



Marketing *tips*

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

Make Sure You Get What You Want from Your Advertising

It starts and ends with your advertising copy. Here are five tips to help ensure your copy is top notch and will garner the results you are looking for.

First, make sure you translate your features into benefits. Because you are very close to your product it is easy to assume everyone knows what the benefits are of your product. Let's say you sell windows and one of the features is energy efficiency. You need to articulate the benefits of this energy efficiency by saying, "Will Save 35% in annual energy costs". People then understand the benefit of the energy efficiency.

Second, let people know you are credible. This can be done by mentioning how long you have been in business, how many locations you have, how many people are on your staff, how many customers you have served.

Third, offer testimonials from satisfied customers. People need reinforcement in their decision to buy and nothing does this better than them reading comments from your satisfied customers. They will be able to relate to their stories and the situations you solved and make you the expert in return.



Fourth, write from the "you" perspective rather than the "I" perspective. Don't say, "We offer a 100% guarantee". Say instead, "Your satisfaction is 100% guaranteed". People are more concerned about themselves than about you or the company you represent.

Fifth, and speaking of guarantees, if you have one, flaunt it. Use it on all your advertising. Guarantees help remove any doubt in purchasing the customer may have and gives them the extra confidence to proceed with the transaction.



DID YOU KNOW?...

More than 90% of plane crashes have survivors.

The Pope's been known to wear red Prada shoes.

Apples, not caffeine, are more efficient at waking you up in the morning.

Fathers tend to determine the height of their child, mothers their weight.

The brain is soft and gelatinous - its consistency is something between jelly and cooked pasta.

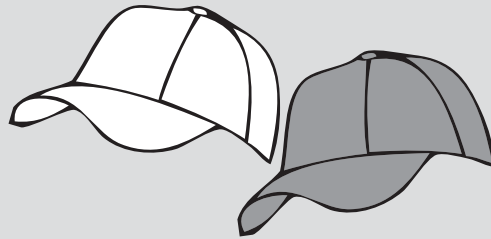
All US Presidents have worn glasses. Some just didn't like being seen wearing them in public.

Ask Mr. Gadget



“ You can tell more about a person by what he says about others than you can by what others say about him. ”

LEO AIKMAN
Writer and Newspaper Editor



QUESTION:

We have an outdoor employee summer function coming up in a few weeks and need to outfit our employee's in some sort of matching attire, but don't feel like gathering all the different shirt sizes and then having to deal with the ones that don't fit, do you have any suggestions ?

ANSWER:

No problem, especially with an outdoor event, hats are the ticket. You can get caps for the guys and matching visors for the ladies, these can be either silkscreened or embroidered and are useful long after the event is over. What a great way to promote the company!

Got A Question?

Submit it to

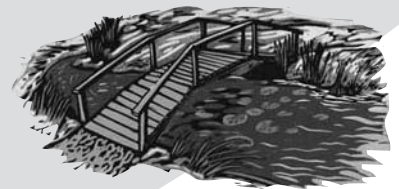
info@creativedge marketing.com

QUESTION:

I have a trade show in a week and a half and forgot to order promotional product giveaways, can you help ?

ANSWER:

You bet, There are plenty of promotional products available which can accommodate your business card, from letter openers that include calendars on one side, your card on the other to sports schedules and memo - "to do" pads that are pre-printed, just add your card to the adhesive portion and it is a punch out magnet as well. Giving you two products in one!



“ In the confrontation between the stream and the rock, the stream always wins - not through strength but by perseverance.. ”

H. JACKSON BROWN
Author of Life's Little Instruction Book

A Little Humor

Daily Thoughts from Dogs and Cats

From a Dog's Diary:

8:00 am - Dog food! My favorite thing!
9:30 am - A car ride! My favorite thing!
9:40 am - A walk in the park! My favorite thing!
10:30 am - Got rubbed and petted! My favorite thing!
12:00 pm - Lunch! My favorite thing!
1:00 pm - Played in the yard! My favorite thing!
3:00 pm - Wagged my tail! My favorite thing!
5:00 pm - Milk bones! My favorite thing!
7:00 pm - Got to play ball! My favorite thing!
8:00 pm - Wow! Watched TV with the people! My favorite thing!
11:00 pm - Sleeping on the bed! My favorite thing!



demonstrates of what I am capable. However, they merely made condescending comments about what a "good little hunter" I am. The audacity!

