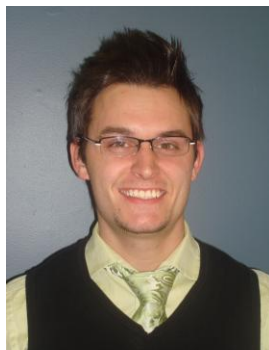


Mark Bouquet



Mark Bouquet Jr.

**"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**

### Inside this Issue...

- Are you this month's Mystery Winner?
- Top 10 Thinking Traps
- Work Tips-Laptop Computers
- I'll Wear a Shamrock
- About Staying Well-The Mysteries of Fat
- Moneywise: In Sickness & In Wealth
- Don't Like the View? – Rotate Your House!
- Welcome to our new and returning clients!
- Trivia Contest



### Attention Kathy Minnich!

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 March 30, 2010**

**CREATIVE CARPET, INC.**

# Home Advisor™

Reliable news for healthy living, saving money, and having fun! March 2010

## HAPPY ST. PATRICK'S DAY!

Dear Friends,

I don't know about you, but I can hardly wait for spring. St. Patrick's Day is fast approaching and then before you know it, spring will be in the air. It's the beginning of a beautiful time of year where things start to "green up."

Speaking of St. Patrick's Day, maybe Creative Carpet can save you from making a bad decision on your next flooring purchase with a bit of "the luck of the Irish." (You know, I'm half Irish . . .) With that new flooring, and how wonderful it will look and feel, you'll think you got the "pot of gold" at the end of the rainbow without mortgaging the house to do so! In any event, this time of year is a time of renewal and a great time to spruce up your house.

As always, thank you for your past business and your referrals. They mean the world to us and we truly are blessed to have the most loyal and friendly customers in the world! I hope you enjoy this month's issue of the "Home Advisor."

Sincerely,

Mark Bouquet Sr.



### **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 Eight of the most harmful of these traps and how to avoid each one of them. Check upcoming newsletters for more . . .

### **The Recall Trap: Not All Memories Are Created Equal**

What's your best guess for the probability of a randomly selected flight ending in a fatal crash? While many people grossly overestimate it, MIT studies show that in reality these fatal accidents happen at a rate of only *1 in 10,000,000*. The fact that people suck at estimating probabilities explains only partially this tendency to mis-estimate: if you ask the same question right after a major airplane accident, be prepared for *even more biased* assessments. What happens is *we analyze information based on experience, on what we can remember from it*. Because of that, we're overly influenced by events that stand out from others, such as those with highly dramatic impact or very recent ones.

# Did You Know...

## There Is Absolutely, Positively No Need To Put Off Getting Beautiful New Floors!

I offer my clients very convenient financing options on all flooring at Creative Carpet. Here's how it works:

**Zero Down**—You can have the flooring of your dreams with no money out of pocket!

**Zero interest for 12 months**—Enjoy your gorgeous new floor right now while making affordable monthly payments. Pay it off in 12 months and pay NO INTEREST at all.

Call me or stop by our showroom right away and we'll get started on your home's brand new look!  
708-479-8600

-Mark Bouquet

## TRIVIA CONTEST

### WHO ELSE WANTS...

to Win Dinner for 2 at TGI Fridays 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 or Olive Garden!

In 1961 Stan Lee and Jack Kirby created the "Marvel Age of Comics". Which of these titles started it all?

- A) Spider Man      B) Fantastic Four  
C) X-Men            D) Hulk

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: 8 States start with the letter "M"

Congratulations to last month's winner:

**Bonnie Ford**

The more "special" an event is, the greater the potential to distort our thinking. Of course, no one ever bothers about the other 9,999,999 planes that arrive safely at their destinations — so there's nothing more natural than forgetting about them.

### What can you do about it?

- **Get hard data.** As usual, don't rely on your memory if you don't have to. Use it, of course, but always endeavor to find data that confirms or discounts your recollection as soon as possible.
- **Be aware of your emotions.** When analyzing information, try to emotionally isolate yourself from it, at least temporarily. If you're analyzing an event, pretend it happened a long time ago or that it happened to someone else unrelated to you. Likewise, if asking for opinions, find people who are not emotionally involved with them or their consequences.
- **Beware the media.** The media is notorious for exaggerating the importance of certain events while conveniently neglecting others. Always evaluate information on its relevance and accuracy, and not on how much exposure it gets.

### Work Tips: Laptop Computers



More business people on the go are taking their work along with them, on planes, trains and automobiles - let's hope they're not driving! Work at home entrepreneurs sit on the couch and hammer away on their laptops; school kids and college students use them for homework.

