

Marketing *tips*

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

Ad Design: How to Kill an Ad

1) Use Your Business Name, Logo, and/or Photo as Your Headline

Fact is, your prospects don't care about who YOU are, what YOU look like or what YOU'RE all about. All they want to know is... "who's going to solve my problem in the most effective way possible?" Make your headline speak directly to your prospects needs and desires. Make it unique and irresistible. Spend the bulk of your ad development time on your headline because your response rate will live or die by it. Create an ad with a weak or non-existent headline and you can wheel it to the morgue.



differentiate you from your competitors. Bullets are OK, just as long as you also include supporting copy that speaks to your prospects' emotional needs and desires.

4) Use a Meaningless Photo Or Illustration

Don't use generic images, they are the kiss of death. They do not draw attention and will push readers to move on to more compelling ads. Use "unexpected" images that leap off the page and grab readers' eyes. Make sure your images are solution based and help support your headline.

2) Target EVERY Type Of Customer In Town

If your ad is desperately trying to attract every type of conceivable customer, you will attract very few. Focus your ad on one specific type of prospect. This way you can engage readers in a much more thorough and personal way. The more tightly you focus your audience and message, the greater your response will be. Otherwise, your ad is dead in the water.

3) List Nothing But Bullet Points as Your Ad Copy

Bullets will kill your ad dead if they're not used properly. You must include persuasive ad copy that speaks to your prospects needs and helps

5) Don't Put in a Call-To-Action

If you don't tell them to act, they won't and you might as well post your ad at the cemetery. Place a strong call to action near your phone number. Make it as inviting and irresistible as possible. "Mention this ad for a FREE report and \$100 OFF your 1st purchase".

Your prospects are ready to call you, right now! But in order for that to happen, they've got to FEEL GOOD about calling you. You can bet they won't if you're guilty of any of the five crimes above. So when you sit down to create your next ad, steer clear of these five top response murderers. If you need some help along the way, call us at 440.878.0575. We'll keep you safe and protect you from harm.

DID YOU KNOW?...



Music can help reduce chronic pain by more than 20% and can alleviate depression by up to 25%.

The Himalayas cover one-tenth of the Earth's surface.

Right-handed people live, on average, nine years longer than left-handed people do.

The avocado has the most calories of any fruit.

The Gulf Stream could carry a message in a bottle at an average of 4 miles per hour.

If you put a raisin in a glass of champagne, it will keep floating to the top and sinking to the bottom.

Ask Mr. Gadget



QUESTION:

Mr. Gadget, we are having an annual meeting out of town and are looking for things we can give our attendees, any ideas?

ANSWER:

Mr. Gadget loves these type of events. You didn't give me a budget to work with so I guess the sky's the limit? Here are a few great ideas we have done for others that just might work for you no matter what your budget might be.

Pillowcases/Laundry Bag (with drawstring) – Give these to the hotel staff and have them put over the pillow in the room. Your message could be the meeting's agenda, a special welcome, or just your logo.

Absorbent Stone Coasters – Imprint these with a picture of the meeting place and the date. These can be used in the meeting room under the water glass.

Document Holder – These are perfect these days with all the security check points and having to produce your ticket and identification several times throughout the airport. Send these to the participants before the event.

QUESTION:

I was wondering if you could help me, Mr. Gadget. I am in charge of coming up with items to give our sales force to reinforce the next incentive contest. The winner will receive an all expenses paid trip to Hawaii and I have \$10 to spend per participant.

ANSWER:

You could do so many different things for this contest but the point is to make it fun and keep the interest in the contest going.

How about a message in a bottle (filled with sand and sea shells) delivered to each salesperson outlining the criteria of the contest. Follow up with plastic leis with a medallion with your message. Then a beach ball stress reliever with another message. Finally, a rectangular waterproof case with neckcord filled with sunscreen and aloe vera gel. All for less than \$10.

*Got A Question?
Submit it to
info@creativedge.com*

A Little Humor Only in America

Only in America...can a pizza get to your house faster than an ambulance.

