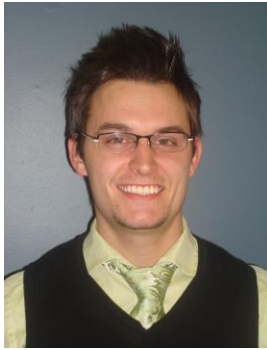


Mark Bouquet



Mark Bouquet Jr.

CREATIVE CARPET, INC.

# Home Advisor™

Reliable news for healthy living, saving money, and having fun! Oct 2009

**"We promise that you'll love your new floors, or we'll replace them FREE! Call today for a complimentary Design Audit®!"**  
**(708) 479-8600**



Dear Friends,

Fall is here, and I love it! Crunching leaves, sweet aromas, crisp air...ah! It's a bittersweet time of year for me because I love summer and it's tough to see it go, but at the same time fall is gorgeous and has its unique charms. There is a special calmness in the air and a feeling that family times and holidays are just around the next corner.

Speaking of holidays, we normally book up heavily through Thanksgiving and Christmas, but we can still make room for you if you would like beautiful new floors for the holidays. Check out this month's insert. This is probably one of the best deals yet!!

Enjoy this issue!  
Your Friend,

Mark Bouquet

PS Remember! Any friend of yours is a friend of mine! Who is the next person you know who needs new flooring? You'll be doing them a GIGANTIC favor by passing this newsletter on to them. My team and I will wade through hot lava to give them World Class Service!

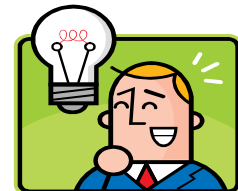
## Inside this Issue...

- Are you this month's Mystery Winner?
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- Top 10 Thinking Traps
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## Attention Stacey Burke!

You are this month's Mystery Winner!  
We have a \$10.00 gift certificate to Starbucks reserved just for you! Come by our store to claim your prize!  
Creative Carpet, Inc.  
19420 S. LaGrange Road  
Mokena, IL 60448  
**NOTE: Must be picked up by October 31, 2009**

## TOP 10 THINKING TRAPS EXPOSED – HOW TO FOOLPROOF YOUR MIND



Our minds set up many traps for us. Unless we're aware of them, these traps can seriously hinder our ability to think rationally, leading us to bad reasoning and making stupid decisions. Features of our minds that are meant to help us may, eventually, get us into trouble. Here is Part Three of the most harmful of these traps and how to avoid each one of them. Check upcoming newsletters for more . . .

## Did You Know...

**Creative Carpet has more than just carpet!! We also sell hardwood and laminate from Shaw and Bruce.**

Depending upon the style of hardwood or laminate that you choose, you can achieve the timelessly traditional look, or a dramatic or exotic look and feel. The possibilities are endless when you can choose from bamboo, teak, Brazilian cherry, oak and more. There are a variety of colors, hues and grain patterns to make your house a home.

Also, don't discount laminate as an alternative. Modern manufacturing has come a long way in recent years and has made many advances in perfecting the overall appearance of laminate flooring. They are now much more capable of conveying the authentic look of wood or ceramic tile.

Stop in today to see what we have to offer!!

## Mega Trivia Contest

**Who Wants To Win Dinner for 2 at TGI Fridays, Chili's or Olive Garden? Take our Trivia Challenge and you could win too!**

**Every person who e-mails in the correct answer by the 15th of the month will be entered into a drawing to win a \$50 gift certificate to TGI Fridays, Chili's, or Olive Garden!**

**This month's MegaTrivia question....**

In "The Wizard of Oz" we see three witches, each from a different location. From "witch" location do we not see a witch?

- A) North      B) South
- C) East        D) West

Take your best guess, then e-mail your answer to MarkJr@CreativeCarpetInc.com. Or call Mark Jr. at (708) 479-8600. Remember, your chances of winning are better than you think!

**Answer to last months quiz: Lincoln**  
**Congratulations to last month's winner:**  
**Elaine Wayne**

## *The Confirmation Trap: Seeing What You Want to See*

You feel the stock market will be going down and that now may be a good time to sell your stock. Just to be reassured of your hunch, you call a friend that has just sold all her stock to find out her reasons.

