

THE GARDEN ARTIST

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ISSUE #2

JULY 2008

Did you miss the premier issue

of *THE GARDEN ARTIST*? Since you've been patient, here's Issue # 2! This is a newsletter that promises to deliver interesting bits of gardening news and knowledge. It will only come out approximately 3-4 times a year; it won't clog up your mailbox. You can choose to receive it in electronic format via e-mail or paper.

WHEN IS A SALE NOT A SALE?

It's always been our goal to be the kind of garden center that *we* would want to shop at. That means we try very hard to sell items at prices that would not make *us* squirm. Our goal is to help other garden artists realize their goal of a garden masterpiece. To that end, we keep our prices *low all year long* and do not have sales that only a few can benefit from. Our products are superior and reasonably priced so that more can gain from the thrill of gardening. So, ask yourself the next time you see a "SALE" sign at a garden center (or anywhere for that matter), "Would I rather buy superior products at reasonable prices *all year long* or would I rather pay premium prices *most of the year* and only benefit from a sale price *if* I happen to be in the right place at the right time?" *We* think you'll like our pricing policy.

THE GIFT OF SUCCESS ...FREE!

Did you miss the premier issue of *THE GARDEN ARTIST* where we offered a free resource? Well, here's another chance to get it! Using this motivational tool will help all of us to be the best selves we can be.

We want to thank you for your support with a gift that will help you more than you can imagine: The 2008 TQ Gift of Success Program -- with *our* compliments!

We have made special arrangements with the world's leading publisher of virtual training products for personal and professional excellence -- ThinkTQ, Inc. -- to *give* you their \$160 TQ Starter Program -- just for signing up! You don't have

to worry that they'll abuse your personal info; this is a very ethical company.

So, if you are looking to achieve all your dreams and goals next year... to live a life of passion and purpose... this program will help you more than you can know. Check it out, sign up and get ready to have your *best* year ever! ***See enclosed coupon for instructions - - enjoy!***

THE PALETTE PERSPECTIVE

(Excerpt from Think TQ)

One half of 2008 has just blown by...

Look back on the past 6 months of your life and answer this simple question:

Are you where you *want* to be right now? ___ Yes ___ No

More importantly, are you where you *need* to be right now to make 2008 your absolute best year ever?

If not, what are you going to *do*? Sit and stew or get on with it?

Learn to take bold action to get started and keep moving in the direction of your dreams and goals. You are spending the *only* life you have to live. *Only* by taking action will you ever live up to your full potential.

Don't just think about it. Just *do* it! -- E.R. Haas, CEO, Think TQ

NEWSWORTHY EVENTS!

Trademark approved! As for the Palette, crossing off one more *huge* item on our *long* To-Do list felt really great! We just received notice from the US Patent and Trademark Office that we've been approved for our name, logo, and slogan to be trademarked! So yes folks—the first half of 2008 has been great!

Catalog: We're still working feverishly to finish the new catalog so it can go out as soon as possible to everyone kind enough to give us their information.

Theme Song: Have you ever heard the lyrics in the song "Dirty Deeds Done Dirt Cheap"? Just change one word in it (deeds to weeds) and we think it might make a swell theme song for us. What do you think? It has a catchy beat and we are wondering if we should pursue getting permission to use it as our theme song. We'd love to hear from our customers!

PALETTE PARTNER SPOTLIGHT

Perhaps you've seen the company/partners listed on the Planted Palette web-site (www.PlantedPalette.com).

Just what is a partner or an affiliate, you ask? The companies with a link listed on our website are ones that have met our standards to not only ensure they offer the best products, but also follow a strict environmental code. That way while the Palette is busy growing, its customers can still purchase just about anything (even botanic beauty care) from these links and still help the Palette grow as well.

We'd like to shine the spotlight on one of our partners—**Yves Rocher (pronounced EVE RO -CHAY)**! Clara's been a customer of theirs for years; it's the only place she can find some of the unusual botanical cosmetics, especially her signature perfume, lilac.

Using our website link, Palette customers can buy from them. Everyone want to smell good, have shiny hair and youthful skin! Yves Rocher offers unusual scents like lilac, honeysuckle, peony, and many others. They never test on animals and their flowers are grown organically!

So, while the Palette is busy growing; check out some of the great links we have in our Partners area. It's a way to have the gardening world at your feet and still help the Palette grow.

CALLING ALL GARDEN ARTISTS!

Did you take some great garden pictures this year or have a gardening story you'd like to share? Perhaps you'd like to comment on something we do well at the Palette or even something we should improve upon.

Then come on and submit them to the Planted Palette! We're starting up a new section just for fellow garden artists like you. Don't hide your light under a barrel; others should share in your joy!

GOOD GARDEN WEBSITES TO ENJOY

(but don't stay too long, or the weeds will win the war!)

We stumble upon these from time to time and will report the ones you might not already know about here:

The Daffodil Principle:

<http://www.atthewell.com/daffodils/>

Green Companies:

<http://www.thefindgreen.com/>

Great Garden Info:

<http://davesgarden.com>

**"A garden is a grand teacher.
It teaches patience and careful watchfulness;
it teaches industry and thrift;
above all it teaches entire trust."**

~ Gertrude Jekyll

TO:

PRIVACY POLICY

The Palette promises to always respect your privacy; we hold in high regard the trust you've placed in us by giving us your information by purchasing from us or filling out an entry form for a drawing. We will never abuse this trust nor will we overwhelm you by sending you an overload of information. Should you ever wish to be removed from our mailing list, just drop us a note either via the website (www.PlantedPalette.com), or by calling 309-333-7934, or by mail, 2940 E 50th St, Plymouth, IL 62367-2514. Of course, once removed, you won't receive news of specials or coupons, but you could always decide to return by also letting us know.