

# On the Mark

Helping you **mark** your credit union for success



## Recession Marketing Webinar Getting the Biggest Bang for Your Marketing Bucks Thursday, October 15th 12 p.m. to 1:15 p.m. CST

In a recession, marketing budgets become targets for deep cuts. At the same time, it can be said that a big budget does not equate to great marketing results. And more importantly, great marketing does not require a big budget.

Although it may be impossible to actually “guarantee” that a \$25,000 campaign can truly be done for \$1,000 or less, when you attend this webinar you’ll get the biggest bang for your marketing bucks! You will walk away with proven tactics and strategies that will not only stretch your marketing budget but enhance your marketing quality as well!

[Register Here!](#) **The first 100 registrants will receive the audio recording FREE.**

### Marketing Matters

*Typically, Marketing Matters is reserved for subjects that deal with marketing, leadership, branding and generations. This time we're taking a different slant to discuss my new book - Think Huge. Is it a little bit of self promotion? Maybe, but I am passionate about the six principals behind the concept of thinking huge. And, I'm positive it could change the way you think about life and business. Thanks for checking it out. - Mark*

### Think Huge: How to Elevate Your Life and Your Business

Everyone has a hope, a dream or a goal for their life or their business. Taking it from concept to reality is often a matter of thinking huge. That is the premise of Mark Arnold’s new book, *Think Huge: How to Elevate Your Life and Your Business*.

“The concept originated from a quote I read in a Fast Company article about Crocs a few years ago,” said Arnold. “The article noted how Crocs started small yet as they were growing, a friend told them to ‘Think Huge.’ That quote hit me—hard. I reflected on what “think huge” really meant.”



As he delved deeper into living a “think huge” life, Mark realized there were six points to thinking huge:

- **Think vision**—We can’t think huge unless we know exactly where we want to go.
- **Think people**—Thinking huge will get us absolutely nowhere unless we involve people in our lives.
- **Think passion**—We need to love whatever we are doing in life.
- **Think time**—Truly thinking huge means we are investing our time in the right way.
- **Think perseverance**—Thinking huge is not a “name it and claim it” gospel. We will encounter trials in our lives and thinking huge means overcoming those obstacles.
- **Think learning**—We will only grow as much we are learning.

### What Thinking Huge IS

So what exactly does it mean to think huge? According to Mark’s book, it means going many steps beyond where we are today and pushing past our comfort zones. It means not limiting ourselves.

As humans, we have a tendency to put an invisible ceiling on what we can accomplish in life. We take our ideas and passions and file them away in the impossible dreams section of our brains – no matter how big or impossible they seem at the time. Thinking huge means removing those barriers and accomplishing our dreams and ambitions.

People who succeed in life are people who think huge. It’s not just rich people or famous people—it’s anybody who goes beyond where they are today and pushes themselves to new adventures and goals. Those are people who discovered how to think huge.

“Life isn’t just about getting lucky or being in the right place at the right time. It’s about changing the way we think and changing our action plans to create our own luck in life and business. *Think Huge: How to Elevate Your Life and Your Business* helps people learn how to do that,” Arnold said.

### What Thinking Huge IS NOT

Thinking huge is not a “health and wealth” gospel, and it does not offer a miracle cure to the perfect life. Thinking huge does guarantee a far richer life for people who put their dreams into action, but it won’t always be easy. And, it doesn’t mean we won’t fail. It requires giving our ideas vision, surrounding ourselves with the right people, finding our passion and staying the course. Like Ralph Waldo Emerson once said, “Our greatest glory is not in never failing, but in rising up every time we fail.”

### Making it Happen

This book is full of lessons, stories and advice from ordinary people who made their dreams happen by thinking huge. Plus, each of the six principals is supported with separate action items for elevating your life and your business.

How can you go from the life you have today to the life you really want in the future? Only you have the power to think huge and make that happen.

