ENTHUSIASM



## PARTNERSHIPS

We don't have customers, we have partners. Our services far exceed marketing data and digital strategies. We educate our clients by providing them with the insights and tools they need to make great decisions for their business. Going above and beyond the scope of what we're hired to do in a full effort to make our partners successful results in our mutual success and lifelong relationships.

## INSPIRATIONS

A smart man learns from his own mistakes. The wise man learns from the mistakes (and success) of others.

- “ *The way to get started is to quit talking and begin doing.*  
— **Walt Disney**
- “ *Strive not be a success, but rather to be of value.*  
— **Albert Einstein**
- “ *There is nothing permanent except change.*  
— **Heraclitus**
- “ *The cost of being wrong is less than the cost of doing nothing.*  
— **Seth Godin**
- “ *We make a living by what we get, but we make a life by what we give.*  
— **Winston Churchill**
- “ *In this life, you can either marry it, inherit it, or go out there and work your bleeping ass off. and I screwed up twice.*  
— **John Wile**
- “ *The ones who are crazy enough to think they can change the world, are the ones that do.*  
— **Steve Jobs**
- “ *When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.*  
— **Henry Ford**
- “ *If no one comes from the future to stop you from doing it, then how bad of a decision could it really be?*  
— **Unknown**