

Marketing Mantra

I am the message, straight down from the top
proud corporate culture, the ball you can't drop

repeat me real slowly, say it with heart
believe from the core, that's a good place to start

consistent and clear, now write me in bold
don't ever forget me, you have been told

the web site, brochures, and letter head too
I'm the prominent line, a mission for you

I am the medium, so use me with care
forgetting my place, don't even dare

radio, TV, I want it all
if I'm not the hero, don't even call

I'm in every language, I'm global you know
without my input, the company won't grow

behold me and worship, I'm your chant for the day
for I bring you great tidings, in sales and in pay

so breathe in and out, deeply and calm
I am the master, your fate in my palm.

Excerpt from "The Poetry of Business"

Author: Tracy Lynn Repchuk

www.ThePoetryof.com