

Final Exam

Four college friends were so confident that the weekend before finals, they decided to go up to Dallas and party with some friends there. They had a great time. However, after all the partying, they slept all day Sunday and didn't make it back to Austin until early Monday morning.

Rather than taking the final then, they decided to find their professor after the final and explain to him why they missed it.

They explained that they had gone to Dallas for the weekend with the plan to come back and study but, unfortunately, they had a flat tire on the way back, didn't have a spare, and couldn't get help for a long time. As a result, they missed the final.

The Professor thought it over and then agreed they could make up the final the following day. The guys were elated and relieved.

They studied that night and went in the next day at the time the professor had told them. He placed them in separate rooms and handed each of them a test booklet, and told them to begin.

They looked at the first problem, worth 5 points. It was something simple about free radical formation. "Cool," they thought at the same time, each one in his separate room. "This is going to be easy."

Each finished the problem and then turned the page. On the second page was written:

(For 95 points): Which tire?



“ All achievement is the triumph of persistence. ”

JOHN RENNIE

“ The happiest people are those who discover that what they should be doing and what they are doing are the same thing. ”

UNKNOWN

“ Only those who dare to fail greatly can ever achieve greatly. ”

ROBERT FRANCIS KENNEDY

“ He who dares nothing need hope for nothing. ”

PROVERB

Graphic Design-from initial concept to finished product
 Promotional Products-from apparel to writing instruments
 Marketing Assistance-from marketing tips to marketing strategies
Creative Ideas for Marketing Results!



10750 Pearl Road, E4
 Strongsville, OH 44136
CREATIVEDGE MARKETING

◊ SPRING ◊ VOLUME 7 ◊ 2008

CREATIVEDGE
 MARKETING

Marketing tips

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

Secrets from... The Mayflower Madam

On Thursday, February 7, 2008, we had the pleasure of listening to Sydney Biddle Barrows, aka the Mayflower Madam talk about her infamous high-class escort service, Cachet. It really wasn't about the ins and outs of an escort service (no pun intended) but the things she did differently from other escort services which give her the ability to charge more than any other agency in New York City and allowed her to attract industrialists, high-powered business executives, lawyers, foreign diplomats and Arabian oil sheiks.

It is a lesson we all should learn from and adapt in our own businesses. And we have decided to do something about it.

Starting in May, we will be offering hands-on workshops, called Marketing Magic Workshops. They will be designed to help smaller businesses that don't have huge advertising budgets, may not have a full-fledged marketing department or maybe just might be looking for some additional marketing education to improve the bottom line.

Our intention is provide relevant, ready-to-use information. We want you to be able to walk away with ideas you can implement in your business right away and get fast results.

Our Customers say Great Things!

"Kathy Jiamboi of Creative Edge Marketing is always the first person I think of when I need creative design or help with solving a marketing design issue. Not only do I get superior quality and support from Kathy but she is always right on the money when it comes to interpreting my vision. Her quick response and fast turnaround keeps me on top of my game and I never skip a beat when she partners with us! Kathy truly cares about our success and makes it her business to understand our needs. That is why this is such a great working partnership!"

-Pat Foos
 Marketing Manager
 Credit First National Association

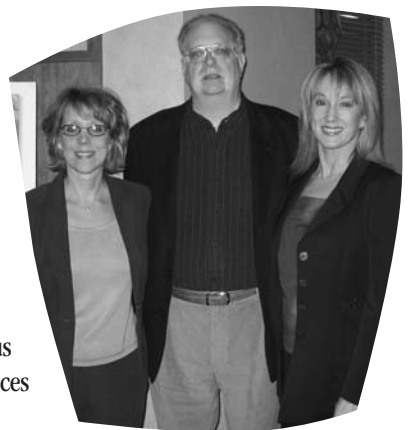
We are looking to keep the groups relatively small so there can be interaction among the participants to further expand the education experience.

One of the workshops will focus on creating customer experiences which is what Sydney Biddle Barrows did in her business that made it such a success.

Interested? Give us a call for more information or see the enclosed flyer for more details on the upcoming topics and how to sign up.

Stay tuned for some other great ideas we have cooking. One that can save you money and one that can make you money. More on these in our next newsletter.

Think Spring!



FROM LEFT TO RIGHT: KATHY JIAMBOI, DAN KENNEDY, SYDNEY BIDDLE BARROWS

Kathy Jiamboi

"When I need creative copy or marketing materials, I always use Creativedge. It's important to me that the staff is responsive and knowledgeable. Their marketing promotions always get the results I need, and the service and attention to detail impresses me time and again."

