

September 2020



Under *the* Sun

N E W S L E T T E R



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BUSINESS VIDEO CAN BE EASY

If your business is not already flooding social media with video, it might be time to start.

You may think that video is expensive, and it truly can be. But there are plenty of resources that are low in price or free to help you get started.

It's important to know one major rule for video: if you use any music, you need to have the rights to use it. If you didn't secure the rights to use "We Will Rock You" from Queen's publisher, you can't use it, not even 10 seconds of it.

Luckily there are resources for free music that you can use in your business or personal videos like YouTube Audio Library, which holds thousands of songs and snippets of music you can use in your videos. All of it is free, and most of it doesn't

need a credit (which means you don't have to add text on your video or in your description of who wrote it).

There are resources for stock video as well. Need a sunrise to set the mood for your glorious product? Take advantage of free stock videos from Pixabay or purchase stock video from Adobe Stock (it includes photos, video, and more).

Don't know anything about putting a video together? If you have more than five employees, you probably already have someone on staff that creates video in their free time. Or if you have a college in your area, plenty of students have killer video skills who'd be willing to help you out with your projects. 🎯



Where to Post Your Video

1. Facebook prioritizes video in its feed.
2. Instagram allows live video and video uploads.
3. A YouTube channel serves as a searchable database of your videos.
4. Vimeo is great for storing videos behind a paywall.
5. Business firewalls that block YouTube usually don't block Vimeo.

CONNECTING THE DOTS

Take your marketing up a notch and increase your digital traffic by connecting your print and digital efforts.



Digital marketing without print marketing is like having a chocolate-chip cookie with no chocolate chips. The two efforts integrate seamlessly, giving you a stronger position.

Drive Traffic

Use print to drive traffic to your website, your YouTube channel, and your social-media accounts. Every print piece you distribute should point to one of your digital real-estate spaces.

SEO Partner

Search Engine Optimization is challenging. Your print efforts can help you build Web visits when you add your link to your print pieces. They don't need to search for your industry; they will already have your Web address handy.

Launch with Worldwide Power
Whether you are using direct


mail across the nation or in your backyard, customers will likely use the Web to follow your call to action.

Captivating Campaign

Use your print assets to incentivize people to follow your social-media channels and gain followers faster. Teasers in print can be supported with expanded content online.

Proactive Muscle

Don't wait for someone to search for a business like yours. Use the power of print to capture your customers' undivided attention in combination with digital resources and drive your target audience to your content on your terms.

Your print assets are a significant piece of a larger whole. Connect all your marketing together, and you'll hold sway over your customers and leap ahead of your competition. 



"It is better to fail in originality than to succeed in imitation."
— Herman Melville

"I don't want yes-men around me. I want everyone to tell the truth. Even if it costs them their jobs."
— Samuel Goldwyn

"Being powerful is like being a lady. If you have to tell people you are, you aren't."
— Margaret Thatcher

"There cannot be a crisis next week. My schedule is already full."
— Henry Kissinger

"All generalizations are false. Including this one."
— Mark Twain

"I love deadlines. I like the whooshing sound they make as they fly by."
— Douglas Adams

"If I had asked people what they wanted, they would have said faster horses."
— Henry Ford

"By working faithfully eight hours a day you may eventually get to be the boss and work twelve hours a day."
— Robert Frost

"Success is going from failure to failure without loss of enthusiasm."
— Winston Churchill

"If at first you don't succeed, take the tax loss."
— Kirk Kirkpatrick

Featured Solution

CUSTOM SHAPE ENVELOPES

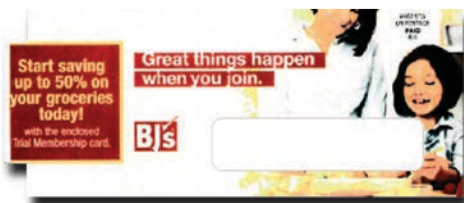
Envelopes don't have to be square anymore! Hang your design off the edge with our custom shape envelopes to make your message stand out. A custom die is created to match your design to truly make your envelope one of a kind! Or you can use one of our existing, USPS approved custom shape envelopes to integrate your design. Call or email our team at Sun for details and pricing at: **803-791-1786 / info@SunSolutionsUSA.com**



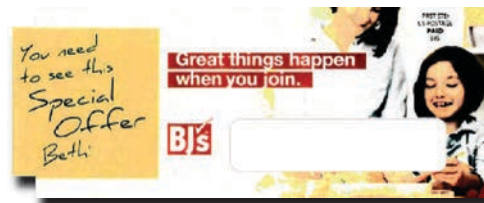
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Case #82489



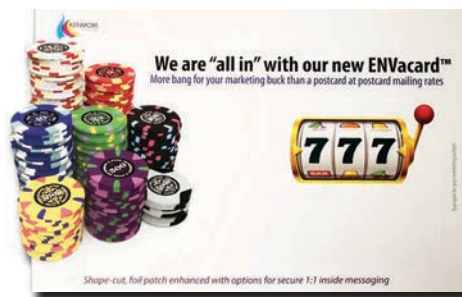
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Case #83252



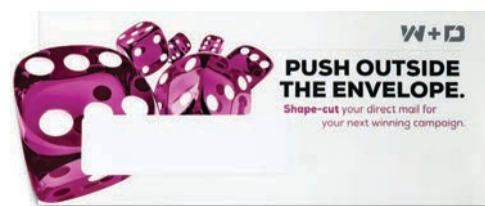
Case #83561



Case #84686



Case #91353



Case #80320

Featured Product

STATEMENTS TO BE EXCITED FOR

You already have to send the statement, so make it interesting with coupons and stuffers that your customers will look forward to receiving.

