

Two Wolves

One evening an old Cherokee told his grandson about a battle that goes on inside people.

He said, "My son, the battle is between two 'wolves' inside us all.

One is Evil.

It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.

The other is Good.



It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion."

The grandson thought about it for a minute and then asked his grandfather:

"Which wolf wins?"

The old Cherokee simply replied, "The one you feed."

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

JoAnn Luecke
Northern Ohio Printing

Thanks for the Referral, JoAnn!

◊ SUMMER ◊ VOLUME 10 ◊ 2008



Marketing tips

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

Don't Put Your Marketing... on the back burner

We all get caught up in our businesses, working on things as they fall into our laps and often times putting our marketing efforts on the back burner or worse yet doing no marketing at all. Then what usually happens is we slow down and suddenly realize we need more business at which point we scramble to do whatever we can to make it happen. Darn!, if we had only been doing marketing all along, we wouldn't be in this position.



I had a conversation with a friend of mine today who feels sorry for a mutual friend who's business is not doing well. He's in dire straights and wants out, doesn't care what kind of job he'll

do next, just wants to sell his business and be done with it. Fact is the guy doesn't market his business. He expects people to come in just because he is in close proximity to the 600+ people who attend church on Sunday (he owns a coffee shop). He's been in business for I'll bet a minimum of ten years. I would suspect he should have a decent database of customers at this point that he could be marketing to each and every month. I would also think as he does that he should be receiving lots of people from the church every Sunday. But the truth is he doesn't have a database of customers and he does nothing to let the people

at the church know he exists or entice them in any way to come in before or after church. So while it is unfortunate my friend is in this situation, he can only look in the mirror for answers. That may be harsh but it's true. If you are not out there letting your customers and potential customers know about you and what you do you cannot expect an ever flowing supply of business beating down a path to your door. In his defense he does compete with a nearby Starbucks. But not everyone is a Starbucks customer willing to spend over \$3.00 on a cup of coffee. He does have his own niche and should be letting people know about it on a regular basis. If he had been doing this all along I'd be willing to bet his current situation would be different.

If you are feeling this way in your business and need help, give us a call. We have many programs to help you get your marketing efforts started or put on a regular schedule. **Our Marketing Magic Workshops** are a perfect example. See the enclosed flyer for details. You may also want to consider **Mastermind Magic**, details also inside.

Thanks to all who completed the customer survey we sent in the mail. We haven't evaluated them all just yet, but in looking over the responses, there is a ton of valuable information and we are grateful for that!

Here's to a winning Browns season!

Kathy Gianbar

OUR CUSTOMERS SAY GREAT THINGS!

"Kathy is creative and concerned with the outcome and benefit for the client on all projects she undertakes. Kathy has challenged us to do better and expect more from our marketing efforts. She has consistently provided the proper direction for our business success in obtaining new clients."

-Dennis Mille
Phillips, Mille & Costabile Co., LPA

"Kathy has consistently provided great, creative direct mail advertising pieces for two of our key clients." Top Qualities: Great Results, Personable, Creative.

-Mike Cunningham
ValPak



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for our products of the month specials

Real Clear Politics Presidential Poll Averages for 9/5-10/08

Poll	Date	McCain	Obama	Spread
Average	09/05 - 09/10	47.7	45.2	McCain +2.5
Gallup Tracking	09/08 - 09/10	48	44	McCain +4
Hotline/FD Tracking	09/08 - 09/10	46	44	McCain +2
Rasmussen Tracking	09/08 - 09/10	48	48	Tie
FOX News	09/08 - 09/09	45	42	McCain +3
NBC News/Wall St. Jrnl	09/06 - 09/08	45	46	Obama +1
ABC News/Wash Post	09/05 - 09/07	49	47	McCain +2
USA Today/Gallup	09/05 - 09/07	54	44	McCain +10
CBS News	09/05 - 09/07	46	44	McCain +2
CNN/OpinionResearch	09/05 - 09/07	48	48	Tie

source: <http://www.realclearpolitics.com/polls/>

"If you look at what you have in life, you'll always have more. If you look at what you don't have in life, you'll never have enough."

—OPRAH WINFREY
Television Host, Actress and Producer

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.

SATURDAY STRATA



POLICE OFFICER



WHY PEOPLE FAIL



IN THIS ISSUE

10750 Pearl Road, E4
Strongsville, OH 44136



Ask Mr. Gadget



QUESTION:

The new buzz word is "Green" and a lot of companies are implementing green related products and guidelines. Are there any promotional products available that follow along these lines and are "Green" approved?