Only in America...do drugstores make the sick walk all the way to the back of the store to get their prescriptions while healthy people can buy cigarettes at the front.



Only in America...do people order double cheeseburgers, large fries, and a diet coke.

Only in America...do banks leave both doors open and then chain the pens to the counters.



Only in America...do we leave cars worth thousands of dollars in the driveway and put our useless junk in the garage.

Only in America...do we use answering machines to screen calls and then have call waiting so we won't miss a call from someone we didn't want to talk to in the first place.

Only in America...do they have drive-up ATM machines with Braille lettering.



“When one door closes another one opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us.”

ALEXANDER GRAHAM BELL
1847-1922, Inventor

**Ready2Go
Newsletters
Sign Up Today!**

See insert



HEALTH WATCH

Water Works for Weight Loss

Nothing quiets the appetite like water, lots and lots of water. Start out with two quart bottles in the morning and carry one with you to work or wherever you go. If you like, divvy up the 64 ounces of water into eight (8-ounce) bottles or four pint (16-ounce) bottles to carry around with you all day. Freeze half of them the night before and they will last all day, even in a hot car. Keep some unfrozen so they will be ready to drink immediately.

Yes, you will have to make more frequent bathroom trips, but it is worth it. Drink your 64 ounces of water before dinner, if possible, so you're not up half the night going to the bathroom.

Water not only fills you up and lessens your appetite, it prevents those "hungry horrors" we all encounter when our blood sugar drops and we reach for cookies, candy, ice cream, fries or other high-calorie treats. Water also flushes out the system, rids the body of bloat and toxins and rosies up the complexion. Now, start splashing.

What Colors Make Your Business Most Attractive?

Visual presentation and appeal, whether in your marketing materials or what you wear, can be used to attract the right people to your business.

Colors tell someone if you are approachable. In the same way they can affect whether someone will continue clicking through your web site or reading your flyer or brochure. Color helps to keep people involved.

In America, Green is associated with jealousy or money. Here are some other color references for America.

- Red... excitement, strength, sex passion, speed, danger.
- Blue... (most popular) trust, reliability, belonging, coolness.
- Yellow... warmth, sunshine, cheer, happiness.
- Orange... playfulness, warmth, vibrant.
- Green.... nature, fresh, cool, growth, abundance.
- Purple... royal, spirituality, dignity.
- Pink... soft, sweet, nurture, security.
- White... pure, virginal, clean, youthful, mild.
- Black... sophistication, elegant, seductive, mystery, sexual.

- Gold...prestige, expensive, elite.
- Silver... prestige, cold, scientific.

Color also affects shopping habits. Red, orange, black and royal blue attract impulse buyers. Pink, teal, light blue and navy attract smart budget shoppers. Pink, rose and sky blue attract conformists.



A great way to see just how important color is is to check out the big guys who spend lots of money on color research. Take a look at these web sites for their color usage. Wendy's ([http:// www.wendys.com](http://www.wendys.com) – red for excitement, yellow for happiness). Jaguar (<http://www.jaguar.com> – black for sophistication, blue for coolness, silver for prestige, red for speed). Disney [http://home. disney.go.com/index](http://home.disney.go.com/index) – blue for trust, reliability, purple for dignity, white for pure, clean.

How can you put colors to use for you?

IMPORTANT DATES:



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

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

JUNE

- National Rose Month
- National Diary Month
- June 14 - Flag Day
- June 17 - Father's Day
- June 21 - First Day of Summer

JULY

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

Words of Wisdom

from Norman Vincent Peale, author of "The Power of Positive Thinking"

Anybody can do just about anything with himself that he really wants to and makes up his mind to do. We are capable of greater things than we realize.

People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success.

Our happiness depends on the habit of mind we cultivate. So practice happy thinking every day. Cultivate the merry heart, develop the happiness habit, and life will become a continual feast.

Watch your manner of speech if you wish to develop a peaceful state of mind. Start each day by affirming peaceful, contented and happy attitudes and your days will tend to be pleasant and successful.

Drop the idea that you are Atlas carrying the world on your shoulders. The world would go on even without you. Don't take yourself so seriously.



