

**A GRINCHY RECIPE ON...  
HOW TO WORSEN ECONOMIC WOES.**

What goes into a slump that becomes a recession... and how to turn that into full-blown depression.  
If business falls off, you must not advertise. Oh no, for that would be extremely unwise.  
You must pull in your horns and not let people know... how great are your products when business is slow.  
If you let them find out, they might go out and buy. You don't want that to happen, so don't even try  
To spark any interest in things that you make. This might slow down the slowdown, for heavens' sake.

There once was a saying that you can dismiss. If I recall, it went something like this:

"Here's the secret of success," I heard someone say, perhaps on CBS,

"Early to bed, Early to rise, Work like a dog, and Advertise!"

If you want a recession, remember that verse...  
then go out and do exactly the reverse.

If you're a salesman, don't do any selling.  
Cancel your ads --- they might be too compelling.

If you're a lender, don't lend any money.  
Wait 'til the skies clear, and everything's sunny.

Creating depression is really a cinch.  
That's how you do it...

Yours Truly,  
**The Grinch.**

*from Charles Osgood, CBS Radio*



**Postal Rates to Rise**

Pricing for shipping services will change Sunday, January 18, the U. S. Postal Service announced recently.

The change will affect Express Mail, Priority Mail, Parcel Select, Parcel Return Service and some international shipping products. Overall, shipping prices will increase an average of 5%. The new prices are available at [www.usps.com/prices](http://www.usps.com/prices) (click "New Shipping Prices" box).

New at the USPS for 2009 is Commercial Plus pricing. Commercial Plus prices for Express Mail are 14.5% less than retail on average, and for Priority Mail 7% less than retail on average. It is designed

with larger shippers in mind.

*Info about the U.S. Postal Service:*

*The U.S. Postal Service is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products, and services to pay for operating expenses, not tax dollars.*

*The Postal Service has annual revenues of \$75 billion and delivers nearly half the world's mail.*



**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.**

THE SURVEY RESULTS ARE IN ..... 2



IMPORTANT DATES ..... 3



POSTAL INCREASES ARE COMING ..... 4



IN THIS ISSUE

10750 Pearl Road, E4  
Strongsville, OH 44136



FALL VOLUME 11 2008

**Marketing tips**

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

**Lots of things going on...  
even in a down economy**

**I am a firm believer** that we all create our own destiny and only have ourselves to blame when things don't turn out the way we planned. Our physical, mental and financial reality comes from the choices we make in life. We can either choose to buy into all the doom and gloom or take heed of its warning and forge ahead. If we allow ourselves to get sucked into all the negativity the media reports it will cause us to fear the simplest decisions and stop us dead in our tracks. When we don't know what the future will bring and we hear nothing but bad things about what might happen it makes us uneasy and fearful. A good acronym for FEAR is **F**alse **E**vidence **A**ppearing **R**eal. We need to keep on doing the things that have been working for us no matter what. We all might need to work a little harder but it will pay off in the long run. Don't let F.E.A.R. take hold of you!

**We have been busy** at CreativEdge with lots of different things. First of all, I would like to thank all of those customers who completed our client survey. We learned a lot from it. The results of the survey are included inside. Everyone who participated received a FREE gift and was entered into a drawing for \$100 in FREE GAS. We also had a contest on our website for \$100 in FREE GAS that ended October 31. Thanks to all of you who entered that drawing! The winners of both these drawings are posted inside! Information on the FREE GAS program is in the *Ask Mr. Gadget* column for those of you who may want to run your own promotion with this. You can also do one with FREE TRAVEL too.

**Mastermind Magic ALERT!** We are still looking to get people together to form a mastermind group. I am involved in two of these groups and the insight and networking I get out of these groups is priceless. It has truly helped to transform by business and increase my bottomline. If you are interested in achieving more than you ever have, I encourage you to consider **Mastermind Magic**, the details are inside. You will be amazed at what you will receive from the other

people involved and the things you will get accomplished. Call me with any questions you might have. I'll be happy to share my experiences with you.

Along another line, I started a new networking group for women business owners and entrepreneurs, called Peak Performing Women! Our first monthly meeting was October 28 and was attended by some really awesome

women. We had many different types of businesses represented—employment service, pet grooming, home health care, life coach, skin care to name a few. Our objective is to help one another grow personally and financially through our collective experience. Our next meeting will be held on Tuesday, December 16th. If you know of any women business owners that may be interested in attending a meeting, please contact me. **We are offering a**



**FREE one-year "charter" membership for all those who join by December 31, 2008.**

We just celebrated our 11th year anniversary and want to say that **we are truly grateful for all the customers we have and look forward to continuing to serve you.**

Best wishes to you and your family throughout the holiday season and in the coming new year! Remember-keep marketing!