ANSWER:

Believe it or not, there is a wide variety of products available. There are seed packets and even ones with pots available as well as individually wrapped tree seedlings. With regard to traditional products there is everything from water bottles, coffee tumblers and yes, even pens that are guaranteed to decompose once disposed of. We do have a complete catalog of items available upon your request.

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

“Years may wrinkle the skin, but to give up enthusiasm wrinkles the soul.”

-SAMUEL ULLMAN
1840-1924, Educator,
Writer and Poet

QUESTION:

I am looking for a product to give to my customers but I want to make sure it is something they can utilize and see our name every day, not just shove in a drawer and be forgotten. Any ideas?

ANSWER:

You bet, calendars! You can have your calendar start anytime of the year. Many different shapes and sizes: wallet size, desktop versions, and the traditional wall calendars. They can be customized to your needs as much or as little as you want. We have even created a really cool desktop version utilizing a blank CD case as the storage/stand using photos of your choice. We have samples if you would like to see them, give us a call.



Client Spotlight

This issue's spotlight is on **Slesnick Structural Steel Corporation**

Slesnick Structural Steel Corporation is a family-owned business and a leader in "just-in-time" steel supply.

The company began in 1980, filling a niche in providing common and hard to find steel, stainless steel, and aluminum products to supplement last-minute metal projects.

They can expertly handle services such as metal sawing, shearing, punching, and drilling. Their technical abilities with a CNC plate-burning machine with CAD capability enable them to cut intricate shapes and patterns into metal.

Located in Canton, Ohio, they offer more than 1,000 different sizes of aluminum, structural, and stainless steel products – all of which are available for immediate pick-up or same-day delivery. They also specialize in finding unusual and hard-to-find items.

Creativedge is currently assisting Slesnick Structural Steel in providing marketing consultation to help them achieve double digit growth over the next year.



Got a need for steel?
Call Slesnick Structural Steel
927 Warner Rd. S.E.
Canton, Ohio 44707
Phone: 330-453-8475
Fax: 330-489-6678
Toll Free: 800-292-BEAM

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

The fast food industry got the idea for drive-in windows from banks. I guess there was a McDonalds executive sitting at the bank drive-through one day who thought, "I don't think we can fit the milkshakes in these tubes, but..." Netjets, the leader in fractional jet ownership, now owned by Warren Buffet, owes its birth to the vacation time-share industry. The microwave in your kitchen was not originally intended to go there; its original manufacturer, Litton, believed no consumer would buy it and built them only for restaurants. When was the last time you heard of Litton?

What does this tell you? That successful businesses live or die by cross-industry 'borrowing' of ideas, that inspiration more often comes from outside the box than from within. Ordinary businesses stay ordinary, their owners eking out only ordinary incomes – and working too hard for them – as long as those owners foolishly and stubbornly, mentally stay in their own tiny backyard. Breakthroughs come from bringing fresh ideas found outside one's own business in and applying them in new ways. You choose to limit or expand your income by the way you reject or embrace ideas found far afield from your present modus operandi and industry norms.

The vast majority of ordinary businesspeople with ordinary incomes and never-ending ordinary complaints about how hard they work but how little they gain, about being unable to compete with the bigger and cheaper... have this in common: they get their hands on powerful information like that in this very publication and waste their time and energy in the non-creative activity of finding all the ways it can't and doesn't apply to them. Some people have such teeny, tiny, calcified, crippled imaginations they can only appreciate an example precisely matched to them – oh, that won't work for me because her place sells pizza and I sell Chinese food, and hers is in a medium sized city and I'm in a small town, and it rains a lot where she is but it's sunny here; you have to show me an example from a

Chinese restaurant in a small town where it's hot and dry. Fools stay stuck in the very limiting "But My Business Is Different" box, thereby negating the value of 99% of every successful strategy, example, model they see or are presented with.

My client list is, fortunately, chock full of people who think in very opposite ways. They get rich by finding the non-obvious opportunities. Living creatively. Adapting tried-and-true winning strategies from somewhere else to where they are. They attack each issue of my newsletter, each book I suggest to them, with yellow hi-liter and bias for action, not closed mind. They are willing, even eager to "re-imagine" their businesses while others have Bilbo Baggins' (The Hobbit) attitude: not interested in adventures – they make you late for dinner. Space here does not permit telling you such client stories, but I'd invite you to get a peek, viewing the half-hour TV show at www.1n12Months.com, free of charge.

