

January 2022



# Under *the* Sun

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# IMPROVE YOUR REPUTATION

"It takes many good deeds to build a good reputation, and only one bad one to lose it."

—Benjamin Franklin

Having a good reputation as a business is invaluable. According to *Harvard Business Review*, "Companies with strong positive reputations attract better talent and are perceived as providing more value in their products and services... their customers are more loyal and buy broader ranges of products and services." Plus, a good reputation will attract investors.

Maintaining a positive reputation is challenging but achievable.

» Keep the exterior of your company, yourself, and your employees polished. Be well dressed, polite, professional, and positive. Maintain a clean and orderly store and ensure your website is user-friendly.

» Provide clear and consistent communication with your customers.

Keep them informed while not overwhelming them with messages.

» Address negative comments and false rumors. One negative review, despite 100 positive ones, could deter a potential customer. However, responding to the negative review will make it apparent that your business is dedicated to ensuring customer satisfaction. The angry customer is potentially appeased, and your reputation is still intact. For smaller businesses, addressing negative feedback may not be that time-intensive. But if you can't stay on top of it, then hire another employee or company to keep track of it for you. It'll pay off.

You can't expect perfection, even from your own business. However, you can take action to ensure your business remains reputable. 🎯



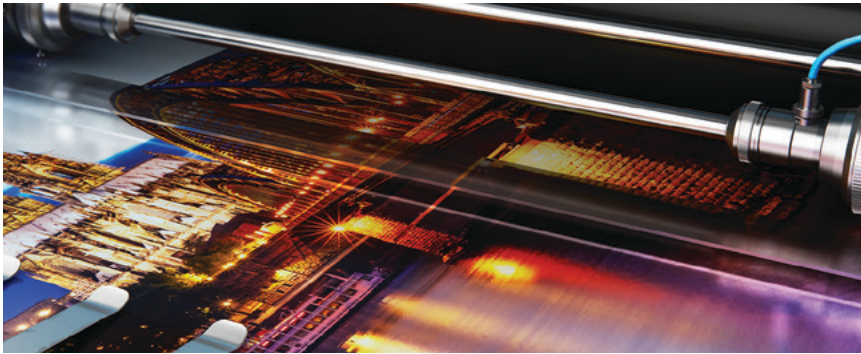
## Serve Your Customers Well

"The first and most obvious step to improving your online reputation is to serve customers well. There is nothing more effective than a good product and good service that helps customers solve a business problem they are facing. Then, once you've provided a solution to an important business problem, ask your customers to champion the success they've had online."

- Vatsal Shah, Litmus

# MORE VISIBILITY WITH PRINT!


Sometimes advertising can be frustrating because it feels as if your message is lost among all the other advertisements. Using print can help!



Print advertising will help increase the visibility of your business and will automatically stand out among consumers because there's less of it. It's less likely to get lost within the flood of information. The advertisements in the mail, on the billboards, or through promotional products will make a more significant impression on customers.

There's something personal and authentic about print advertising. Consumers still get excited when they receive mail, as long as it's not a bill. Plus, many become grateful when they receive a free gift in the form of a promotional product from your business. Because this advertising generates warm feelings, it's bound to stand out in the consumer's mind.

Print has the ability to take up more space and time. You are not limited to the confines of a screen or the time of an ad. A large banner positioned in a high-traffic area will appear 24/7, generating much visibility. If the design is exquisite, the consumer's attention will be captured.

Certain effects, such as lights, could be added for even greater visibility. Plus, that banner will remain for an extended period of time throughout all day and night. Even better, your advertising doesn't have to be confined to the 2-D realm. Promotional products, such as mugs, pens, stickers, or water bottles with your company's name and logo on them, are 3-D and useful. They'll reach a large audience who'll use them on a daily basis. 



