

Niche Marketing: It's profitable if wisely chosen

The “long-tail phenomenon” is a buzz word for selling smaller quantities of a wider range of goods. The goods are designed to mirror consumer preferences and have higher profit margins. They fill a niche.

Companies have embraced the long tail for some time. Low volume, highprofit product examples include super-premium ice cream, heritage meats and heirloom vegetables.

The idea doesn't work for all types of products, but it does work for unique marketing areas in which products are so pleasing that certain consumers are willing to pay more.

Other qualifications, according to The Wall Street Journal:

- * Determine what is a real sweet spot rather than a valueless niche.
- * Listen to what customers say to you and on their blogs.

But think about it. Henry Ford reportedly said if he'd asked people what they wanted in the way of transportation, they would have told him, “a faster horse.”

- * Standardize components to limit the costs of producing another product line. Variety and standardization can be achieved at the same time.
- * Before starting anything new, review your present products and weed out those that are not profitable.

But some products that make little profit have value when considered in broader terms. They can make your company's other products more profitable. The sweet spot products don't have to be better than others already on the market, but they have to be different and appeal to the targeted customers.

Why people are happier on weekends

When you can decide for yourself what you will do (autonomy), have more time with family and friends (relatedness) and can do things you're good at (competency), you are happier. That's why psychologists say both men and women feel better emotionally and physically on weekends.

The weekend effect isn't the same, however, for those who regularly work on weekends and have other days off. They probably feel they have more autonomy, relatedness and feeling of competence on days like Tuesday and Wednesday. That effect was not part of the study published in the Journal of Social and Clinical Psychology.

Autonomy, positive relations with co-workers, and feelings of competence make people on the job feel good too.



<First Name>,

We hope you enjoy this month's newsletter from

The Janitorial Store

Decorating the Office for Fall

Redecorating your entry way with Halloween pieces can make your office attractive. It's a low-cost, high-impact project that can be displayed through Thanksgiving Day.

Hang an autumn door wreath as the starting point. If you retrieve your autumn-decorations box from the storage area, you could find pieces that will add something special to the wreath or your pumpkin display.

Near the door, you could create a grouping of pumpkins, squashes, and odd-shaped gourds, which could nest in fallen leaves and corn kernels. To add height, use corn stalks and put some items on a small stand. A scare crow is a fine addition if it has a colorful, smiling face.



makes you feel entirely different, shy and short of self-confidence. You don't know what to say, and might even spill your glass of wine.

Psychologists at the Shyness Research Institute at Indiana University say the biggest causes of situational shyness include total strangers, people in authority and people we find attractive. Other causes may be the transition to a new job and meeting famous people.

When columnist Elizabeth Bernstein asked men what makes them temporarily shy, all they would admit to was women, beautiful women, or tall beautiful girls. They did, however, mention loud, boisterous parties.

Women said they felt shy or ill at ease when they were face-to-face with another woman who they thought was more attractive, better-dressed and thin, a killer combination, says Bernstein. Other causes were unexpected gifts and "loudmouths."

Practice appears to be one of the best solutions. Before a gathering, think about what you will say if you unexpectedly meet up with the big boss, someone who flirts with you (or you hope they will), that big-name guest, or a person you think has outdone you with their silk tie or short skirt.

"Tom and his team have been cleaning our office for the past two years and they've always done a great job for us. The quality of the service is at a much higher level than our previous cleaning provider."

*Tom Johnson
National Bank*

A special thanks to all these fine folks who referred me...

Kathy Jackson, Dan Lundgren, Marcy Cantrel, and Matt Ferring.

Staying Well

Whole grains reduce the risk of heart failure

The Atherosclerosis Risk in Communities (ARIC) study shows eating whole grains is associated with reduced risk of heart failure. Eggs and high-fat dairy products were associated with higher risk or death from heart failure, the inability of the heart to keep up with its workload.

The study followed 14,153 adults (white and African American), ages 45 to 64, over a 13-year period. Participants who reported eating an average of one additional serving of whole grains per day were 7 percent less likely to suffer heart failure over the course of the study.

Whole-grain foods include cereal, oatmeal, grits and whole-wheat bread.



"Say you want to huff and puff and blow a house in...there's an app for that."

The FCC wants to ease the shock of family cell phone bills

The Federal Communications Commission is considering new legislation. It would require wireless companies to send a text message to customers who are on the verge of racking up expensive charges for exceeding the plan's data or text-messaging limit.

Charges of 45 cents per minute are not uncommon for overages. They can add up to huge costs.

The proposal is similar to one enacted by the European Union. Their customers complained about huge data-roaming charges while traveling.

Right now, the easiest way to save costs is to change your plan. You can do it without extending or terminating your contract.

Ask for a usage summary going back 12 months to see if you could get by on a cheaper plan.