### Order Here

Copies of Mark’s book can be purchased on his [website](#). Mark is also available for speaking engagements on the principals outlined in the book.

Blog Updates

Follow Mark's blog for frequent and timely information on topics like marketing, branding, generations, leadership and more. New blog posts are added one or twice a week. Here are links and summaries for some recent posts.

**Fads Versus Trends**

When crafting a business strategy, it's imperative to understand the difference between fads and trends. Mark not only explains the difference but provides valuable insight on spotting trends ahead of the the curve.

**The Difference Between Leaders and Managers**

Manager and leader are not interchangeable titles. A person can manage without being a leader, and a leader does not have to be someone in a management position. Mark examines the difference between leaders and managers and offers tips on becoming an effective leader.

**Five Continuous Learning Tips**

Many people think learning stops once they finish high school or college. Mark disagrees. In his Think Huge blog, Mark challenges this notion and gives five tips to help readers make continuous learning a priority.

Online Buzz

**Comments and ideas from readers of Mark's blog**

**Success Requires Perseverance**

"It is very easy to take the safe route and not take any risk or chances, do it the way we have always done it, and just "be". However, we will never become better as people, as a society and as a culture if we do this.

It takes innovation, communication and collaboration to Think Huge!" - **James Robert Lay**

**Putting Zing Into Your Planning Session (P=F<sup>2</sup>)**

"Excellent post! Thank you for the great tips on making planning sessions more productive AND fun.

I especially liked your idea about using another credit union's CEO as a facilitator. That's the type of cooperation we should be demonstrating more often." - **Matt Davis**

**Five Continuous Learning Tips**

Whether it's formal classroom environments, networking with people, online communities, magazines, blogs, books, the learning never stops.

**“Life is changing too rapidly for anyone to believe they have learned all they need to know”**

**- Janine -**

**on Mark's Blog About Continuous Learning**

Life is changing much too rapidly for anyone to believe they have learned all they need to know.

However, it's more than just learning. The true test is applying what we are learning. - **Janine**

## Success Stories

### Kerrie Hilton is Thinking Huge

*Kerrie Hilton is a woman who thinks huge. Mark came across Kerrie's story through Twitter. When he read it, he was excited to see she was living out the six Think Huge principals in her life. The following is an excerpt from Mark's Think Huge blog about Kerrie and her inspiring story.*

Kerrie started out with Think Vision. One can't Think Huge unless they know exactly where they want to go. For Kerrie, she had a vision, "I decided to do something, I did it, and as a result I lost 55 lbs. and ran a marathon in 7 months." However, it was not always easy and there were many personal obstacles Kerrie had to overcome. Kerrie notes, "In Feb. 2009 I was an overweight stay-at-home mom that was happy, but didn't like the direction 'my' life was going in. With 3 kids it's easy to lose sight of your own needs."

Next, Kerrie began to Think People. Thinking huge will get one absolutely nowhere unless they involve people in their life. For Kerrie she had support. "I started a weight loss plan with my friend Jackie's help and started running, which isn't something I was ever particularly good at," Kerrie stated. In addition, Kerrie also mentioned, "I decided to run a marathon after consulting my husband, who said, "Go for it." Without the support of my husband and oldest daughter it would not have been possible." By having the support of those around her, Kerrie was able to put her vision into action.

As she began to run the marathon, it became clear to Kerrie that she needed to Think Perseverance. Thinking huge is not a "name it and claim it" gospel. One will encounter trials in life and thinking huge means overcoming those obstacles. Kerrie had to do just that and recalls, "Soon, I started to feel sick and by mile 15 I was slowed almost to a walk."

**Click Here to Read the Full Story.**

**training • speaking • brand consultant • planning • facilitator**

**[website](#) | [blog](#) | [Twitter](#) | [LinkedIn](#) | [Think Huge blog](#)**

**Contact Mark Arnold:  
(214) 538-4147  
[jmarkarnold@verizon.net](mailto:jmarkarnold@verizon.net)**