

Mark Bouquet



Mark Bouquet Jr.

CREATIVE CARPET, INC.

Home Advisor™

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

Something to Celebrate!!

Hello Friends!

Wow, has summer arrived! Storms, heat and humidity (I'll take it over snow and cold any day!).

We are having a great time and business has opened up, thanks to your loyalty and all the referrals! Wow the referrals! We are totally honored that you trust us enough to refer us to your friends and family.

This month, I'm proud to announce that we have a decorator on staff for color consultation, and we are offering "Shop at Home" for those of you who are unable to make it into the store.

There is no charge for this (local areas), and while supplies last we will be giving away **\$10.00 Blockbuster cards** just for setting up a "Shop at Home" and measure.

You're always welcome to come in to our *fully stocked design showroom*, and you'll receive your Blockbuster card when you set up a measure!

Also, we have a sign-language interpreter available by appointment for our friends who may need one. It is my bride of 27 years, Tammy.

(She knows a lot about this stuff after being married for so long to a floor geek!)

There are so many new carpets, woods, laminates and luxury vinyls available, so stop on in or call today, and let us help you spruce up your home!

Sincerely,

Mark Bouquet Sr.

"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?
- Fourth of July Fun Facts
- About Staying Well
- Did You Know?
- Moneywise: Your Home Is Your Investment
- Welcome to our new and returning clients!
- Trivia Contest
- Einstein's Secret to Problem Solving #2
- Interesting Health Facts



Attention Roy Novak!

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 July 31, 2010

Fourth of July Fun Facts:

Population 1776 – 2.5 million
Population now – 309 million

The Star-Spangled Banner began as a poem written on the back of an envelope.

The 95th annual I.F.O.C.E. Nathan's International July Fourth Hot Dog Eating Contest will be held this year. The most famous hot dog eating contest in the world is said to have begun as an argument between 4 immigrants on who was the most patriotic.

Did You Know?

We Celebrate Your Referrals!

Advertising in the newspaper, yellow pages, radio, etc., is expensive, so rather than pay for that, I'd rather reward you!

For every person you refer who becomes a client, I will send you a certificate for two passes to the Marcus Theater. And Hey! What's a movie without popcorn? The gift certificate will also help towards your popcorn and soda purchase!

Of course rewards are nice, but the real reason you refer a friend or loved one to Creative Carpet is because you trust us. When you send your Aunt or Grandmother or co-worker to Creative Carpet, you are trusting us to provide them with outstanding service, and to...well... to treat them like family!

All of us at Creative Carpet take that trust very seriously. And we promise that if you refer someone to us, we'll do everything in our power to make sure you look like a hero for referring us!

-Mark Sr.



About Staying Well: Resveratrol

The mystery item, Resveratrol, may partly explain the phenomenon known as the "French Paradox": why do the French, who have diets high in saturated fats, have such a low incidence of heart disease?

The substance is found in wine, red grapes, peanuts, cranberries, blueberries, and – Yay! – chocolate.

Resveratrol is the subject of a number of studies, aimed at discovering whether or not it combats aging, fights cancer, lowers blood sugar and does your taxes.

OK, maybe not the last one. But the bottom line is that you might get to feel a little less guilty when you settle down with a glass of red wine and a box of bonbons.

Benefits of Wine on Your Health – by Rose Barrett

More and more people are drinking wine these days. More people are visiting wine tastings and wine bars. Some people have even become a wine expert or made a career from their knowledge. It's certain that the wine industry has taken off in recent years. Whether you just enjoy a glass with dinner or if you are a connoisseur, wine has become a large cultural pastime.

What you might not know that in addition to being fun and tasty, wine has certain health benefits. Recently, hundreds of studies have emerged on the benefits of drinking wine in moderation. Wine consumption has been linked to everything from improved cataract conditions to heart disease reduction.

Such studies even show that consuming wine may help reduce the risk of heart disease or a heart attack. Red wine is especially linked to heart health improvement. Healthy cholesterol can be increased by consuming this beverage, and it also extends time required for clots to appear in your blood. Anti-oxidants, which are extremely beneficial, are also very prevalent in wine. This helps lower your risk of having a stroke.

In 2005, an Amsterdam's VU University Medical Center study showed that those who drank wine in moderation have a decreased risk of type 2 diabetes development by up to 30 percent. Certain studies even point to the idea that wine decreases the natural decline of brain functioning. Even the reduction and elimination of kidney stones in women has been linked to wine drinking.

Even though studies indicate that wine consumption is good, you should always keep in mind that one or two glasses is the most you should drink in one day. The positive side effects of drinking wine should not be taken as a reason to drink in excess. Moderation is the way to go. For the best wine racks and custom cellars to display your collection, visit <http://grottocellars.com/>.

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!

Where did Frasier live in the spin-off from Cheers?

A) San Francisco, B) Chicago, C) St. Louis, D) Seattle.

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: B) 1950's

**Congratulations to last month's winner:
TOM GELDMYER**

**Welcome back to our
Returning Clients...**

Ken Buck
Mike and Amy Miedema
Barb Waterlander
Amy Andricopulos
Dan Brushaber

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

Bob Schultz
John Maniatis
Jordan Hamstra
Michelle Vierece

Moneywise:

Your Home is Your Investment



Which renovations give
you the best ROI?
(Return On Investment)

People aren't trading houses as often right now; instead, they're staying put and trying to boost the value of their investments with strategic renovations.

