

First Grade Proverbs

A first grade teacher collected well-known proverbs. She gave each kid in the class the first half of the proverb, and asked them to fill in the rest. Here's what the kids came up with:



1. Better to be safe than...punch a 5th grader.
2. Strike while the... bug is close.
3. It's always darkest before...day light savings time.
4. Never underestimate the power of... termites.
5. You can lead a horse to water but... how?
6. Don't bite the hand that... looks dirty.
7. No news is... impossible.
8. A miss is as good as a... Mr.
9. You can't teach an old dog... math.
10. If you lie down with dogs, you... will stink in the morning.
11. Love all, trust... me.
12. The pen is mightier than... the pigs.
13. An idle mind is... the best way to relax.
14. Where there is smoke, there's... pollution.
15. Happy is the bride who... gets all the presents.
16. A penny saved is... not much.
17. Two is company, three's... The Musketeers.
18. None are so blind as... Helen Keller.
19. Children should be seen and not... spanked or grounded.
20. If at first you don't succeed... get new batteries.
21. You get out of something what you... see pictured on the box.
22. When the blind lead the blind... get out of the way.
23. There is no fool like... Aunt Edie.
24. Laugh and the whole world laughs with you. Cry and... you have to blow your nose.

“ Small deeds done are better than great deeds planned.”

—PETER MARSHALL
1902-1949, Clergyman

“ There are no limitations to the mind except those we acknowledge; both poverty and riches are the offspring of thought.”

—NAPOLEON HILL
From *Think and Grow Rich*

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

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IN THIS ISSUE

- 3 WHY PEOPLE FAIL
- 2 ASK MR. GADGET
- 3 IMPORTANT DATES

10750 Pearl Road, E4
Strongsville, OH

CREATIVEDGE MARKETING

◊ SUMMER ◊ VOLUME 9 ◊ 2008



Marketing tips

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

We have a NEW Web Site, among other things!

We are excited! We finally have our new web site up and running. Please take a look and let us know what you think. It took some time to put it all together and there are things that need to be tweaked but for the most part it is finished. **Yeab!** Now it's on to the Ready2GoNewsletters.com site...



OUR NEW HOME PAGE

Our Marketing Magic Workshops we began in May are going over extremely well. We've been able to give area businesses some solid ways to market. As is the case in most small businesses, the owner or manager is very good at what they do or have been schooled to do but when it comes

to marketing, it wasn't their major and they just don't know where to begin and usually don't have the time. These workshops are designed to give the attendee proven techniques and strategies they can use the minute they leave. We've added a few new topics for future workshops. On September 25, 2008 the topic will be "How to Prosper in ANY Economy" and on October 22, 2008, "Constructing Perfect Sales Copy." Both of these additions will be very insightful in light of the craziness with the economy. *Don't forget, we offer early bird and various member discounts, too.* You can view the events and register by going to our site, creativedgemarketing.com and clicking on Marketing Magic Workshops or call us, we can help over the phone.

As a new feature to our newsletter, we will be including an article in each issue from Dan Kennedy (my favorite marketing guru) titled, Why People Fail. The first one is on page 3. Dan is a straightforward, blunt kind of guy so be prepared when you read the article and don't get offended! What he says has a lot of truth to it.



Also, of special importance-I helped to arrange to have Dan Kennedy as the speaker for the Tuesday, October 14, 2008 Cleveland American Marketing Association meeting (I am a member). His topic will be Insider Secrets to Marketing to the Affluent. This is a very timely and not to be ignored topic given the current state of our economy. Seating is limited. If you are interested in attending, please let me know and I will help get you a spot.

At Creativedge, we've been working on some new offerings and one of them is included as an insert inside. **We will be forming a "Mastermind Magic" group** with a start date of October 2008. This will be perfect for those entrepreneurs and business owners that are looking to connect with like-minded people and want to take their business to another level. We hope to have another new service ready for next month's newsletter. Stay tuned... If you would like more information on Mastermind Magic, please give us a call.

