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Your monthly newsletter from...

Creativedge Marketing
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Marketing Tips NEWSLETTER

From the Desk of Kathy Jiamboi...

This month I thought we'd do something a little different and send you one of our Ready2Go Newsletters so you could see for yourself what this program is all about. Basically, the newsletter is a done-for-you product so you can get it out on time without much work. All you would do is send us a couple of things you would like to go in the newsletter each month and we do all the rest. We have a few different templates to choose from and you can either do a business-to-business content newsletter or a business-to-consumer content newsletter. This one is a B2C newsletter.



For virtue of space, I'm not going to go into all the reasons why you should do a newsletter. If you really want these though, please let me know and I will email them to you. But I will say, if you are not doing a newsletter or contacting your customers in some way on a monthly basis (where you are getting more business from them), you are definitely missing out. We can tell everytime our newsletter hits. Our phone rings more with new business for several days and I am not just saying this so you will buy our newsletter program. But, we do guarantee if you use Ready2Go newsletters for three consecutive months and do not see any business from it at all, we will refund you the monthly membership cost, no questions asked. *There is no risk at all on your part.* So, if you're looking for more business, you may want to give it a try! Ordering information is enclosed and at a discount rate too (prices just went up).

On another note, we started our Marketing Magic Workshops on May 21 with our first topic, *Get a Leg Up on Your Competition*. We had a great group of people and there was plenty of interaction among them. We plan to hold this workshop again and may do an evening session, teleseminar or webinar. Please let us know if any of these options are of interest to you.

Some background info about the workshops...we started them for a couple of reasons. One was that we noticed there was really nothing in the marketplace to help smaller businesses or entrepreneurs with their marketing. Most of the courses offered at places of higher education are vague or often times geared for big corporations. The other reason was we noticed that most small businesses or entrepreneurs are really good at what they do. They've been trained or have expert experience in what it takes to succeed in their profession but very often lack the necessary information to market their business. Marketing is the key to turning your business on. Without marketing, there is no business.

Our next workshop, *Build a Marketing System* is on Wednesday, June 18th from 7:30 am to 9:30 am. A flyer to sign up is enclosed. We would love to have you!

Sincerely,

Kathy Jiamboi



Mike and I get photo opps with George Ross and Kristi Frank from *The Apprentice* at a recent *Money Making and Marketing Conference* in Nashville.

Four Easy to Grow Flowers when you don't have a "green" thumb

Shasta Daisies: These are a very hardy perennial. Once these plants have established their growth they form a dense flock. White petal flowers with a golden yellow center grow individually on single stems. They grow from 6 to 12 inches and prefer full sun to partial shade. You may want to plant these in the back of your flower garden due to their height. *Blooming period is June-July.*

Bachelor Button: Another hardy annual that is also very fragrant. Also known as the cornflower. They will grow to be about 2 feet tall and prefer full sun. To reseed these annuals leave some of the flowers to

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The Best Ways to Network

If you want to gain the most out of business networking, follow these guidelines to do the job.

- 1) Drop the "what is in it for me?" attitude.
- 2) Listen to what others have to say.
- 3) Work to build a relationships.
- 4) Give a referral before getting a referral.
- 5) Be specific of the type of referral that is good for you and your business.



- 6) Tell about the kind of referrals you would like with examples so everyone understands clearly.
- 7) Make sure you reciprocate when appropriate.
- 8) Volunteer to help out with the organization.
- 9) Thank those that give you a referral.
- 10) Follow up on all referrals as soon as possible and definitely within 24 hours.

PRESENT THIS COUPON AND RECEIVE

\$10 OFF

GRAPHIC DESIGN SERVICES
from **Creativedge Marketing**

Offer good on any new project placed in June

COUPON EXPIRES JUNE 30, 2008.

Funny Bone

A sweet little boy surprised his grandmother one morning and brought her a cup of coffee. He made it himself and was so proud. He anxiously waited to hear the verdict on the quality of the coffee. The grandmother had never in her life had such a bad cup of coffee, and as she forced down the last sip she noticed three of those little green army guys in the bottom of the cup. She asked, "Honey, why would three little green army guys be in the bottom of my cup?" Her grandson replied, "You know grandma, it's like on TV... 'The best part of waking up is soldiers in your cup.'"

Cleaners You Can Make at Home

Copper Cleaner: 1/2 cup of lemon juice and 2 Tbsp. of salt. Wipe the copper with a clean rag dipped into the mixture.

Wood Floor Cleaner: Brew 4 cups of water and two tea bags. Cool and mop floors. Buff with a dry cloth.

Appliance Cleaner: 1/4 of white vinegar, 2 tsp. of Borax, 1/4 cup of liquid soap, and 20 drops of lemon or orange oil. Store in a spray bottle.

Microwave Cleaner: 1/4 cup white vinegar and 1 cup of water. Heat the mixture in the microwave for 2 minutes. Wipe the inside surface clean.

Grease Remover: 2 Tbsp. of baking soda, 1 drop of lemon juice and 1 Tbsp. of water. Mix into a paste and rub into grease. Use a toothbrush for

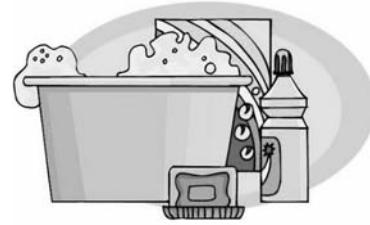
harder grease spots. WD-40 also works well on grease splatters.

