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Under *the* Sun

N E W S L E T T E R



INSIDE THIS ISSUE:

PAGE 2
Featured Solution

PAGE 3
Quality You Can Feel

PAGE 4
Stronger
Communication

PAGE 5
Perfectly Presented

PAGE 6
Tips to Lower Blood
Pressure Naturally

PAGE 7
Ready, Set,
Concentrate!

PAGE 8
Can You Relate?

FEATURED SOLUTION

EVENT DISPLAYS FOR BLUE CROSS BLUE SHIELD



Sun's Grand Format team recently designed, printed and installed the graphics for Blue Cross Blue Shields "Champions for All" United Way event. The displays included two tripod displays and wall graphics, all based on a red carpet "main event" champion theme.

If you looking for a way to promote your event, call our team today at 803-791-1786
or email us at: info@SunSolutionsUSA.com

QUALITY YOU CAN FEEL

Did you know that according to Statistic Brain Research Institute, 72% of people judge a company based on the quality of their printed materials?



Once your message and design are complete, it's important to remember one of the most critical components of your printed piece: the paper.

Paper selection affects not only the cost and the visual appeal of the piece you're creating, but it also is an essential tool to showcase your credibility. Here are a few key things to keep in mind when selecting the perfect paper:

» **Weight matters.**

Although you don't need to worry about the specific numbered weights of paper (i.e., 24 lb./60 lb./80 lb.), you should determine whether you want a cardstock or a non-cardstock sheet. Cardstock is often referred to as "cover,"

"index," or "bristol" weight, while non-cardstock papers are typically called "text" or "bond."

» **Coated or uncoated?**

Once you've determined the weight of your paper, then decide the type of finish you want your paper to have. You can choose between a glossy, matte, or uncoated finish.

» **Choose numbers last.**

Remember to focus on the type of paper you want and worry about the number or "basis weight" last. For example, although 80 lb. glossy cover and 80 lb. glossy text have the same basis weight, the glossy cover is the cardstock or heavier paper type. 



"Life consists not in holding good cards but in playing those you hold well."

— *Josh Billings*

"The secret of change is to focus all your energy not on fighting the old but on building the new."

— *Socrates, the father of Western philosophy*

"Be undeniably good. No marketing effort or social-media buzzword can be a substitute for that."

— *Anthony Volodkin, founder of Hype Machine*

"If you can't feed a team with two pizzas, it's too large."

— *Jeff Bezos, founder and CEO of Amazon*

"Wonder what your customer really wants? Ask. Don't tell."

— *Lisa Stone, cofounder and CEO of BlogHer*

"There's nothing wrong with staying small. You can do big things with a small team."

— *Jason Fried, 37signals founder and coauthor of Rework*

"Nothing works better than just improving your product."

— *Joel Spolsky, cofounder of Stack Overflow*

"Data beats emotions."

— *Sean Rad, founder of Tinder*



Did You Know?

- » People with high IQs tend to dream more than the average person.
- » Your big toes have two bones each, while the rest of your toes have three.
- » The acid in your stomach can dissolve razor blades.
- » The name Beijing, China's capital city, means "gate."
- » The Earth gets approximately 100 tons heavier each day from falling space dust.
- » An astronaut's heart actually becomes smaller in outer space.
- » Dirty snow melts faster than clean snow.
- » More oak trees are struck by lightning than any other type of tree.
- » In 1900, the average person's life expectancy was 47.
- » In 2009, one out of eight couples married in the United States met each other online. Today, it's one in six.
- » An average person will eat almost 60,000 pounds of food throughout their lifetime.
- » February 1865 was the only month in recorded history to not have a full moon.

The Art of **Family**

STRONGER COMMUNICATION

George Bernard Shaw said, "The single biggest problem in communication is the illusion that it has taken place." To make sure you and your family are always on the same page, here are six communication mistakes to avoid.



1. Speaking too soon.

Make every effort to fully listen to what other people have to say before cutting them off. Wait a few seconds before breaking the silence with speaking.

2. Criticizing.

Nothing stops the flow of communication faster than criticism, so do your best to keep things positive.

3. Trying to prove you are right.

Remember, you're all on the same team. Step back if you find yourself pushing someone to see things your way or if you're attempting to create evidence to strengthen your side. If you're correct about something, you usually don't need to push it.