But who has time to read the manual when you have a new toy to explore? Here are some things you really do need to know about your laptop:

- Don't use it on your lap. Sounds stupid, but it's important you don't impede air circulation or your laptop may overheat. There is the additional possibility that you might overheat!
- Always place it on a hard surface.
- Make sure that air can always circulate around your laptop and that the air vents are clear and unimpeded.
- Never put the laptop in the carrying case when it's still turned on - that will burn it out for sure.
- Power down the computer when not in use; change your settings so it will do this for you when idle for a certain period of time.

## **Welcome back to our returning clients...**

DOUG BARLOW  
RON AND ROBIN CABAY  
KATHY GUINEA  
FRANCES GONZALES  
KIM JIRACEK  
KAREN JOHNSON  
DICK LABECK  
BRIAN AND KATHY LODE  
ELIZABETH LOMBARD  
NICKI AND PHIL MANCARI  
JIM MCHALE  
MIKE MUCKIAN  
JIM AND MEGAN MURPHY  
WILLIAM NEESE  
BOB RICE  
LESLIE VIRZINT  
MIKE WOJCIK  
KEN SILVERS

## **New Friends And Clients! Meet our new clients...**

LES BANACH  
ANURA & NALIKA BANDARAS  
JULIUS AND JULISSA BANZON  
JIM AND MARILYN CONWAY  
DOUG AND JENNY HAYES  
FRED AND SHARON HEIDEN  
JAMIE AND HEIDI HICKEY  
ROB KOLE  
JASON AND CHERYL KOMYATTI  
DENNIS MAGDATO  
JOHN AND SHEILA MATUSIEWICZ  
PAUL AD ICHELLE MIGAWA  
MARGIE MURPHY  
RON AND LINDA RACINE  
STEVE AND RUTH SCHULER  
TOM SEPER  
KAREN TREONIS  
ASHLEE VERZAK  
LINDA ZEMKE

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

TINA DEWIER  
MARY JO SEXAUER  
BRENDA VERZAK  
DEBBIE NOTTER

## **I'll Wear a Shamrock**

St. Patrick's Day is with us,  
The day when all that's seen  
To right and left and everywhere  
Is green, green, green!

And Irish tunes they whistle  
And Irish songs they sing,  
To-day each Irish lad walks out  
As proud as any king.

I'll wear a four-leaf shamrock  
In my coat, the glad day through,  
For my father and mother are Irish  
And I am Irish too!

## **About Staying Well - The Mysteries of Fat**

Our taste buds love fat. Foods cooked in fat have a smell & taste that appeals to everyone, hence the appeal of deep-fried chocolate bars!

Fat gives us energy, and there's increasing evidence that the right kind of fat might be good for our brains. The wrong kind of fat can lead to heart disease and overweight. But the mysteries of the contents label have us wondering: monounsaturated, trans-fats, polyunsaturated, who can tell the difference?

Researchers at Harvard University say this: "bad fats, meaning saturated and trans fats, increase the risk for certain diseases while good fats, meaning monounsaturated and polyunsaturated fats, lower the risk. The key is to substitute good fats for bad fats."

Trans Fats pose a higher risk than any others; they are found in hydrogenated vegetable oil, which does not occur naturally. Many deep fried foods & packaged foods like crackers contain them.

Saturated fats: dairy & meat foods, coconut & palm oil, some nuts

Polyunsaturated: salmon, some oils: corn, soy, safflower, sunflower

Monounsaturated: olive & canola oil, peanuts, walnuts, almonds

Bottom Line: dietary fat, if not burned off in work/exercise, turns into body fat, usually in the spot you least want it!

## **Moneywise**

### **In Sickness and in Wealth by Tom Justice**

When asked to name an effective way of obtaining wealth, a common answer is: "Invest". What is the problem with this answer? Well, the majority of respondents have very little or no money in their savings account. I see the beginning of wealth building in a different light. A saying that almost everyone knows but nearly no one applies is: "A penny saved is a penny earned". In today's culture it is definitely much easier to spend money than it is to save it. The average American is exposed to 247 advertisements in one day! Less than 5% of Americans have at least \$3000 in savings and no debt. It is no wonder that most consumers struggle with saving money or grasping the concept of building wealth. We are mentally flogged with

television and radio commercials, newspaper and magazine ads, billboards, signs, posters and even conversations. Whatever the method, it all serves one main purpose - to take *your* money and make it *theirs*.