Congratulations, you have just fallen into the *Confirmation Trap*: **looking for information that will most likely support your initial point of view** — while conveniently avoiding information that challenges it.

This confirmation bias affects not only where you go to collect evidence, but also how you interpret the data: we are much less critical of arguments that support our initial ideas and much more resistant to arguments against them.

No matter how neutral we think we are when first tackling a decision, our brains always decide — intuitively — on an alternative right away, making us subject to this trap virtually at all times.

### **What can you do about it?**

- **Expose yourself to conflicting information.** Examine all evidence with equal rigor. Don't be soft on disconfirmatory evidence. Know what you are about: Searching for alternatives or looking for reassurance!
- **Get a devil's advocate.** Find someone you respect to argue against the decision you're contemplating making. If you can't find one, build the counterarguments yourself. Always consider the other positions with an open mind (taking into account the other mind traps we are discussing here, by the way).
- **Don't ask leading questions.** When asking for advice, make neutral questions to avoid people merely confirming your biases. "What should I do with my stocks?" works better than "Should I sell my stocks today?"

## Technology and You...

### Coming: A Really Thin TV



LED TV sets are making their way into stores around the world.

They are about one inch thick and weigh up to 25 percent less than today's liquid-crystal-display (LCD) and plasma TVs. Engineers say there may be a tradeoff between picture quality and the thinness of a set. Samsung, however, says the picture quality of its new (light-emitting diode) LED set is higher than LCDs of just a year or two ago. Samsung charges \$2,199 for its new 46-inch LED TV.

LCD sets use a thin layer of liquid in front of slim fluorescent bulbs. The bulbs are much thicker than the diodes used in the new LEDs, which are about as flat as a computer chip.

## Welcome back to our returning clients...

Kathleen Carlson  
Suzanne Carrarini  
Mary Ellen Carter  
Hamid Forouzi  
Debbie Jarigese  
Michelle Lindner  
Mary Jane Liston  
Tom Mattson  
Sandy Migala  
Brian and Christy Mola  
Richard Schabes  
Greg Solon and Sue Barr  
Karen Wenberg  
Jenny Wencel

## Thanks to those who referred us this month...

Bill Egan  
Bob Rice  
David Vanderluitgaren  
Debbie Surma  
Diane and Darren Neese  
Gina Danehl  
Mike Finnegan  
Richie and Barbara Schulz  
Tom and Jodi Kozma  
Dave Rampage

## Meet our New Friends And Clients!

King Carley  
Ben Lenderink  
Kelly Vallone  
Cindy and Jim Darnell  
Evelyn Segal  
Brian Vanderluitgaren  
Bill Sklar  
William Neese  
Dennis Czerwinski  
Matt Wiersma  
Joe and Angie Pomilia  
James and Janice Gilligan  
Carmel Finnegan  
Mnorma Gomez  
Mary Jackson  
Donna Gibson  
Edward and Ivette Portalatin  
Keith and Laura Hanson  
Pam Stromsta  
Grace Bolster

## Safety Tips....

### Protecting Tweens, Teens

Parents want to protect their kids from injuries, including those that are fatal. They have their work cut out for them.

#### Areas of concern:

\* **Back-seat rides:** Kids up to age 13 should ride in the back seat, because front-seat air bags could seriously injure them.

\* **Booster seats:** Young children and those up to age 10 who are small in stature should ride in booster seats, even though they object. Don't give in. Let them know what physical milestones they must achieve in order to move from a car seat to a booster seat to an adult seat belt.

\* **Bike helmets:** Start early. Give them helmets to wear from the first time they are on a two-wheeler, including little-kids' plastic bikes. Always be firm about helmet use in order to prevent a fatal head injury.

Alan Korn says it's normal for tweens and teens to underestimate danger and balk at rules. Parents must initiate safety rules early in a child's life and stick to them as they become tweens and teens.

\* **Seat belts:** This requirement covers kids and adults of all ages, whether they are riding or driving. Provide a good example by buckling up.

It can be a challenge to enforce the seat belt rule with kids riding in the back seat of a car, but parents should check on them during any excursion. The seat belt habit should be firmly ingrained by the time kids become drivers.

## MONEYWISE....

### More debit card purchases

Visa recently reported that its branded debit cards are being used more than its credit cards.



