

**And the winners of Creativedge's  
11th Anniversary Celebration  
Specials are...**

Josh Maxwell, Slesnick  
Structural Steel-Logo Design

Chris Wisbar, Sparkling  
Image-Copywriting

Dennis Mille, Phillips, Mille &  
Costabile, LPA-One Hour  
Consultation

Bill Powell, Powell  
Automotive-Two Months  
Ready2Go Newsletter  
Membership

**Congratulations to the winners and  
thanks to all who entered!**

“ Prosperity in the form of wealth works exactly the same as everything else. You will see it coming into your life when you are unattached to needing it. ”

—WAYNE DYER  
Motivational Speaker and Author of Self-Help Books, 1940-

**Can You Answer These?**

- What disease did cured ham have?
- What's the difference between unique and very unique?
- Who decided that a round pizza should be put in a square box?
- Why did we put a man on the moon before we realized it would be a good idea to make luggage with wheels?
- Why are actors IN movies but ON television?
- Why do toasters always have a setting that burns the toast?
- Why does grass grow where you do not want it and not grow where you do?
- Why do we say we slept like a baby when they wake up every two hours?
- Why do we pay to get to the top of tall buildings, then pay to use binoculars to look at things on the ground?
- If we don't care that Jimmy cracked corn, why do we still sing about it?
- Why does Goofy stand upright and Pluto stand on all four feet? They're both dogs.
- On Gilligan's Island, the professor could make a radio out of a coconut. Why couldn't he fix the hole in the boat?
- If Wile E. Coyote has enough money to buy all that stuff from ACME, why doesn't he just buy himself dinner?

**Graphic Design**-from initial concept to finished product  
**Promotional Products**-from apparel to writing instruments  
**Marketing Assistance**-from marketing tips to marketing strategies  
**Strategic Marketing to Effectively Increase Your Business...ANYTIME.**

3 ... MAGGI CHICKEN WINGS



2 ... WHAT'S ALL THE TWITTER?



1 ... FREE DISCOVERY DAY



IN THIS ISSUE

10750 Pearl Road, E4  
Strongsville, OH 44136  
CREATIVEDGE MARKETING

WINTER VOLUME 12 2009



**Marketing  
tips**

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

**In this New Economy...  
we must be innovative**



With all the crazy things happening in this economy it is important for us to take the time to look at the way we are operating our businesses to see what kind of changes or fine tuning we can do to keep our businesses viable.

In reading recent articles in the Wall Street Journal, I ran across several stories about what different businesses are doing to be more proactive in either getting business or improving their bottom line.

Here are some examples, which may be fuel for thought for your own business.

A shoe store in Boise, Idaho, Shoe Fetish recently introduced a **layaway program**. The owner says she sold 12 pairs of shoes to people who would not have been able to otherwise afford them. Layaway programs are certainly not new but they are definitely something that had fallen by the wayside in our "flush" economy.

Amazon.com reported surging sales of 18% in the fourth quarter of 2008. Their ability to heavily discount and not have to purchase inventory until late in the game (unlike brick and mortar stores) gave them a much better competitive advantage over many retailers. One of the innovative things they did was offer a \$79 "Prime" shipping service which gave buyers **unlimited two-day shipping**. **Convenience was what it was about.** When you could order a flat-screen TV from Amazon.com for at or less than a big box store and have it delivered to your door step for a minimal cost why would you bother venturing out to buy one and shlep it home?

In another attempt at convenience, Sears is planning to convert an old Kmart store in Joliet, IL to a warehouse-like outlet complete with a drive-thru. They will call it MyGofer. Customers will buy items online and go to the drive-thru for pick-up. Again, drive-thrus, not a new idea.

Colgate-Palmolive posted a 20% profit increase in the fourth quarter 2008. (This article, by the way was about 3" x 2", at the bottom of the page, buried in the Marketplace section). They credited part of their increase to **new product launches**.

Starbucks, in an effort to improve their bottom line will be **eliminating brewed decaf coffee** in the afternoon in stores where demand is low. Anyone wanting a cup of decaf after 12pm will have to wait 4 minutes from them to brew it specially. This change will probably save them millions. They are also planning to **close another 300 stores**. Maybe a Starbucks on every corner wasn't such a great idea after all... Oh, they are also **selling their brand new \$45 million Gulfstream jet** if you might be looking for one.

Law firms are **turning to their equity partners to raise cash** instead of turning to banks for traditional loans.

Another article was about the way companies went about their \$3 million, 30-second spot spend for the Superbowl. The article noted that companies were going for the hard-sell. They want to **see results for the money they are spending**. DUH. I guess it takes this kind of economy for large corporations to focus on ROI for their ad spend. NOTE: If you are not able to directly track your marketing dollars, you may want to re-think how you are spending your money.

**Mastermind Magic UPDATE!** I am excited we have several people interested in joining our Mastermind Magic group. We plan to start off with a Discovery Day on March 6. If you have ever thought about being part of a mastermind group, consider attending this FREE Discovery Day to see what it's all about. More information inside this issue!