Finally, we will be sending out a customer survey in a separate mailing and would really like to get your input. When you receive it, won't you please take a few minutes of your time to complete it and fax back? It will really help us determine how better to serve you. **As an extra incentive, anyone who sends it in will get a FREE gift and be entered in a drawing for a \$50 gift card!**

Enjoy the rest of the summer!

Kathy Jarboe

Our Customers Say Great Things!

"I have been a client of Creativedge Marketing for many years now and Kathy has been my go-to person whenever the need arose for Graphic Design Services, including Logo Design, Business Cards, and Stationary needs along with providing us with the many Forms we use on a daily basis. In addition, I receive their newsletters, Weekly Marketing Tips, and am even thinking about attending one of their upcoming Marketing Seminars that they now offer. You really are practicing what you preach in terms of getting out there and marketing. You guys are doing a great job!"

-Tricia Schaum
Seasons of Care Home Care Services



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

Ask Mr. Gadget



QUESTION:

I am looking for a gift that can be given to both men and women and maybe something if I order extra, can also be used as a reward for referrals. Do you know of one item that can cover all three areas?

ANSWER:

Got it! As you know, everyone appreciates money. But rather than giving away cold, hard cash (which can seem impersonal), Gift Cards are a hot option. Regardless of the age or sex of the staff, a gift card will allow them to get something they really like or want. Or take a look at the info enclosed about the FREE Gas Incentives. This may be more wanted than anything right now.



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

“ A positive attitude is perhaps more important at home than anywhere else. As spouses and parents, one of our most vital roles is to help those we love feel good about themselves. ”

-KEITH HARRELL
Speaker and Author

Potential Dangers of Plastic Sport Water Bottles

Many Nalgene water bottles and other hard plastic sport water bottles are made of polycarbonate (#7 on the bottom), which may leach Bisphenol A, an estrogen-like chemical.



The issue is controversial, with the FDA maintaining that there is no reason to ban or restrict the use of BPA in food or drink containers because human exposure levels to the chemical from these sources is too low to have any adverse effects.

However, Canada is considering a ban of products containing Bisphenol A (BPA) and a new American study links it to breast cancer and early puberty, and is particularly concerned about the effect on babies.

Playing it Safe, 6 Ways to beat BPA:

1. **Recycle the clear plastic baby bottles.** All the

research that says there are problems point at the effect of the estrogen-like BPA on children as being the most significant.

2. **Get rid of older tin cans.** Tin cans are often lined in plastic BPA and sit around a long time, particularly if they contain tomatoes and other acidic fruits.
3. **Don't use your polycarbonate bottle** for hot drinks.
4. **Get rid of old Polycarbonate bottles** that may have cracked as they get older.
5. **Replace your Polycarbonate bottle** with a Sigg, Kleen Kanteen, or the new BPA free Camelbak, particularly if pregnant or pre-pubescent.
6. **Replace jugs where water sits around a long time**, like Brita knockoffs. (Brita says they are BPA free)

Don't worry about polycarbonates in non-food related products like CDs and DVDs. but keep them out of babies' mouths.

QUESTION:

We have an all-female, twenty-something support staff and have no clue what to give them as an employee incentive appreciation gift?

ANSWER:

All employees, especially women, love a little TLC. So give them a spa, skin care or aromatherapy gift basket with a variety of products. It will show you appreciate their hard work but want them to take time for themselves.

“ We must not allow other people's limited perceptions to define us. ”

-VIRGINIA SATIR
Family Therapist, Lecturer,
Trainer and Author

Client Spotlight

This issue's spotlight is on **Flair Management Corporation**

Flair Corporation has been in real estate development in the Cleveland area since 1959. Their properties include Islander Office Park, Plaza South One, Two and Three, all four in Middleburg Heights, and Grand Bay in Brecksville. Some bullet points of importance:

- They build, own and manage their own buildings
- They build to suit tenants' needs
- They offer on-going maintenance and modernization programs
- They are a tenant in their own building
- They have an exceptionally high rate of lease renewals and expansions due to the flexibility they provide their tenants and most importantly **They know their tenants are their business!**

Creativedge Marketing worked with Flair Management on the redesign of their logo and corporate identity and also created a 4-page brochure. We have also helped with client appreciation gifts and large format posters for their buildings.

