

June 2019



Under *the* Sun

N E W S L E T T E R



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BEAT SUMMERTIME SLUMPS

When the warm weather hits, it can be hard for your team to stay focused on the task at hand. Here are four tips to help your entire team stay more productive this summer.

1. Take it outside.

If you can take that meeting outside, do it! Can you make it a walking meeting? Even better. Instead of losing your team members to their daydreams of fun in the sun, get them outside and take advantage of the nice weather and fresh perspective.

2. Allow for a little flexibility.

Cut your employees some slack by giving them the opportunity to adjust their hours during the summer. Being able to watch a child's sporting event or take a longer lunch so they can walk through the park will help reduce unnecessary absences and increase the overall morale at the office.

3. Select a Project Sheriff.

Even with increased flexibility, projects and deadlines do not stop. Because of this, it's important that you designate one person to keep an eye on things at all times. It doesn't have to be the same person each time, but someone should be monitoring deadlines, watching slack, and covering emails.

4. Set new goals.

When you find your motivation waning in the summer, renew your passion for what you do by setting new goals. By keeping your eyes focused on what's to come and having a plan to get after it, you'll be able to avoid the trap of complacency during the summer months.

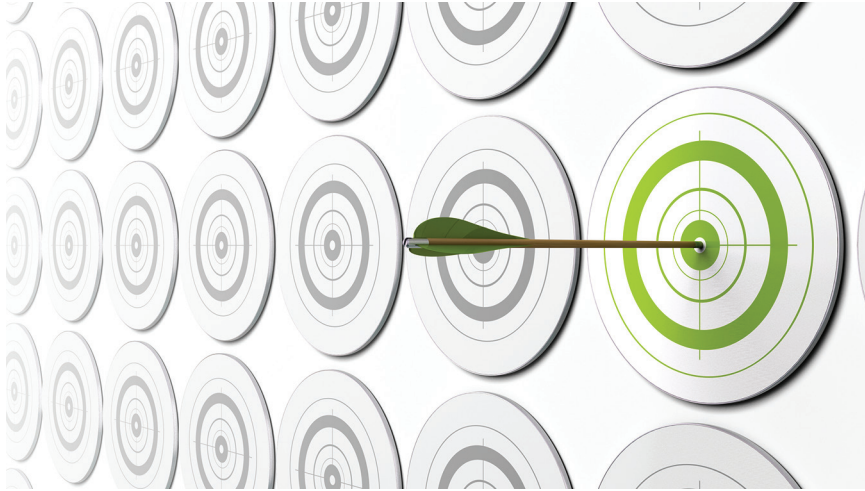


Summer Productivity Tips:

- » Keep it cool (around 70-72 degrees) at your office.
- » Stay hydrated.
- » Encourage planned time off.
- » Try half-day Fridays or "Summer Fridays."
- » Think ahead and set realistic goals for yourself.
- » Get off your phone.
- » Take a vacation!

TARGET: LOCKED

Whether you're looking to reach longtime customers or new prospects, print ensures you'll hit your target every time.



Nothing is better for target marketing than print, and as everyone knows, the key to successful direct-mail campaigns is getting the right content in front of the right people at the right time.

Here are some tips to ensure you're hitting the mark with every campaign you send:

Success begins and ends with your database.

Make sure your mailing list is clean, so you're not wasting precious time and money sending to old addresses or uninterested recipients.

Know what you're aiming for.

Are you looking to target an entire neighborhood? Consider using Every Door Direct Mail (EDDM) to hit every home and every address along preselected mailing routes.

Make it personal.

Simply put, variable-data printing takes your direct-mail piece from mass marketing to a one-on-one conversation with the recipient. According to DMA.org research, personalized mail pieces increase response rates by 300%!

Take it further.

You can take personalization a step further by incorporating personalized URLs or pURLs on your direct-mail pieces. Having individual landing pages adds a powerful punch to your marketing campaigns. For example, you might say, "Get your free coupons, Jane, at www.acmepainters.com/coupons/Jane-Doe."

Highly targeted, personalized success: that's the Print Advantage!



"It takes as much energy to wish as it does to plan."

— *Eleanor Roosevelt*

"Celebrate what you want to see more of."

— *Tom Peters*

"Your success and happiness lies in you. Resolve to keep happy, and your joy and you shall form an invincible host against difficulties."

— *Helen Keller*

"There will come a time when you believe everything is finished. That will be the beginning."

— *Louis L'Amour*

"The greatest crime in the world is not developing your potential. When you do what you do best, you are helping not only yourself, but the world."

