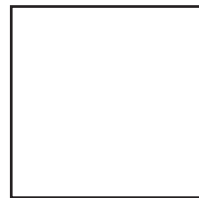




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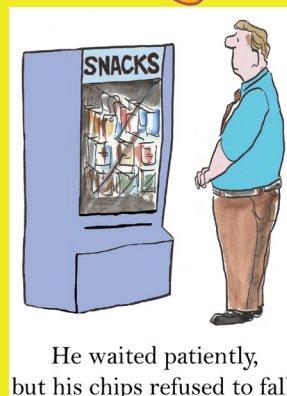
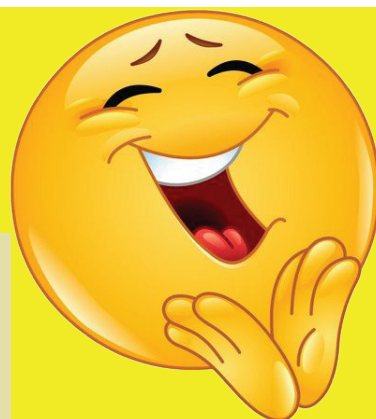


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# JUST FOR FUN



## Your Business Is... Our Passion!

Issue 2

Increasing Your ROI Using  
the Most Unique, Innovative  
Methods to Reach Your Target  
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***I scared you last month and promised you I'd make you wonder this month. So HERE GOES!***

I made the frightful image a little smaller so maybe this month I won't scare you as badly. If you remember, last month I tried to tell you a little bit about me so we could start to get to know each other. Just to recap, I was born in Indiana and that makes me a Hoosier. I will always be a Hoosier, no matter where I live. I grew up in the 50's & 60's in a small town in Indiana called Covington. Population around 1,500 or so when I was a child. It is a little bigger now, around 2,000 or so. I know, a booming metropolis!

If you are old enough to remember the 50's & 60's you probably spent your childhood riding a bicycle, playing outside and if you were blessed enough to live in a small town rather than a big city your curfew may have been when the street lights came on or you heard your Mother calling you in. Mine used a boy scout whistle, which could be heard for several blocks.

Whatever the case may have been, in those days things were quite different from today. We had no such thing as cellphones, if we had TV we had one and it was black and white. My siblings and myself were the remote control and we had to turn the antennae to get one of the three channels available. We were pretty lucky as we had an electric motor on our antennae and could change it from the inside.

We didn't have video anything and our entertainment consisted of board games, cards and mostly playing outside. Don't know how we survived, but we did. We had roller skating rinks in the summer, hunting and ice skating in the winter and contrary to what some parents told their children, even if we had to walk to school it was rarely 5 mi. and definitely wasn't uphill both ways!

We did ride in cars without seat belts, in the back of station wagons and pick-up trucks. We drank water right out of the hose and had access to guns which we used to hunt rabbits, squirrels, quail and pheasant. We were allowed to go and do this without parental supervision and rarely did anyone get shot. There was one kid, a little younger than me, who did get shot and we mourned his loss, but nobody screamed we should ban the guns!

(Continue reading on page 3)

the passion pit

Tips for Your Business

Talent Mangement & Employee Retention

In my years as a consultant, I have identified eight basic elements essential to creating a high performance organization. While each one, like the sails of a ship, can harness the power of the wind, all eight are needed. A sail not properly set or missing hinders the progress of the ship and causes frustration among the crewmembers.

Number 1--A Clear Sense of Direction and Purpose.

Everyone wants to be paid for what they do, but good employees want to be part of an organization that stands for something and gives them personal fulfillment and meaning. When a business has a clear sense of direction and purpose, people are willing to give more. Many organizations are now allowing their employees to donate time to non-profit organizations, or spend their off work hours building houses for Habitat for Humanity.

Number 2--Caring Management.

Interpersonal skills are an essential element of the high-retention culture. People want to feel management cares and is concerned for them as individuals. Yet, poor “soft skills” are one of the biggest factors that drive people away.

Number 3--Flexible Benefits and Schedules Adapted to the Needs of the Individual.

In today's workplace, flexibility rules. One-size-fits-all approaches to benefits have long since lost their effectiveness. Workers will migrate to a company whose benefit packages and schedules help them meet the demands of their lives, whether they are single parents, adults who care for aging parents, older workers, younger workers, part-time workers, or telecommuters.

Number 4--Open Communication.

