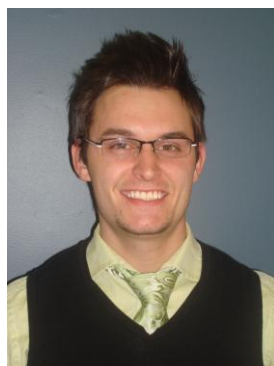


Mark Bouquet



Mark Bouquet Jr.

**CREATIVE CARPET, INC.**

# Home Advisor™

*Reliable news for healthy living, saving money,  
and having fun! August 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**



## Why Have I Enclosed A Round "Tuit"?

Dear Friends,  
You're probably wondering why I've enclosed a wooden coin with the word "Tuit" on it. Well, you'll have to read this month's insert to find out why!

One blessing I am grateful for is all of you...**my clients**. Without you and your referrals my business would just not be possible. So **THANK YOU** for your on-going support!

As always, my team and I stand ready to swim through shark infested waters to provide you with the *World Class Service* you deserve when investing in new

- \*Carpet
- \*Laminate
- \*Wood
- \*Vinyl

And we will do the same for any of your friends, relatives, neighbors or co-workers who you refer to us. When you trust us enough to refer those in your sphere of influence, our goal is to make YOU look like a knight in shining armor for referring us.

**IT DOESN'T STOP THERE!**



I also reward you for your referrals! Check out my Referral Reward program on page 4.

Enjoy this month's issue!  
Your Friend,  
Mark Bouquet

### **About Staying Well**

**Protect your vision with a check-up, sunglasses and a salad...**

A pair of sunglasses with 100 percent UV protection will reduce your risk of

### **Inside this Issue...**

- Are you this month's Mystery Winner?
- About staying well
- Mega Trivia Contest
- Top 10 Thinking Traps
- It's time to invest in America
- Welcome to our new and returning clients!
- Travel Bag
- Safety tips-Home Safety for Singles
- Workplace Politics
- Work Tips – Get Louder, Be Recognized

### **Attention Janice Cravens!**

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 August 31, 2009**

# Did You Know...

BLAZING

## You Get A FREE Lifetime Installation Warranty With Every Floor From Creative Carpet!

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Creative Carpet. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

-Mark B.

### *Mega Trivia Contest!*

**Who 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!**

**This month’s MegaTrivia question....**

Which state was NOT one of the original 13 colonies? A) New York, B) Rhode Island, C) Maine, D) Delaware.

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: Maine  
Congratulations to last month’s winner:  
Ron Wisz**

getting cataracts and macular degeneration.

\* Get a checkup if you are in your 20s or 30s. After age 40, get a checkup every two to four years. Glaucoma and other eye conditions can be treated if caught early.

\* Your eyes will be healthier if you eat carrots, leafy salads and spinach.

\* Quit smoking. It increases your risk of many eye diseases.

\* Care for your contacts properly. Always have a regular pair of prescription eye glasses available.

\* Exercise. It increases circulation to the eyes, and it helps to keep diabetes away.

\* Lubricate your eyes. Dry eyes can be caused by heat, air conditioning, or activities like computer use that discourage regular blinking.

\* Wear safety glasses when doing home maintenance.

## **Work Tips**

### **Get louder, be recognized....**

A study by the University of California, Berkeley, shows that people are more likely to be thought of as leaders if they offer more answers in groups, even if those answers are wrong.

Some 68 students were divided into four-person teams and told to organize a fake nonprofit group. The sessions were videotaped, and the team members later rated one another on their level of group influence. A team of independent judges also made evaluations.

Both the players and the judges considered people who spoke up most often to have higher qualities such as “general intelligence.” Any speaking up at all influenced judges and team members.

But when study leaders checked, they found the ones who were rated the highest were not the ones who gave the most correct answers or who had the highest SAT scores.

## **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 are the first 2 of the most harmful of these traps and how to avoid each one of them. Check upcoming newsletters for more . . .