— *Roger Williams*

"There is only one boss: the customer. And he can fire everybody in the company, from the chairman on down, simply by spending his money somewhere else."

— *Sam Walton*

"The time to repair the roof is when the sun is shining."

— *John F. Kennedy*

"If you want to lift yourself up, lift up someone else."

— *Booker T. Washington*



Featured **Solution**

CIRCUS THEMED SALES MEETING

Sun's Grand Format team recently produced Circus Themed graphical displays for Blue Cross Blue Shield of South Carolina annual sales meeting. Our team designed and produced photo ops, LED lit table top displays and ticket booth.

Did You Know?

- » Sponges will hold more cold water than hot.
- » Toothbrushes are the most commonly forgotten item for travelers.
- » Venetian blinds were invented in Japan.
- » Monopoly is the most played board game in the world.
- » The yo-yo was originally used as a weapon for hunting in the Philippines.
- » Over 100 people choke to death each year on ballpoint pens.
- » Arachibutyrophobia is the fear of peanut butter sticking to the roof of your mouth.
- » The average woman will consume over six pounds of lipstick in her lifetime.
- » A single cloud can weigh more than 1 million pounds.
- » Coca-Cola would be green if coloring wasn't added to it.
- » A hippo's wide-open mouth is big enough to hold a four-foot-tall child.
- » Chewing a piece of gum while you cut an onion will help keep you from crying.
- » About half of all Americans are on a diet on any given day.



LED backlit table top display to thank all supporters at the sales meeting.



Featured Product

MAXIMIZE THE CONNECTION

Corporate cards are an excellent way to connect with your audience in a more personal, thoughtful way. Consider thank-you cards for purchases, welcome cards for new customers, or a simple greeting card to reconnect.

Here are a few ways to maximize your efforts:


Personalize it

Skip shopping at the Dollar Store for the cheapest greeting cards you can find. Instead, work to create custom cards with your logo and branding. Remember, you're representing your business even in this, so be sure to do it well.

Keep it simple

Since you're not applying for a job at a greeting-card company, keep your message concise and straightforward. Less is more.

Stand out

Skip the postage meter and use an actual stamp. Add a foil envelope seal or use a transparent envelope. Above all, look for ways to get your card to stand out and grab the attention of your audience. 



 Business Funnies®



"It's our new 'SmartAleck' phone."

Customer Care


Prove It!

Providing excellent customer service isn't as simple as merely telling your customers you have great customer service. You have to prove it.

Don't Say It, Show It

Your actions will always speak louder than your words. If you say you're a business based on positive attitudes, show it in your service. If your focus is others first, they should see it in every interaction with your brand. Ultimately, each customer will base their opinions of your company on their experience.

Have Others Say It

Leave the praising of your business to customers who have gone before and have an excellent experience to share. Create case studies and use testimonials or customer referrals to prove yourself through the lens of customers you've already satisfied. 



Getting an adequate amount of activity each week is a necessity for long-term health both physically and mentally. But for those who have to endure 40+ hours a week behind a desk, it can be hard to know where to start.

Ready, Set, Go!

Here's how to get started with a workout plan you can stick to.

Create a Plan

As with most things in life, if you fail to plan, you plan to fail. Start by creating a weekly plan and designating a specific time for your workout on your calendar. Aim for at least three days a week, but be realistic. Review your week ahead of time and plan accordingly.

Know Your "Why"


When your excitement for this new plan wanes (and it will), your "why" is what will keep you motivated. Why are you increasing your activity? What outcome are you hoping to achieve? Keep your "why" front and center.

Prepare

Set yourself up for success from the beginning by making sure you're prepared for your new goal. Do you need some new shoes, clothes, water bottle, or other workout gear? Once you have those things in place, take it a step further by laying out or packing your gear the night before.

Secure Accountability

Together you'll go far. Recruit the help of a friend to keep you accountable and ensure you're meeting your goal each week or month. Make it fun by including some fun, friendly wagers. For example, if you hit your goal, lunch is on your friend that month. If not, you have to pony up the dough.

Lastly, remember to be adaptable. If something's not working, change it but don't give up. 

Apps Scene



Google Lens
Android & iOS

Google Lens is the future of mobile search. This free innovative app allows users to direct their phone's camera at an object and Google Lens will identify it and then show relevant search results and information related to the image. Try looking up things like plants, animals, landmarks, or fashion ideas just by taking a picture. You can even search by text. Imagine highlighting text within an article and being directed to more information with an easy push of a button.



Rhyme Builder
Android

Whether you're rewriting a catchy headline, a poem, or lyrics to a song, Rhyme Builder can help you come up with the word you're looking for in a snap. Enter your text and this free app generates words that rhyme with the last word of your sentence. Need to come back to your work later? You can save your work, so it's always ready when brilliance strikes.