-Carol Swearingen
 Vice President, Sales and Marketing
 New Channel Direct



VISIT OUR WEBSITE - WWW.CREATIVEDGEMARKETING.COM
 for archives of our Monday Morning Marketing Minute

Ask Mr. Gadget



QUESTION:

Our company is heavy into promotional products as we hold training seminars on a regular basis, but we are now looking for something a little different than a magnet, letter opener or pen. Any suggestions?

ANSWER:

Here is a great idea especially with spring on our doorstep, Flower Seed Packets. That's right! What a great way to promote your name and company with a product your customer can enjoy for months. Along with the company info, you can also add a phrase on the seed packet such as, "Let us help you grow your business" or "Planting the Seeds for Your Success". Best of all there are seeds available not just in seed packets but already potted and ready to go, just add water and watch 'em grow.

P.S. And they're easy to mail!

"If the circus is coming to town and you paint a sign saying "Circus Coming to the Fairground Saturday," that's advertising. If you put the sign on the back of an elephant and walk it into town, that's promotion. If the elephant walks through the mayor's flower bed, that's publicity. And if you get the mayor to laugh about it, that's public relations. If the town's citizens go the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales."
— Unknown

QUESTION:

As most of the world is now more computer literate than ever before, I am looking for something useful that my clients can use on a daily basis that is computer related and will also represent my company in a professional manner. What do you have?

ANSWER:

Bingo, Memory Sticks!. Commonly referred to as flash drives, these small portable units are available in a variety of storage units, can have your logo imprinted on the outside and are now available with a 30 second message that pop's up on the screen every time it is utilized. This is the perfect item, it has a purpose and promotes your company using 3 different avenues, one-your logo on the drive, two-your 30-second pop-up message and three-any promotional material you would like pre-loaded on the drive.



Got A Question?

Submit it to

info@creativedge-marketing.com

Client Spotlight

This issue's spotlight is on
Concord Hospitality Enterprises Company

Concord Hospitality Enterprises Company is an award-winning hotel management and development company based in Raleigh, N.C. They manage 49 hotels with over 6,000 guest rooms in 11 states and two Canadian provinces under such well-known brands as Renaissance, Marriott, Courtyard by Marriott, Residence Inn by Marriott, Fairfield Inn and Suites by Marriott, SpringHill Suites by Marriott, Hampton Inn and Suites, and an independent boutique hotel.

The company was formed in 1985, and was recently listed as one of the top management companies in the nation. Concord properties are some of the most awarded hotels in the country, having won nearly 30 honors in the past two years alone.

Creativedge Marketing has been providing services for Concord since 1997, including brochure development and creation, newsletters, in-room cards, employee appreciation gifts and assisting many of their individual hotels with promotional items and giveaways.

We are proud of the growth Concord has had over the past 11 years we have been associated with them. For a listing of the fine hotels they own and operate visit, www.concordhotels.com.



8601 Six Forks Road
Forum 1 Building, Suite 540
Raleigh, NC 27615
www.concordhotels.com

How to Be a Trendspotter



Before you can become a trendspotter you should know the difference between a trend and a fad. The definition of a trend is "a general direction in which something is developing or changing." The definition of a fad is "an intense or widely shared enthusiasm for something, a craze." The difference between the two is trends give us value. We want something more and therefore it becomes a trend. But a fad is usually quick in coming and going, think Beanie Babies, Pet Rocks. For trends, think iPods, Starbucks. The trends of this world fill a need. We need our music and video to be mobile, with us at any given time. We need potent, wake-me up coffee and a laid back atmosphere to enjoy it in. So a trend could be redefined as "something that opens up or changes an existing customer need." New ways of servicing customer needs. *So to be a trendspotter, be observant to what's going on around you.*

According to trendwatching.com, the 8 important consumer trends for 2008 are:

1. Status Spheres

He or she who consumes the most, the best, the coolest, the most expensive, the scarcest or the most popular goods, will typically also gain the most status.

2. Premiumization

If you have money to burn, you want status fixes derived from premium products and premium experiences. And there are lots of people with money to burn.

3. Snack Culture

Catering to consumers insatiable craving for instant gratification. Products, services and experiences becoming more temporary and transient, easier to digest, easier to afford in smaller portions, making it possible to get even more experiences in a short time frame.

4. Online Oxygen

Consumers needing online access as much as they need oxygen. Lots of sub-trends here.

5. Eco-Iconic

It is now cool to be green. It used to be products were ugly

and expensive but now products are designed cooler and the costs are less.