One of the most successful marketing strategies of all time is called 'gift with appointment.' Today, it brings new patients into dentists' offices, affluent investors to financial advisors' seminars, new home buyers to developments and resort communities, and is in play in hundreds of fields, helping to create millions of sales appointments every week. To the best of my knowledge, it came from a woman named Estee Lauder. I wonder how many people from how many different fields ignored it for how long, because: "Nothing having to do with selling lipsticks and perfumes could possibly apply to MY business. MY business is different."

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.

Saturday Strata — from Cuisine

This is really good. Tastes even better the next day. Would be a nice item to add to a brunch. -KJ



INGREDIENTS:

Arrange and Layer with:
1 loaf country or sourdough bread (1-1-1/4 lb.), sliced 1/2
8 oz. cream cheese, cubed
1/2 lb. mozzarella, grated, or fresh mozzarella, cubed
3/4 cup prepared pesto
6 oz. prosciutto, thinly sliced
1 lb. tomatoes, thinly sliced

Whisk, Pour Over Strata; Chill:
5 eggs
1 1/2 cups whole milk or half and half (or half of each)
1/2 t. table salt
Freshly ground black pepper

PREPARATION:

Coat a 2-3-quart round baking dish with nonstick spray. Arrange half the bread slices on the bottom of the dish. Top with half of each of the cream cheese, mozzarella, pesto, prosciutto, and tomatoes. Finish layering with the remaining ingredients.

Whisk the eggs, milk, salt, and pepper together. Pour the mixture over the layers; cover and chill for at least 2 hours, or as long as overnight. Remove from the refrigerator 20-30 minutes before baking. Bake the strata at 350° until puffed, golden brown, and lightly set in the center, about 1 hour. Allow the strata to rest for 10 minutes before unmolding.

Important DATES



Use these upcoming special occasions to tie into your promotions.

NOVEMBER

Adoption Awareness Month
National American Indian Heritage Month
Alzheimer's Disease Month
Diabetes Month
1 Daylight Savings Time Ends at 2am
3 Election Day
10 Marine Corp Birthday
11 Veterans' Day
26 Thanksgiving Day

DECEMBER

7 Pearl Harbor Remembrance Day
17 Wright Brothers Day
22-29 Chanukah/Hanukkah
25 Christmas
26-Jan 1 Rosh Hashanah
31 New Year's Eve

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

“When you face your fear, most of the time you will discover that it was not really such a big threat after all. We all need some form of deeply rooted, powerful motivation - it empowers us to overcome obstacles so we can live our dreams.”

-LES BROWN
Speaker and Author

What NOT to Say to a Police Officer

- 1) I can reach my license if you'll hold my beer.
- 2) Sorry, Officer, I didn't realize my radar detector wasn't plugged in.
- 3) Do you have any idea how much of a hurry I'm in?
4) Hey, you must've been doing about 125 mph to keep up with me. Nice job!
- 5) I thought you had to be in relatively good physical condition to be a police officer.
- 6) There's no way I was going 85. I had the cruise set at 80.
- 7) Gee, Officer! That's terrific. The last officer only gave me a warning, too!
- 8) Do you know why you pulled me over? Okay, just so one of us does.
- 9) I was trying to keep up with traffic. Yes, I know there are no other cars around. That's how far ahead of me they are.
- 10) When the Officer says "Gee Son....Your eyes look

- red, have you been drinking?" You probably shouldn't respond with, "Gee Officer your eyes look glazed, have you been eating doughnuts?"
- 11) What? You need a license to drive?
- 12) Yes, I know my driving is not 100%, but you have to agree that it is still pretty good for someone who is completely drunk.
- 13) Can you come back in 5 minutes? I'm in the middle of a phone conversation.
- 14) A hundred dollar fine? Well, I think George Washington can change your mind.
- 15) Did you pull me over because of the drugs under the seat, the body in the trunk, or the burned out tail-light?
- 16) Whoops, that's the fake one... here you go, this is the one.
- 17) My gun fell off my lap and got lodged on the gas pedal.
- 18) Hey, is that a 9mm? That's nothing compared to this .44 magnum!
- 19) I was going to be cop, but I decided to finish high school instead.