



Marketing tips

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

A Night Out at Northfield with Dan Kennedy

What a great pleasure it was to attend a mixer event with the Cleveland Chapter of the Glazer Kennedy Inner Circle (GKIC) and the millionaire-maker himself, Dan Kennedy. The event was held at Northfield Park and orchestrated by Dan Cricks, the Cleveland/Akron area Independent Business Advisor for GKIC. Dan Kennedy, Founder of Glazer Kennedy Inner Circle, not only lives in the Cleveland area but owns several race horses and has a passion for actually racing horses.

This night, Dan had the night off racing and was gracious enough to mingle with our chapter members for over an hour and field questions from some of members. The group numbered well over 30 people with some GKIC members traveling from as far as Pittsburgh just to spend some time with Dan.

For those of you not familiar with Dan Kennedy, he is a marketing guru,



Some of the group that night at Northfield Park.

known as a millionaire maker and is the country's, if not the world's, most highly paid copy-writer. Some of you may remember him from the Peter Lowe Success Seminars he had participated in with other great and influential people such as; Zig Ziglar, George Bush, Sr., General Swartzkopfe, Tom Hopkins, Brian Tracy and more.



Kathy gets a photo opportunity with Dan Kennedy!

He is brilliant and has a no B.S. approach to his teaching. In fact, he has published a whole series of NO B.S. business books with topics ranging from Direct Marketing to Sales Success to Time Management. If you are interested in learning more about Dan Kennedy, his products or membership in our local chapter of the Glazer Kennedy Inner Circle, please let me know and I will point you in the right direction or feel free to check out www.dankennedy.com.

Oh and one more thing, one of Dan's horses raced that night and ended up coming in 1st place! A good time was had by all!

Our Customers say Great Things!

"I received the wine boxes, polos and wine stoppers. You did a FANTASTIC job by showing me the wine stoppers. They look great and I think everyone will be very impressed. Thanks again."

-Jacob B. Williams
Internet Systems Specialist/Field Services Technician
Concord Hospitality Enterprises Company

"Doing business with Creativedge is a pleasure. From start to finish they are on top of your job. They are also cost competitive. I would recommend them to anyone in need of their services, they will not be disappointed."

-Mike
General Manager
Radisson Hotel



What Am I?

Answers Upside Down Below

1. My name is often backwards. I am driven to succeed in my job. When you are feeling run down you can wind up inside of me. What am I?

2. When I see important documents I like to get to the bottom of things. I like to think I am unique.

What am I?

3. I don't know if you should call me Mr. Black or Mr. White. My personality changes greatly depending on how I am currently organized. I can be adamant or a real softy. Every living thing knows me. What am I?

4. There are two sides to my personality. I help people make decisions and I can change the outcome of financial transactions. What am I?

5. I'm a cousin of Marten. I'm the largest in my family. Michigan is my kind of place. What am I?

6. I am supposed to drive people crazy. Maybe it's because I have been around for ages, but was never over a month old. What am I?



"Leadership is the art of getting someone else to do something you want done because he wants to do it."

DWIGHT EISENHOWER

"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment."

RALPH WALDO EMERSON

"Whether you think you can or whether you think you can't, you're right."

HENRY FORD

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!

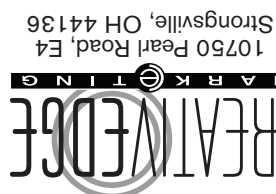
- 1. An Ambulance
- 2. Signature
- 3. Carbon
- 4. A Penny
- 5. Wolverine
- 6. The Moon

IN THIS ISSUE

A NIGHT OUT WITH DAN KENNEDY 1

THE IMPORTANCE OF REFERRALS 2

BUILD YOUR BUSINESS USING HANDWRITTEN NOTES TO "Nice to Meet You!" 3



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

Ask Mr. Gadget



QUESTION:

Mr. Gadget, my company will be exhibiting in several tradeshows in 2008. How can we maximize our visibility and get people to stop by our booth?

ANSWER:

A pre-show mailing including a promotional product to your prospective attendees should do the trick. One great idea is the Puzzle Piece Contest. You send a Piece of the Puzzle to the attendee along with the prize they will win if their piece matches the "the last piece left" in your puzzle. Hint: A great prize will definitely get traffic such as an iPod or an Xbox. Need help with this? Give us a call.

QUESTION:

We are in the market for a promotional product that will stay in front of our clients and catch their attention on a daily basis, do you have any ideas?

ANSWER:

You hit the nail on the head. If you are going to spend money on a promotional product, make sure it is going to stand the test of time. Some items that we have had much success with are Ceramic Beverage Coasters, MousePads, CD Desk Calendars, Gifts filled w/ Candy/Mixed Nuts that double as Pencil/Business Card Holders once the goodies are gone, Coffee Mugs, Water Bottles. You really cant go wrong when it comes to desk accessory style gifts. It keeps your name and number in front of your customer. **Top of mind awareness is where it's at!**

"The best angle from which to approach any problem is the try-angle."

The Importance of Referrals



Do you know that the best customer prospect is a current customer, someone that already knows and trusts your judgement, is aware of the quality products and services that you provide and is actually ready, willing and able to sell for you?

That's right, it is just like having an additional sales person on your team. With referrals, you have a greater ratio of closing a sale versus cold calling. And, the process is less stressful; as the new customer has already achieved a trust factor level as a result of the referral process.