"The only place where success comes before work is in the dictionary."  
— *Vidal Sassoon*

"Success is not final; failure is not fatal: it is the courage to continue that counts."  
—Winston Churchill

"Business opportunities are like buses; there's always another one coming."  
—Richard Branson

"Many of life's failures are people who did not realize how close they were to success when they gave up."  
—Thomas Edison

"Whether you think you can or whether you think you can't, you're right!"  
—Henry Ford

"The way to get started is to quit talking and begin doing."  
—Walt Disney

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."  
—Helen Keller

"Far and away the best prize that life offers is the chance to work hard at work worth doing."  
—Theodore Roosevelt



## Did You Know?

- » The first person convicted of speeding was going eight mph.
- » Some sea snakes can breathe through their skin.
- » The heads on Easter Island have bodies.
- » The moon has moonquakes believed to be caused by tidal stresses due to the distance between the Earth and the moon.
- » Humans are believed to be the only living thing to experience embarrassment.
- » The wood frog can hold its urine for up to eight months.
- » You lose up to 30 percent of your taste buds during an airplane flight due to the high elevation and dry air. This is perhaps why airplane food tastes so bad.
- » Your nostrils work one at a time, switching throughout the day. They're so good at it, you probably never even noticed.
- » Only two mammals like spicy food: humans and the tree shrew.
- » The human body literally glows, emitting a small quantity of "visible" light that fluctuates throughout the day.

## The Art of **Family**

# SAVING TIME IN BUSY FAMILIES

"I wish I had more time!" is a common sentiment shared by many. Life gets busy, maybe time-management skills falter, resulting in not enough time.



However, utilizing some helpful time-saving techniques can make it feel as if you have created more time in your day.

- » Prepare everything the night before. Plan what you're going to wear. Prepare your lunch and work bag. If you have kids, have them do the same. This will translate into a smoother morning, which will set you up for a successful day.
- » Make a priority to-do list. Sometimes there isn't enough time to get everything done. That's why it's essential to prioritize and get to the most critical tasks first.
- » Have a clean environment. Your environment impacts your state of mind. If your house is messy, you may feel overwhelmed and not able to think clearly. Plus, cleanliness and organization will make it much easier to do day-to-day tasks. That in itself will save you little pockets of time that add up.

» If you have kids, get them to help out. This will save you time while also allowing your children to learn valuable life skills.

» Watch your screen time. If your phone tracks your screen time, then take a peek. Add in your screen time outside of your phone. Are you happy with that number? If not, maybe it's time to cut back. Set some time limits for yourself and adhere to them.

» Do less laundry. If you hate laundry, you're not alone. Therefore, doing less of it probably sounds like a great idea. Not everything you wear needs to be washed right away. For example, jeans can be worn multiple times before needing to be washed. This will preserve both your time and your clothes.

These are just a few useful time-saving hacks that give you a great start on making time work for you rather than against you. 🕒

## Featured Product

# PROMOTIONAL PRODUCTS

Consumers love receiving promotional products! Plus, you'll love giving them after learning about the benefits.

Using promotional products is the optimal marketing strategy. These useful items keep the name and logo of your business top-of-mind for your prospects and customers. And the possibilities are endless: pens, coffee mugs, bags, stickers, calendars, and so much more.

Promotional products increase your brand awareness and customer loyalty. They are cost-effective and stand out among the competition. In fact, 83% of Americans like receiving promotional products, and 60% of the people who receive one keep it for about two years. That's one great form of durable and effective advertisement. Plus, giving a promotional product creates an impulse to reciprocate the gift. That's why 85% of consumers do business with the company after receiving one.

Give promotional products a try. Your business will thank you for it! 🎯



Business Funnies®



## Customer Care

### Angry Customers

An angry customer is never good, but knowing how to address one could de-escalate the situation and potentially save a loyal client.

1. Remember that an angry customer is not a bad customer. They just had an unpleasant experience. Your main priority is to stay calm and listen to their concerns, apologize, and offer solutions. There is no need to make excuses.
2. Try to establish a more personal relationship with the customer by sharing your name and learning and using theirs. It can be more difficult to be angry with a person you know.
3. Thank the customer. It may feel odd to thank someone who has been yelling at you, but remember that the customer was able to show you a potential flaw in your business that you can now fix for future clients.
4. Follow up with the customer. See how they're feeling about the situation and if the solution you offered worked. 🎯



### The World of Essential Oils

Essential oils have been gaining popularity. But what exactly are they, and do they actually work?

