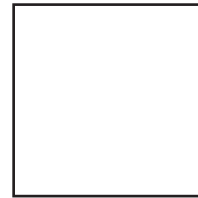




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Your Business Is...
Our Passion!

Issue 1

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
Market - Guaranteed

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*Since this is the first issue of our little meme,
I thought I'd get the scary part over.*

That frightful image to the left is me, Joe Massey. I know, the ugliness of it almost made you throw this whole thing in the round bin immediately. I will be your host each month as I provide you with little tidbits of information that I hope you find interesting, informative and entertaining. I promise not to try and sell you anything even as I provide a few business tips and recipes for business success. There may be a commercial, but it will be separate from the newsletter.

On this page of our meme I hope to provide you with stories about me (oh my!) and how I got here. Stories of such incredible importance that you won't know how you got along without knowing about them.

Stories and tales about what my passions are, what my Grandchildren are doing, places I've been that have influenced my outlook on life. Here you will get to know me and the milestones I have crossed in my journey to this place.

Some of them will be interesting, some of them will be funny. Some of them may make you scratch your head and wonder why. I hope you will find this section entertaining, useful and informative.

For this month's personal, get to know me stuff please observe the following:

When people ask me to describe myself I laugh and tell them...

I am A printer by trade - A salesman by necessity and An entrepreneur at heart.
(What that really means is; I can't hold a job so I have to create my own!)

I was born in Indiana and that makes me a Hoosier.

What is the definition of a Hoosier, you might ask?

the passion pit Tips for Your Business

"If opportunity doesn't knock, build a door."
Milton Berle

Are You Leaving Money On The Table?

Every day in business, we face new opportunities to make money, grow our careers and grow our business. But are you optimizing these opportunities? Whether you are working for a company or out on our own, you may miss out on money and opportunities without even knowing it.

In a recent episode of her podcast Beyond the Business Suit, Kailei Carr, CEO of the Ashbury Group, discussed five ways you may be leaving money on the table. In this issue of Promotional Consultant Today, we'll share a summary of Carr's key points.

1. Your outward appearance is not congruent with what you have to offer. Carr says that 11 judgements are made within the first seven seconds of meeting someone. These include perceived credibility, competence, trustworthiness, sophistication and level of success. Therefore, if you are meeting a new client or senior leader for the first time, you want to reflect the quality of your work. While the quality of your work might be stellar, it's often not enough. People are human and they'll judge you personally if you show up looking sloppy and not professional. So make it easier for people to give you business, referrals and other opportunities by reflecting a professional look that is consistent with what you bring to the table.
2. Your LinkedIn profile is not updated or optimized. How many times have you seen a LinkedIn profile where the picture is out of date or inappropriate, or there's no picture at all. LinkedIn is the mainstay for recruiters who are sourcing candidates, for business consultants and other professional services, and much more. Often, business relationships start from LinkedIn. If your LinkedIn profile is not up to date, does not comprehensively and accurately describe your work experience or does not include a profile photo commensurate with the caliber of work you do or would like to do, you may be leaving money on the table.
3. Not sharing what you do with others. Many of us try to keep our personal and professional lives separate, but you never know who you'll meet with a connection that can benefit you. Get in the habit of sharing your business, your work aspirations or future goals with others. They may be able to help you and you can help them. You won't know if you don't bring it up.
4. You're not positioning yourself as a subject matter expert. Many of us are excellent at what we do and are great at communicating our expertise, but we shy away from this due to lack of confidence or fear of appearing arrogant. Think of how many people you could reach and help by sharing your expertise in a blog, on social media, while speaking on stage or through other media. When we leverage media to share our expertise we can not only reach more people, but our image is also immediately elevated (assuming we present ourselves in a polished and professional manner). And this attention can lead to paid speaking engagements, new job opportunities, business opportunities and more.
5. For entrepreneurs: your website does not properly reflect your brand. Just like your LinkedIn profile, your other digital assets need to reflect a high-standard of work as well. If you have your own business and have not updated your website in months, this will not give confidence to potential clients about your attention to detail. Develop a method for keeping your website updated regularly. Again, you may be leaving money on the table if you don't have a website that speaks to the caliber of the customer you want to attract.

Source: Power presence expert, Kailei Carr, coaches and advises women leaders and aspiring leaders on executive image, presence and personal branding. Her signature approach to developing and defining a polished, professional image has helped high-potential women to make it all the way to the C-suite. She also hosts and produces the podcast, Beyond the Business Suit.

Compiled by Cassandra Johnson
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Contest Corner

A monthly contest where you could win...
A \$25 Gift Certificate to the Restaurant of Your Choice
To Enter Visit: www.atdmarketing.com/ybi_contest

The Difference Between Advertising and Marketing

Square

Rectangle

Remember the old saying “A square is always a rectangle, but a rectangle is not always a square”? That same adage can be applied to advertising and marketing. Marketing is always advertising, but advertising is not always marketing. We have all advertised something concerning our business. A product, a service, a sale, etc. but many of us never really market our business. If we don’t market then we are probably leaving dollars on the table. Put another way, advertising is a noun, passive and just a description of what we have to offer. While marketing is a verb and indicates action. Advertising is great if all you want to do is create a brand. But, if you want to create action in your business (read sales) then you would be better off to market it.

When you market your business you not only tell about your business you create a Call To Action that directs those that see your message to Do Something! That something might be to purchase an item, access special information you have for them, whatever you want them to DO! The ultimate goal being that they avail themselves of your business and put the money in your pocket. After all, you aren’t in business just for fun. So, don’t just advertise, **MARKET**. Marketing will not only build your brand, it will create action in your business and increase your ROI.

Continued from page 1

A Hoosier is defined as a person you will find dribbling a basketball around the Indianapolis Motor Speedway while searching for mushrooms.



Now, I have never dribbled a basekball around the Speedway, but I have watched a lot of races there and I have dribbled a basketball and hunted morel mushrooms. So, I guess I fit the bill. I also hum “Back Home Again in Indiana” whenever I cross the state line. So, there you have it. My biography.

Next month I’ll let you in on a little secret that will make you wonder. ‘Til then good day!

CHOCOLATE OATMEAL NO BAKE COOKIES

These are soooo good! Almost can’t stop eating them. But when the last one is gone I have no choice!



Ingredients:

- 1/2 C Butter
- 2 C Sugar
- 1/2 C Milk
- 4 Tbsp Cocoa
- 1/2 C Peanut Butter
- 3 1/2 C Quick cooking Oats
- 2 tsp. Vanilla

Instructions:

- Add the first 4 ingredients in a saucepan.
- Bring to a rolling boil, and boil for 1 minute.
- Stir in the next 3 ingredients and drop onto wax/foil paper.