*Kathy Jarber*

“ In prosperity, our friends know us; in adversity, we know our friends. ”

—JOHN CHURTON COLLINS  
English Literary Critic, 1848-1908

“ When a man arrives at great prosperity God did it: when he falls into disaster he did it himself. ”

—MARK TWAIN  
American Humorist, Writer and Lecturer, 1835-1910

“ We contend that for a nation to try to tax itself into prosperity is like a man standing in a bucket and trying to lift himself up by the handle. ”

—WINSTON CHURCHILL  
British Prime Minister during World War II, 1874-1965

**VISIT OUR WEBSITE - WWW.CREATIVEDGEMARKETING.COM**  
for our products of the month specials

## ANNOUNCING MASTERMIND MAGIC DISCOVERY DAY

### MASTERMIND MAGIC



Recently I included in our newsletter information on a new Mastermind group for entrepreneurs and business owners who have the same goal as I do — **MAKING 2009 THEIR BEST YEAR EVER.**

I have several people interested in joining but many questions about what a mastermind group is all about. Many have never been involved in a group like this before and just don't know what to expect and whether their investment will be worthwhile.

So, I decided to do something about this.

**On Friday, March 6,** I will host a Mastermind Magic Discovery Day. This **FREE mastermind session** will give you an inside glimpse of the power of a mastermind group.

There is synergy of energy, commitment and excitement that participants bring to a mastermind group. Being part of this group will force you to raise the bar, challenge you to create and implement goals, brainstorm for new ideas, and give you support from others with total honesty, respect and compassion.

Your ability to create things you may never even thought of will be the result of having this invisible "third mind" of the mastermind group.

**Come see it in action and be part of the group on March 6!** You may even get that one BIG idea that transforms your life as you know it!

Participation in the Discovery Day is **limited to the first 12 people** who respond.

**If you ARE serious about achieving more** and WANT to do what it takes then respond as soon as possible to reserve your place.

I assure you this is something you won't want to miss and it's RISK-FREE!

**To Your Continued Success...**

**Call to reserve your spot today!**

**440.878.0575 or [kathy@creativedge-marketing.com](mailto:kathy@creativedge-marketing.com)**

NOTE: If you are not willing to take action to succeed, have a negative mindset, or are fearful of change this group is not for you.



## What's all the Twitter?



**A**t our last Peak Performing Women meeting of women business owners, we had a roundtable discussion on Social Media. For those of you who may not be familiar with what social media is it's all that stuff on the web; Facebook, LinkedIn, Twitter, Flickr, MySpace plus myriad other social web sites.

The purpose of our roundtable was to figure out how everyone was using it and what benefits could be derived from participating.

We focused most of our time on Twitter. In summary, here is what we found.

Twitter is basically a communications gateway that asks the question: "What are you doing now?" Users can answer and read their friends' answers via SMS, via IM, or on a webpage. Updates have to be under 140 characters. Short sweet phrases.

Twitter can be very time consuming if you let it and can easily get in the way of getting things done. Diane Helbig, from Seize This Day Coaching said she spends about 1/2 hour a day updating all her social networks to keep it manageable. When she has the time at night or on weekends, she may spend a bit more time because it can be so darn interesting.

After doing a little research, here is what I found would be good uses for Twitter.

**Quick Human Answers-** Get opinions on purchases, remedies, problems whether personal or of a business nature. You will get back a stream of responses.

**News Briefings-** The last major tech events were covered by Twitter. People found out the latest on all kinds of products before the media had a chance to report. The news about the plane that went down in the New York harbor was on Twitter the instant it happened, faster than CNN could get a crew to the site.

**Outsourcing-** Twitter is a great place to find people that can help with things. Whether you need a copywriter, web designer, a proofreader, etc. you could probably find them on Twitter just by asking.

**Information Sharing-** Lots of people use Twitter to let others know about articles they find interesting, news that might be helpful to share, things that are entertaining. (Twitter has a built in function to use [tinyurl.com](http://tinyurl.com) to shrink URLs to keep it under 140 characters).

**Staying in Touch-** As we said, Twitter asks the question "What are you doing?" A great way to stay in the loop with others just by following their "tweets".

## Client Spotlight

*This issue's spotlight is on Middleburg Hts Community Center*

*The Middleburg Heights Community Center is in its 9th year of operation. It's hard to believe it has been that long! We started working with them while the center was being built, to create a brochure announcing the new facility to residents and businesses. We currently create quarterly postcards highlighting upcoming events and send these to the community.*

*The Community Center offers "first rate" facilities and programs. They have friendly, helpful staff always looking for ways to make your experience a better one!*

*In 2009, they will offer some new things including "spinning" classes, new tv's in the fitness area, another elliptical machine and community rooms renovations.*

*They offer a popular "Lunch & Learn" series, monthly adult dances on Sundays, health awareness programs, fitness classes, athletic programs and their Silver Sneaker program ([www.silversneaker.com](http://www.silversneaker.com)) for seniors. This program has grown to over 500 participants in just over two years!*

*Information is available at [www.middleburgheights.com](http://www.middleburgheights.com) or (440) 234-2255.*



MIDDLEBURG HEIGHTS  
COMMUNITY CENTER  
16000 Bagley Road  
Middleburg Heights, OH 44130

## Why People Fail A series of No B.S. Articles from Dan Kennedy

### CAN YOU HANDLE THE TRUTH? WILL YOU TELL THE TRUTH?

We are very, very sloppy with language.