6. Brand Butlers

These are brands that do more than advertise. Like Huggies & Gerbers opening up a lounge area in an airport with diaper changing facilities and microwaves. In other words, assisting the consumer in smart and relevant ways to make their brand stand out.

7. Make It Yourself

Real money to be made here. Movies. Music. Blogs. Lots of ways to do it yourself and get noticed.

8. Crowd Mining

This is getting lots and lots of people to sponsor something huge. Examples are Sell A Band, where you are the record company and My Football Club where people pay \$35 for fractional ownership of a soccer team.

If you are interested in further information on these 2008 trends, send me an email (kathy@creativedge-marketing.com) and I will send you the report. It is very interesting reading and might make you think of some great money making ideas.

Greek Italian Chopped Salad

This salad is really good and great for a large gathering. Enjoy!

INGREDIENTS

- 6 tablespoons olive oil
- 3 tablespoons white wine vinegar
- 1 teaspoon dried oregano
- 1 small garlic clove, minced
- 6 cups chopped romaine lettuce
- 1 15 1/2-ounce can garbanzo beans (chickpeas), drained
- 1 red bell pepper, diced
- 1 cup very thinly sliced red onion
- 1 cup very thinly sliced fresh fennel bulb
- 1/2 cup crumbled feta cheese (about 3 ounces)
- 2 ounces thinly sliced Italian Genoa salami, cut into strips
- 1/4 cup sliced pitted Kalamata olives

PREPARATION

Whisk oil, vinegar, oregano, and garlic in small bowl to blend. Season dressing to taste with salt and pepper. Combine lettuce, garbanzo beans, bell pepper, red onion, fennel, feta cheese, salami, and sliced olives in large bowl. Pour dressing over; toss to coat. Mound salad on platter and serve. — *Bon Appetit*, June 2003



Important DATES

Use these upcoming special occasions to tie into your promotions. Call us if you need help with a promo item.

May

- National Physical Fitness & Sports Month
- Military Appreciation Month
- Teacher Appreciation Month
- 1 National Day of Prayer
- 3 Kentucky Derby
- 5 Cinco de Mayo
- 11 Mother's Day
- 17 Armed Forces Day
- 26 Memorial Day

June

- National Rose Month
- National Dairy Month
- National Safety Month
- 1 National Cancer Survivor's Day
- 14 Flag Day
- 15 Father's Day
- 21 First Day of Summer

July

- National Ice Cream Month
- National Hot Dog Month
- National Blueberry Month
- 1 Canada Day
- 4 Independence Day
- 27 Parent's Day

Get More Business, GUARANTEED!

Doing a monthly newsletter is a **PROVEN WAY** of getting more business. In fact, we believe so strongly about this, **WE GUARANTEE IT!** Our Ready2Go Newsletter program gives you an already done newsletter each month. All you do is give us a couple things you would like to include. It's that easy! We do the rest. We lay it out, we print it, we mail it— a few days later your phone rings with business. It couldn't be any easier than that.

We **GUARANTEE** that if you use our program for three consecutive months and you don't see any business from it, we will refund your monthly membership. What have you got to lose? Call us and get your newsletter going today!

READY2GO
NEWSLETTERS

www.ready2gonewsletters.com

Just for the Health of It

Four Weight Loss & Fat Burning Myths

Myth #1— If I work on (this body part) enough, I will lose the fat in that spot.

There is no such thing as spot reducing. If you lose weight, you will lose it from all over your body; not just one location, even if you do exercises to target that spot.

Myth #2— Weight training will bulk me up.

Weight training is actually one of the best things you can do if you are trying to lose fat. Basic weight training makes muscles more tone and fit. In turn, these fit muscles help you to burn more fat.

Myth #3— If I exercise a lot, it will suppress my hunger and make it easier to lose weight.

If that were true it would actually be a lot easier to lose weight. For most people, exercise makes them feel hungrier. When you exercise, your body recognizes that you are burning calories. In response, it tells your brain to replace those calories and you get hungry. Be prepared for the hunger that will come and eat healthy, high fiber snacks like fruits and vegetables to satisfy the hunger.

Myth #4— The best way to lose fat is to just cut your caloric intake.

Your diet is an important part of losing weight. Weight loss is a function of eating less calories than your body is consuming, so consuming fewer calories will make you lose weight. But just losing weight will not improve your health, make your metabolism more efficient and make your body lean and tone; sorry but you need to get exercise to reap all of those benefits. And of course, exercise alone does not work as well as combining exercise with a healthy portion-controlled diet.