

HMAVIEWPOINT

Are you filling your customers' fish tanks?



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We all know we are living in unique times.

The ups and downs abound. Uncertainty crosses everybody's minds. But let's focus on the positives.

We should be thankful to be in a sustainable industry, which for many has seen immense growth and demand. We have suffered through recessions and now a pandemic.

How have we done it? Let's look at comedy for an example. Comedy was designed to divert attention during hard times. There is an analogy between comedy and the hobby industry.

Hobbies should do the same for us as comedy does. It should bring a smile and let us forget our troubles. Or, think about people with fish tanks. That's a restful hobby. Fish folks like to watch their pets enjoy the environment they've created. It's another way to escape from the pressures of



the day for a few moments.

Personally, I like trains. They are my fish tank.

I can sit down for a few in the morning with a cup of coffee at the office before the day starts, and see how slow I can run the trains that I personally took the time to paint. If I need a break or escape towards the end of the day, I can kick up my feet and run the trains. I love it all.

With that being said, think about your customers. They may only need one bottle of paint to keep them going or they may want the latest model kit. You are here to keep them going in any case. They keep you going.

Parents keep their kids occupied with new hobbies and adults re-discovering old passions. These are your new customers for life. Who knows when life will get back to normal? Now is the time to embrace your business more than ever. Look at the positive. You are essential whether you are a shop or a manufacturer. Stay focused, friendly and forge ahead. Help your customers enjoy their own personal fish tank, whatever it may be. **HM**



Hobby Manufacturers Association

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