If not, consider switching carriers. Check BillShrink.com and Validas.com or wirelessadvisor.com to determine if you could get a better deal from a different carrier. Overall, AT&T, Verizon, Sprint and T-Mobile have about 220 plans, so you will probably need help to analyze them.

Verizon has a \$99 family plan that features unlimited text messaging.

AT&T has an \$84.99 plan with a limit of 1,500 on text messages and 5 cents a minute after that.

T-Mobile has a family plan for \$79.99 a month with unlimited text messaging. But it charges 45 cents a minute for overages.

Until the FCC rules go into effect, (if they ever will), ask your carrier if you can receive phone or text alerts when account limits are nearing.

More savings tips

* Cancel unwanted services. Scan the bill for charges you can't identify and ask what they are. Cancel services you don't want, such as roadside assistance service for \$3 or \$5.

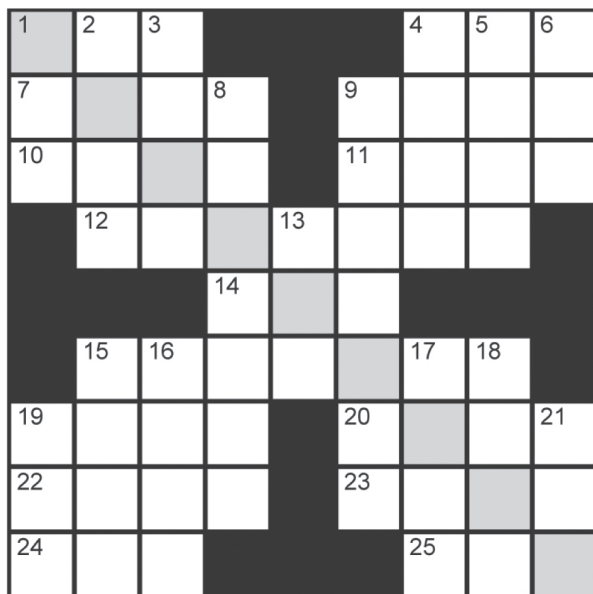
* Get free information by calling Google's 800-GOOG-411 to find the number of a person or business.

* Check your voicemail from a landline if you are almost out of minutes. To do it, dial your cell number from a landline, hit * or # during your outgoing message, then enter your pass code.

Respectability Crossword

Across

1. Cooking meas.
4. 100 lbs.
7. Breakfast area
9. Diamond Head locale
10. Farfetched, as a tale
11. ___ reflection
12. Like some skirts
14. Flub
15. Apparition
19. Adjutant
20. Small pest
22. Type of plant fiber
23. Apiece
24. Actor Cruise
25. "Fancy that!"

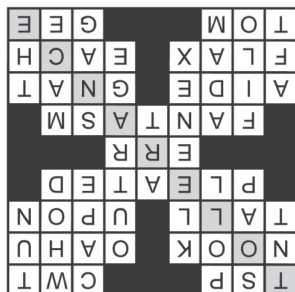


Down

1. Atlanta-based station
2. "General Hospital," e.g.
3. Straw or exit ___
4. Superhero accessory
5. "___ of thank it"
6. Wine cask
8. Soft tissue

9. Indignation
 13. Gallery display
 15. Greek pastry dough
 16. Economist Smith
 17. Glitch
 18. Defensive spray
 19. Astern
 21. French beverage
- Note: The title is a clue to the word in*

the shaded diagonal.



Gimme the cash...for losing weight and exercising!

About a third of U.S. companies have discovered that employees will try to get healthier for a cash reward. People will lose weight or get fit in order to qualify for \$100 or more in prize money.

One example: At OhioHealth, a hospital chain whose workers were overweight, employees got pedometers and were paid for walking. Rewards were up to \$500. Half of the 9,000 employees signed up and many now say they need a smaller size in clothes.

Such programs have two benefits. They decrease employees' risk of obesity, heart disease and diabetes. And in the long run, they could make a dent in the estimated \$45 billion or more in annual health-care costs. According to The Conference board, that's the total employers pay for lost labor and health care for obese employees.

Are all programs working? The average weight loss in programs studied by Cornell University was about one pound. In another study, a \$200 reward tripled quit-smoking rates.

A University of Pennsylvania study showed that workers who took part in a bond program lost an average of four pounds after 16 weeks. Workers bet on themselves by depositing the money and didn't want to lose it.

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Trivia Teaser -

Ride 'Em, Cowboy

1. What was the name of the singing cowboy in the musical Oklahoma!
 a-Curley, b-Lucky, c-Frankie, d-Petey.

2. What symbol appears on the helmets worn by the Dallas Cowboys?
 a-Pistol, b-Bucking bronco, c-Lasso, d-Star.

3. What kind of cowboy did Glen Campbell sing about in a 1975 hit single?
 a-Rhinestone, b-Coca-Cola, c-Electric, d-Midnight.