Essential oils are compounds extracted from plants. They are used in aromatherapy, a form of alternative medicine that uses essential oils to support one's health. Essential oils are extracted through distillation (steam or water), mechanically (cold pressing), or chemically. There are about 90 commonly used essential oils. Each comes with a unique health claim when it is either inhaled or applied to the skin.

Not many studies have been conducted in this area, but those that have been done are promising.

» The smell of essential oils can treat anxiety and stress.

» Peppermint, ethanol, lavender, chamomile, and sesame oil mixtures have been shown to reduce headache when applied to the head.


» Lavender does indeed seem to improve sleep quality.

» Thyme, oregano oil, caraway, and rosemary oil mixtures could reduce inflammation.

» Peppermint and tea-tree oil have promising antimicrobial effects. This is especially good because many bacteria are becoming immune to antibacterial medications.

» Citronella oil with vanillin repels mosquitos.

Choosing the right essential-oil brands can be challenging; you'll have to do a bit of research on purity and quality.

As with almost everything in life, essential oils should be used with caution. In the future, more studies will be conducted on the efficacy of essential oils. 

### Apps Scene



**Workday**  
Android & iOS

Workday simplifies and streamlines common work actions. For example, employees can review their pay, request time off, clock in and out of work, submit their timesheets, and submit expenses. Managers can easily approve employees' requests, perform a job change, make a compensation change, provide performance feedback, or view reports. Data remains secure through Touch ID or Face ID, ensuring no one can access your private information.



**Semrush**  
Android & iOS

Semrush provides search engine optimization (SEO) tools by uncovering millions of keywords, analyzing your business's backlink profile, running technical SEO audits, and tracking your Search Engine Results Page (SERP). Semrush will also compare your keyword and backlinks to those of your competitors, helping you find ways to keep up with the competition.



**HoneyBook**  
Android & iOS

HoneyBook is ideal for small-business owners, entrepreneurs, and creative freelancers as it helps them book more clients, save time on business administration, and get paid faster. HoneyBook notifies you when clients message, contracts are signed, and payments are received. With customizable email templates, custom brochures, questionnaires, invoices, and contracts, you can keep documents, clients, private notes, and conversations in one place.

# IMPOSTER SYNDROME

Imposter syndrome is the internal belief that you are not as capable or intelligent as others seem to think you are. You feel as if you don't belong, and you have crippling self-doubt.

Imposter syndrome is rooted in a pattern of thinking that leads to fear, anxiety, and stress. Often it is the hard workers, high achievers, and perfectionists who are most likely to be affected. Surprisingly, imposter syndrome is fairly common, affecting about 70% of us at least once in our lives. Luckily, there are methods to help.

» Talk with others. Sometimes the weight of dealing with imposter syndrome can be alleviated by sharing your feelings. They may share similar personal experiences, and they can negate your fears by affirming that you are indeed competent.

» Remember the facts. Imposter syndrome is rooted in personal feelings. However, the facts will give a better picture of who you are. Look to your years of hard work and accomplishments as tangible evidence of your abilities. Save emails, awards, certificates, and much more to reflect upon when you begin feeling like an imposter.

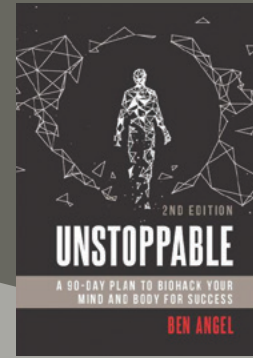
» Turn imposter syndrome upside down! As mentioned above, imposter syndrome is most likely to affect the high achievers. Genuine imposters don't experience these emotions. Therefore, if you are struggling with imposter syndrome, it is a testament to your dedication and abilities.

» Turn to therapy. Sometimes imposter syndrome can take over your life. It keeps you from pursuing your dreams and advocating for yourself. In these cases, therapy can be beneficial. You'll learn practical techniques you can use to improve your mind-set.

