



Your Business Is... Our Passion!

January 2020

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

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You Might Be Wondering Why All The Fireworks, or Maybe Not!



Well, we're having a **CELEBRATION!** This issue of your most favorite reading piece of the month is the first issue in the second year of its publication. Can you believe it! I've been writing these masterpieces for a whole year. That means you may have been reading them for an entire year. Wonder what that says about each of us?

Only good things, I am sure. Anyway as I look back on the first year of sending this to you every month I have to say it is one of the enjoyable things I do every month. I just put words on the paper and some times it is absurd, some times it is reflective, sometimes it is just for fun and some times it is to try and impart some kernel of knowledge or strategy that can help your small business.

And yes, on occasion there is a commercial. Because, I won't lie to you. I want to do business with you if we are not currently doing any business together and, if we are, I want to do more. You see, as I have said over and over again it is my main job as a business owner to acquire new clients and to keep my existing clients engaged and purchasing more of what I have to offer.

But, my underlying goal with this little meme is to make you smile, relax and forget about business for a while (at least until you find the commercial I have so cleverly inserted into the package. So, to celebrate one year of

Your Business Is... here is another mind boggling story.

I recently reconnected with an old classmate whom I hadn't seen for over 50 years, I know I'm old. We have been sending e-mails back and forth telling each other what our lives have been and are like. His name is Jack and I mentioned him in last month's newsletter. Well, Jack and I were talking and what I do for money came up and I showed him some Attention Keepers and sent him a link to last month's newsletter so he could see some of the pictures I took while out in his neighborhood. (He's a National Park Ranger in Washington state).

He wrote me back and asked if I minded if he made a comment or two on the newsletter. I said, go ahead. Now Jack is a really smart man and I always admired him in school. His comments were not too unexpected as he asked why my newsletter was so homey and not strictly business. He said that since I am trying to use it to build business he thought it should have more of what I offer at ATD Marketing and not recipes and pictures of my vacation.

His concerns were all legitimate. However, as much as I hope we can do some business or more business I want this little meme to be entertaining and relaxing not a sales brochure per se. I hope it helps you get to know me a little and at some point you will either want or need what I offer or be so curious about it that you will contact me and we can talk.

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Like it or Not, Sales is the Name of the Game!

It doesn't matter if you are a Dr. a Dentist or a Hardware store to succeed you have to make sales. If you don't sell your services or products you won't make any money. If you don't make any money you cannot succeed and if you don't succeed you will go back to punching somebody else's time clock.

If you are self-employed time clock punching probably isn't something you have ever enjoyed doing. To be successful in business requires selling something. The more you sell, the more successful you become. Selling is not a passive undertaking. Too many businesses just set back and rest on their laurels in the hopes that past successes will breed new ones. If you do this you are inviting failure and a slow, painful death for your business.

I cannot begin to tell you the number of business owners I have spoken with that say "We've been here for x number of years everybody already knows about us, we don't need to market our business. I cannot tell you how many of those businesses disappeared within a short time of saying that to me. Now, it's NOT because they didn't do business with me.

They were on their way out long before that comment was made. Markets change. People die, people move away, new generations come up into the purchasing world. Every business has to address this and the only effective way to do it is to have a marketing plan and to follow it. Do you have a marketing plan? If not, you might benefit from establishing one. ATD Marketing can help you do that, so give me a call and let's talk. There is no obligation, but maybe I can help.

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That is all I am really looking for; a few minutes of your time and when you are ready you will trust me enough to call and see if what I offer has some value for you, or when I walk in out of the blue you will put me together with this and be willing to at least talk with me for a few minutes.

Anyway I told Jack that I include a commercial offer on occasion and attempt to impart some marketing knowledge in the inside columns without trying to "sell" anything.

I think he got my reasoning and I hope you enjoy the absurdity of most of my ramblings and I would be honored to speak with you about how ATD Marketing might help you keep your name out in front of your target market. My long time marketing mentor says "be everywhere they look"

Most of us can't afford to be everywhere they look so we have to be smart when we decide to invest in our marketing. This takes some study and some effort and at ATD Marketing we don't tell you where, we suggest where and then help you make that informed decision so you don't waste your money and hopefully understand how to tell if what you are doing is working.

So, give me a call and let's see if and how ATD Marketing might help you grow your business through our programs and offerings. If you currently work with us there might be other things we offer that can bring even more value to your business.



Weeknight Lemon Chicken Skillet Dinner

Ingredients Recipe by: Robin Bashinsky

- 12 ounces baby red potatoes, halved
- 1 tablespoon olive oil divided
- 4 (6-ounce) skinless, boneless chicken breast halves, pounded to 3/4-inch thickness
- 3/4 teaspoon kosher salt, divided
- 1/2 teaspoon freshly ground black pepper, divided
- 2 thyme sprigs
- 4 ounces cremini mushrooms, quartered
- 1 tablespoon chopped fresh thyme
- 1/4 cup whole milk 5 teaspoons all-purpose flour
- 1 3/4 cups unsalted chicken stock (such as Swanson)
- 8 very thin lemon slices
- 1 (8-ounce) package trimmed haricots verts (French green beans)
- 2 tablespoons chopped fresh flat-leaf parsley

Preheat oven to 450°. Place potatoes in a medium saucepan; cover with water. Bring to a boil, and simmer 12 minutes or until tender. Drain.

Heat a large ovenproof skillet over medium-high heat. Add 1 teaspoon oil to pan. Sprinkle chicken with 1/4 teaspoon salt and 1/4 teaspoon pepper. Add chicken and thyme sprigs to pan; cook 5 minutes or until chicken is browned. Turn chicken over. Place pan in oven; bake at 450° for 10 minutes or until chicken is done. Remove chicken from pan.

