

Understand the Law of Attraction

The Law of Attraction states that "you attract whatever you give your attention and energy to, whether wanted or unwanted". So, if you're curious about what you're putting out there, look at what you are attracting, the visible results in your life. Knowing about and working with the Law of Attraction will help you in manifesting, creating and attracting more abundance and prosperity in your life. Once you understand it, there's no turning back.

Congratulations to Bev Hajek from A Better Choice Travel

Winner of \$250 in Promotional Products or Graphic Design services from our December 15, 2006 drawing.

Enter our next drawing!

Just go to www.creativedgemarketing and submit your entry.
Next winner will be announced April 2, 2007.



“There is no use whatever trying to help people who do not help themselves. You cannot push anyone up a ladder unless he be willing to climb himself.”

ANDREW CARNEGIE

3 BUSINESS IDEAS TO INCREASE



2 PROMOTIONAL AND MARKETING QUESTIONS ANSWERS TO ALL YOUR



1 MARKETING WHEN AND WHERE TO BEGIN



IN THIS ISSUE

Marketing *tips*

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF.

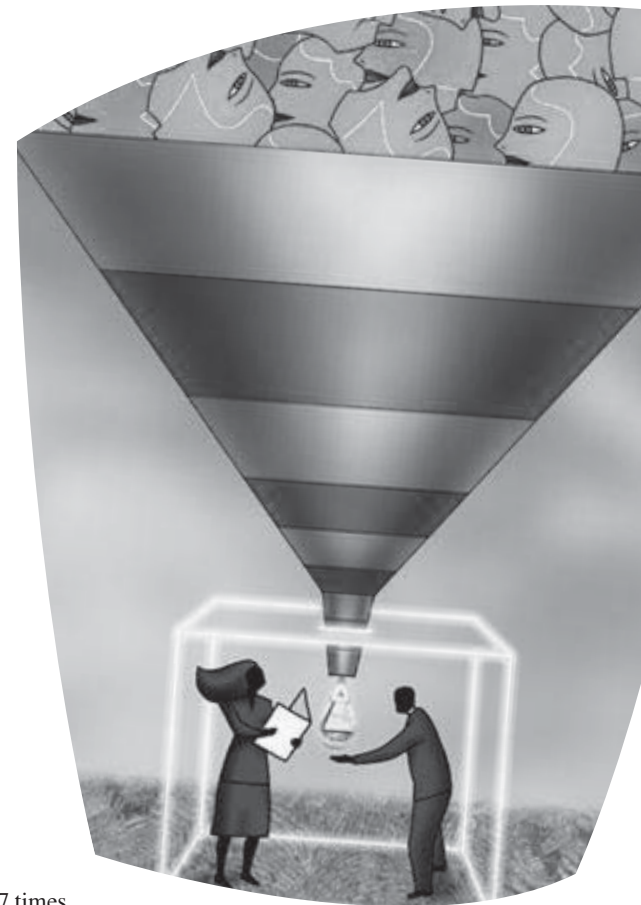
Where and when to begin marketing

Many business owners realize the simplicity of marketing, but just don't know where to begin. Analysis paralysis stops them in their tracks. So many tasks. Where to start? So they don't start. They know what they must do, but don't really have a plan, so they make disconnected efforts to achieve a hazy goal. When they don't see encouraging results right off the bat, they lose confidence, if any existed in the first place.

If there's any correct time to start, it's right now. If there's any proper place, it's right where you are. You'll never feel you are completely ready, so you may as well begin immediately.

If there's any secret to be learned, it's the secret of taking action and never stopping. You can't just sit there and wait for people to give you that golden opportunity; you've got to get out there and make it happen for yourself.

The best time to market is when you don't need any more business. The best source of new clients is past clients. The best marketing is characterized by quality and not quantity. Your best marketing vehicle, and least expensive, is a satisfied customer. The two best ways to measure marketing are by customer retention and by profits. Need help with this, give us a call.



DID YOU KNOW?...

No piece of normal-size paper can be folded in half more than 7 times.

The Mona Lisa used to hang on the wall of Napoleon's bedroom.

As of 2006, 200 million blogs were left without updates

Just about 3 people are born every second, and about 1.3333 people die every second. The result is about a 2 - 2/3 net increase of people every second. Almost 10 people more live on this Earth now, than before you finished reading this.

The number of people alive on earth right now is higher than the number of all the people that have died. Ever.



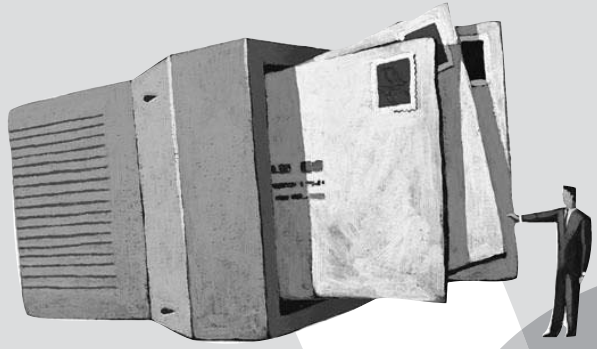


QUESTION:

We use direct mail to generate leads. What can we do to improve our response rates?