Streak
Android & iOS

Wouldn't it be nice if you could know instantly if people saw your email message, be able to schedule email to be sent at the perfect time, or even split conversations into different threads when topics start to change? Streak is a monthly subscription-based CRM tool integrated completely within your Gmail inbox. It works alongside your other G Suite applications and can track business processes like sales and hiring in addition to its powerful email tools.

MANAGING INTERRUPTIONS

Office interruptions are inevitable, but you can make time for them on your terms. Are you continually trying to ward off in-office intrusions so you can get your work done on time? If so, these tips might help.

Red Light, Green Light

Visually tell others that you can or cannot be interrupted in the office by using a FlowLight. The FlowLight is a simple desk light that is activated either red or green according to your mouse and keyboard activity and indicates if you can be interrupted. Think of it like your Skype or Slack status broadcast right from your desk. Or, go old school and use a red and green magnet, card, or another indicator letting others know at a glance if you're "in the zone" and not wanting to be interrupted.

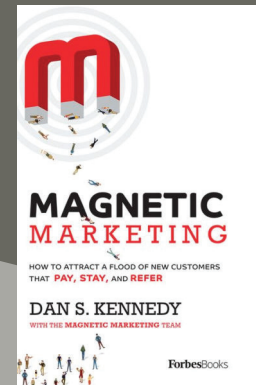
Set Up Office Time Locks

Work with others in your office to set up predetermined times that are meant for focused work only. For example, by letting everyone

in the office know that 9:00 a.m. to 11:00 a.m. and 1:00 p.m. to 3:00 p.m. are locked times, they (and you) will know they can't be interrupted during that time. Having these time locks will allow everyone to respect each other's time better and plan needed interruptions accordingly.

Stop Interrupting Yourself

It's possible that you might be the guiltiest culprit when it comes to interrupting your own time. You need to remain focused, resisting the urge to check that latest email, answer that text, or hop on social media for every notification ding. Instead, set yourself up for success by blocking notifications or using apps like StayFocused to keep you on task and moving forward. 🕒



Magnetic Marketing: How to Attract a Flood of New Customers that Pay, Stay, and Refer

by Dan S. Kennedy

Every company needs to attract a steady stream of clients without it costing them a fortune.

Dan Kennedy, in his new book *Magnetic Marketing*, focuses on the idea that "without a sufficient and steady stream of people with whom you can exchange value for money, nothing else about your business matters."

Because so many companies struggle with how to advertise and market correctly, Kennedy has taken it upon himself to walk those "advertising victims" through essential how-tos, such as how to create their own unique selling proposition (USP) while also highlighting some fundamental marketing mistakes to avoid. Mistakes like marketing to the wrong people, racing to the bottom in low price, and not following up appropriately.

This book is made for those who want to create messaging and offers around the specific interests of people and what makes them tick. 🕒



DON'T BE AFRAID OF CONFLICT

It's easy to think that an environment with no conflict is ideal, but you may want to rethink that. In reality, the absence of conflict may mean there are members of your team holding back essential opinions and honest concerns that should be brought up for the betterment of the business.

Author Patrick Lencioni mentions in his book *The Five Dysfunctions of a Team* that when groups don't trust each other, there tends to be a fear of conflict. This fear of conflict means "there's no open, constructive, or ideological conflict," which eventually leads to an artificial harmony.

If you genuinely want the members of your team to start working well together, it's time to begin embracing

and encouraging healthy conflict. It begins whenever everyone feels like they're part of the same team and they're all fighting for the same, unified goal (even if they have different opinions on how to accomplish it).

When you begin to face your fear of conflict and embrace it, it means you're not just inviting the opinions of others, you're also welcoming them to relate to you better by learning and understanding the views of everyone involved. You're motivating one another by facing and enduring hardships together, and you're ultimately building stronger, memorable relationships because of the conflict bonds you've created together. 🕒

Business owners are often tempted to do whatever it takes to keep the peace among team members. But is avoiding conflict the answer?

June Birthdays

Rob Hoffman	06/01	Devin Wilkerson	06/04
Curtis Brigman	06/05	Ben Powers	06/13
Dave Jenks	06/15	Ellis Gray	06/20
Latreasa Vinson	06/22	Curtis Salters	06/25
Bobby Ward	06/26	Valerie Canzater	06/29

June Anniversaries

Bridget Fisher 15 Years
Dylan Fouste 5 Years

*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

SUN SOLUTIONS IS PROUD TO BE A



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