### **1. The Anchoring Trap: Over-Relying on First Thoughts**

“Is the population of Turkey greater than 35 million? What’s your best estimate?” Researchers asked this question to a group of people, and the estimates were seldom too far off 35 million. The same question was posed to a second group, but this time using 100 million as the starting point. Although both figures were arbitrary, the estimates from the ‘100 million’ group were, without fail, concomitantly higher than those in the ‘35 million’ group. (*for the curious, the answer is 73,914,000*)

Lesson: Your starting point can heavily bias your thinking: **initial impressions, ideas, estimates or data “anchor” subsequent thoughts.**

This trap is particularly dangerous as it’s deliberately used in many occasions, such as by experienced salesmen, who will show you a higher-priced item first, “anchoring” that price in your mind, for

## Welcome back to our returning clients...

Dave and Lauri Mahaffay  
Brian and Cathy Stoecker  
Kim Rueth  
Phil & Jeanette Bradley  
Eileen Bergen  
Penny Iser  
Loretta Kwiatkowski  
Jane Majcher  
Terry Leppellere

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

Scot and Patti Vandenberg  
Cole DeVries  
Sam Noto  
Chris Cilek  
Pete Meyer  
Bob and Mary Palumbo  
Bill Swallisch

## New Friends And Clients!

### Meet our new clients...

Shari Vogrig  
Doug Rayburn  
Linda Monroe  
Karen Moecker  
Tod and Sheri Stephensen  
Nancy Gatto  
Nancy Melville  
Laurie Matthuis  
Joe Werner  
Gina Danehl  
Virginia Browning  
Nancy Pilotto  
Janet Puig  
Mike and Karen Weirman  
Kim Engvall  
Kevin Clark  
Jack and Marie Petit  
Wayne Stabrawa  
Stephen & Fallon Lavin  
Susan Meyer  
Kim Maloney  
Keith Leikel  
Mary Johnson  
Pete and Maureen Lettiere  
Randy and Michelle DeYoung

example.

### What can you do about it?

- **Always view a problem from different perspectives.** Avoid being stuck with a single starting point. Work on your problem statement before going down a solution path.
- **Think on your own before consulting others.** Get as much data as possible and explore some conclusions by yourself before getting influenced by other people's anchors.
- **Seek information from a wide variety of sources.** Get many opinions and broaden your frame of reference. Avoid being limited to a single point of view.

## 2. The Status Quo Trap: Keeping on Keeping On

In one experiment a group of people were randomly given one of two gifts — half received a decorated mug, the other half a large Swiss chocolate bar. They were then told that they could effortlessly exchange one gift for the other. Logic tells us that about half of the people would not get the gift they preferred and would hence exchange it, but in fact *only 10% did!*

We tend to repeat established behaviors, unless we are given the right incentives to entice us to change them. **The status quo automatically has an advantage over every other alternative.**

### What can you do about it?

- **Consider the status quo as just another alternative.** Don't get caught in the 'current vs. others' mindset. Ask yourself if you would choose your current situation if it weren't the status quo.
- **Know your objectives.** Be explicit about them and evaluate objectively if the current state of affairs serves them well.

**Avoid exaggerating switching costs.** They frequently are not as bad as we tend to assume. (Source [www.litemind.com](http://www.litemind.com))

## Travel Bag.... Body Scanner Benefit



People who have any sort of implanted metal device trigger metal detectors at airports. That means they have the inconvenience of being pulled aside and searched before moving on toward the plane.

New total body scanners will solve that problem. They will immediately show the metal part implanted in the knee, hip, head or elsewhere in the body.

It's one more example of how the body scanner will speed security checks for all.

## Workplace Politics, a Dangerous Game with Few Rewards

Whether you call it palace intrigue, workplace politics or political intelligence, it's about power, who has it, and which players are making themselves appear to be more important.

Whatever you call it, it's unproductive and ultimately hurts more careers than it helps.

Over time, say authorities quoted in Business Week, those who refuse to play the game will win the organization's trust and a reputation for integrity. They are known to hold no grudges and

to have no hidden agendas.

People who are new to an organization often have to deal with forces trying to draw them into their political circle. They have to try hard to stay out of it because circle members make vague promises of future help and "insider information."

Participants in palace intrigue fall into two categories, boss haters or boss wannabes, say Jack and Suzy Welch in their monthly column. Every intriguer could also be a double agent who carries gossip and bogus information from one group to another and back again.

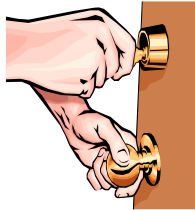
The Welches tell of a friend who has a piece of paper in his desk that says, "I love everyone." Every time he feels the danger of intrigue, he reads it.

It's good to stay away from schemers as much as you can, or at least shortcut their conversations. In every situation, try for a win-win solution so no one gets hurt.

Smart bosses are in the know about which employees care more about themselves than the organization.

## Safety Tips

Home safety for singles



About half of all American households consist of one person. Living safely on your own is a key source of Independence, but it's not easy.

Basically, all the home safety advice given to couples and families applies to the homes of single people. But these cautions are even more important for one-person households.

In addition to cooking safely, being sure the smoke alarm works, and having non-slip rugs and bath mats, here are some other words of advice:

\* Create a detailed action plan in case of an emergency. Who will you call, a neighbor, 911, family or a friend?