Change your thoughts and you change your world. Never talk defeat. Use words like hope, belief, faith, victory.

Any fact facing us is not as important as our attitude toward it, for that determines our success or failure.

Stand up to your obstacles and do something about them. You will find that they haven't half the strength you think they have.

Imagination is the true magic carpet.

Be humble, be big in mind and soul, be kindly; you will like yourself that way and so will other people.

If you have zest and enthusiasm you attract zest and enthusiasm. Life does give back in kind.

It's always too early to quit.

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!

We Love Referrals!

Special thanks goes out to **Valerie Tocci with Premier Title Agency**
-Thanks for the referrals, Val!

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10750 Pearl Road, E4
Strongsville, OH 44136



ANNOUNCING

READY2GO NEWSLETTERS

INTRODUCTORY
PRICING
UNTIL
7/31/07!

Want to stay in touch with your customers but you just don't have the time to do a newsletter each month? *Let us do it for you.*

Ready2Go Newsletters 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:

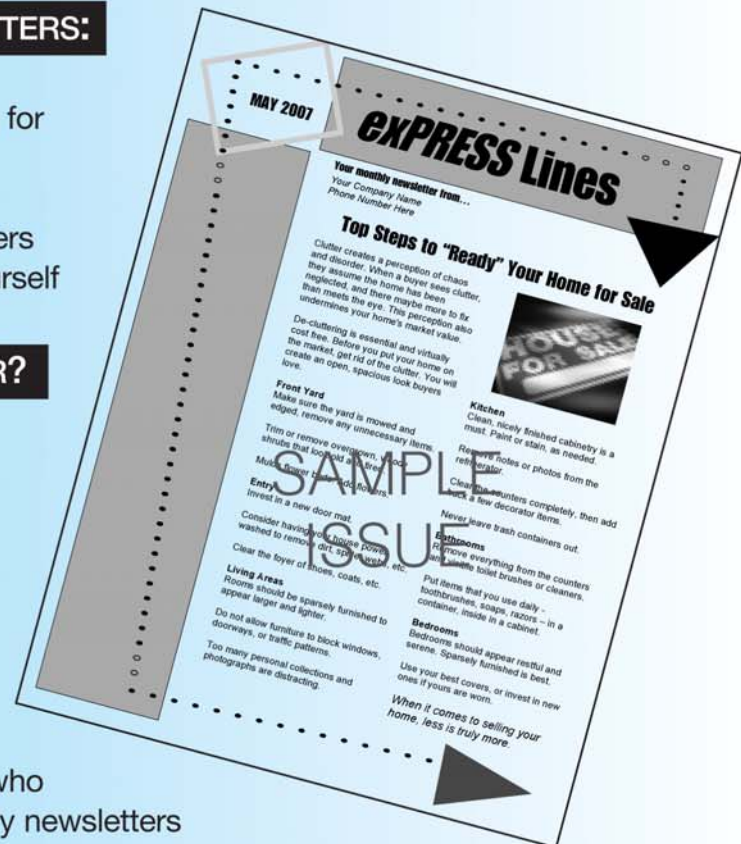
- Content is useful, entertaining and lite reading for any business
- Formatted in Microsoft Word and editable
- Space provided for you to insert your own offers
- Saves you the time and money of doing it yourself

WHY SHOULD YOU DO A MONTHLY 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
- Differentiates yourself from your competition who also doesn't have the time to send out monthly newsletters
- Is a terrific referral source

WHAT'S THE NEXT STEP?

Just complete the enclosed order form. We will be in touch. *It's that easy!*



READY2GO NEWSLETTERS



MONTHLY NEWSLETTER ORDER FORM

GOLD *"SELF-MAILING", Ready2Go Newsletter Membership...* only \$120/month plus fulfillment price per piece (complete order form other side). Your newsletter will be COMPLETELY DONE FOR YOU (personalized, printed, and mailed to your clients). You simply provide us with up to two custom offers or information, your customer database in Excel and any inserts for copying.

I want to **SAVE \$240** by pre-paying my **GOLD Membership**, 1 year only \$1,200, getting 2 months free.