4. Which of these actors did NOT play an astronaut in the 2000 movie Space Cowboys?
 a-Donald Sutherland, b-James Garner, c-Tommy Lee Jones, d-Jack Lemmon.

5. Which Old West figure was portrayed by Howard Keel in the 1953 Doris Day musical Calamity Jane?
 a-Buffalo Bill, b-Wild Bill Hickok, c-George Armstrong Custer, d-Wyatt Earp.

6. What country singer, who died at the age of 29, was backed by the Drifting Cowboys?
 a-Hank Williams, b-Hawkshaw Hawkins, c-Ray Price, d-Webb Pierce.

7. Marion Michael Morrison was the real name of which western actor?
 a-Roy Rogers, b-Gene Autry, c-John Wayne, d-Hoot Gibson.

8. Which song by the Steve Miller Band includes lyrics about being called a "space cowboy?"
 a-"Take the Money and Run,"
 b-"Swingtown," c-"The Joker," d-"Jet Airliner."

9. Which cowboy hero was portrayed by William Boyd on TV and in a series of films from the 1930s?
 a-Red Ryder, b-The Cisco Kid, c-Hopalong Cassidy, d-The Lone Ranger.

10. "Should've Been a Cowboy" was his first number one country song for what singer in 1993?
 a-Trace Adkins, b-Garth Brooks, c-Toby Keith, d-Tim McGraw.

Answers to 'Ride 'Em Cowboy'
 1-a, Curley
 2-d, Star
 3-a, Rhinestone
 4-b, James Garner
 5-c, Hank Williams
 6-a, Hank Williams
 7-c, John Wayne
 8-c, "The Joker"
 9-c, Hopalong Cassidy
 10-c, Toby Keith



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<First Name>, Your New Issue Has Arrived!



Look Inside For Some Amazing Money-Saving Tips and More!

Anyone can experience situational shyness

At social gatherings, seminars and most anywhere people gather, you usually do well meeting and conversing with other people.

Then it happens. You come face-to-face with someone who...continued on Page 2.

Which airlines easily grant frequent flier seats?

Consulting firm IdeaWorks made 6,160 requests (for The Wall Street Journal) for a standard mileage award at 22 airline Web sites. This is what they found.

Southwest was the best, granting a seat 99 percent of the time, followed by Air Berlin, Air Canada and Virgin Blue.

The callers had up to 75 percent success at Alaska, Jet Airways, Quantas and Continental. Up to 69 percent of callers got an award seat on United, Air Tran, British Airways and a 58 percent success rate at American.

The lowest scoring airways were Delta, granting an award seat only 13 percent of the time and US Airways at 11 percent.

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Take the Trivia Challenge and Win a \$25 Gift Card to Applebee's!

The first (##) people who call our office with the correct answer will be entered into a drawing!

In which state was the first drive-in gas station located?

1. Ohio 2. Pennsylvania 3. Maryland 4. New York

HINT: The answer is hidden somewhere in this newsletter.



Client Spotlight

← Extension off of Page 3

Welcome New Client!

(Citywide Accountants, LLP) is a CPA firm that provides accounting, tax preparation, and advisory services to businesses and individuals.

Visit their website at (ClientWebsite) or call (Phone).



Staff Members Making News

Tom and his team have been cleaning office buildings for the past five years and they've always done a great job for us.

The team was recently awarded (MyCompany)'s highest achievement award for Service Excellence.

Congratulations Team! Keep up the good work!

All members of (MyCompany) have completed monthly Safety Training certification. We're very impressed with the scores and confident about our staff's performance.



What would you do with extra cash in your pocket?

Would you like some extra cash for your pocket? I'm sure you're well aware that advertising for new business is very expensive. So instead of paying the local newspaper or radio station, I'd much rather pay you!

We recently started a Cash Bonus Referral Program for our top customers, like you. This program allows you to earn a cash bonus for referrals we receive that turn into customers.

For every referral you send our way that signs on to use our services, we will give you a [\$\$] bonus to use any way you see fit. Have dinner on us, put it towards that new golf club you have been looking at or that pair of shoes you'll be eyeing at the mall. Enjoy it!

If you would think of 3 or 4 business colleagues that could use our services and deserves the same quality service you have been receiving, then don't hesitate to call them and give our name and phone number. Be sure to have them mention your name when they call so we can send your bonus. It will be like cash in the bank for you, just sitting here waiting for you to withdraw it.

Thanks in advance for your help and we look forward to sending cash your way!

P.S. FREE Cleaning for a Friend!

When you refer our cleaning services to a friend, we will give them a FREE Workplace Environment Audit and also a full day of cleaning FREE when they sign up for regular services.

Offer this as a GIFT from you to them. All they have to do is call us, give us your name as their referral and ask for their FREE audit and FREE day of cleaning.