Take advantage of the mail already being sent with statement stuffers and coupons. You already paid for the postage, so it's great to get a little extra marketing bonus.

Advertise upcoming events or sales promotions with ease. Your customers already have to open the envelope, so your message will jump right into their hands.

Coupons are a nice reward for regular purchases, and your customers will appreciate them. Including incentives are a proven way to boost sales.

Whatever correspondence you do have to send, an insert makes it more exciting. 🍷



Business Funnies®



"Would you like decaf, regular, or extra-fidgety?"

Customer Care

Serving a Diverse Customer Base

No matter what industry you are in, your customers are a diverse group of individuals. Businesses that show they care about diversity have statistically higher bottom lines.

One way to demonstrate that your company cares about diversity is to hire a diverse workforce. These employees bring invaluable insight into the needs of various communities, expanding the business's customer bases.

Whether it's hiring disabled workers or people from a variety of cultural backgrounds, a diverse workforce on the front lines in your business can empathize with the customers you serve in terms of culture and values.

Customers are seeking brands that include people who look like them or think like them, so make diversity in your marketing materials and on your team a top priority. 🍷



Stepping Up Foot Health

Do you get your 10,000 steps in per day? How does that make your feet feel?

Ill-fitting shoes can cause trouble for more than your feet. Making sure your shoes fit properly will help keep foot and back pain under control.

Blisters and calluses are a sign of a shoe issue that should be addressed. Shoes should be wide enough to accommodate the balls of your feet, long enough that your toes are about half an inch from the end when you are standing, and have arch support.

Proper arches will ensure your feet are hitting the ground in the most natural position, reducing pain and stress on joints and muscles. The less our leg muscles strain, the less our back tries to make up for that strain.

Age and wear on your shoes can cause deterioration of the sole. When the sole starts wearing unevenly, it makes your ankles work harder.

Shoes that you spend the most time in should breathe to keep your feet from encouraging bacteria and fungal growth. If you do end up with athlete's foot, it is best to start wearing a more breathable shoe material like canvas or vented leather and to stay away from synthetic materials.

Pamper your feet with foot soaks, especially if you are dealing with fungal growth or odor. Epsom salts and essential oils will not only help with any foot issues you have, but it will also help you relax and de-stress.

Keeping your feet healthy is a significant part of your health and wellness care. It is the base of our movement and stability, and something as simple as our shoe choice will make the difference between stress pain or stepping through your day with ease. 🕒

Apps Scene



InShot
Android & iOS

Make your business videos for Instagram and other social-media channels with just a few clicks. Add filters and overlays easily. Features include the ability to add voice-overs, edit clips and combine clips right on your phone, add music, rotate video (a feature that is not common on phone video editors), change video speed, and even blur backgrounds. You can make quick videos that are professional looking and sharable on any platform.



PickPlayPost
Android & iOS

This is a great app for people who want to create videos from pictures and GIFs, but don't want to use a video camera. Just combine photos and images to tell your story. Make picture slide shows or image collages, add music, change the screen size and video speed. Add voice-over and simple transitions to complete your professional-looking video.



Magisto
Android & iOS

Take your video editing high tech with AI. Choose your images, video footage, and editing style, and the AI in the app will create a video for you. You can make adjustments as needed, but the app does a good job of putting it all together. There is integration with iStock so you can have access to high-quality stock images and video clips. However, the majority of the stock footage has a cost involved if you don't already have an unlimited subscription.

HOW'S YOUR WORK ETHIC?

When you hear about work ethic, you usually hear about being hardworking, focused, and reliable as a coworker. We all have shortcomings in our work ethic. Can you recognize yours?

List of weaknesses in work ethics:

- » Leaving projects unfinished
- » Providing too much detail in reports
- » Shifting from one task to another (multitasking)
- » Taking credit for group projects
- » Taking on too many projects at once
- » Taking on too much responsibility
- » Being too detail-oriented
- » Being too much of a perfectionist
- » Too much procrastination (as long as you still meet all your deadlines)
- » Being too helpful to others
- » Working too many hours

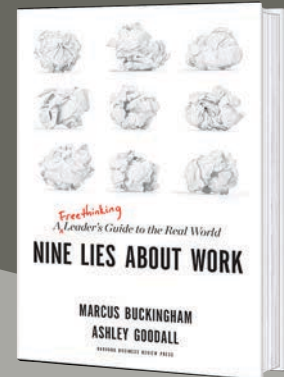
These behaviors may surprise you. You probably are doing or have done at least one of them. What can you do if you recognize yourself in any of these habits?