My business is **Business to Consumer**

My business is **Business to Business**

SILVER *"DO-IT-YOURSELF", Ready2Go Newsletter Membership...* only \$75/month. You will receive a current and complete newsletter template in Word either via Email or CD every month (plus \$4.50 s&h for CD), only needing a few items inserted by you. You will be ready to have it printed in 45 minutes or less.

I want to **SAVE \$150** by pre-paying my **SILVER Membership**, 1 year only \$750 (includes s&h), getting 2 months free.

My business is **Business to Consumer**

My business is **Business to Business**

YOUR INFORMATION

YOUR NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

PAYMENT INFORMATION

NAME ON CARD _____

CREDIT CARD NUMBER (VISA OR MC) _____ EXP _____

SIGNATURE _____

By signing and submitting this form to Ready2Go Newsletters, I am enrolling in a monthly newsletter program. Each month I will receive the newsletter for the following month on disk or via email ready to customize my own information or completely done for me. I authorize the monthly or annual charge(s) noted on both sides of this form to the credit card. I understand there is a 3-month minimum however I may cancel at any time after that period with 30 days advance notice, but am not entitled to a refund for any monies paid for prior months. I also acknowledge that the contents of these publications are copyright protected, and my license for use applies only to my own business named on this order form and I may not allow anyone else to use the same content. If I cancel, I may not make further use of the content from months prior to my cancellation. Every effort is made by the publisher to validate accuracy of content of publications, I understand Publisher accepts no liability for such accuracy and I agree to hold Publisher harmless for same.

READY2GO NEWSLETTERS



GOLD MEMBER FULFILLMENT PIECE PRICING

PLEASE COMPLETE BOTH SIDES FOR GOLD NEWSLETTER MEMBERSHIP

A. Newsletters

11" x 17", folded to 8.5" x 5.5", tab sealed. Printed on white or ivory colored 60# stock in black ink.

250 to 499 clients\$.34
 500 to 999 clients\$.29
 1,000 to 1999 clients\$.25

Stock Selection

WHITE or IVORY

_____ quantity x _____ ea. price = \$ _____ Stock Selection: _____

B. Inserts

8.5" x 11", inserted into newsletters. Printed one or two-sided on colored 20# bond in black ink. Client to provide originals or electronic 8.5" x 11" document.

250 to 499 clients1-Sided - \$.15, 2-sided - \$.20
 500 to 999 clients1-Sided - \$.14, 2-sided - \$.17
 1,000 to 1999 clients1-Sided - \$.13, 2-sided - \$.15

Stock Selection

WHITE, IVORY, TAN, LT. BLUE, LUNAR BLUE, LAVENDER, GOLD, LT. GREEN, LIME GREEN, PINK, DARK PINK, YELLOW, ORANGE, RED

INSERT 1: _____ # of sides _____ quantity x _____ ea. price = \$ _____ Stock Selection: _____

INSERT 2: _____ # of sides _____ quantity x _____ ea. price = \$ _____ Stock Selection: _____

I will do my own mailing

(no need to complete steps C and D)

Ship the printed materials to me via:

_____ Ground _____ 2nd Day Air _____ Overnight

C. Addressing & Tab Sealing

Addressing of newsletters from your electronic database, tab sealing.

250 to 1,999 clients\$.15 each

_____ quantity x _____ ea. price = \$ _____

D. Postage (additional cost applies for foreign postage)

Select first class postage (live stamp) or bulk mailing with indicia. NOTE: Bulk mailings can take up to 10 days to mail and undeliverable mail will not be return as with first class mailings.

First Class Postage (live stamp): \$.39 ea. x _____ quantity = \$ _____

Bulk Postage (indicia): approx. \$.23 ea. x _____ quantity = \$ _____

Date Newsletter to be Mailed _____

TOTALS

A. Newsletters \$ _____ **C. Addressing** \$ _____

B. Inserts \$ _____ **D. Postage** \$ _____

MONTHLY PROJECTED AMOUNT* \$ _____

*Actual charges will be based on final quantities each month. All fulfillment prices subject to change without notice.