*Kathy Gianbar*

“ Believe there is a great power silently working all things for good, behave yourself and never mind the rest. ”

—BEATRIX POTTER  
1866-1943, Author and Illustrator

“ Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success. ”

—STEPHEN A. BRENNAN

“ We are what we pretend to be, so we must be careful about what we pretend to be. ”

—KURT VONNEGUT JR.  
Novelist

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

## Ask Mr. Gadget



### QUESTION:

We are looking for a different way to promote our business. One that can get new or existing customers to purchase more from us. Any ideas?

### ANSWER:

FREE travel and gas certificates are a great way to promote your business. There are many different ways these can be used. You could use them as a reward for getting referrals, as a contest giveaway where customers are entered into a drawing every time they purchase from you, as a way to get them to increase their transaction size. An example of getting them to increase their transaction size, you could work the promotion this way, spend \$200 and get \$100 in FREE gas, spend \$500 and get \$250 in FREE gas. The beauty of these FREE certificate programs is your cost. A \$100 gas certificate will cost you only \$29.95 each. They have a higher perceived value to the customer than what your cost is and it is a no-brainer for your customer to spend the additional dollars since they are getting that spend back in FREE gas or travel. For more information on this program, visit [www.creativeedgeincentives.com](http://www.creativeedgeincentives.com) or give us a call and we will be happy to give you the details.

Got A Question? Submit it to [info@creativedge marketing.com](mailto:info@creativedge marketing.com)

### And the winners of the \$100 Gas Certificate drawings are...

Heather Smith-survey drawing  
Service Solutions Group

Sarah Arold-web site drawing  
Strongsville Recreation

**Congratulations!**

## The Survey Results are IN



For those of you who participated in our recent survey we'd like to again thank you for your time and effort. We learned a lot and would like to share some of what we learned here.

For those of you not familiar with the survey we asked questions mainly about marketing

and overall operations of the business, basically what things people find important and not so important in the everyday running of their business.

On the marketing end, it was pretty interesting. Overwhelmingly, the three most important things to the majority of respondents is 1) Generating sufficient quantity of clients, 2) Generating satisfactory quality of clients and 3) Client retention.

We also asked everyone to identify what marketing vehicles they use frequently. Almost everyone responded to having a web site but only half of the respondents do any kind of internet marketing (might be something to think about) and less than half do email marketing. An even smaller number have started on social media also called Web 2.0. Next to having a web site, direct mail, newsletters, networking and in-person selling were ranked highest as frequently used marketing vehicles.

But the kicker in all of this is that most businesses said they have on average only 2.7 marketing strategies or systems in place to generate new business and only 2.1 systems or strategies in place to consistently get repeat business.

### This is where the grand opportunity is guys!

And if you think you might need help developing marketing strategies for new and repeat business, give us a call. This is what we do!

As far as the business operations go, it looks as though the toughest thing for the overall majority was tied at 1) Finding the time to implement plans and 2) Having a long-term retirement/exit strategy.

I too struggle with finding enough time to implement plans. One of the ways I am kept on track is through my mastermind groups. They have a way of making you get things done. *There is information enclosed in this newsletter if you are interested in joining.*

On another note, we did find that many businesses are interested in Done for You services and we are working on putting some things together that will ease your pain and get you a marketing system you can use with little effort on your part.

Be on the look out, help is on the way!

### QUESTION:

Could you suggest an item my customers can actually use, maybe something seasonal that they will keep for years?

### ANSWER:



Ice scrapers are an excellent choice, there is a wide variety of styles/quality/pricing available all with imprint areas to include your company information. This is the one item someone can always use during wintry months in the north. For those of you living in more sunny climates, sunglasses visor clips are very popular. These actually are a great item year round.