If one or two of these actions stands out to you, consider which projects or procedures to compare against your weak ethics instance. How can you be different the next time?

Just recognizing your moment of weakness is the first step in overcoming it. Don't be hard on yourself either. We all have bad days. But we don't have to turn them into bad habits. 🕒



Books in Review

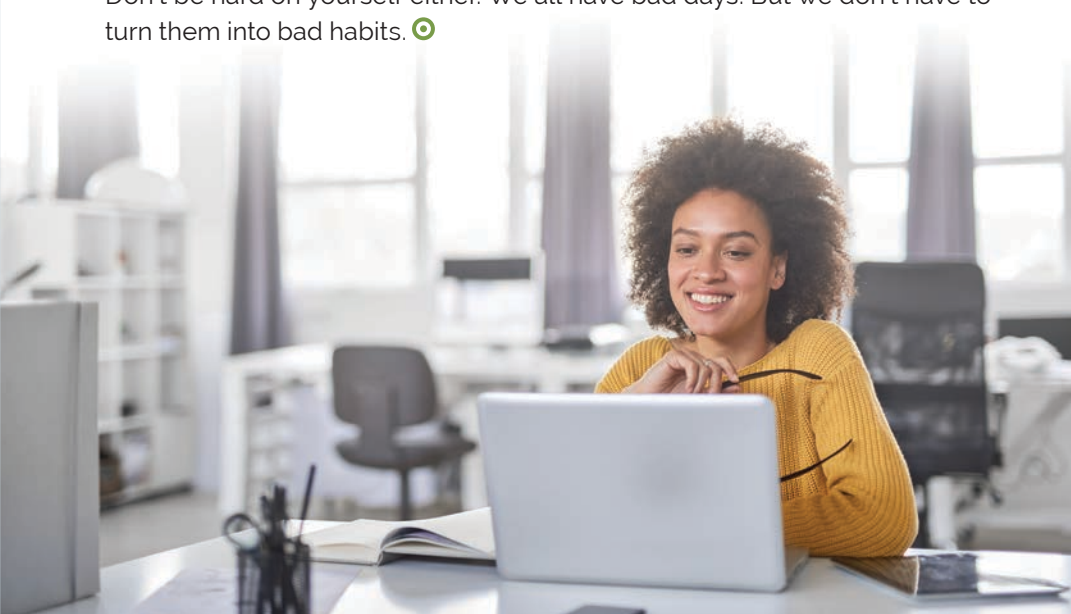


Nine Lies About Work: A Freethinking Leader's Guide to the Real World

by Marcus Buckingham and
Ashley Goodall

Leadership and management are not the same. In fact, Marcus Buckingham and Ashley Goodall would argue that managers are usually not leaders. It is the "freethinkers" of an organization that are the real leaders. It is those people, no matter what position they are in, that drive change and innovation of great companies. Those same people are also the first to leave companies that do not have a culture of listening to their employees.

The authors share stories and examples of how freethinking leadership recognizes an individual's uniqueness and is the key to greatness. They stress that nurturing the team and building the team cohesiveness and individuality is more important than the company culture as a whole. Each team is an invaluable contributor to the company's success and should be an integral part of the planning and strategic goal setting. 🕒



Featured **Branded Merchandise**

COOLING FACE MASK

Cooling, anti-pollution mask for protection against air pollution, bacteria, smoke, germs, etc.

- 3 layers of fabric / available in a variety of colors
- Adjustable ear loops freely change its length according to your face contour, preventing leaving trace on your face after taking off.
- Adjustable nose clip to prevent sliding
- Very stretchy and fits most with ease
- It can be washed and worn again
- Material: 100% Cooling fabric
- Pre-washed before packed



Call or email our team at Sun for availability and pricing at:
803-791-1786 or info@SunSolutionsUSA.com

September Birthdays

Freda Green – 09/01

Mike Doberass – 09/03

Becky Stephens – 09/03

Wayne Woodyard – 09/04

Elisha Moon – 09/05

Jacob Dubose – 09/05

Patrick Tysinger – 09/06

Becky Cobb – 09/11

Tom Welsh – 09/16

Nate Brown – 09/17

Nate Lantz – 09/19

Marquis Williams – 09/23

Shadoe Allmon – 09/25

Andy Cook – 09/25

Jonathan Gunter – 09/27

Carlos Sanchez – 09/27

Chris Morgan – 09/28

Stacey Geiger – 09/30

(Additional Birthdays in August)

Mike Gray – 08/01

Octavia Palmer – 08/04

Jamarr Holley – 08/09

Gail Hollis – 08/09

Mike Black – 08/29

Bo Brock – 08/17

Chad Collins – 08/29

Wendy Essick – 08/25

Westley Smith – 08/26

**No Anniversaries in September.*

*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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