Apparently, more customers want to pay as they go. The trend also reflects the continuing growth in the use of plastic by American consumers. In 2003, combined credit and debit card purchases surpassed the amount consumers paid by cash or check. That's still true, but more than half of purchases now are by debit card.

Another factor in debit card use: Card companies are making it more expensive to charge purchases and lowering credit limits on credit card users.

At MasterCard, debit card use rose by 13 percent last year, while credit card use declined by 2.2 percent. Retailers like the trend because debit card purchases cost them less to process than credit cards.

## Work Tips

### Live peacefully with co-workers, though they may not be perfect....

Though co-workers can be wonderful, you could be thinking that some of them are a pain in the neck. But whether you like them all or not, co-workers are here to stay. You might as well decide how they can help you or how you can avoid being

distracted by them. "They" recommend "solocrafting," which is essentially how you can move forward with your work under any conditions. What "they" advise: Stop talking. Start doing. Stop asking (for whatever). And, make them (the supervisors and co-workers) believe in you. Also, it's good to try to find a way to be creative without negatively affecting those around you!

### About Staying Well...

**Exercise helps your heart, even if you don't lose weight...**

Maybe you've been exercising pretty regularly, but the bathroom scale hasn't budged and your middle is still about the same size. You have probably made an improvement in your cardiovascular health, and that could be even more important than your pants size. Researchers report that moderate amounts of exercise is associated with as much as a 41 percent reduction in cardiovascular risk. The benefits of regular moderate exercise outweigh what the scale will tell you. The researchers found that the more study subjects exercised, the greater their cardiovascular health improved.

The surprise was that cardiovascular risk dropped by 27 percent for those whose activity burned just 200 to 599 calories per week.

### The World's Funniest Real Ads

Believe it or not, these ads actually found their way into newspapers all over the world. Just for the record, I haven't verified this fact, but they are funny none-the-less.

- Braille dictionary for sale. Must see to appreciate
- FOR SALE BY OWNER: Complete set of Encyclopedia Britannica. 45 volumes. Excellent condition, \$1,000 or best offer. No longer needed. Got married last weekend. Wife knows everything.
- Help wanted. Singer for rock band. Must be female or male.
- For sale. Hope Chest. Brand new. Half off. Long story.
- Lost: small brown poodle. Reward. Neutered. Like one of the family.
- Christmas sale. Handmade gifts for the hard-to-find person.
- Wanted. Man to take care of cows that does not smoke or drink.
- Three-year old teacher needed for pre-school. Experience preferred.
- Wanted. Widower with school-age children requires person to assume general housekeeping duties. Must be capable of contributing to growth of family.
- Tired of working for only \$9.74 per hour? We offer profit sharing and flexible hours. Starting pay: \$7 - \$9 per hour.
- Full sized mattress. 20 year warranty. Like new. Slight urine smell.
- Nordic Track. \$300 hardly used. Call Chubby.
- Found: dirty white dog. Looks like a rat . . . been out a while. Better be reward.
- Free puppies: ½ cocker spaniel, ½ sneaky neighbor's dog.
- FOR SALE: Wedding dress. Never used. Will trade for Smith and Wesson.

**WARNING!**

Don't visit any flooring dealer until you call us for a **FREE Consumer Awareness Guide!**

You will learn...

- 4 predatory sales tactics
- 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

**Call Today – (708) 479-8600**



### Thanks for your Kind Words!

When we began looking for carpet we had an idea of what we were looking for. We were moving into a new home and needed something that would last. After visiting several stores we came upon Creative Carpet. We instantly were impressed by their professionalism and their attention to helping us make an informed decision. Creative Carpet was more than flexible in working with our limited schedule for installation. We were equally pleased with the quality and professionalism of the work done by the installers. We couldn't be happier with the carpeting. Our friends and family all comment on how great the carpet looks! We are so pleased to have found Creative Carpet and will definitely recommend them to family and friends.

