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Under *the* Sun

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THE PSYCHOLOGY OF SOCIAL MEDIA

Modern marketing tactics heavily rely on social media for spreading content and brand messaging. We all want our content to go viral, but a long-term approach and a solid strategy for your social content will serve you better in the long run. The *New York Times* surveyed their customers to discover the main reasons people share content. Here's some of what they learned:

49% for Entertainment

Tap into the creative aspects of your product or service.

68% to Define Themselves

Find and concentrate on your tribe, and they will define themselves with your product or service. This goes beyond honing in on your general target market by pinpointing those little things that the most dedicated customers love about your product.

78% to Maintain Relationships

Often, social-media relationships are not close relationships, but casual ones that are defined by what people share with each other.

69% for Self-Fulfillment

People share posts that make them feel good.

84% to Support a Cause

Social media allows people to become involved in causes, and the public-facing posts are often meant to show others what people stand for.

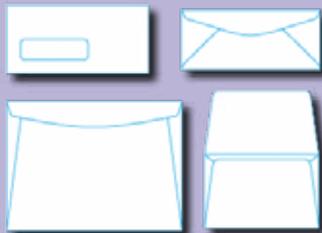
Understanding why people share content can help you focus on how you can structure any social strategy. Incorporate one of these drivers of social sharing in every post you publish, and watch your traffic grow.

A CUT (AND FOLD) ABOVE THE REST

What makes our envelope converter **unique**?

Last month, we shared with you how our envelopes are ahead of their time, but what about the incredible piece of machinery that creates them? With it, our capacity for providing direct mail solutions is unmatched and we are excited to utilize it to its fullest potential!

How do we utilize the machine's features to best meet your envelope converting needs?



We cover the vast majority of envelope sizes you need: **A6, #9, #10, Booklet Envelopes, Foil Lined Envelopes and much more!**

Converting 30,000 pieces/hour, large run and fast turns are our specialty!



Single Windows, Large Windows or Multiple Windows!

Technology is used to reduce waste supporting our green initiatives and saving you money!



"The most valuable of all talents is that of never using two words when one will do."
— *Thomas Jefferson*

"Consider the postage stamp: its usefulness consists in the ability to stick to one thing till it gets there."
— *Josh Billings*

"Life is not about how fast you run or how high you climb, but about how well you bounce."
— *Vivian Komori*

"In the business world, everyone is paid in two coins: cash and experience. Take the experience first; the cash will come later."
— *Harold Geneen*

"The absolute fundamental aim is to make money out of satisfying customers."
— *John Egan*

"Hire character. Train skill."
— *Peter Schutz*

"The NBA is never just a business. It's always business. It's always personal. All good businesses are personal. The best businesses are very personal."
— *Mark Cuban*

"In my day, we didn't have self-esteem, we had self-respect, and no more of it than we had earned."
— *Jane Haddam*



Communication Print & Media **Delivered**

KEY ELEMENTS OF BUILDING A BRAND

Did You Know?

- » The first three minutes of a call cost \$75.00 when commercial telephone service was introduced between New York and London in 1927.
- » The term “brand name” originated with whiskey producers who branded their names on the barrels they shipped out.
- » Goofy started life as Dippy Dawg.
- » Eighteen percent of Americans put their pets in their wills.
- » A Northerner, Dan Emmett, wrote the Southern anthem “Dixie.”
- » The rock group Jethro Tull was named after the inventor of the seed drill.
- » Fire escapes, windshield wipers, and bulletproof vests were all invented by women.
- » Pieces of bread were used to erase lead pencil marks before rubber came into use.
- » Prospectors in ancient times used the fleece of sheep to collect grains of gold from streams.
- » “Yahoo” is an acronym for “Yet Another Hierarchical Officious Oracle.”
- » Seventy percent of small businesses are owned and operated by a single person.

Have you ever looked at a brand and admired how well it stood out from its competition? Have you ever wondered how certain companies manage to catch your eye and encourage you to choose their product or service? There is a science behind branding and every detail is important. The following are several “rules to live by” when building a brand.



