

# The Red Letter



## I Give You My Words

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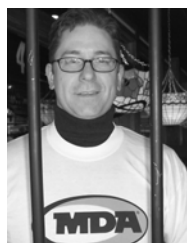
### Celebrating a Net Gain

“Leap and the net will appear.” I keep a magnet inscribed with that Zen saying on the filing cabinet in the corner of my office, right where I can see it every day.

In February 2004, I leapt. I left the security of a steady paycheck behind, trading it in for sole responsibility for my own future. It was a great first year, thanks to people who trusted me with their projects, provided leads, offered suggestions and shared advice. In the past 12 months, I completed work for nearly 40 clients, either directly or indirectly. I put bread on the table and even saved enough for the IRS. More importantly, I had fun meeting new people and doing rewarding work.

If we haven’t worked together, let’s share some good words. If we have, I look forward to doing so again. Excuse me for mixing metaphors but, thanks to you, it’s been nothing but net.

### Red Makes a Break for It, MDA Gains \$840



I spent some time in the slammer on January 26. Fortunately, I broke out of the Muscular Dystrophy Association’s “Lock Up For Good” relatively unscathed. Many generous people threw cash in the hat for bail and raised \$840 for the MDA. The money will go to researching cures, funding clinics, supporting groups and summer camps. Thanks for helping a good cause.

### Marketing Insignifica

And now a few cold, hard facts for these cold, hard days:

- Five times as many people read the headline of an ad than read the body copy.
- Color ads generate up to 50 percent more inquiries than black and white.
- Enclosing a personal note with a direct mail piece doubles its impact.
- The cost of selling to a new customer is five times greater than selling to a current one.
- When customers rate a product’s quality over 80 percent positive, return on investment is over 30 percent.
- The Internet is the fastest growing medium.
- When emotion and intellect conflict, emotion will (almost) always win.

\* Source: *Fastzone.com*

*Gratitude is not only the greatest of virtues, but the parent of all others. – Cicero*

*The Good Word*

### To Be or Not Too Be? That is the Question.

That extra “o,” it’s a bugger.

What seems so academic, so obvious can sometimes be troublesome. Such is the case with *to* and *too*. I see these words mixed up too often to not make a comment. Then,

too – and I’m hanging my pride as a writer out in the wind here – I recently made the mistake myself in an e-mail. Fortunately, my client either didn’t notice or was kind enough not to point it out.

*To* is generally a preposition with so many uses my dictionary lists 16, such as *in a direction toward*, *in contact with*: “She went to the library,” or “He pressed his face

to the windshield.” *Too* is an adverb meaning *in addition* or *to an excessive degree*: “He has a dog, too” or “His dog is too big to fit in my back seat.”

Don’t stress about this too much or you won’t be able to get out of bed for work in the morning. Just make sure when it’s “too much” you tack on the extra “o,” the little bugger.