

From Bruce's Desk

Teeter Totter Syndrome

The Good News, Bad News, Good News Teeter Totter

Tired of the ups and downs? Cash For Clunkers has sold a bunch of cars. We're UP. War in Afghanistan continues. We're DOWN. The Chairman of the Federal Reserve, Ben Bernanke, thinks the economy has bottomed out. We're UP. We might get health care reform by year end. I'm not sure this last one is an UP or Down, but it's news. Tired of feeling as though you're on a teeter totter? Yep, so am I.

I'm going to share with you an UP that's being created for you. Many of our faithful customers have cut back on their gift giving to reduce expenses. While it pains me to hear that, I understand. Times are tough and most of us need to cut back a little. The problem is, many of our most loyal customers are feeling guilty because they're NOT saying Thank You in a tangible way, they're NOT recognizing events in people's lives, they're NOT showing appreciation. Bottom line is that they're NOT making people feel special, they're NOT making people smile and our customers are feeling guilty about it. Guilt can be a terrible thing. Here's the UP part – **The Basket Case is developing a solution.**

At the Basket Case, we've always set ourselves apart from those who tried to compete with us by offering quality products and customization to our customers. The items we use in our gift baskets typically are only found in specialty shops. We do this because we want the recipients of the gifts we create to feel special. We customize our gifts to help **you** make the recipient feel special. A quick aside - In next month's article I'll share with you a true story about a customer who decided to give a gift basket he found on sale at a big box retailer that didn't go as expected. While our prices are higher than the big box retailers, we more than cover the increased cost with quality of product, customization options and service. Remember service? It's the thing you do NOT get at the big box retailers.

But, back to the UP that we've created for you. It was a tough decision. It required a paradigm shift on our part, more specifically my part. Well, after a lot of thought I figured out how we can help those of you who have cut back, but still want to give quality gifts that make people feel special and make you look good.

We now offer a selection of gifts that are under \$20. Yes, they're the same quality that you've come to expect from us. They're gifts that can be customized to support your corporate branding, or favorite colors, or colors of the season. These gifts are not found in your big box retailer. They're specialty gifts for special people, like you.

You're probably asking "What's the catch?" No catch. Just a strong desire on our part to help our customers say Thank You and to show appreciation. You see, that's what we do – we make you, the gift giver, look good.

We are spending a great deal of time searching for gifts that we thought would represent you in the manner that you've become accustomed. We've tried these items ourselves and even had

some of our customers test them out. Only the ones that have received rave reviews are being offered to our family of customers. Take a look at our web site www.BasketsAndBeyondOnline.com in the **Gifts Under 20** section to see the items that we've found so far. As we find more Items Under \$20 that meet our strict criteria, we'll add them, so book mark this section and check back often to see what else we've discovered.

So, with this good news, consider yourself on the UP end of the Teeter Totter, courtesy of The Basket Case. That's what we do – Anything we can to get you UP!

Keep the teeter totter up today - do something positive, **because you can.**

-- Bruce H. Kubec