4. In one ear and out the other.

Communication always goes two ways. Be sure to respond in a way that lets other family members know you are listening. Pro tip: Put down your phone when your kids or spouse come to talk to you.

5. Holding stuff back.

Don't be afraid to share the not-so-rosy moments with your family members. Learn to handle situations together. Sharing the victories and the challenges brings a family closer.

6. Allowing stress to interfere.

Take steps to decompress and shake off the things from your workday before you come home. Prepare yourself to be your best for your family and not allow the work stressors to follow you home. 

Featured Product

PERFECTLY PRESENTED

Coupons are an inexpensive yet highly measurable way to increase brand awareness, promote or increase sales of a specific product, and draw new customers.

Coupons can either offer a broad discount or focus on one particular product or service to generate a short-term boost in traffic. While only a small portion of coupons may actually be redeemed, they offer long-lasting brand awareness. Not only are they a great focus for a direct-mail campaign, but coupons can also be included with statements and bills, or simply handed out at the end of each purchase.

Here are a few elements to keep in mind when creating a coupon campaign:

- » Clearly yet concisely define the offer
- » Provide face value
- » Use impossible-to-ignore images of your product or service
- » Don't forget an expiration date
- » List your company name and address
- » Include a tracking or promotional code

If you'd like help creating a coupon promotion, visit us online or give us a call! We'd love to help you promote your business. 📞



Business Funnies®



"Can you be a little more specific than 'sort of blue-ish'?"

Customer Care

Words Have Power

The words you use can influence how you and others feel about a company.

Here are some words people like to hear: ability, definite, loyalty, valuable, abundant, dependable, opportunity, vigor, achieve, ease, perfection, vivid, active, prestige, wisdom, admirable, energy, punctual, you, advance, reliable, enthusiasm, aspire, simplicity, benefit, genuine, stability, thorough, confidence, and honest.

Here are some words people tend to dislike: abuse, dispute, liable, squander, evict, failure, bankrupt, fault, tardy, beware, oversight, unfair, blame, crooked, fraud, worry, crisis, ignorant, decline, and disaster.

Think about the words you use on a daily basis and consider these words when looking for what to say in your marketing materials and when speaking to customers. 📞



High blood pressure has earned the fearful nickname "the silent killer." Affecting more than a billion people worldwide, high blood pressure often comes without warning signs or symptoms. If left uncontrolled, it can also raise your risk of heart disease and stroke.

Tips to Lower Blood Pressure Naturally

» **Stop smoking.** This seems obvious, but quitting smoking will not only help keep your blood pressure in check, but you'll also diminish your risk of cancer and cardiovascular diseases.

» **Ditch the salt.** The average American consumes twice the recommended sodium limit of 2,000 milligrams per day, often through canned soups, frozen dinners, soy sauce, pickles, olives, and processed cheeses. Read food labels and select reduced-sodium products whenever possible.

» **Lose those extra pounds.** The more overweight you are, the higher your risk. Start by making small changes,

such as cutting back your calories. It's easier to cut back when you can replace it with the good stuff. Bulk up your meals and snacks with fruits, vegetables, and low-fat dairy products.

» **Go easy with the alcohol.** High blood pressure will often return to previous, more normal levels when excessive drinking stops.

» **Cut back on caffeine.** Although not long term, caffeine tends to give your blood pressure a boost, so be mindful of its effects if you're consuming more than an average amount.

» **Get active.** First, consult your doctor. Then, slowly introduce exercise into your life. Learn to love sweating and choose sweat-inducing physical activities you enjoy, such as walking, dancing, biking, golfing, or even doing yard work. 🟢

Apps Scene



Google Pay
Android & Web

With over 100,000,000+ downloads and counting, Google Pay is one of the best Android apps of all time. This online payment app works like a digital wallet and is available for use all over the world. With Google Pay, you can leave your wallet at home and use the app to pay with your phone in stores, send money, and split the bill. Plus, you get the added security of being encrypted and secured by Google. Store your cards, tickets, and boarding passes with Google Pay.



CamScanner
Android & iOS

CamScanner is a must-have app available for both Android and iOS that uses your camera to scan documents for secure storage and sharing. One of CamScanner's most notable features is its Optical Character Recognition or OCR. This feature converts your images into text files which means no more typing! To learn more, visit www.camscanner.com.