There was some sort of assembly of their accomplices tonight. I was placed in solitary confinement for the duration of the event. However, I could hear the noises and smell the food. I overheard that my confinement was due to the power of "allergies." I must learn what this means, and how to use it to my advantage.

Today I was almost successful in an attempt to assassinate one of my tormentors by weaving around his feet as he was walking. I must try this again tomorrow -- but at the top of the stairs.

Excerpts from a Cat's Diary:

Day 683 of my captivity:
My captors continue to taunt me with bizarre little dangling objects. They dine lavishly on fresh meat, while the other inmates and I are fed hash or some sort of dry nuggets. Although I make my contempt for the rations perfectly clear, I nevertheless must eat something in order to keep up my strength.

The only thing that keeps me going is my dream of escape. In an attempt to disgust them, I once again vomit on the floor.

Today I decapitated a mouse and dropped its headless body at their feet. I had hoped this would strike fear into their hearts, since it clearly

I am convinced that the other prisoners here are flunkies and snitches. The dog receives special privileges. He is regularly released - and seems to be more than willing to return. He obviously has a screw loose.

The bird must be an informant. I observe him communicating with the guards regularly. I am certain that he reports my every move. My captors have arranged protective custody for him in an elevated cell, so he is safe ... for now.

—Author Unknown



HEALTH WATCH

Brain Damaging Habits

No Breakfast— People who do not take breakfast are going to have a lower blood sugar level. This leads to an insufficient supply of nutrients to the brain causing brain degeneration.

Overeating— It causes hardening of the brain arteries, leading to a decrease in mental power.

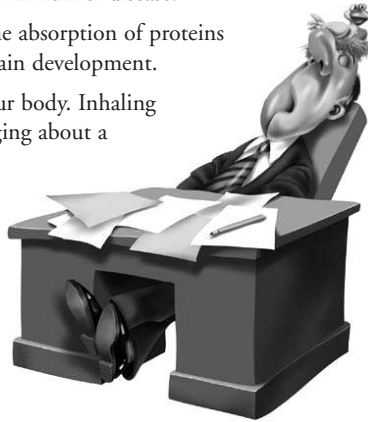
Smoking— It causes multiple brain shrinkage and may lead to Alzheimer disease.

High Sugar Consumption— Too much sugar will interrupt the absorption of proteins and nutrients causing malnutrition and may interfere with brain development.

Air Pollution— The brain is the largest oxygen consumer in our body. Inhaling polluted air decreases the supply of oxygen to the brain, bringing about a decrease in brain efficiency.

Sleep Deprivation— Sleep allows our brain to rest. Long term deprivation from sleep will accelerate the death of brain cells.

Head Covered While Sleeping— Sleeping with the head covered, increases the concentration of carbon dioxide and decrease concentration of oxygen that may lead to brain damaging effects.



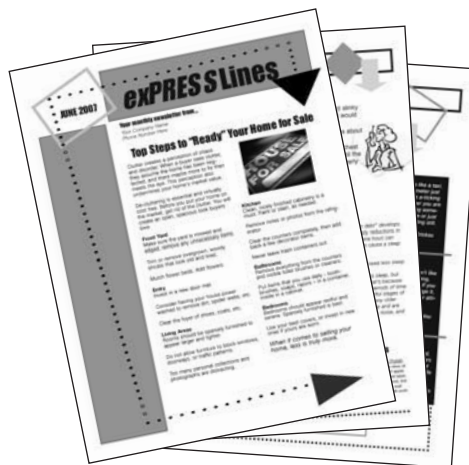
Newsletters- The Why and The How

First, the why.

If you are not currently doing a monthly newsletter, you are missing out in more ways than one.

Newsletters are a great way to stay in touch with your customers at an inexpensive cost. Doing a monthly newsletter will bring you more business. It will build the relationship with your customer. It will create greater customer loyalty. After all, most of your competitors don't take the time to do newsletters and therefore you will be in the forefront of your customer's mind, *not your competitor*. Newsletters are avenues to offer special discounts or new products or services enticing your customers to spend more money with you.

