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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Creative Marketing

By Rudy Hiebert

Creative Marketing by Rudy Hiebert

Selling Our Family Car – A Marketing Opportunity

The more than ten year relationship with our favorite car ended today. It was a good ending because I could boast to the owner with pride and confidence why we were sad to see it go. It responded superbly to Amsoil Inc.'s synthetic lubricants and related car care products we used for the duration of more than 200,000 kms. It passed AirCare without adjustments, used moderately less fuel than comparable vehicles and showed off its shinny exterior due to its durable car polish shine.

Since I'm not a car salesman, I wouldn't think about a car as a selling tool for anything other than itself. I learned something new today in that regard. I could tell the new owner specific products that are in the car and the benefits of each. Amsoil Inc.'s product literature in addition to the service records made it easy to promote aspects of product application.

Either of us had a lot of spare time so the few minutes together at the insurance agent and exchanging the licenses plates gave opportunity to exchange opportunities to meet again.

More information on Amsoil can be seen at <http://www.lubedealer.com/hiebert>

Say It Like You Mean It!

By Howard Theriot

Say It Like You Mean It! by Howard Theriot

Many people approach marketing with a focus on goals. Sure, you must have goals, but can you truly know our goals without first defining our problem? The problem creates the need for the goal, and so the problem defines the solution.

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Defining and understanding our business problems helps prepare you to develop more effective solutions. These solutions these creative solutions are by definition, solutions that are untried. They involve risk and require you to make decisions that often do not meet with immediate, universal acceptance. Sometimes you cannot see beyond your own nose. We think in the same way every day and get stuck in the same ruts and routines. We can't veer from this path because this is where you found success. But, dare to remove all experience and expertise and approach the problem with an open mind a naive mind and ask the obvious questions. Ask the dumb questions. And from this new point of view you will generate fresh ideas and truly creative marketing solutions.

–A well defined problem will generate a well developed creative solution.

–A well developed creative solution will generate an effective marketing strategy.

–And an effective marketing strategy will play a vital roll in building and maintaining a thriving business.



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