ANSWER:

You need to make your mailing stand out from the rest of the clutter that crosses your prospect's desk. Studies have shown 35% of unsolicited mail is never opened. By adding dimension to the envelope by including a pen,coaster, or key-chain/light will guarantee your mailer gets opened. Make sure you select an item that is functional and relates to the product or service you're selling.



Got A Question?
Submit it at
info@credivedgemarketing.com

QUESTION:

How often should I send direct mail pieces to my target database?

ANSWER:

In a 12-month period, we suggest mailing a minimum of 5 times. Repetition is the secret weapon to a direct mail campaign's success. Mailing just once is wasting your money. People need to see your name or offer over and over before it actually sinks in.



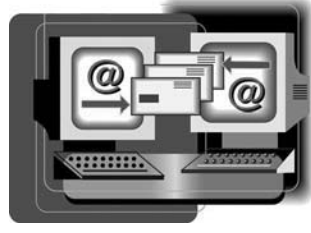
“ Success is getting what you want. Happiness is wanting what you get. ”

DALE CARNEGIE

A Little Humor

What can happen with a wrong email address

A Minneapolis couple decided to go to Florida to thaw out during a particularly icy winter. They planned to stay at the same hotel where they spent their honeymoon 20 years earlier. Because of hectic schedules, it was difficult to coordinate their travel plans. So, the husband left Minneapolis and flew to Florida on Thursday, with his wife flying down the following day. The husband checked into the hotel. There was a computer in his room, so he decided to send an email to his wife. However, he accidentally left out one letter in her email address, and without realizing his error, sent the email.



heart attack. The widow decided to check her email expecting messages from relatives and friends. After reading the first message, she screamed and fainted. The widow's son rushed into the room, found his mother on the floor, and saw the computer screen which read:

To: My loving wife
Subject: I've arrived
Date: April 6, 2006

I know you're surprised to hear from me. They have computers here now and you are allowed to send emails to your loved ones. I've just arrived and have been checked in. I see that everything has been prepared for your arrival tomorrow. Looking forward to seeing you then. Hope your journey is as uneventful as mine was.

P.S. sure is freaking hot down here!!!!

Meanwhile, somewhere in Houston, a widow had just returned home from her husband's funeral. He was a minister who was called home to glory following a



HOT off the PRESS!

Interested in sending a monthly or quarterly newsletter, but do not have the time?

We can set you up with a 2-page or 4-page newsletter in Word complete with articles and images. You can go in and change whatever you would like, customizing it for your business. We can also help with email newsletters. Interested?— Give us a call today!





HEALTH WATCH

The heart pumps 10,000 times a day and 2.5 billion times in an average lifespan. It moves 8 tons of blood every 24 hours.

70% of heart diseases are related to obesity.

High cholesterol increases death from heart disease by 2.5 times.

62% more non-vegetarians die of heart disease.

The red in tomatoes, the orange in carrots and sweet potatoes and the green in dark leafy vegetables all helps prevent heart disease.

IMPORTANT DATES:



Marketing ideas to help increase your business

To get the attention of your prospects and gain their trust and their business, base your marketing on the way your prospects make buying decisions. Just as a sweater needs to fit its owner, your marketing needs to fit your prospects.

Don't Just Sell Benefits

Don't just tell prospects what they gain when they buy your product or service. Tell them what they lose if they do not buy. Most people fear loss more than they desire gain. Customers want your product or service to enjoy the benefits it provides. They will want it even more when you remind them of what they lose by not buying it.

Use Pleasant Surprises to Close Sales

A pleasant surprise can help close a sale. For example, adding an unexpected bonus immediately before your prospect takes the last action to complete a sale will eliminate any last minute hesitation.

Keep Your Advertising Up to Date

If you never make any changes in your advertising, your sales will eventually decline. Don't abandon advertising that's working - but do keep trying to improve it. And regularly test new advertising to see how it works.

Strategies for Positioning

Small business owners must find ways to differentiate themselves. Until your firm can latch onto a position in a potential client's mind you will always compete on price.



Public Relation Campaigns

In the world of advertising, it is imperative for you to develop press kits for distribution to various news sources and media outlets. As additional sources publish your online press releases, your web presence will increase.

Online Branding Strategies

When making purchases online, most people prefer to opt for brand names. Branding enables marketers to raise the price of their products and continue to increase sales volumes.

TOP 10 PROMOTIONAL PRODUCTS

(Based on annual dollars spent)

1. Wearables
2. Writing Instruments
3. Desk/Office/Business Accessories
4. Bags
5. Calendars
6. Glassware/Ceramics
7. Games/Toys/Playing Cards/Inflatables
8. Recognition Awards Trophies/Jewelry/Clocks & Watches
9. Sporting Goods
10. Computer Products

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

MARCH

Irish American Heritage Month
National Women's History Month
National Nutrition Month
Mar 11 - Daylight Savings Time Begins
Mar 17 - St. Patrick's Day

APRIL

Cancer Control Month
Apr. 1 - April Fool's Day
Apr. 3 - Passover Begins
Apr. 6 - Good Friday
Apr. 8 - Easter
Apr. 16 - Tax Returns Due
Apr 22 - Earth Day
Apr 25 - Administrative Professional's Day

MAY

National Physical Fitness and Sports Month
May 5 - Cinco de Mayo
May 11 - National Teacher's Week
May 13 - Mother's Day
May 19 - Armed Force's Day
May 28 - Memorial Day