



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

Your Business Is...  
Our Passion!

Issue 9

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## A Word of Gratitude

I have to pause here and offer a word of gratitude to you, my readers. There is nothing as gratifying as walking into your business and seeing this little meme on your desk or in your hand. I just want to say thanks for putting that much value in what I send you. I truly am grateful for that and hope you are finding something of interest here. Even if it is only the little cartoons.

Well, things have been rather chaotic lately. But, what else is new?! I seem to thrive on chaos. If I didn't I would not still be here. I don't know about you, but my time seems to be on a fast track. I hardly change the page on the calendar when it is time to do it again.

July was a month like that. Of course we had the 4th right off the bat, then my lovely wife had her left knee replaced and that altered time. In fact, it rather destroyed time. She is doing very well and for that I am grateful. But, Drs. & therapy have inserted themselves into the time frame and all else is subjugated to that.

She can drive again, so that helps free up some time. Hopefully August will be less chaotic. Yeah, right! I have been informed that we are going to Alabama to see her friends. Ever been in south Alabama in August? Don't go. It is usually so hot all you want to do is sit in the AC and relax. We need a few days off, so I guess it will be OK. Let you know next month.

Got last month's "Your Business Is" in the mail late. Sorry if you started to go through withdrawals. Never meant to leave you waiting for the next round. If I don't get this one done and in the mail soon it too may be late. Like I said, time is going faster and faster and I seem to be going slower and slower.

As I sit here on August 19th I realize...

## I'm Late, I'm Late for a Very Important Date!!!

This meme was supposed to go out by the 15th & I'm still writing it! Oh my, time is going faster than ever. Do you ever feel that way? I'm sure your life is much more calm and predictable than mine. Yeah, Right! You own a business and many times it rules your time rather than you ruling its time. No matter how hard you try progress is fitful and stress is all too present. That is the nature of the beast.

However, it is important that you find the time to relax, enjoy your life and remember, at least we have the Freedom to own our own business, to create our own lives and succeed or fail at efforts of our own choosing. Many never have that opportunity and we are blessed to be among those that do.

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OK, Wait for it...

We have come a long way down this *The Power of 3* road and now it is time to tie it all together. You now are aware of the Marketing Triangle, the 3 legged stool, and the strength of the triangle. You probably are thinking, "I have enough to do and now I have to think about all of this?"

Yes, you should, but you don't have to be alone Tilton Mini Warehouses can have a partner that can help you employ these principles. In acquiring these principles you can employ

*The Power of 3* in your business.

Those powerful 3 things can be Tilton Mini Warehouses, ATD Marketing & one or more of our Marketing Programs that put your Message to Your Market on the proper Media for Your Call to Action to cause those with a need or interest in your product or service to contact you and become your customer, client or patient. Isn't that...

## The Purpose for All You Do in Your Business?

Now, some of you are already clients of ATD Marketing, and for that I wish to say Thank You. However, there may be other options ADT has that might be good for you. I would like to have the opportunity to speak with you about what else ATD Marketing might provide you that can increase your presence and help you show up everywhere your potential customer, client or patient looks.

Many of you have not done any business with ATD Marketing. There is never an obligation to purchase or participate in any of our offerings. However, you don't know what you might be missing if you never look. That is why, when I enter a new (to me) business I always look for 3 things (there's that 3 again). A smiling face, an open mind and the proper person to talk business with. Why? I enjoy a smiling face, it makes me smile too. I am looking for the person who will take an honest look at what I have to offer, ask questions and make an informed decision.

That decision does not have to be a Yes (though I hope it will), it can be a NO and I respect that. It is the informed decision that is actually the smart decision. The choice is yours to make and far be it for me to try and force you to say yes.

And lastly, why do I ask to speak with the person who can do business? Because time is valuable and I don't want to waste it by speaking with some one who cannot make a final decision. Just as I don't want to waste your time by answering my cell phone if it rings while we are talking, I don't want to waste mine by talking with one of your clerks when I really need to speak with Belinda Dunivan.