~ Gina Danehl, New Lenox IL

### Get A Night Out At The Movies For 2 With My Referral Rewards Program

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So I've assembled my **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the Marcus Theater. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

**Creative Carpet, Inc.**  
19420 S. LaGrange Road  
Mokena, IL 60448  
Phone: (708) 479-8600  
[www.CreativeCarpetInc.com](http://www.CreativeCarpetInc.com)

HOURS:  
Mon Tue Wed 10:00 – 6:00  
Tue Thur 10:00 – 8:00  
Sad 10:00 – 4:00  
Sun Closed



# DURING THE MONTH OF OCTOBER, WE ARE GOING TO KNOCK YOUR SOCKS OFF!

But we promise – *you won't mind having bare feet when you sink them into your luxurious new carpet!!*

I know what you're thinking. How in the world do you plan to "knock my socks off?" Let me tell you how. . .

During the month of October, we'll show you how to get a **\$200** coupon from Shaw Industries on any Shaw residential carpet of 50 yards or more, or 250 square feet of hardwood or laminate flooring.



gussed it – Creative Carpet IS an Anso Premier Dealer.)

## AND

You will also receive a rebate for **\$250** if the carpet that you choose is made of durable, stylish, easy care Anso Nylon. That is in *addition* to the \$200 Shaw coupon. This rebate is available only for Anso Nylon carpets purchased at an "Anso Premier Dealer." (You

## AND

Yes, I said *AND*. Our most popular promotion is back this month. During October we also want you to take advantage of:

**FREE** furniture moving  
**FREE** take up of old carpet  
**FREE** haul away of old carpet  
OR  
**FREE** upgrade to Spillguard pad

That is an AMAZING **\$450** in rebates and coupons in addition to a potential **\$4.00** per yard in FREE services. Don't wait until it's too late!! Come today



*Creative Carpet's Holiday Update*

## "4 Powerful Reasons To Sprint To Creative Carpet Before The Holidays Arrive!!"

Hi, **Mark Bouquet** your flooring consultant here!

### **I Need Your Help!**

Before I tell you the four reasons, I need to ask for your help with something that is very important. Creative Carpet is quickly becoming a **BY REFERRAL ONLY** business. Doing business by referral only means that my team and I can dedicate more time to serving you rather than trying to find new clients. Can I count on you help us in a very important way? I'll just bet that sometime during the next few weeks you will hear at least 2 people in your circle of influence (work, church, family, friends, neighbors, club members, etc.) mention that they need new flooring for the holidays. Will you keep an ear out and listen for these 2 people to mention that they need new flooring? And when you hear them mention flooring, please tell them about me. If you do this you will be helping my team and I to dedicate more time to providing you—our valued clients—with World Class Service.

**| We are booking up fast! Don't risk getting locked out!!**

Dozens of new clients from the general public are buying flooring and scheduling installations each week, and I don't want my previous clients to get locked out. If you call or visit my store right away and schedule an appointment, I can guarantee that you'll get your new floors in well before Thanksgiving, and ahead of the crowd. I or one of my expert flooring consultants will visit your home and do a complete Design Audit. Then we'll special order any items you like that we don't have in stock. Finally, we'll PRE-SCHEDULE your installation so you'll have your new floors before Thanksgiving! Normally we don't pre-schedule, but I'm making an exception for all my previous clients who purchase during the month of October.

### **2 Dazzle Your Holiday Guests!**

All interior decorators know that the first thing people notice is your floor. Wouldn't it be nice to impress your holiday guests with gorgeous new floors! Think how fantastic your holiday decorations and trimmings will look with brand new, beautiful floors!

### **3 Pay \$0 Down, \$0 Interest and 0 Payments For 12 Months!**

If you call now, you can get brand-spanking new, beautiful, luxurious flooring throughout your home for the Holidays...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! Besides that, you are protected by my...

### **4 "100%, Iron-Clad Triple Guarantee!"**

1. **Zero Regrets Guarantee!** You'll love your new floors or I'll replace them FREE in the first 30 days! (You only cover the installation cost.)

2. **Lifetime Installation Warranty!**

3. **Installer Professionalism Guarantee!** My installers are neat, clean, well-groomed, well-spoken and professional. AND they wear shoe covers and vacuum your floors when they're done installing.

30 DAY RISK FREE  
GUARANTEE

Your Friend,  
Mark Bouquet

**P.S. Make your purchase by Oct. 31<sup>st</sup> and get a \$200 coupon, \$250 rebate and FREE old carpet take up and haul away and FREE furniture moving. Want to move the furniture and take up the old carpet yourself – no problem. We will exchange that for a FREE pad upgrade.**