



# Marketing *tips*

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

## Business Person of the Year

As I sat in the audience at the Middleburg Heights Annual "Salute to the City" address in March of this year, I was honored to hear my name called as the recipient of the "Business Person of the Year" award for 2006 for the Middleburg Heights Chamber of Commerce.

While I have been a chamber member for over seven years and have volunteered for numerous duties, it is the fellowship and general camaraderie that I have enjoyed to date, not to mention the value of networking opportunities the chamber presents.

I am grateful to have been selected for this honor. My fellow chamber members are a fine gathering of hardworking individuals who I am proud to be associated with.

If you are looking for a great bunch of people to network with while forging business relationships, contact Doris Wroble at the Middleburg Heights Chamber office for membership opportunities, 440.243.5599. You won't regret it.

Sincerely,



*Kathy Jiamboi, 2006 Business Person of the Year with Steve Lange, President at the Middleburg Heights 2007 Homedays Parade, July 13, 2007*

## Why Should You Do a Monthly Newsletter?

### A NEWSLETTER:

- Builds a relationship with your clients
- Entices them to spend more money with you
- Creates customer loyalty
- Keeps your business at the top of their mind
- Is a great way to let customers know what's going on in your business
- Is an avenue to give clients specials discounts/offers/information
- Differentiates yourself from your competition who doesn't have the time to send out monthly newsletters
- Is a terrific referral source

**Ready2GoNewsletters is a hassle-free way of publishing your own newsletter. We do all the work, you get all the business.**

### SOME BENEFITS OF USING READY2GO NEWSLETTERS:

- Content is useful, entertaining and lite reading for any business
- Formatted in Microsoft Word and editable
- Space provided for you to insert your own offers
- Saves you the time and money of doing it yourself

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or call 440-878-0575

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NEWSLETTERS



## Our Customers say Great Things!

"I use Creativedge with confidence for all of our promotional items. I always get quick response on quotes and available items, accurate and very reasonable pricing and a quality product. I know Kathy and Mike look out for the best interest of their clients. With their attention to detail and prompt service I always know I am making the best choice and getting great service when I call Creativedge Marketing."

**-Karen McFarland**  
*Building Blocks Adoption Service, Inc.*

"I needed something and needed it fast. I gave Mike and Kathy a call and ordered umbrellas for an upcoming event. Mike assured me he could get my order to me within 3 weeks. One week later they arrived at my office. Great prices and great service."

**-Chris Bitikofor**  
*Holiday Inn Express Downtown Cleveland*



## Ask Mr. Gadget



“I have noticed that folks are generally about as happy as they make up their minds to be.”

ABRAHAM LINCOLN  
1809-1865, Sixteenth President  
of the United States



### QUESTION:

I was interested in ordering some coffee mugs and was told there would be a set-up charge in addition to the per piece price. What is the set up-charge for ?

### ANSWER:

That's a great question, the set-up fee is what the suppliers charge to set-up screens or dies for production. Some suppliers waive this charge when you re-order within 2 years. Others may charge a discounted re-order set-up charge.

Got A Question?

Submit it to

[info@creativedgemarketing.com](mailto:info@creativedgemarketing.com)

### QUESTION:

My sales are up for the first half of the year and I thought it would be a good time to send out some kind of promotional item to my current and prospective customers to keep the momentum going, but my boss told me that there is nothing budgeted right now. What can I do ?

### ANSWER:

Sales is about building relationships. There are many cost effective items on the market today, i.e. Magnets, Letter Openers, Bookmarks and Pens that can easily be mailed with a note or dropped off in person, whether you are thanking someone for their business or just keeping in touch. Since your income is a result of your customers' satisfaction, you may want to make a little investment yourself for your clients and purchase some handy affordable items. Everyone likes to receive items and it keeps your name out in front of them. How much is it worth to you to get and keep a customer ?

## Client Spotlight

This issue's spotlight is on Valerie Tocci from Premier Title Agency. Val has been a loyal client of ours for over six years. We have helped her company with designing ads, direct mail pieces, and brochures and also finding just the right giveaways for her clients.

What makes Val most special to us is that she is always referring business our way. That is a great compliment and we truly appreciate it, Val!

A bit of info on Premier Title Agency...they specialize in providing real estate title and escrow services and have been serving the Northeast Ohio area for over 20 years. If you are buying, selling, or refinancing, call Val at Premier Title. We guarantee she will take care of you!

Did you know you can request your own title agency on your real estate transaction? Request Premier Title Agency.



216.226.7040  
[www.premierltd.com](http://www.premierltd.com)

## A Little Humor Socrates' Logic:

The great Greek philosopher Socrates came upon an acquaintance who ran up to him excitedly and said, "Socrates, do you know what I just heard about one of your students?"

"Wait a moment," Socrates replied. "Before you tell me I'd like you to pass a little test. It's called the Test of Three."

"Before you talk to me about my student let's take a moment to test what you're going to say. The first test is Truth. Have you made sure that what you are about to tell me is true?"

"Oh no," the man said, "actually I just heard about it."

"All right," said Socrates. "So you don't really know if it's true or not. Now let's try the second test, the test of Goodness. Is what you are about to tell me something good?"

"No, on the contrary..."

"So," Socrates interrupted, "you want to tell me something bad about him even though you're not certain it's true?"

The man shrugged, a little embarrassed.

Socrates continued. "The third test is the filter of Usefulness. Is what you want to tell me about my student going to be useful to me?"

"Well it...no, not really..."