Sometimes the work environment can contribute to imposter syndrome. Businesses have the responsibility of making sure their organization respects and values all their employees. This includes sending out anonymous surveys throughout the year for feedback and using tangible factors when choosing advancement. 🎯



## Books in Review



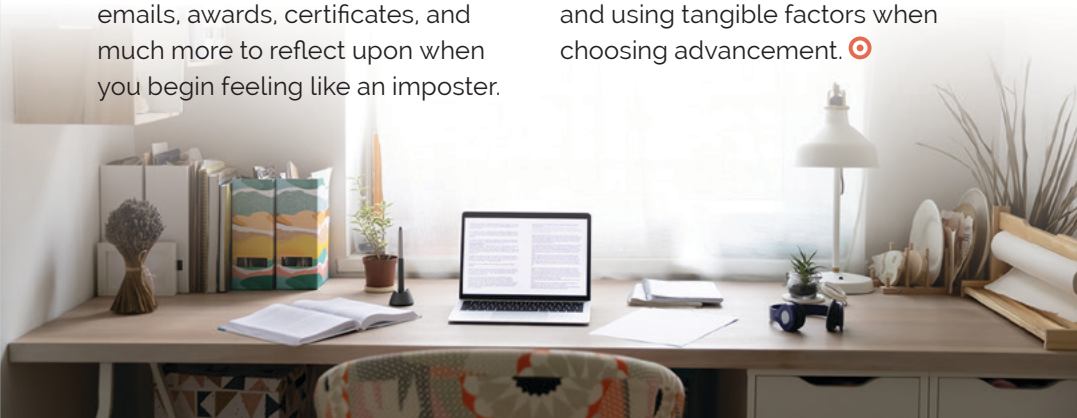
### *Unstoppable*

by Ben Angel

In 2018, Ben Angel released his now best-selling book *Unstoppable*, in which he tells his readers how to unlock their potential and become unstoppable. Angel argues that productivity is dependent on much more than willpower and motivation. He believes that one should turn to nutrition, nootropics, and wearable devices as well. Nutrition is especially important because what you eat directly affects your energy levels and mood. Nootropics are drugs or supplements that claim to improve cognitive function, especially memory, creativity, and motivation. Wearables are technologies that one wears to enhance their life. For example, Omnipemf, Braintap, Muse, and Sensate are worn to help focus an uneasy mind.

Angel divides people into four primary identities that can change over time. These are important for determining a plan of action for improvement.

He also stresses that everyone can become a catalyst, but it requires methodical solutions that focus on improving your biochemistry. 🎯



# Working Together



## Different Team Types

The most successful teams understand implicitly what each other's strengths are, what their weaknesses are, and make efforts to work towards everyone's strong suits.

» **Project teams** work towards the completion of a specific project under the supervision of a project manager. This is very structured with deadlines, goals, and roles. Project teams are further divided into functional, cross-functional, matrix, and contract teams.

» **Functional teams** work towards a common goal that is directly shared with the purpose of the business. It is comprised of employees with specialized skills and education. The team is permanent and is led by a manager.

» **Cross-functional teams** work towards the completion of a single project. Usually, a diverse skill set is needed.

» **Matrix teams** have two bosses. However, this can become confusing and inefficient.

» **Contract teams** are signed by the company through outsourcing to complete a specific task.

» **Operational teams** support other


teams to ensure seamless. The goal is to improve efficiency and profitability.

» **Virtual teams** can be especially beneficial because they can bring together talent from throughout the world and allows for work-from-home opportunities.

» **Self-managed teams** have no managers or leaders; this gives them greater freedom to manage their own time and tasks.

» **Problem-solving teams** are created to solve a crisis or unexpected event. They are temporary and disband once the problem is solved.

» **Informal teams** are formed by the employees rather than the company. These teams tend to communicate more and are more efficient.

» **Leadership teams** are made up of leaders from various departments, leading to a highly skilled and experienced team. 

### January Birthdays

Dee Snider – 01/03  
Robert Bryant – 01/04  
Joyce Tillage – 01/06  
Chris Curry – 01/06  
Tom Johnson – 01/09  
Ashley Lowman – 01/11

Sabrina Battle – 01/16  
Wayne Zamora – 01/23  
Ryan Rucker – 01/25  
Sammy Cook – 01/28  
Steven Manning – 01/28

### January Anniversaries

Dee Snider – 15 years

Ben Powers – 25 years

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

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