

Fun and information in one package



Back to the future

Kevin Banet, President
TreeFrogClick, Inc.

If you are old enough, you might remember the cigarette commercial, "I'd rather fight than switch."

Well, sometimes you have to consider *switching*.

For years I have prided myself on following the siren-call that the internet is the future. Don't waste time on the technology of the past.

When the internet came along, many businesses ditched their printed newsletters for the electronic counterpart. But now, there seems to be a new appreciation for the old dead-tree technology.

Have you noticed? There isn't as much regular mail arriving at your home or business as there used to be. So, anyone who uses direct mail stands out.

So I guess it's back to the future.

With my own emailed newsletters, I found in looking over our clients that 55% of them are opening at least three-quarters of them. That's good. But **what about the other 45%**?

I'd like to reach that other 45%, wouldn't you?

When was the last time you reached out to your own clients in some way? Why not reignite their interest with a printed newsletter?

What do you think of the idea of a printed marketing newsletter like this one, and what it can do?

Let me know by answering the survey to the right.
Thank you.

KIDS SAY IT BEST

I don't like Mac'n... or cheese

I made dinner especially for the kids, and asked if they were enjoying it:

Child: "Well Mom, I don't really like it so much."

Me: "What don't you like about it?"

Child: "Well, I don't like the cheese." Pause. "And I don't like the Mac'n."



The other day when we were in the car, my 5-year-old said to me, "Mom, you know how you tell me I can't say dum." I said yes, and he told me, "There is dum in my name — Adam."

My kids call it yelling. I call it "motivational speaking for the selective listener."

- Reddit.com, WorkingMother.com, and Lovethispic.com

TAKE OUR QUICK SURVEY...

Do you think a printed newsletter for a business or nonprofit will do any good?

- Dumb idea.
- Not sure about the ROI.
- Sounds good, but I don't have time to write one on a regular basis.
- To be honest, I would not know what to put in such a newsletter.
- Other comment: _____

Answer by going to TreeFrogClick.com/survey2

● *A balanced diet means a cupcake in each hand.*



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I said “whew!” when my son said this

By Kevin Banet

I was driving home from picking up our 14-year-old son from his second week at the Catholic high school near our home.

I was eager to hear some good news—something that would reassure us after our decision to plunk down thousands of dollars for this private education.



“How does your new school compare with the public school last year when it comes to friends?”

“Uh, it’s OK,” he replied nonchalantly.

He gave the same uninspired answer to my comparisons about the facilities, the homework level, and so on.

Finally, I asked, “How do the teachers compare?”

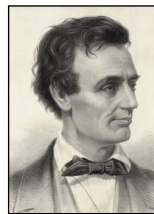
“Oh—they are *a lot better*,” he replied with enthusiasm.

“Whew,” I thought to myself. I guess the investment *is* going to be worth it.

Starbucks star wanted to climb

Starbucks's Howard Schultz grew up in housing for the poor in New York. "Growing up I always felt like I was living on the other side of the tracks ... For some reason, I don't know why or how, I wanted to climb over that fence and achieve something beyond what people were saying was possible." - Inc.com

Abe’s best election



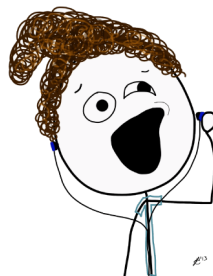
Not many people know it, but Abraham Lincoln served in the Black Hawk War in Illinois when he was 23 years old.

The man who was to become one of our most famous presidents was part of the Illinois Militia for less than three months in 1832. He did not see combat during his tour, but was elected captain of his first company. The war’s purpose was to drive back several Indian tribes who were trying to make a last stand after being moved west of the Mississippi by the federal government.

When Lincoln joined, the men voted for a captain. Between Lincoln and William Kirkpatrick, Lincoln received three-fourths of the votes. Years later, Lincoln said this election as militia captain was "a success which gave me more pleasure than any I have had since."

- Wikipedia

"Train up a child in the way he should go, and when he is old he will not depart from it." - Proverbs 22:6



DID YOU KNOW?

TreeFrogClick offers these services

- Website design
- Pay-per-click marketing
- Email marketing
- Print newsletters
- Senior care marketing
- Fundraising
- Vocation Promotion