Consider the word "can't". People use it often, casually, and, mostly, inaccurately.

As in: I just can't seem to lose weight. Actually, barring a genuine medical disorder, the odds against somewhere in the 25,000 to 1 range, anybody can, in fact, lose weight. There's no mystery to it whatsoever. Reduce calorie, fat, and empty carb intake, add exercise. The accurate word replacing can't here would be choose. I just seem to choose not to lose weight. I choose to remain fat, ugly, unhealthy.

I'm not a theologian, but I recall one of those bothersome commandments brought down from the mountain having to do with not lying. I know a lot of people who profess belief in those ten, yet lie like dogs daily to themselves. You'd think we could at least manage some private honesty with self.

In my businesses – publishing, consulting, coaching, training – quite a few people excuse themselves from doing the things necessary to be successful. In 30 years, I imagine I've heard every excuse. Most quitters aren't very imaginative, so even the 30 year list is short. There's the old story of the guy asking his neighbor to borrow his tractor. His neighbor says: "Can't let ya. There's a horrible drought in Kansas." The puzzled guy says, a little irritated, "We're in Iowa. What the heck does the drought in Kansas have to do with me using your tractor?" And the farmer says: "When a man doesn't want to lend out his tractor, one excuse is just as good as another."

Whoever publishes the piece in which you find this series of Why People Fail articles is just like me and every coach, karate instructor, art teacher, personal trainer, business advisor; he, we, hear a lot of quitters' excuses. One of the saddest is "I can't afford it."

My friend Jim Rohn, a world class success teacher, has

famously said: "Rich people have big libraries. Poor people have big TVs." Somebody visiting one of my homes said, "It must be nice to be able to afford to buy and own all these books." (There are thousands.) I said, "It is – but a good number of them were bought when I couldn't afford them."

They are cause, not effect. When Houdini moved from his country home to the city, it required five full-size moving vans just for his library of books about magic, performance, psychology, salesmanship. He did not acquire his library after becoming Houdini. He acquired it in becoming Houdini. Personally, years back, I found it less harmful to not afford a meal than to not afford information.

If you mean it as a drought in Kansas excuse to exit a place you decide you don't belong, a program for progress and success you refuse to stick to and apply yourself to, it really isn't necessary to fib to us or to yourself. Frankly, we don't care, and you do yourself no good with the dishonesty. If you sincerely believe you can't afford to acquire the information that leads so many to success, you might inspect what you do afford – your daily Starbucks run, your cigarettes, your nights out with friends. Super entrepreneur Gene Simmons (KISS) wrote that anyone under 30 and not yet rich even thinking about taking a vacation should be shot. Anyone needing to get to the position where they no longer need proffer such sad excuse needs a good old fashioned, back out behind the barn butt-whipping. In my opinion.

At least be honest. Look in the mirror and say: I choose not to afford it.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series ([www.NoBSBooks.com](http://www.NoBSBooks.com)), and editor of The No B.S. Marketing Letter. WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit: [freegiftfrom.com/kjiamboi](http://freegiftfrom.com/kjiamboi).

## OUR CUSTOMERS SAY GREAT THINGS!

"Kathy helped me design and create a product to effectively promote my business. My order was done right the first time and I received it on time. I would recommend Creative Edge Marketing to anyone."

**-Dr. Eric Macanga, DC**  
Medical CO+OP

"We've utilized the services of Kathy at Creative Edge Marketing since 2001 to produce the City's Comprehensive Annual Financial Report (CAFR). The City has received the prestigious "Certificate for Excellence in Financial Reporting" every year that she has been involved in the production of our CAFR."

**-Tim Pope**  
City of Middleburg Heights

## Appetizer RECIPE

### Maggi Chicken Wings



#### INGREDIENTS

3 cloves garlic, minced  
2 tsp salt  
1/2 tsp dry mustard  
1/3 cup oil  
2 1/2 tsp cracked black pepper  
1 1/2 tsp Maggi Seasoning  
1/4 cup vinegar  
3 lbs meaty wings (cut into three pieces, discard wing tips or save for stock)

Steam wings for 10 minutes to render some of the fat. (You can skip this step but when you cook the wings, it will destroy the inside of your oven.)

#### MARINADE

Blend all but the oil (and the chicken) in a food processor. Add the oil in a stream to emulsify.

Pour marinade over wings and let marinate for at least 6 hours.

Place wings skin-side up in baking dish. Bake for 30 minutes at 475°, then broil 2" away from heat until crisp.

*These are delicious! Enjoy.*