## Client Spotlight

*This issue's spotlight is on Credit First National Association*

*Credit First National Association is part of the Bridgestone/Firestone family of companies and services Bridgestone's customers and many other companies as their credit card services provider.*

*Located in Brook Park, Ohio, their operations location consists of customer service, marketing, information technology and finance. They have over 200 employees, many of whom have been there for over 30 years, which says a lot in this day and age.*

*We have been working with CFNA for over eight years and have done many different projects during this time. We started working with them on the re-creation of their logo which you can see below and then moved on to creating a new credit card, also shown below.*

*Since then we have worked on point-of-purchase displays, other credit card designs, signage/posters, brochures, flyers and PowerPoint presentations to name a few of the projects.*



Credit First National Association  
6275 Eastland Road  
Brook Park, Ohio 44142  
Phone: 216-362-5000

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

### THE REAL ROAD LESS TRAVELED

"Sticktoitiveness" is a strength of character, a philosophical position, a consciously valued and directed behavior, a habit. In any business category, fewer than 5% of the owners create extraordinary incomes, wealth, security and independence; 95% flounder, frustrated for life. If you spent 25 years chronicling the behavioral differences between the mediocre majority and high-achieving minority as I have, the most striking distinction you would find is this: winners stick to things, losers give up easily, flit about randomly. Losers waste all the years of their lives looking for the unicorn of modern fantasy, the easy button. Winners find winning strategies and stick to applying them.

Sylvester Stallone was rejected as an actor by every Hollywood studio. The script he wrote for Rocky was also summarily rejected by all but one – and they agreed to buy it for a flat fee; Stallone, broke at the time, refused to sell it unless he could star in the movie and receive customary compensation. He made the rounds again and again. He persisted until he finally got his way. There must be thousands of better actors and thousands of better script writers who were working as waiters then and are still working as waiters now. The difference is not talent. In my 30 years' business experience, I've found talent to be the most over-rated of all things, less likely to lead to success than most things.

By comparison, staying stuck like super-glue to an objective; acquiring the needed know-how at any cost; ignoring others' criticism; refusing to take no for a permanent answer, fighting, scrapping, studying, figuring out one more piece then one more piece; these behaviors are behind the true stories of the rich and famous. Sadly, most people don't stick. At much of anything. Their grade on life's report card is "Incomplete". Their home has books purchased but never read, how-to courses with the outside plastic wrap unbroken;

projects begun but never finished. Their business' files, nooks, crannies populated with worthy ideas still-born in procrastination, strangled in disorganization. They, themselves, displays of poor discipline: intellectually uncurious, uninformed, in poor physical shape. Turns out, the rewards for good intentions are small. The rewards for unfulfilled talent just as small.

The reasons people don't stick to anything long enough to succeed with it are many and varied. Some are psychological, revealed in a book I recommend, The New Psycho-Cybernetics, which I co-authored with Dr. Maxwell Maltz. It and the prior, original edition combined have sold more than 30-million copies worldwide. Some are circumstantial; people who permit themselves and their time to be ruled by others' priorities, events as they occur – antidotes offered in my No B.S. Time Management For Entrepreneurs and No B.S. Guide To Ruthless Management of People And Profits books. Some are sinful, like sloth. Too many people lust for rewards without personal responsibility. Whatever the reasons for the losers' lack of sticktoitiveness, the winners' reality is refusal to be deterred or distracted from their objectives and aggressive pursuit of them. Successful pursuit and achievement of exceptional objectives usually involves two key elements: sticking to a course of study, acquisition of information, learning relevant methodology even if, at first, uncomfortable, foreign or difficult; sticking to self-imposed requirements for implementation of what is learned.

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!

"We started using Creativedge Marketing to design, print & mail out oversized postcards listing our calendar of events instead of an annual brochure and couldn't be happier with the results! All I have to do is email the text and pictures I want used and they do the rest!"

**-Steve Dockman**  
Middleburg Heights Recreation Department

"In an effort to better communicate, inform and entertain our clients, we decided to send a Monthly Newsletter. It seemed overwhelming at first, but once we discovered what a simple process the Ready2Go Newsletter Program was, we were relieved and excited at this new opportunity. I would highly recommend this service, it's a winner."

**-Darlene Figlioli**  
Holiday Inn Strongsville

# Important DATES



Use these upcoming special occasions to tie into your promotions.

### JANUARY

Birth Defects Prevention Month  
Blood Donor Month  
Clown Month  
Crime Stoppers Month  
Eye Health Care Month  
1 New Year's Day  
8 Rock & Roll Day  
19 Martin Luther King Day  
20 Inauguration Day

### FEBRUARY

National Black History Month  
American Heart Month  
2 Groundhog Day  
12 Lincoln's Birthday  
14 Valentine's Day  
22 Washington's Birthday  
24 Fat Tuesday

### MARCH

National Nutrition Month  
Women's History Month  
Red Cross Month  
Poison Prevention Awareness Month  
8 Daylight Savings Time Starts  
10 Employee Appreciation Day  
12 Stop Smoking Day  
17 St. Patrick's Day