For leasing information, we would highly recommend calling Carol Jackson 440-838-1400, ext.140. She will take care of you!



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

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its town square. Franklin sent money with a note suggesting they forego the bell in favor of buying books for the town library. It is at the library we might find an answer to why so few succeed and why most fail – at anything, at everything.

Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don't study.

I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three different fields. At each required skill-set, I once sucked. For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously. For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert. When I was teaching myself to be an advertising copywriter, for example, I studied no less than an hour everyday, listened to recorded material on the subject constantly, sought out and got to know the top people in the field, and when one told me to take great direct-response ads and write them out longhand 21 times each, to teach my subconscious the rhythm of such writing, I did that with 100 ads. I collected over 200 books on the subject and immersed myself in them. I built organized files of samples that fill a room. I traced one master back to his teachers, they to theirs, thus even knowing the genealogy of the field. When I am asked by fledgling or journeymen copywriters how they, too, might have clients waiting in line to pay them \$100,000.00 fees when there are thousands of copywriters advertising their avail-

ability for 1/10th that or less, and I tell them this answer, they reject it. They seek rewards out of kilter with their value and are unwilling to do what is necessary to build up their value.

The same answer could be given by the top earners in insurance, real estate, retail store ownership, dentistry – name the business or profession. The answer is the same.

I am told by people all the time that they simply do not have time to read and listen to all the material they have purchased or subscribed to. But time is democratic and just. Everyone has the same amount. When I choose to read with my mid-morning coffee break and you choose to blather about trivia with friends; when I choose to study for an hour sitting on my backyard deck at day's end but you choose to watch a TIVO'd American Idol episode, we reveal much. When someone says he does not have the time to apply himself to acquiring the know-how required to create sufficient value for his stated desires, he is a farmer surrounded by ripe fruit and vegetables, whole grains and a herd of cattle on his own property who dies of starvation, unable to organize his time and discipline himself to eat.

Incidentally, success in every business, including yours, depends on mastery of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know-how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem to find time for.

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), 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.

Blueberry Cream Cheese Tarts



INGREDIENTS:

- 2 (8-ounce) packages cream cheese, softened
- 1 cup sugar
- 1 teaspoon pure vanilla extract
- 2 eggs
- 12 vanilla wafers
- 1 (21-ounce) can blueberry filling, or other pie filling

PREPARATION:

Preheat oven to 350 degrees F. Place a paper cupcake liner in each cup of a muffin pan.

Beat cream cheese with a handheld electric mixer until fluffy. Add sugar and vanilla, beating well. Add eggs, 1 at a time, beating well after each addition. Place a vanilla wafer, flat side down, in each muffin cup. Spoon

cream cheese mixture over wafers. Bake for 20 minutes. Allow tarts to cool completely. Serve with blueberry filling on top, or pie filling of your choice.

Important DATES



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

AUGUST

- National Parks Month
- 3 National Friendship Day
- 8-24 XXIX Olympiad
- 24-30 National Truck Driver's Appreciation Week

SEPTEMBER

- 1 Labor Day
- 7 Grandparent's Day
- 11 9/11 Remembrance
- 22 First Day of Autumn
- 30 Rosh Hashanah

OCTOBER

- 9 Yom Kippur
- 13 Columbus Day
- 16 Boss's Day
- 18 Sweetest Day
- 31 Halloween

And a \$25 Gift Card goes to...

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Maher Brothers Auto
and

Chuck Stephan
Financial Wealth Builders

Thanks for the Referrals!