\* Put the telephone in a convenient spot. If you use a cellphone, be conscious of where you leave it, so it can be found quickly.

\* Be sure doors have deadbolt locks.

\* When visitors knock, have them identify themselves. Use a door chain. Never open the door for an unidentified stranger.

\* Have daily communications with family or friends. Remain socially engaged.

\* Keep track of doctor's appointments and times to take any medications.

\* Have adequate lighting at the front door or hallway and on steps. If you live in an apartment building, report any lights that are burned out.

\* With Internet dating, never give your full name, address or phone number at the first meeting. Meet in a public place such as a coffee shop.

## 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

### 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!

## 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**

**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

# 5 Reasons Why You Must Get A - Round "TUIT" Now!!!

You're probably wondering what the wooden coin with the word "TUIT" is all about. "Why on earth would Creative Carpet send this to me?" Well – I'll explain that in a minute. *First check out what Mokena's Mayor has to say about Creative Carpet . . .*



Mark -

Just wanted to send you a word of thanks. I cannot express what a pleasure it was working with you. I was recommended to you by a good friend who has worked with you for many years. I cannot tell you how glad I am that he did. I now know that I can count on you and your staff for outstanding service and great quality. Being the owner of a service business for 25 years, I understand fully what quality service means and I know what it takes to meet the customers' needs. You and your staff demonstrated a superior level of quality, professional and courteous customer service. I'm certain that I am only one of thousands of your satisfied customers who know that Creative Carpets is "the" place to go for flooring. I sincerely look forward to working with you in the future.

Joe Werner

Now – back to the TUIT. The reason I've sent one is actually quite simple. Most people never get a round "Tuit" when deciding whether to replace their floors.

**So, here are 5 powerful reasons for you to get a round "TUIT" now...**

*A HOT NEW OFFER!*

1

## **I'll Give You \$75 off of EVERY ROOM!**

Bring this letter to Creative Carpet by August 31<sup>st</sup> and you'll get \$75 off of EVERY ROOM of flooring that you purchase! This applies to all types of flooring, including wood, laminate, carpet, or vinyl!

2

## **Beat The Holiday Rush!**

It Happens Every Year...In just a few short weeks school starts, people start thinking about the holidays, and we get buried in orders!

**BUT...**in August things tend to slow down a bit. If you are even thinking of having new flooring installed for the Holidays, I implore you to run (don't walk) to our showroom and book your installation now, even if you don't need it for a month or two.

If you come in at the last minute we'll do our best to accommodate you. (We're in high demand and our schedule fills up quickly, but like I said...August is a bit slower.) Anyway, don't take that chance! Come in before school starts and the holiday rush begins.

3

## **You'll Enjoy My Fun, Stress-Free, World Class Installation System!**

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and "Headache Free"! Here's what you'll enjoy during my World Class Installation System:

*OVER.  
PLEASE*



\* **Free Design Audit™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

\* **Installer professionalism guarantee**—Creative Carpet's installers are neat, clean, well-groomed, well-spoken and professional. They are trained and qualified. They are guests in your home, and they conduct themselves as such. They respect your home by wearing shoe covers. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived! They will even vacuum your carpet!

4

## Get A FREE Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or "manufactured" in your home. This makes the installation critical. I offer a lifetime installation warranty at Creative Carpet. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

OUR GUARANTEE IS FOREVER!

5

*You Are Protected By the most outrageous guarantee in the business:*

### "Zero Regrets Guarantee!"

Here's how the "Zero Regrets" works: 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.)

WHAT TO DO NEXT...

**Stuff this letter in your pocket or purse, grab your car keys and zip on over to Creative before this offer expires on August 31st! (Just don't break the speed limit!)**

I look forward to seeing you!  
Sincerely,

Mark Bouquet

**Creative Carpet**  
19420 S. LaGrange  
Mokena, IL 60448  
708-479-8600

**P.S.** To inspire you to get a round "TUIT," I'll give you \$75 off EVERY ROOM! (Do 3 rooms, get \$225 off, 5 rooms - \$375. You get the idea!) This includes every product we carry at Creative Carpet...carpet, wood, laminate, and vinyl. **WHATEVER** you choose, I'll give you \$75.00 off EVERY ROOM!

**P.P.S.** Don't Delay! Get a round "TUIT" now! This offer expires August 31st!

**P.P.P.S.** As you know, any friend of yours is a friend of mine! Who is the next person you know who needs new flooring? Can I count on you to pass this letter along to them? You'll be doing them a GIGANTIC favor by recommending them to a professional they can trust.