



Your Business Is... Our Passion!

Issue 11

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

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Some Thoughts About the Weather



As I write this for the November issue of this Pulitzer Prize Winning publication it is not yet quite October. Yes, you have to write for the future using current events when you do this kind of stuff That's why they pay me the BIG BUCKS!!! (Yeah Right! Haven't gotten a pay check in almost 30 years. Except for a couple of brief stints in ill-fated hourly, time clock punching positions)

But I digress... So, even though I am writing this in Sept. and will mail it in Oct. and it is actually November's offering I want to talk about the weather. Once again proving that this writer is not normal! When I lived in the Caribbean the weather was of minimal impact, except when the hurricanes came to visit. There were seasons, but they presented themselves differently.

One thing I truly missed while I lived there was Fall. They had one, but it could not compare to the colorful, invigorating fall season here where I grew up. Those towering maple trees and the mighty oaks we see all around us can put on a display that would please the eyes of even the most jaundiced. The blueness of the sky and the chill in the air. These things combine to make the months of transition from summer to winter, high activity to rest and regeneration some of my favorite months of the year.

I remember an early October just 13 years ago. It was a beautiful fall day. The color had come to the trees a bit early and it was a splendid day! It was the 7th of October as a matter of fact. Friends and family were gathered together on the back patio. My late Brother Curt, my sister Lea Ann, my late baby sister Eryn were here.

It was my wedding day! My lovely wife (to be) was glowing with radiance. This was my third marriage. The first one was not meant to be, my second one was made in heaven and Jo Ellen had been back in heaven for 3 years after 29+ years of being married to me. (don't know how she did it) This one would be extra special.

Brenda and I had met via the modern day dating scene (online) and after a whirlwind courtship decide to marry our fortunes (I didn't have one & she knew it) together face the world as man & wife. So, that is why all these people were on our back patio. The trees were in brilliant color, the sky was incredibly blue and I had a woman who looked at me like this...



(Continue reading on page 3)



Have You Heard About EDDM?

Direct Mail is still one of the most effective marketing methods out there. The biggest problem is that it can cost a bit to do effectively. One of the cost factors is the postage. Another of the deterring factors is the difficulty getting a mailing list. The Post Office actually has a great program for small business to reach a particular market at a more reasonable rate than 1st class, with a mailing list they already have available.

Every Door Direct Mail Let's You Market Like the Big Boys at a Considerably Smaller Expense!

No matter what the zip code you can send your marketing message to any mail route individually or combined in quantities up to 5,000 at a time for about \$0.20 ea. instead of \$0.55. This can take your message right to every door in a mailing route for less than half the cost of first class mail.

You also can choose several different sizes to make your message long or short, in combinatino with other messages & allows you to be creative and maybe even share the cost by working with other like businesses to get your collective messages into the hands of consumers.

If the thought of using direct mail interests you let's talk about EDDM and how you might make it work.

Continued from page 1

The world could not have been more wonderful! Now, 13 years later, we are both wiser, we are both still in love(I think, she says she love me. Wonder how that is possible some times). She looks at me with a more puzzeld expression these days, but the love is still in her eyes.

Every year at this time we celebrate another year together with the glowing trees, the dep blue sky and a chill in the air that protends the coming winter. Prepare to rest and regenerate so when spring arrives we can leap forward into the explosion of green that leads us back into another frenetic summer. Funny how all that works.

So as I sit here on a rather dreary Sept. morning, making my fingers go up and down on the keyboard with just a hint of color chnage in some of the trees I realize how much I like the Fall weather and the beauty it brings us.

How About That For A Wandering Story?!

Once again, I have led you down a path with no seeming point or relevance to the political climate we now find ourselves in. I hope you have ffound it refreshing.

Stay tuned for next month's irrelevance and I hope you are enjoying these little rants. Wouldlove to know. Drop me an e-mail @ business@atdmarketing.com with any comments.



Hamburger Steak w/Onions & Gravy

Recipe by: Anne Marie Sweden

Ingredients

| | |
|---|---------------------------------|
| 40 Min. ~ 4 servings ~ 319 Cal | |
| 1 pound ground beef ~ 80% Lean, 20% Fat | |
| 1 egg | 1 teaspoon Worcestershire sauce |
| 1/4 cup bread crumbs | 1 tablespoon vegetable oil |
| 1/8 teaspoon ground black pepper | 1 cup thinly sliced onion |
| 1/2 teaspoon onion powder | 2 tablespoons all-purpose flour |
| 1/2 teaspoon seasoned salt | 1 cup beef broth |
| 1/2 teaspoon garlic powder | 1 tablespoon cooking sherry |

In a large bowl, mix together the ground beef, egg, bread crumbs, pepper, salt, onion powder, garlic powder and Worcestershire sauce. Form into 8 balls and flatten into patties.

Heat the oil in a large skillet over medium heat. Fry the patties and onion in the oil until patties are nicely browned, about 4 minutes per side. Remove the beef patties to a plate, and keep warm.

Sprinkel flour over the onions and drippingsinthe skillet. Stir in flour with a fork, scraping bits of beef off of the bottom as you stir. Gradually mix in the beef broth and sherry. Season with seasoned salt. Simmer and stir over medium-low heat for about 5 minutes, until the gravy thickens. Turn heat to low, return patties to the gravy, cover and simmer for another 15 minutes.

