

# Four Ways to Promote Your Business on a Shoestring

- 1. Put a business promotion on all outgoing communication.** Whether you are sending out a fax or an invoice, all documents have promotional possibilities for you to take advantage. No matter what, make sure everything carries your full company information and tagline.
- 2. Position yourself as an expert by writing articles.** If you submit them to industry publications, it just may get your company some recognition. If you do a good job and the article is well-written it will generate free advertising.
- 3. Use your vehicle to do the promotion for you.** Get a pair of magnetic signs and place them on your car. (We've got the connection to help with this if you need it).
- 4. Wear your company logo on your clothing.** Whether you are on business or pleasure, keep your company visible on shirts, hats, jackets. You never know who you might meet. (We can help with this, too!)



“ The fool doth think he is wise,  
but the wise man knows  
himself to be a fool. ”

WILLIAM SHAKESPEARE

“ It's not the size of the dog in the  
fight, it's the size of the fight in  
the dog. ”

MARK TWAIN

“ It is a man's own mind -  
not his enemy or his  
foe that lures him into  
evil ways. ”

BUDDHA

Graphic Design-from initial concept to finished product  
Promotional Products-from apparel to writing instruments  
Marketing Assistance-from marketing tips to marketing strategies  
Creative Ideas for Marketing Results!

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10750 Pearl Road, E4  
Strongsville, OH 44136

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CREATIVEDGE MARKETING

# Marketing tips

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

## Body Language...

### GESTURES SPEAK LOUDER THAN WORDS

If you are or have ever been in sales, you probably know a good bit about body language. Nonverbal communication often times says more than actual words themselves. If you want to communicate well, it's important to understand how you can use your body to "say" what you mean or even what you don't want to mean. Often times we use mirroring body language to put people at ease. When we mirror the body language of someone else it indicates to them that they are understood. One of the most basic and powerful signals is when we cross our arms across our chest. This may indicate that we are putting up an unconscious barrier between ourselves and others. It may also say that we are cold which would be clarified by rubbing our arms or huddling. Now when the situation is friendly, it may mean that we are thinking seriously about what is being said. But in a confrontational situation, it may mean that we are expressing opposition. We've included a fun quiz on the inside for you to see just how well you think you can read another's body language. If you are in sales and everyone of us is in some form or another, this will be a great tool for your next call. Good luck!

NEW TO CREATIVEDGE – We are now taking credit cards! After numerous requests, we have responded and are now ready, willing and able to accommodate those clients that would like to utilize their credit cards for payment. We have started with Visa and Mastercard and will see how it goes. All

reports show it will increase business and that's good news!

What's new for 2008? We are proud to announce that we will be launching a new and improved website in early spring. We have also plan to add web design to our list of services. So, all those clients that need website design assistance, give us a call!

We are excited about the new year and what we are calling *two-thousand GREAT!* I am not letting the media get me down with their doom and gloom, recession, depression, or whatever else they can conjure up when I can't even get a parking space at Applebee's for dinner. There is plenty of business out there for everyone and if you are not experiencing it you may want to step up your marketing efforts!

Here's to *two-thousand GREAT!*

Kathy Jiamboi



This body language is easy to read!

## Our Customers say Great Things!

"Kathy and her team at Creativedge Marketing are a pleasure to do business with. My first experience with them was trial by fire--we had to produce a high end marketing piece from scratch for a tradeshow on a tight time frame. They came through for Mazzella and the brochure was finished and air shipped to the show site in time for the show.

I would highly recommend Creativedge Marketing to my colleagues."

–Mike Minissale  
Marketing Coordinator  
Mazzella Lifting Technologies

"From design to finished product, quick turnaround and competitive pricing, Creativedge Marketing meets all your marketing needs."

–Elaine Galbincea  
Coordinator of Purchasing  
Coordinator of Child Care Programs  
Berea City School District



VISIT OUR WEBSITE – WWW.CREATIVEDGEMARKETING.COM  
for archives of our Monday Morning Marketing Minutes

## Ask Mr. Gadget



### QUESTION:

I AM LOOKING FOR SOME KIND OF PROGRAM to get new customers into my restaurant other than the run-of-the-mill coupon. Something new, that will demand attention and might even be re-usable as well. Any ideas?

### ANSWER:

There is a great product on the market called Promo Chips (like a poker chip). It can be re-used numerous times for redemption of products and services. They can be imprinted on both sides, one with your logo and information and the other with your discount offer whether it is a dollar amount or a percentage off. Here is how they work... You give them to a potential new customer, they redeem them on their first visit. You turnaround and give them to another potential new customer. The cycle continues and you get a stream of new customers. Please call for more details.



Got A Question?

Submit it to

[info@creativemarketing.com](mailto:info@creativemarketing.com)

"I once used the word "obsolete" in a headline, only to discover that 43% of housewives had no idea what it meant. In another headline I used the word "ineffable," only to discover that I didn't know what it meant myself."

— David Ogilvy

## GUARANTEED to Get You More Business!

Doing a newsletter is a **proven way** of getting more business. In fact, we believe so strongly about this, **we guarantee it!** With our Ready2Go Newsletter program, we provide you with an already done newsletter each month. All you have to do is give us a couple things you would like in the newsletter (you don't even need to do that if you don't want to) and your mailing list and we do all the rest. We lay it out, we print it, we mail it. Couple of days later your phone rings. It couldn't be any easier than that.

We GUARANTEE that if you use our program for three consecutive months and you don't see any business from it, we will refund your monthly membership. What have you got to lose?

Get your newsletter going today!

