



## March News with Edge: Is Your Creativity Kaput?

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## Welcome to News with Edge!



Spring seems to finally be springing here in the Midwest and, with just one month left in tax season, I'm sure many of you are counting the days until April 16th. It's just around the corner, so hang in there!

For those considering a proverbial "spring cleaning" of your web sites, your social media channels, and other areas of your business that could use a little dusting off, you'll see some great tips on jump-starting your creativity in Melanie's article below.

Let me know if you'd like to talk about giving your marketing strategy a bit of a refresh: Something we can all benefit from, any time of year.

A handwritten signature in black ink that reads 'Amy Juers'.

[Amy L. Juers, MBA](#)  
Founder and CEO  
Edge Marketing, Inc.

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## Is Your Creativity Kaput?



Creativity plays into your job no matter what your title. A leader finds a delightful way to excite a team. A designer delivers an intriguing ad inspired by an everyday item. A marketer finds an overlooked service to monetize.

Everyone needs creativity.

But what do you do when it goes missing? When you're slamming your head against a corkboard trying to brainstorm your way out of a problem and all you've come up with is "Ask Carl"?

Here are four ways to wrangle that creativity back to work.

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### About the Author

Melanie Brenneman joined Edge Marketing in 2010 after an in-house career focused on public relations, marketing and communications for private- and publicly-traded technology companies. As senior account manager, she helps organizations successfully market their solutions to law firms, corporate law departments and accounting firms. A typical day for her can include everything from strategic planning to analyzing email or social media performance to drafting that urgent press release you just told her about five minutes ago. It is all about results.



Melanie's colleagues would say that she and "shut up" aren't good friends. That's a problem if you are a spy, but she makes it work as a marketer.

Known for her "helium hand" (but she likes to call it leadership), Melanie is a past president of the Austin chapter of the American Marketing Association (AMA) and a former board member for the Houston chapters of AMA and the Public Relations Society of America. She earned her Bachelor of Arts in English from the University of Houston and despises Texan stereotypes.

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## Did You Know...?

Did you know creativity is linked to a longer life? A [study](#) published in the Journal of Aging and Health found that creativity decreased mortality rates, thanks to the fact that it reduces stress and keeps the brain healthy.

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## Industry Stories and News

**Read the latest top stories and industry news!**

[Creating a Culture of Innovation \(Legal Management, the Magazine of ALA\)](#)

[How to Advise SMBs on International Payments \(AccountingWEB\)](#)

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## Upcoming Events

**Check out these upcoming industry events!**

**AIIM Conference 2019** - March 26-28, 2019, San Diego CA

**ALA Annual Conference & Expo** - April 14-17, 2019, Grapevine TX

**Women in eDiscovery** - May 8-10, 2019, Austin TX

**CLOC** - May 14-16, 2019, Las Vegas NV

**AICPA Engage** - June 9-13, 2019, Las Vegas NV

**Scaling New Heights** - June 16-19, 2019, Salt Lake City UT

**ILTACON** - August 18-22, 2019, Orlando FL

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