So with all those statistics and all that advertising, how in the world is it possible to build wealth? Well consider yourself ahead of the game already. By reading this article you are opening your mind to ideas and concepts which could help you to begin the process which is more than can be said for most people out there. A house starts with a single brick and the same is true with wealth building. You have to start with what you can and keep adding to it.

Why not jump in to stocks, mutual funds or other investments right off the bat? Life will continue to happen whether you plan for it or not. So plan for it. You must start with a lump sum of money in your savings account which has been referred to as an "emergency savings". A good figure for this is \$1000. You **MUST** pay your savings first, before anything else. If you do not, your savings will not grow (or it may not happen at all). This extra money will act as a soft landing for any financial falls that can and will occur while you pay down other debts that are road blocking your way to building wealth. You must realize though; this money is first priority but **can not be touched** - ONLY for emergencies. By following these 2 steps:

- 1) Stocking up your savings with \$1,000 and then
- 2) Eliminating extra debts (with great fervor), you will prepare yourself for a much easier road to building wealth.

You have to take action now or this whole savings thing will not happen. As I stated earlier, take your savings off the top on payday. You have to make a painful change as well though. You may have to sacrifice some things to get that initial \$1,000. This could mean no eating out or temporarily cutting out an expensive hobby. You also might want to try changing your phone company or downgrading your cable package. Anyway, you get the idea. Cut some here - cut some there. Now, take all the figures you cut and add them together. *This* is what you will put in to your savings account until you reach \$1,000. See, when the average person feels like they are getting ahead or even staying even, a setback occurs and sends everything spiraling downward. This is the hard part of building wealth and it is just the beginning (the first brick). However, without this extra money in savings you will tread water until you eventually drown, so stop thinking about it and start acting on it today.

### ***Don't Like the View? Rotate Your House***

A family in Wingham Australia has built a house on a turntable. The octagonal-shaped house sits on a turntable, is powered by a small electric motor and controlled by a computer.



The house cost around \$641,000 to build and can complete a full rotation in about 30 minutes, according to the owners' Web site ([www.everinghamrotatinghouse.com.au](http://www.everinghamrotatinghouse.com.au)).

# 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!!**

The Rypels were very pleased with the product, customer service and the installation personnel. We will definitely recommend Creative Carpet to everyone who is interested in superior flooring and service! We will see you again when we have flooring needs!

- **Ken and Robbie Rypel**

We had a wonderful experience with Creative Carpet. We felt like family from the beginning. The pricing on the product was very competitive, the installation was superb, and the quality of the carpet was great. And Creative Carpet went above and beyond in rushing our order as we anticipated our newborn's arrival. Great people, great company, and nothing but praise for the job they do. Well done Creative Carpet. Keep up the good work!!

- **Jimmy and Megan Murphy**

### **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

Sat 10:00 - 4:00

Sun Closed



# This Month Creative is Going Green to Save You Green



O.k. – so maybe it's not a pot of gold, but it's a good start. During the month of March, purchase any Anso Nylon product, which is green by nature, and in honor of St.

Patrick's Day, we will deduct \$3.17 per yard off the regular price.

Anso Nylon offers Shaw's best warranties

including lifetime warranties on stain, soil and pet urine, 20 year texture retention and now even includes warranties on stairs!

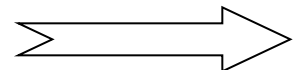


Not only that, but during March we are offering ½ price pad upgrades on any carpet purchase. This includes our most popular kid and pet proof spill block pad. If you purchase the Anso Nylon, you get the \$3.17 AND the ½ price pad upgrade. You can't lose!!

P.S.



Did we mention that Anso nylon also warrants against pet urine stains?





# Feeling Lucky? Take Advantage of our Referral Reward Program and you can . . . Get A Night Out At The Movies...My Treat!!!

You may not know about the fabulous referral reward program that we offer to our clients. It works like this:

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!

## A \$100 Gift From You To Your Friends

I will send every friend or relative that you refer a FREE Creative Carpet gift certificate for \$100 in your name! **Do Your Friends A Huge Favor!** Many of my clients came to me after having a bad experience with a floor covering company. You will be doing your friends a gigantic favor by referring them to a company they can trust!

## What To Do Right Now

It's simple. Just fill in the blanks below for each friend, neighbor, relative, or acquaintance you want to refer.

## Bonus Reward!!

This month only: Fill out all 10 names and addresses and we will enter your name into a drawing for a FREE in stock area rug of your choice. Entries must be *received* on or before March 31<sup>st</sup> to qualify.

Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

## Enter The Names Of Your Friends On The Lines Below

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_  
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