[www.ready2gonewsletters.com](http://www.ready2gonewsletters.com)

# READY2GO

## NEWSLETTERS

### QUESTION:

PART OF MY RESPONSIBILITY REGARDING MY SALES POSITION consists of stopping in and checking on my accounts monthly in person, but some times I feel I am interrupting when I haven't scheduled an appointment and they don't have an immediate need. Do you have any suggestions as to how I might take something with me to drop of so that the visit is a little more well-received ?

### ANSWER:

You bet, one of the easiest programs to implement to insure a warm reception is the Candy Jar System. First, order a stylish candy jar with lid than can be logoed with your company name and information and then distribute them to your top clients filled with a top-of-the-line candy.



Here is the trick, stop in each month to say, "hi" and refill the jar at the same time. After the first month or two, they will look forward to your visits. You can then inquire about any re-orders or possible upcoming needs they might have. Perfect !

## Client Spotlight

This issue's spotlight is on Comfort Inn Middleburg Heights

Greg Smrdel, General Manager of the Comfort Inn Middleburg Heights has been a client of ours for over 5 years, we have assisted his hotel with the design and printing of various printed collateral items including business cards and room diagrams.

Some info regarding the Comfort Inn...the Hotel prides itself on being the recipient of the Distinguished Gold Choice Award many times. The award represents continued perfection of service and quality delivered daily, year after year.

Along with newly renovated rooms, the Comfort Inn has meeting rooms that can accommodate groups of 5 to 100 for classes and/or seminars. In addition, the Comfort Inn provides free airport transportation and a complimentary breakfast with every night's stay.

Whenever the need arises for one of their services, whether seeking overnight accommodations or meeting facilities for business associates and friends/family, don't hesitate to give Greg or his staff a call. They will be happy to assist you with all of your lodging and meeting needs.



BY CHOICE HOTELS [www.choicehotels.com/hotel/oh439](http://www.choicehotels.com/hotel/oh439)

Comfort Inn  
17550 Rosbough Drive  
Middleburg Hts., OH 44130  
PH 440-234-3131  
FX 440-816-8671

## The Body Language Quiz

### DO YOU HAVE A WORKING KNOWLEDGE OF BODY LANGUAGE?

Take this quick quiz and check your current level of expertise. Answers at bottom of page.



1. What emotion is associated with the "palm to the chest" gesture?  
a. superiority  
b. critical judgment  
c. sincerity  
d. confidence

5. What message is conveyed when a person touches his or her eyeglasses to their lips?  
a. interest  
b. stalling  
c. disbelief  
d. impatience

2. What is the meaning of the "thumb under the chin" gesture?  
a. deceit  
b. boredom  
c. anxiety  
d. critical judgment

6. When a person looks over the top of his or her eye glasses, what message are they sending?  
a. contempt  
b. distrust  
c. scrutiny  
d. suspicion

3. What nonverbal message is conveyed with the "chin rub" gesture?  
a. decision  
b. deceit  
c. control  
d. none of the above

7. What is the impact of nonverbal communication with a face-to-face conversation?  
a. 20%  
b. 40%  
c. 70%  
d. 85%

4. What does it mean when a person rubs his or her nose?  
a. superiority  
b. anticipation  
c. dislike  
d. anger

8. Which of the following gestures is/are associated with lying?  
a. talking through fingers  
b. eye rub  
c. ear rub  
d. lack of direct eye contact  
e. all of the above

Source: PROMOTIONAL CONSULTANT

## Praying for Peace

A CNN journalist heard about a very old Jewish man in Jerusalem who had been going to the Western Wall to pray, twice a day, every day, for a long, long time. That would make a good story, she decided.

So she drove to the wall and, sure enough, there was the elderly gent, praying away. She watched him for an hour and, as he turned to leave, approached him for an interview.

"Rebecca Smith, CNN," she said. "Sir, how long have you been coming to the Western Wall to pray?"

"Sixty years."

"Sixty years! Amazing! What do you pray for?"

"I pray for peace between Christians, Jews and Muslims. I pray for all hatred to stop and I pray for all our children to grow up in safety and friendship."

"So how do you feel after doing this for so long?"

"Like I'm talking to a bloody wall!"

— Author Unknown



### Answers to the Body Language Quiz

- C. The palm to chest gesture indicates sincerity.
- D. The thumb under the chin gesture indicates critical judgment and a negative attitude. A good way to get people to drop this gesture is to hand them something.
- A. The chin rub gesture indicates decision. If you are in sales, when you see this gesture, avoid the temptation to interrupt. It's time to ask for the order.
- C. When someone rubs his or her nose, it's an indication that he or she doesn't like the subject.

- B. When someone touches his or her eyeglasses to their lips, it signals he or she is stalling or delaying a decision. Putting the glasses back on is a buying signal. If they put them away, there is more work to do.
- C. When a person looks over his or her eyeglasses, it indicates judgment and scrutiny.
- C. Research indicates that more than 70% of our communication is achieved nonverbally. In addition, studies show that nonverbal communication has a much greater reliability than the spoken word.
- E. All of the above.

## Important DATES

Use these upcoming special occasions to tie into your promotions. Call us if you need help with a promo item.

### April

Keep America Beautiful Month  
Animal Cruelty Prevention Month  
National Humor Month  
1 April Fool's Day  
15 Tax Returns Due  
20-26 Passover  
22 Earth Day  
26 Arbor Day  
30 Administrative Professionals Day

### May

National Physical Fitness & Sports Month  
Military Appreciation Month  
Teacher Appreciation Month  
1 National Day of Prayer  
3 Kentucky Derby  
5 Cinco de Mayo  
11 Mother's Day  
17 Armed Forces Day  
26 Memorial Day

### June

National Rose Month  
National Diary Month  
National Safety Month  
1 National Cancer Survivor's Day  
14 Flag Day  
15 Father's Day  
21 First Day of Summer