## Current or potential Client it Matters Not!

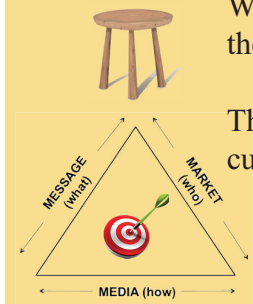
I believe ATD Marketing can add to your bottom line with one of our marketing programs or quality printing that supports your business. I would like the opportunity to discuss this possibility with you in a situation that is a little more relaxed than in your place of business with outside demands causing interruptions.

I would like to buy you lunch, discuss your needs and desires, maybe show you a couple of things and get better acquainted. A man much smarter than I once said, "The goal is to go from being a nuisance to being a treasured resource." Yes, I'm in business, same as you. Yes, I have to exchange products or services for money, same as you. Yes, I hope every person I speak with will purchase something. That is the nature of the business beast.

# the passion pit Tips for Your Business

Let's see, Where were we? Oh yeah...*The Power of 3!*

We have talked about the three legged stool, the Marketing Triangle and two of the principles (legs) the Marketing Triangle needs to address. The Market and the Message.



The Market is your ideal customer, client/patient.



The Message is the handshake you offer in hopes of causing business to happen.



Now, let's talk about leg 3 of your marketing triangle!

## The Media

So, the goal of leg two, your message, is to get the viewer to reach out, shake your hand and give you permission to market your business to them.

Een if you have these two legs/sides in place and perfectly aligned you still need that third leg/side to finally allow your stool to stand strong and your triangle to support the weight you are about to place upon it. That is the Media with which you intend to present your Message to your Market.

Some forms of Media are (how are the messages delivered):

- |              |                |
|--------------|----------------|
| 1. Print     | 6. Radio       |
| 2. Audio     | 7. TV          |
| 3. Video     | 8. Direct Mail |
| 4. On line   | 9. Valpak      |
| 5. Newspaper | 10. Other      |

We tend to choose our Media by where our Market is most likely to see our Message. Isn't it cool that after all these words have been typed and read that we are right back where we started? The three legs of the stool and the trhee sides of the triangle.

*The Power of 3*

*Are you wondering what this has to do with You & Your Business?*

I certainly hope so. I believe ATD Marketing and Tilton Mini Warehouses & a quality marketing program (one ATD Marketing can offer you or one offered by another company) that addresses all three of the legs od your Marketing Triangle can make a positive difference in your business.

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But, as I have said time and again, I try to be different. That is why I try hard not to sell you something. I create or employ many programs and products on your behalf. But, only those that make sense to you. If what I have to offer makes sense to you then we can proceed. If it does not, I will be happy to acknowledge your informed decision and hope we can find something else that makes sense for you.

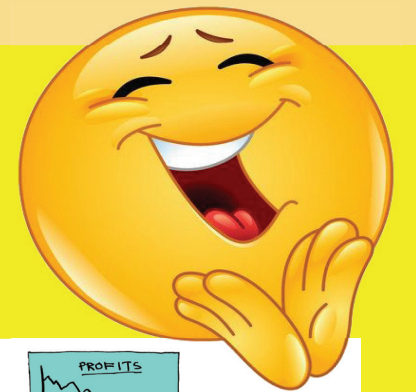
So, stop what you are doing, pick up the phone and give me, Joe, a call at [217-474-3971](tel:217-474-3971) today and schedule your No Obligation, Free Lunch and two bonus gifts meeting and find out if, together, we might take advantage of

*The Power of 3* buy working together. You have Nothing to lose & possibly much to gain!

**Call NOW! 217-474-3971**

Coming Next Month:

*Who X knows?!?!?!  
Don't you just love surprises??*



## JUST FOR FUN

## Random Notes...

"Do one thing every day that scares you."

-- Anonymous

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

-- Helen Keller

"Fall seven times and stand up eight."

-- Japanese Proverb

"There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality."

-- Anthony Robbins

Celebrate disagreement! Disagreement, when properly discussed, need not be acrimonious or toxic. But can actually lead to a better solution than either side might have come up with on its own!

-- Joe Massey



## 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](http://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!