Return pan to medium-high heat. Add remaining 2 teaspoons oil. Add potatoes, cut sides down; mushrooms; and 1 tablespoon thyme; cook 3 minutes or until browned, stirring once. Combine milk and flour in a small bowl, stirring with a whisk. Add remaining salt, remaining pepper, flour mixture, stock, lemon, and beans to pan; simmer 1 minute or until slightly thickened. Add chicken; cover, reduce heat, and simmer 3 minutes or until beans are crisp-tender. Sprinkle with parsley.

the passion pit **Tips for Your Business**

Customers, Clients & Patients

Other than sales, what does every business need to succeed? Some one to sell stuff to. Customers, Clients or Patients depending on the type of business you operate. If you are a retail business, you need customers; if you are a service business you need clients; and if you are a professional such as a Dr. a Dentist, a Chiropractor you need patients to sell your products and services to.



Let me ask you a question...

Do you think it is possible to get a customer, client or patient without interacting with them in some manner? Of course not! Again, it is your job to get those potential customers, clients and patients to contact you and buy something.

It is a known fact that people don't like to be sold, but they love to buy. It is also a known fact that people, for the most part, won't purchase anything they don't want or need. So, you have to figure out what they need and show them you have it.

And...to do this you have to help them realize they need it or create a want for it. The easiest sales are to those who have a problem you can solve. You just have to help them identify the problem and then present the solution. You can't do this just setting on your haunches and waiting. Well, sometimes you can and that low hanging fruit is a good thing, but it will not bring the success you need.

You literally have to actively create the need, the want and the desire to act to get the results you work so hard for. You do that by actively seeking out those potential customers, clients and patients. There are many ways to do this.

- Signage
- Advertising
- Marketing
- Direct Mail
- Word of Mouth
- Referrals

The above among others can accomplish this goal. No matter how you do it, as long as it is ethical, do it you must. A local business owner who I admired, may he rest in peace, told me one time; "I tell my employees that the first time a person enters our shop and purchases something, he/she is NOT a customer. This first purchase is a test. If we do the right things and please this person, when they come back for a second purchase they are our customer and we stand a good chance of serving them for a long period of time."

That cannot happen if the person never contacts you in some manner which allows your business to prove that you are worthy of their business. You cannot get them to contact you, for the most part, without somehow enticing them to come in, call, e-mail or otherwise contact you and that contact might just depend on your contacting them in some manner.

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Contest Corner

A monthly contest where you could win...

A \$25 Gift Certificate to the Restaurant of Your Choice

We Have A Winner!

5/19 ~ R. Pancoast ~ Classic Homes Realty

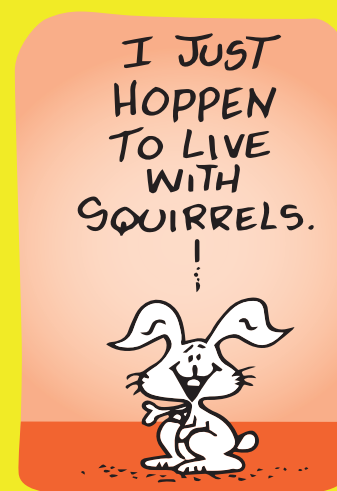
Want to see YOUR name here? You have to enter to win!

To Enter Visit: www.atdmarketing.com/ybi_contest

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Part of ATD Marketing's mission is to help you garner those customers, clients and patients by helping you create and implement a marketing plan that will bring them in through the door to purchase what you have to offer. Towards that end we have created a marketing plan survey to help you identify what you ARE doing and what you MIGHT do to create contact.

I would be happy to send you one so you can see what might be possible. There is NO obligation to purchase anything. It only takes a short time to go through it and get a handle on what you are doing, what you might want to do and how the new marketplace presents opportunities for your business to flourish in this new economy that barely resembles the market most of us grew up serving. Just send me an e-mail at: business@atdmarketing.com with the subject: I'd like the survey and I'll send it right out to you. If you find something of value here maybe we can talk and so how together we can implement your plan and increase the bottom line in your business.



An orphaned infant rabbit was taken in by a family of squirrels who raised it as one of their own. This adoption led to some peculiar behaviors on the part of the rabbit, including a tendency to run instead of jump. The rabbit soon faced an identity crisis. It went to its stepparents to discuss the problem. It lamented that it felt different from its step-siblings and was unsure of its place in the family. Their response was ... "Don't scurry, be hoppy."



Sam's kindergarten class was on a field trip to their local police station, where they saw pictures tacked to a bulletin board of the 10 most-wanted criminals. One kid pointed to a picture and asked if it really was the photo of a wanted person. "Yes," said the policeman. "The detectives want very badly to capture him." Sam asked, "Why didn't you keep him when you took his picture?"

Dolphins are so intelligent that within a few weeks of captivity they can train a man to stand on the edge of their pool and throw them fish three times a day.

JUST FOR FUN

Random Notes...

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."
— John Quincy Adams, 6th President of the United States

"If people like you, they'll listen to you, but if they trust you, they'll do business with you."
— Zig Ziglar, author, salesman, and motivational speaker

"When you find an idea that you just can't stop thinking about, that's probably a good one to pursue."
— Josh James, CEO and co-founder of Omniture

"Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement."
— Golda Meir, fourth Prime Minister of Israel

"Money is like gasoline during a road trip. You don't want to run out of gas on your trip, but you're not doing a tour of gas stations."
— Tim O'Reilly, founder, and CEO of O'Reilly Media

"Don't worry about people stealing your design work. Worry about the day they stop."
— Jeffrey Zeldman, entrepreneur and web designer

There are many more ways to fail than to succeed. You just have to be willing to fail until success comes your way.
--Joe Massey