Enjoy!

the passion pit Tips for Your Business

Web Presence and Its Importance to Your Business.



Recognize this? If you believe what we have been told about Dinosaurs you know that they once ruled the world! They were the fiercest beast on earth and probably seemed indestructible. Well, Mother Nature or some otherworld interference put an end to that indestructible dominance!

Just as the dinosaurs ruled so have the brick and mortar, locally owned businesses when it comes to local economies. These businesses, just like yours, have weathered some pretty heavy storms as they have been assaulted by the big box invasion, the price cutter invasion and now the Internet invasion.

But just because you have been amongst the rulers does not mean you will stay amongst the rulers. And like it or not, you and I are under attack from a source that is getting harder and harder to ignore. It has been over 25 years since the Internet appeared and began to change the marketplace forever.

Like the big box stores you have been fighting against the Internet presents a formidable foe and one that requires you to join in or go the way of the dinosaur. How have you done this? Do you have a web site? Do you have a facebook page? Is your Google business page claimed and up to date? Do you tweet? Do you Instagram? It is all overwhelming and probably confusing to some degree. After all, your area of expertise and your time are consumed by running your business in the real world.

While you are thinking this the family down the street, who want or need exactly what you have to offer are going on line searching for it and they aren't finding you. They then go out and spend a considerable amount of money to purchase the items you can offer them. They didn't know that, even if they did, they only reacted to what they found on line.

You Don't Have To Be Amazon

I am not suggesting you have to be Amazon or have a web site like Amazon. But, in this new marketplace it is imperative that you have some web presence. Just as it is important that you have a cell phone, like it or not, having some basic web presence is almost a requirement today.

My recommendation is a basic web site that is also optimized for mobile viewing, an up to date Google business listing, and as many links and/or listings as you can afford or get free as possible. Business Directories can provide some powerful presence building opportunities. By getting listed in local business directories we can all take advantage of the power that comes in numbers.

Business Directories gather together many different types of businesses located in a single spot. When some one

Continued on page 4

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

We Have A Winner!

5/19 ~ R. Pancoast ~ Classic Homes Realty

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

(Continued from page 3)

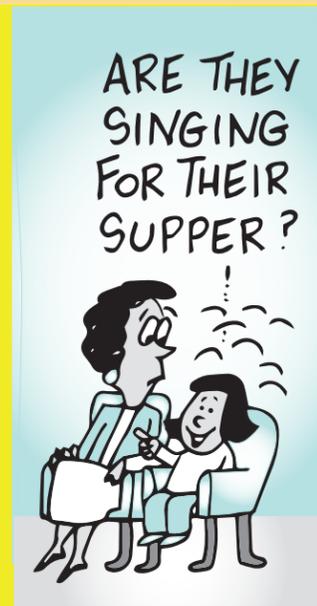
searches for businesses in your area a Directory is likely to have strong organic search power simply because of the number businesses listed therein.



Don't Be A Dinosaur!

So, if you don't have a web site, get one, if you don't have an up to date Google business page, claim yours and keep it updated, and consider getting listed in the best Business Directory(ies) serving your area.

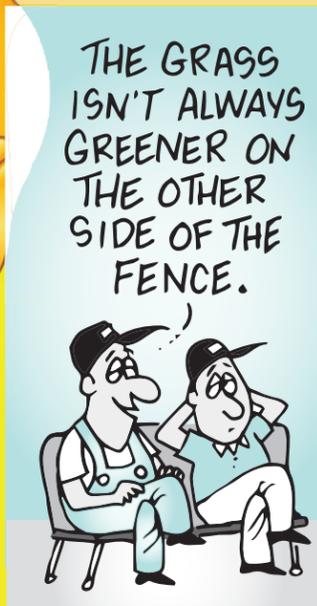
Your customers and potential customers are looking on line first. If they don't find you there you don't exist in their minds.



When Diane's youngest daughter was four, she begged to be allowed to attend a concert with her older sister and brother. She assured Diane she was a big girl and would behave herself. As they took their seats in the orchestra hall, Diane handed programs to the kids. Following the lead of her older siblings, the four-year-old opened her program, and in her most grown-up voice said, "Mommy, I'll have the chicken, please..."



TEACHER: Glenn, how do you spell the word crocodile?
GLENN: 'K-R-O-K-O-D-I-A-L'
TEACHER: No, that's wrong.
GLENN: Maybe it is wrong, but you asked me how I spell it.



Two good ole boys, Bubba and Johnny Ray, were sittin' on the front porch when a large truck hauling rolls and rolls of sod went by. "I'm gonna do that when I win the lottery," said Bubba. "Do what?" asked Johnny Ray. "Send my grass out to be mowed," answered Bubba.

JUST FOR FUN

Random Notes...

"Be undeniably good. No marketing effort or social media buzzword can be a substitute for that."

— Anthony Volodkin, founder of Hype Machine

In business, perception IS reality! Be perceived as the best at what you do. If it represents your business make sure it looks good!

— Joe Massey

"The stars will never align, and the traffic lights of life will never all be green at the same time. The universe doesn't conspire against you, but it doesn't go out of its way to line up the pins either. Conditions are never perfect. 'Someday' is a disease that will take your dreams to the grave with you. Pro and con lists are just as bad. If it's important to you and you want to do it eventually, just do it and correct course along the way."

— Tim Ferriss, author of The 4-Hour Work Week