1. Be unique

A good rule to follow is that if you can place your brand on another company’s collateral and it fits in and “works,” your brand is not unique enough. It is paramount to make sure that your brand has an identifying quality that allows potential customers to differentiate it from your competitors.

2. Be consistent

It is extremely important to consistently integrate your brand throughout your marketing endeavors, whether that is via social media, printed pieces, branded merchandise or otherwise. Using consistent brand colors, fonts, graphics, logo, etc. will keep your brand recognizable and allow people to easily recall it when they see those attributes in advertising, on print, etc.

3. Consider Your Target Audience

Whose attention are you trying to catch? If it is a group of professionals, perhaps consider a simpler brand with muted colors, clean lines, etc. If you are marketing to children, you could choose to use brighter colors and more decorative fonts. Always remember who you are trying to garner a response from.

4. Branding Is Not A Cut-And-Dry Process

The process of branding your business is not always a straightforward journey. It can take time to hone in on how you want to market yourself and what elements of your brand will help you achieve that. Do not be discouraged if it takes time, this simply means that when you decide on your brand, it will be well thought out and exactly what you need to make your business stand out.

Sun Solutions offers comprehensive branding services from the core messaging to all visual aspects of a brand. Let us help you build a brand that is distinct, targeted and effective.

FEATURED CLIENT SOLUTION

Our featured client solution this month comes to us from Dominion Carolina Gas. Our Grand Format department performed a complete interior overhaul of their facility! They fabricated and installed acrylic art and signage as well as repainted and wrapped walls.

"We have received so many positive comments from both employees and visitors regarding how nice and unique our décor is. You guys really helped us meet and exceed expectations."

- Gary at Dominion Carolina



Customer Care

Panic Button a Priority

When you think about your customer-service priorities, do you recognize your company's panic preparedness as part of your content or training?

Think of it this way: when your customers have a problem or an issue, do you have resources that give them exact in-case-of-emergency instructions?

No matter what your product or service, customers can have desperate moments when either something is not working right or they don't have enough training yet to solve their issue without your customer-service support.

How hard is it for them to get answers? How long do they have to wait on hold before reaching a human? If they go to your website, do you have links to information that can help with any conceivable issue? These desperate patrons are often our greatest guides to becoming better at customer service.

SUN SOLUTIONS TEAM MEMBER ACCEPTED INTO ISA ELITE PROGRAM



Sun Solutions would like to congratulate our Director of Grand Format, Matt Vaughn, for being accepted into the ISA Elite program!

Every Spring, ISA (International Sign Association) brings together the brightest young talent in the sign, graphics, and visual communications industry at ISA International Sign Expo. Here they experience unique networking opportunities and free access to all education sessions. The group meets again for a 2-day leadership retreat at the ISA office in the Fall. In addition to studying personal leadership traits and analyzing their leadership habits, the class will participate in several networking opportunities with both the ISA Board of Directors and ISA staff.

Matt was 1 of 36 selected out of over 150 applicants and the first SC participant in the program.

Apps Scene



KoolSpan TrustCall

Make secure phone calls and send encrypted text messages with this free Android and iOS app. You never know who is interested in listening in or looking at your messages. This app, also available for BlackBerry, is perfect for securing your communications. Not only will it secure your outgoing communication, it prevents unwanted uploads that can happen when you are using unsecured networks.



Fing

Available free for Android and iOS, this is a security scanning app that allows you to see who else is connected to the same Wi-Fi. When you are out and about and want to connect to a network outside of your office, you can use this app to see who else is connected and avoid data leeching or scammers.



Mozy

Upload and save documents, secure files, images, music, and videos all in one place with this Android and iOS app that is free to download for basic accounts. The app also offers paid upgrades allowing you to boost your storage limits. The unique thing about this file storage is that if you store your password on your device and then lose the device, you can lock out that single device. The UI (user interface) allows you to preview your files and share them with other devices in your account, including your computer.

COMMUNICATION SKILLS 101

If you have never tried to be a better communicator, now is the time to step up your game. It is not difficult to make some small changes to increase your communication skills. Try these simple steps.

