Virtually every writer who ever got to hold a pen has cultivated utmost respect for Ernest Hemingway. His experiences in World War II and his decadent view towards Western civilization has influenced his style of writing, therefore giving birth to some of the most unforgettable pieces of literature.

What made Hemingway stand out among the rest are his ideas of self-confrontation and his unwavering desire to stay grounded in reality.

His philosophies make it easy for us to apply in our own endeavors what he had written in the past, perhaps not with the same decadence but with the motivation to be better than who we are right now.

Here are some of his famous words made relevant in the context of marketing:

1. **Courage is grace under pressure.** Marketing has always been a game of risks. Reaching your marketing goals often necessitate the resolve to take challenges and being brave to do whatever it takes to succeed.

2. **Never confuse movement with action.** Sometimes along the way, you may lose that sense of fulfillment and you become contented with the mere fact that you made efforts just for the sake of doing your job. Prospects don’t seek out marketers - it’s the other way around. Marketing will not work with a passive attitude; sometimes you’ve got to take matters into your own hands and make a move.

3. **When people talk, listen completely. Most people never listen.** Listening has
always been the heart of marketing ever since it was conceived. Everything used to be so simple, but with today’s technology and rapid evolution, things can easily become more problematic. The demand for people who truly listen has never been this high.

4. **The shortest answer is doing the thing.** All the sources of information that we need are readily available to you, and all you need to do is look for wisdom and knowledge from the right places. But in marketing, there are times when the only way to know for sure is when you engage yourself in the situation. You can’t really apply someone else’s experience into your own – you’ve got to o out there yourself.

5. **The best way to find out if you can trust somebody is to trust them.** Marketing is all about relationships - new, existing, and old. Trust is the backbone of relationships, and in this complicated industry, trust is hard to come by. The ultimate test is to trust people, trust the system, trust the process, and trust yourself.

6. **My big fish must be somewhere.** At the end of the day, all your efforts will not have been wasted. Marketers are used to dealing with rejections and failure but the important thing is resiliency, coupled with an optimistic certainty your success is just around the corner. Grab it.