"Well," concluded Socrates, "if what you want to tell me is neither True nor Good nor even Useful, why tell me at all?"

The man was defeated and ashamed. This is the reason Socrates was a great philosopher and held in such high esteem.

It also explains why he never found out that Plato was having an affair with his wife.



# HEALTH WATCH

## Losing One Pound

Losing one pound requires a net reduction of 3,500 calories either by consuming fewer calories or burning calories through exercise.



Let's look at calories in fast food french fries:  
 Small-250  
 Medium-370  
 Large-580

The activity to burn off a medium order of french fries is 30 minutes of high impact aerobics!

You would need to do about 300 minutes or 5 hours of high impact aerobics to lose one pound.

It might be easier to lay off the french fries!

**CAUTION:** You should never try to lose more than one or two pounds per week. Rapid weight loss is a strain on your system and usually not successful in the long run.

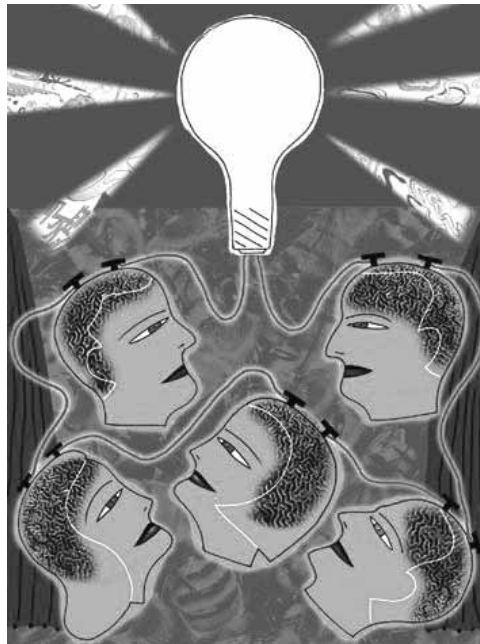


## 7 Ways to Get Your Creative Juices Flowing



When you think of creativity you most likely envision some sort of artist, a painter, a photographer, an interior designer. But creativity is actually a systematic process. Everyone can be creative. Here are seven ways to help unlock your mental barriers to creativity.

1. Write down your problem or situation. Then list every possible solution that comes to your mind. Don't worry about whether any of your ideas seem silly. Don't edit or pass judgement on your ideas. The purpose is to get a long list of items and get your subconscious working for you.
2. Exercise. Running, jogging, swimming and any other aerobic activity gets oxygen to your brain and reduces stress, allowing you to think more freely.
3. Do things differently. Most people have routines they follow day in and day out. The same things over and over. A great way to expose yourself to new things and new ideas is to change up your routine. If you always drive to work the same way, take a different route. If you watch TV every night after work, read a book instead.
4. Clean up your work area. Nothing stifles creativity better than looking at a messy pile of stuff on your desk. The pile is a reminder of all the things you have to do and causes stress that puts a stop to being able to think creatively. A clean and organized desk gives you a fresh perspective from which to work.
5. Get together with other people. Brainstorming with a group allows you to expand your thinking



from the ideas of others. Be sure the group is non-judgemental of the ideas that are tossed out.

6. Ask Why, like a child does. Children ask why because they have no preconceived notions like we do. If you keep asking why, you will come up with other better ways of doing something, expanding your imagination to where anything can happen.

7. Activate your right brain. Your right brain is your creativity center, your left brain, your fact and figure center. The way to activate it is to use the left side of your body. Try writing left-handed. Breathe through your left nostril.

## IMPORTANT DATES:



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

### 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

### October

- Oct. 8 - Columbus Day
- Oct. 10 - Boss' Day
- Oct. 11 - Sweetest Day
- Oct. 31 - Halloween

### November

- Nov. 4 - Daylight Savings Time Ends
- Nov. 6 - Election Day
- Nov. 11 - Veteran's Day
- Nov. 22 - Thanksgiving Day

### ANSWERS TO SUDOKU AND QUIZ

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

- 1) 26 letters of the alphabet
- 2) 29 days in February in a leap year
- 3) 7 wonders of the ancient world
- 4) 3 points for a field goal in football
- 5) 1001 Arabian Nights
- 6) 1000 words that a picture is worth
- 7) 12 signs of the zodiac
- 8) 56 signers of the Declaration of Independence

# Sudoku Puzzle

This puzzle is rated "easy"

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

Solution on bottom of page 3



“As long as you don't forgive, who and whatever it is will occupy rent-free space in your mind.”

ISABELLE HOLLAND  
Author

## Test Your Riddle Power

Answers on bottom of page 3

- 1) 26 L. of the A.
- 2) 29 D. in F. in a L. Y.
- 3) 7 W. of the A. W.
- 4) 3 P. for a F. G. in F.
- 5) 1,001 A. N.
- 6) 1,000 W. that a P. is W.
- 7) 12 S. of the Z.
- 8) 56 S. of the D. of I.



“Everyone who has ever taken a shower has had an idea. It's the person who gets out of the shower, dries off, and does something about it that makes a difference.”

NOLAN BUSNELL  
Founder of Atari

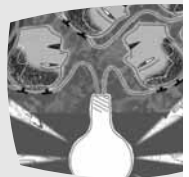
**Graphic Design**-from initial concept to finished product

**Promotional Products**-from apparel to writing instruments

**Marketing Assistance**-from marketing tips to marketing strategies

**Creative Ideas for Marketing Results!**

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BUSINESS PERSON OF THE YEAR . . . . . 1



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