In return, don't take referrals for granted, always send a Thank You note each time you receive a referral even if it didn't result in an immediate order — and stay in touch with those individuals. You never know who they might run into looking for the services or products you might carry. *The greatest "Thank You" is sending them a lead in return!*

QUESTION:

We are looking to do some kind of employee recognition gift based on the number of years of service. Employees with more longevity would receive a nicer gift than those with tenure. We also don't want to get involved in the distribution of the gifts. We are fresh out of ideas, can you help us, Mr. Gadget?

ANSWER:

Normally in a situation like this I would recommend a gift book that offers many different items at varied price levels, a tiered gift-giving program. With this type of system, purchasing from the same source for all of the items insures consistent service, great quality, and follow-up through the delivery process. There are usually minimum orders with each item, but what's nice is you will have A, B, and C pricing levels available and delivery is as easy as providing a mailing list.

Got A Question?

Submit it to

info@creativedge.com

Client Spotlight

This issue's spotlight is on Dennis Mille from Phillips, Mille & Costabile Co., L.P.A.

Dennis has been a loyal client of ours for over three years. We have assisted his company with logo design, printed collateral, as well as promotional giveaways for his clients.

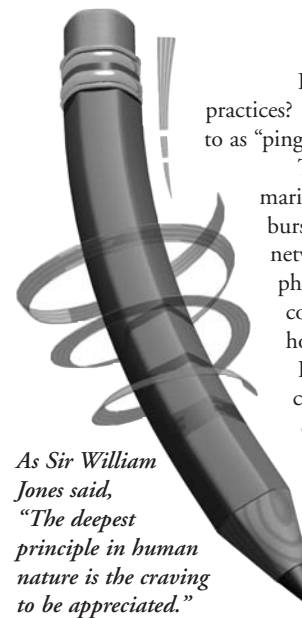
Dennis never hesitates to refer business our way. That is a great compliment and we truly appreciate it, Dennis!

Some info on Phillips, Mille & Costabile Co., L.P.A...the firm specializes in litigation, elder law and family law. They also handle cases in many other areas, such as personal injury, commercial law, mediation, corporate and business planning, estate and Medicaid planning, probate, real estate, wills and trusts. They are veteran lawyers committed to exceeding clients' expectations with their attention to detail, keen legal strategies and a thorough knowledge in their field of law.

Whenever the need arises for one of their services, don't hesitate to contact Dennis, we guarantee he will take care of you!

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Using Handwritten Notes to Build Your Business



As Sir William Jones said, "The deepest principle in human nature is the craving to be appreciated."

Looking for new and effective networking practices? Try using handwritten notes, often referred to as "pinging".

The word "ping" takes its name from a submarine sonar search -- you send a short sound burst and listen for an echo or a "ping" coming back. So, in networking terms, when you send out a ping, whether with an email, a phone call or a handwritten note, you're inviting that person to "come back" and communicate with you thus beginning a relationship with that person...one that will hopefully benefit you both long term.

Handwritten notes are a physical manifestation of your company to that potential client, strategic partner or referral source. A handwritten note sets the tone for your company. Handwritten notes also differentiate you from most other businesses. Ask yourself when was the last time you received a handwritten note from someone you met at a business setting?

Quite simply, handwritten correspondence is a wonderful way to build your business. Not just acquiring new customers, but also keeping the customers you have!



So, when should you send a handwritten card or note? Here are a few suggestions and rules of thumb:

- Every time you meet someone new and get their contact information
- When a customer makes a major purchase from you or sends a referral your way.
- When you embark upon a joint venture with a new company.
- As a birthday greeting to your clients/associates.
- As a congratulatory note when you hear about something great that customer or business associate did.
- If you see an article that might be of interest to a client or associate, send them the clipping with a quick note.

- As an encouraging note to members of your staff or team.

OTHER SUGGESTIONS:

- Handwritten notes should only be 3-5 sentences in length. Make sure to enclose a business card.
- Your personal correspondence should be written on high quality stationery.
- Set aside some time every day to write notes and see what a difference it will make in your business.

Remember, every card is a "ping". It is likely that your message will echo back to you in some way soon!

Hmmm...Interesting United States Town Names

"I'd rather wake up in the middle of nowhere than in any city on earth."

- Steve McQueen

Nowhere, Oklahoma
No Name, Colorado
Useful, Missouri
Boring, Oregon
Lollipop, Texas
Hicksville, Ohio
Big Foot, Illinois
Magazine, Arkansas
Frankenstein, Missouri
Odd, West Virginia
Yeehaw Junction, Florida

Home, Ohio
Chicken, Alaska
It, Mississippi
Eek, Alaska
Ding Dong, Texas
Hell, Michigan
Sandwich, Illinois
Knockemstiff, Ohio
Porkey, Pennsylvania
Okay, Oklahoma
Embarrass, Minnesota



IMPORTANT DATES:



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

January

- 1 New Year's Day
- 21 Martin Luther King Day

February

- 18 Presidents' Day
- Note: Presidents' Day is also Washington's Birthday (observed)

March

- 9 Daylight Savings Time begins at 2am
- 17 St. Patrick's Day
- 21 First Day of Spring

QUIPS & quotes

Chocolate covered raisins, cherries, orange slices & strawberries all count as fruit, so eat as many as you want.

Life is what happens to you while you are making other plans.

Everything depends.

If you love what you do you'll never work another day in your life.