Simple Clarity

Great communicators keep their message simple. When you're talking to coworkers or customers, it is not the time for great oratories. Small talk can break the ice, but get straight to the facts of who, what, why, or how.

Common Vision

The key to communication is including the other party you are speaking to in your words. When we talk at people, we lose them. When we include them and their needs in our conversation, we reach them.

Listen

Communication is a two-way street, and you have two ears and only one mouth for a reason. If you want to be a great communicator, focus more on listening rather than on speaking.

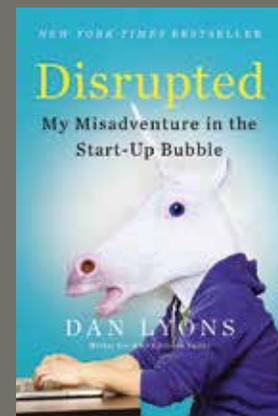
Body Language

Words are not the only tools for communicating. Your body language tells people what you really think. Lean into conversations, uncross your arms or legs, and be open to your audience. Eye contact is vital for showing interest in your coworkers' thoughts and responses.

Awareness

Practicing awareness is being conscious of everything that makes us different and unique. This goes beyond knowing how many kids your coworkers have and where they grew up, to being open to the diverse ideas that are embedded in every individual. Just by acknowledging their differences, your team can be stronger together.

Communication can help us be more effective, more productive, and better coworkers.



Disrupted—My Misadventure in the Start-Up Bubble

by Dan Lyons

Dan Lyons is a seasoned writer for news magazines and Hollywood, with his most recent credits coming from the HBO hit series *Silicon Valley*. After being laid off from *Newsweek* in 2012, he took a job with the marketing start-up HubSpot. It is his time there that influenced his HBO series and eventually his book, *Disrupted*.

Though the title makes the book seem like it would only be interesting to people running or thinking about working in a start-up, it is a more in-depth look at “innovate or die” in the modern age. The most important takeaway here is about the need for diversity in the workplace. Lyons points to the pitfalls of creating a company culture where everyone looks, talks, and thinks like you.

Lyons writes from the perspective of being the “old guy” among a culture of millennials who want nothing more than to not follow the rules of “normal” business. There is no HR department, no bosses, and their only rule is “use good judgment.” Lyons’ humorous writing harkens back to the early periods of life when you were insecure and just wanted people to like you.

More than a look inside the start-up culture, *Disrupted* is a warning for businesses to think outside the box in a way that moves you forward in a changing, often confusing world.





TOP CAUSES OF WORK-RELATED STRESS

Every manager thinks about relieving their team’s stress in the workplace, even a poor manager. Regardless of the best intentions, things slip through the cracks. Which of the most common workplace stressors are plaguing your office?

Pressure

We put pressure on ourselves to perform, our bosses put pressure on us to be productive, and our home life has pressures too. There is no getting away from it. How much of it is necessary? According to multiple studies, not as much as you think.

Micromanagement is the most common culprit of workplace pressure. Take a step back and let people do their jobs. If you find that things are still not getting done, take a look at your communication effectiveness or processes and procedures.

Bullying

According to *Forbes*, 75% of workers are affected by bullying in some form. Even if individuals are not bullied themselves,

the experience of watching someone else suffer the humiliation of coworker harassment is just as influential and can affect their performance and job satisfaction in a negative way. Workplace bullying can cost companies in turnover and lost productivity. It is not just the bullied workers who leave; the employees who witness it will be tempted to leave rather than rock the boat.

Create a culture of “if you see something, say something” through comment cards or a company wiki that allows people to write their frustrations without recourse. Standing up for what’s right is sometimes as simple as using a pen and paper. Give people a voice, and you’ll get course corrections that will right the ship and keep your company sailing smoothly.

APRIL Birthdays

Michelle Pratt	4/08
Owen Bolin	4/09
Courtney Amick	4/21
Bill Worman	4/21
Frank Neill	4/29

APRIL Anniversaries

Frank Neill	10 years
Chad Todd	3 years
Danette Pozdroll	25 years
Ben Taylor	5 years
Tyrone Jenkins	5 years

SUN SOLUTIONS IS PROUD TO BE A



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