Unfortunately, the upgrades they think add most value to their homes and the ones that actually do, may not be the same!

Here's a rough estimate of the value added by specific renovations and upgrades:

- Painting and decor, interior - 73%
- Kitchen renovations - 72%
- Flooring upgrades - 68%
- Bathroom renovations - 68%
- Painting, exterior - 65%
- Window/door replacement - 57%
- Main floor family room addition - 51%
- Fireplace addition - 50%
- Basement renovation - 49%
- Furnace/heating system replacement - 48%

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

SUSAN LAPIN
ROBERTA AND TOM DVEELLS
VINCE AND KIM MALONEY
ROY NOVAK
PAT LAVENKA
MARY SESOL
CASSEY STOEN
JAMIE PEDDYCORD
NIKKI & RICK MIKRUT
RAJAT AND KAVITA BAHRI
DAVID BLAIRE
BILL PACCETTI
PUNKIE RITTER
ROMANA KOVACEVIC
JERRY AND STEPHANIE DAUPARAS
JOANNE AND JACK JOHNSON
ED WILLS
NIKKI AND RICK MIKRUT
DEE BUCZKO
DAVE DINASOS
JANET HALLERAN
JACK HOBBS

**In Observance of the
Holiday, we will be closed on:
July 3rd!!**

Einstein's Secret to Amazing Problem Solving And Ten Specific Ways You Can Use It

Einstein is quoted as having said that if he had one hour to save the world he would spend *fifty-five minutes defining the problem and only five minutes finding the solution.*

This quote does illustrate an important point: before jumping right into solving a problem, we should step back and invest time and effort to improve our understanding of it. Here is the **Second of 10 strategies** you can use to see problems from many different perspectives and master the most important steps in problem solving.

2. Expose and Challenge Assumptions

Every problem — no matter how apparently simple it may be — comes with a long list of assumptions attached. Many of these assumptions may be inaccurate and could make your problem statement inadequate or even misguided.

The first step to get rid of bad assumptions is to make them explicit. Write a list and expose as many assumptions as you can — especially those that may seem the most obvious and "untouchable".

That, in itself, brings more clarity to the problem at hand. But go further and test each assumption for validity: think in ways that they might not be valid and their consequences. What you will find may surprise you: that many of those bad assumptions are self-imposed — with just a bit of scrutiny you are able to safely drop them.

For example, suppose you're about to enter the restaurant business. One of your assumptions might be 'restaurants have a menu'. While such an assumption may seem true at first, try challenging it and maybe you'll find some very interesting business models (such as one restaurant in which customers bring dish ideas for the chef to cook, for example).

CHECK UPCOMING NEWSLETTERS FOR MORE....

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

Interesting Health Facts...

- 25% of our bones are in the feet.
- A fetus develops fingerprints at 18 weeks.
- You burn 7% more calories walking on hard dirt rather than pavement.
- About ½ of Americans are on a diet any given day.
- By age 60 most people lose 50% of their taste buds.
- A sneeze can travel 100mph.
- Children are poisoned most frequently by eating plants.
- A toothbrush within 6ft of a toilet receives airborne bacteria from flushing.
- Hard working adults sweat up to 4 gallons per day.

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!

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www.CreativeCarpetInc.com

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

Declare Your
Independence

From Old, Worn Out,
Dated Floors!

WOW!!
A celebration
of
SAVINGS!!

Red White and Blue Sale

Dear Friend & Client,

If you've even been thinking about replacing your floors, I want to help you by offering you.....

\$4.00 per Sq Yd off (.44cents per ft) on any Carpet or Pre-finished Harwood

I want to help you declare your INDEPENDENCE from floors that need replacing! EVERY style is included in this spectacular sale, but with prices that great, I can't discount the labor. Come in and see what we have!!

But that's not all!

Choose a carpet \$30 or more per yard, receive an upgrade on your padding for FREE!
(\$4 per Sq Yard Value!!!)

OR

Choose a carpet UNDER \$30 per yard, receive your upgraded Padding for 1/2 PRICE!
(\$2.00 per Sq yard)

There's MORE.....

Purchase 500 feet or more of any Pre-finished HARWOOD FLOORING
Receive your custom border Labor....FREE!!!

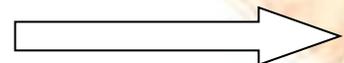
And don't forget . . .

You Are Protected By My 100% Iron-Clad, Bullet-Proof "Zero Regrets Guarantee":
You'll love your new floors or I'll replace them...FREE!

If at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

Get ZERO Down, ZERO Interest for 12 Months!

P.S. Who is the next person you know who needs new floors? Can I count on you to pass this letter along to them? You will be doing them a HUGE favor by referring them to a flooring, professional they can trust. PLUS...you'll be rewarded for your referrals!



**How You Can Give Friends And Relatives A Free Gift
And...
Get A Night Out At The Movies...My Treat!!!
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!

Your Name _____ Your Phone _____

Your Address _____ City, Zip _____

Enter The Names Of Your Friends On The Lines Below (You may attach more sheets if necessary)

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

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