Toilet Odor Remover: 4 cups of hot water, 1 box of brown sugar and 2 teaspoons of dry yeast. Dissolve the sugar in the hot water, allow to cool a little, then add the yeast. Pour into the toilet and flush.

Dish Liquid Cleaner: 1/2 cup of soap flakes, 1/2 cup of glycerin, 1 tsp. of lemon oil, and 4 cups of hot water. Put the soap flakes into the hot water and completely dissolve. Allow to cool, then add the glycerin & oil.

Toilet Bowl Cleaner: 1 cup of Borax and 1/2 cup of white vinegar.

OxiClean Cleaner: 1/2 a cup of baking soda, 1 cup of hydrogen peroxide and 1 cup of hot water. Soak heavily soiled garments in this mixture over night.



Five Easy to Grow Flowers,

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die in place so they drop their seeds. The flowers also make great dried floral arrangements. Hand them upside down in smaller bunches to dry. Once dried you can fill vases with them. Comes in an assortment of colors. *Blooming period is June–September.*



Sweet Alyssum: This annual comes in a shades of purples, reds, pinks and white. They grow in a compact bunch and to a height of 3 to 10 inches Sweet Alyssum prefers sun to partial shade. It makes a great ground cover and does well in hard to grow areas, like hills. *Blooming period is Spring-Early Fall.*

California Poppy: This annual acts like a perennial. Poppies will keep reseeding year after year. The satiny orange petals grow to about 2 inches wide on a 1 to 1.5 foot stem. Prefers full sun. *Blooming period is April-August.*

Saving at the Grocery Store

The average American family spends over \$100 a week or more on groceries. For some, it's just more convenient to pay for meals on a daily basis - this mindset, although convenient, costs a lot of money. Grocery stores take advantage by offering conveniently packaged meals for "on-the-go" families at high prices.



The way to combat this is to buy in bulk, cook in bulk and freeze the leftovers. By doing this you can quite easily cut your grocery bill in half - or even more.

Here are some other things to keep in mind to help shave that grocery bill:

Use coupons. You could save upwards of a hundred dollars a month just on coupons alone. Newspaper coupons are relatively easy to come by, and allow you to save money on more than just food - household items such as paper products, laundry and dish soap, etc. have pages of coupons devoted just to them. All it takes is ten minutes to sit down and find coupons you can readily use for your next shopping trip.

Make a list to avoid "unnecessary" purchases. Ever have that moment where you go to a store to buy one or two things, and walk out with ten? So do most other people. Making a list helps keep you "on track" when you're out shopping, and allows you to avoid spending money on those unnecessary purchases that call to you as you walk down the aisles. Impulsive purchases are a huge reason why people spend more than they need to.

Plan meals that use ingredients more than once. Common products such as potatoes, hamburger, and pasta are excellent items to buy in bulk, because you know you can use them for many meals. Meals that are planned ahead to include similar ingredients means less product that goes bad and needs to be thrown out.

By following these simple ideas when you shop, should help with your grocery bills, leaving you with more money for you to use for other things.

Recipe of the Month – It's a Wonderful Waldorf — Alton Brown

INGREDIENTS:

2 Ginger Gold apples (Fuji will substitute)
1 Red Delicious apple
3 tablespoons cider vinegar
1 cup mayonnaise
1 pinch kosher salt
Cracked black pepper
3/4 cup toasted walnuts, crushed
1 cup golden raisins
2 teaspoons curry powder
2 stalks celery, thin bias cut
1/3 cup fresh mint, chiffonade

1/2 red onion, julienned
1 head romaine lettuce, heart only

INSTRUCTIONS:

Cut apples in half and remove the core with a melon baller. Chop apples into medium-sized pieces, leaving skin on.

In a bowl, toss apples with the cider vinegar. Fold in mayonnaise thoroughly. Season with salt and pepper to taste. Fold in walnuts, raisins, curry powder, celery, and mint. Adjust seasoning. Refrigerate for at least 1 hour to allow flavors to incorporate. To serve, arrange 2 leaves of romaine lettuce per plate and spoon salad on top.

It's Golf Season—How to Improve Your Score

PUTTING IS ALL ABOUT FEEL

When you feel good about your grip you will have control over your putter. Lightly place your hands on the club so it is easy to swing the clubhead squarely toward the target. The index finger on your dominant hand overlaps the little finger of your other hand. Some prefer the index finger to overlap more than one finger.

KEEP YOUR THUMBS STRAIGHT DOWN THE FRONT OF THE SHAFT

Do not grip to low. Grip as close to the top of your putter as is comfortable. Keep your feet shoulder width apart. Slightly bend your knees and elbows. Keep your eyes on the ball and stand close to it with your arms close to your body.

YOU WANT A RELAXED SWING WITH YOUR ARMS AND HANDS MOVING TOGETHER THROUGH THE BALL

Stroke the ball with the middle of the putter. Keep your eyes on the ball and do not lift your head to look until you have totally completed your swing.

LONGER PUTTS REQUIRE A LONGER SWING

A shorter swing for short putts. This is all that changes and is based on how far you have to putt. The mechanics of putting stay the same no matter how far your putt is.

READ THE LAYOUT OF THE GREEN FROM 100 YARDS IN AS YOU APPROACH IT

Your ball will roll away from the mountains and towards the ocean. If there is a hill near the green your ball will roll away from it. It will roll towards a lake.

Good Luck this season!



STUPID QUOTES

"It is white."

George W. Bush, when asked what the White house was like by a student in East London

"I owe a lot to my parents, especially my mother and father."

Greg Norman, Golfer