But a newsletter is also a source for information. It needs to have a mix of your industry-related topics and other general, light, and entertaining information. It definitely should not be all about you, but contain useful information your customers can use.



Now, for the how.

To get the most out of doing newsletters they need to be done monthly. Not quarterly, not semi-annually but *every* month. This is usually hard for most businesses. Just when you finish one newsletter, it is time to start another. Sometimes other projects get in the way of the newsletter and then the newsletter gets pigeon-holed for weeks, maybe months.

If you may be looking to start a newsletter but don't think you have the time or the staff, we have a solution for you. Our Ready2Go Newsletter is done every month, comes in two versions, business to business and business to consumer and is an affordable way to stay in touch with your customers. For more information, please visit our web site www.ready2gonewsletters.com.

IMPORTANT DATES:



Use these upcoming special occasions to tie into your own promotions.

JULY

- July 1 - Canada Day
- July 4 - Independence Day
- July 23 - Parent's Day

August

- National Parks Month
- August 4 - Friendship Day

September

- Sept. 3 - Labor Day
- Sept. 10 - Grandparent's Day
- Sept. 11 - 9/11 Remembrance
- Sept. 13 - Rosh Hashanah
- Sept. 22 - Yom Kippur
- Sept. 23 - First Day of Autumn

ANSWERS TO SUDOKU AND QUIZ

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 3 | 6 | 9 | 7 | 4 | 2 | 1 | 8 | 5 |
| 5 | 1 | 4 | 8 | 9 | 6 | 7 | 3 | 2 |
| 2 | 7 | 8 | 5 | 1 | 3 | 4 | 9 | 6 |
| 7 | 2 | 3 | 1 | 6 | 8 | 5 | 4 | 9 |
| 1 | 4 | 6 | 9 | 2 | 5 | 3 | 7 | 8 |
| 8 | 9 | 5 | 3 | 7 | 4 | 6 | 2 | 1 |
| 9 | 3 | 1 | 2 | 5 | 7 | 8 | 6 | 4 |
| 4 | 8 | 2 | 6 | 3 | 1 | 9 | 5 | 7 |
| 6 | 5 | 7 | 4 | 8 | 9 | 2 | 1 | 3 |

A. A Coffin B. The Temperature C. Mount Everest D. The word "and." E. "new door" = "one word"

Sudoku Puzzle

This puzzle is rated "challenging"

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | 7 | 4 | 2 | | | |
| | | 4 | | | | 7 | 3 | |
| | | 8 | | | | | 9 | |
| 7 | | | | 6 | | | | |
| 1 | | | | 2 | 5 | | | |
| | | | | | | 6 | 2 | 1 |
| | 3 | | | | 7 | 8 | | |
| | | | 6 | | 1 | 9 | | 7 |
| | 5 | | | | 9 | 2 | | |

Solution on bottom of page 3

“I find it fascinating that most people plan their vacations with better care than they plan their lives. Perhaps that is because escape is easier than change.”

JIM ROHN
Author and Speaker



Take a Quiz

Answers on bottom of page 3

- A. The maker doesn't want it; the buyer doesn't use it; and the user doesn't even see it. What is it?
- B. What is it that goes up and goes down but does not move?
- C. Before Mount Everest was discovered, what was the highest mountain on Earth?
- D. What is one thing that all wise men, regardless of their religion or politics, agree is between heaven and earth?
- E. How could you rearrange the letters in the words "new door" to make one word?

Note: There is only one correct answer.

Graphic Design-from initial concept to printed materials

Promotional Products-from apparel to writing instruments

Marketing Assistance-from marketing tips to marketing strategies

Creative Ideas for Marketing Results!

3 YOU CAN DO IT
SHOULD BE IN ONE AND HOW
WHAT IS A NICHE, WHY YOU



2 QUESTIONS
PROMOTIONAL AND MARKETING
ANSWERS TO ALL YOUR



1 ADVERTISING
WHAT YOU WANT FROM YOUR
MAKE SURE YOU GET



IN THIS ISSUE

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