In our technological age, people have a sizable appetite for information, and they want it instantly. High-retention workplaces set a high priority on delivering the right information to the right people at the right time using the right methodology. Companies that leave employees in the dark risk damaging morale and motivation—not to mention compromising their ability to make a quick course change in the marketplace.

Number 5--A Charged Work Environment.

People want to enjoy their jobs. They shun boring, bureaucratic, lifeless work environments. That is why high performance workplaces do not bother with the traditional ways of doing things. They find new ways to make work mentally engaging and physically energizing. They also ask for, listen to, and implement the ideas and suggestions of those who work for them.

Number 6--Performance Management.

It is becoming increasingly more difficult to find competent, motivated workers who have good attitudes and work ethics. Because of this, knowing how to manage performance is important. Performance management includes a new set of skills, tools, techniques, and processes to align an individual and his or her behavior with the goals of the business enterprise.

Number 7--Reward and Recognition.

All humans need to feel appreciated. Reward and recognition programs help meet that need. A workplace that rewards and recognizes people builds higher productivity and loyalty, and can create consequences for desired behavior that leads to organizational success.

Number 8--Training and Development.

Most people want to develop their skills and potential and enhance their ability to contribute and succeed. Training and development give people greater control and ownership over their jobs, making them capable of taking care of customers and creating better management-employee relationships.

Article by: Gregory P. Smith, President of Chart Your Course International, [www.chartcourse.com](http://www.chartcourse.com)

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Last month we talked about the difference between advertising and marketing and came to the conclusion that advertising is a noun and marketing is a verb. We also talked about how if you are just advertising instead of marketing you may be leaving much money on the table.

This month let’s touch on the fact that are different types of marketing and that the goal of any marketing campaign is to get new customers or to keep existing customers engaged and purchasing more on a continuing basis. It is a given that unless you can bring them into your store, shop, office or web site you can’t turn them into customers.

One of the most proven ways to accomplish this is through **Direct Response Marketing**. Direct Response Marketing is exactly what it says. It is a marketing program that requires the customer or potential customer to respond directly to a marketing message. Basically you offer something of value for free in order to get information from some one that then allows you to market your real product to them.

Most of us have seen and done this. We get an e-mail or we visit a web site and in the e-mail or on the web site is an offer to get something that interests us. All we have to do is put our name and e-mail address in the form and click the button and we are either sent to a download page or we get an e-mail with a link to it. What we have just done is give our permission for that business to send us information about other items or services they may have for sale.

(Continued next month)

Continued from page 1

Isn’t it amazing that so many of us survived those times? We didn’t wear helmets or knee pads when riding our bicycles. We rode skateboards before they were cool.

Do you remember doing these things? If so drop me an e-mail at [newsletter\\_memories@atdmarketing.com](mailto:newsletter_memories@atdmarketing.com) and tell me about your memories of dangerous childhood activities.

In spite of all this I survived and so did many of my childhood friends. It is kind of cool to be able to look back and laugh at how we never even considered our behavior to be anything out of the ordinary.

I am so thankful to have grown up in the era that I did. Now that I am ‘old’ I think nostalgically about those times. Times when basketball sectionals brought 100’s of people from outside our little town. They gladly set in close quarters in a hot and noisy gymnasium to watch a bunch of high school kids play their hearts out as they tried to move on to the regionals where they would undoubtedly have to play against teams from much bigger schools.(remember, I’m a Hoosier and what that means). You know, race tracks, basketball and mushrooms. Until next month, here’s wishing you success in ALL you do.

GOULASH, a real comfort food.

When you want a warm and comfortable meal that is easy to fix and enjoyable to eat. Give Goulash a try.



Serves: 8-10

Total time: 40 min.

"Goulash"

Ingredients:

- 2 pounds ground beef
- 1 yellow onion, chopped
- 3 cloves garlic, minced
- Two 15-oz. cans diced tomatoes (undrained)
- Two 15-oz. cans tomato sauce
- 3 cups water
- 2 tablespoons Worcestershire sauce
- 1 tablespoon Italian seasoning
- 2 teaspoons seasoned salt
- 16-oz. box elbow macaroni

Instructions:

In a Dutch oven or large saucepan, cook ground beef over medium heat until no longer pink. Drain grease. Add onion and garlic and cook for 3 minutes, or until soft and fragrant. Add diced tomatoes, tomato sauce, water, Worcestershire sauce, Italian seasoning, seasoned salt and elbow macaroni to the pan. Mix well and bring to a boil. Reduce to medium-low heat, cover pan and simmer for 25-30 minutes or until pasta is cooked through. Remove from heat and serve immediatley.