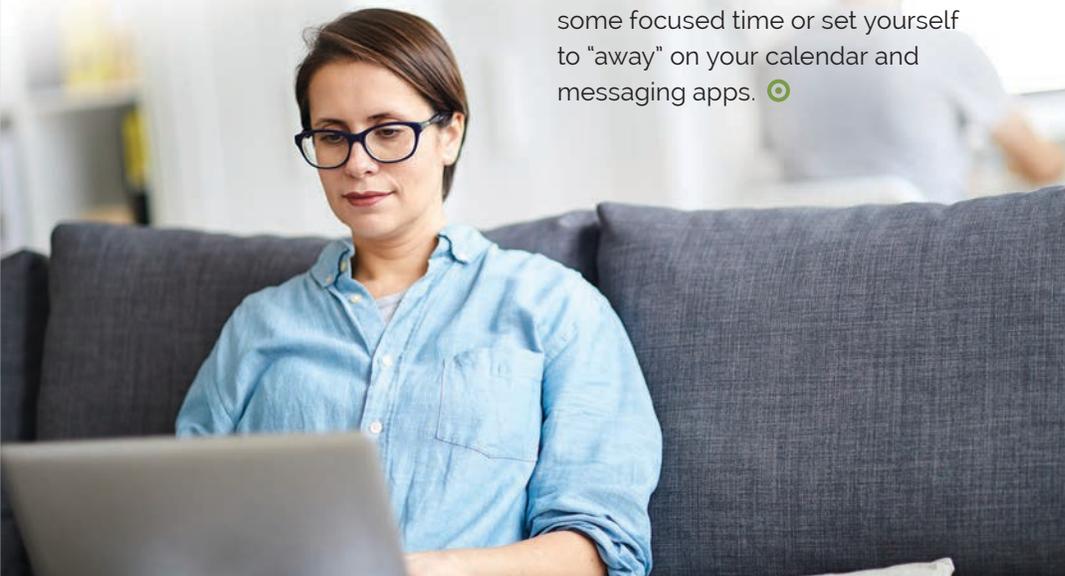
Mint
Android, iOS & Web

Manage your money like a pro with Mint! This 100% free-to-use app comes from the makers of TurboTax and lets you manage all of your banking and investment accounts in one place. Track your spending, create an easy-to-stick-to budget, get free credit scores, keep your cash flow in check, and more, all from one convenient app. With Mint, you can also set bill reminders, customize reports, and get suggested budget amounts based on your spending.

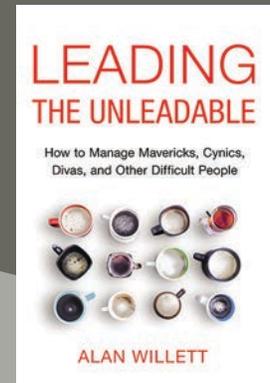
READY, SET, CONCENTRATE!

When work is busy, your thoughts can scatter, and your mind can race from one thing to another. Here are some easy ways you can boost your concentration at work:

- » One thing at a time. Concentrating is much easier when you only have to focus on one thing. Narrow in on that one thing and work to not let your mind wander.
- » Toss out the unnecessary. Eliminate all of the thoughts running through your mind that are irrelevant to the issue at hand. Even mentally telling yourself "That's not important right now, I'll deal with it later" can be a huge help.
- » Set the stage. Control your surroundings and be sure you are comfortable.
- » Set the target. Visualize the goal you are trying to reach. Think about the end results you're aiming for and how good it will feel to have accomplished another goal.
- » Attitude is everything. Don't forget to think positively. Your mood makes a significant difference on the outcome of your day. If you are determined to be at your best, you usually will.
- » Have a plan. Lay out your day with as much of the details as you can and allow time for jobs you need to get done. Getting yourself on a schedule, including giving yourself deadlines, will help you keep your eyes on the prize.
- » Prioritize the things you need to accomplish and pick the top three tasks to get done in a day. This will ensure you finish the most necessary tasks first.
- » Communicate what you need. To avoid interruptions, put a sign up in your office when you need some focused time or set yourself to "away" on your calendar and messaging apps. 🕒



Books in Review



Leading the Unleashable: How to Manage Mavericks, Cynics, Divas, and Other Difficult People

by Alan Willett

Leaders have to deal with all kinds of people and circumstances. From dysfunctional teams to slackers and divas, managing difficult people is not for the faint of heart.

Alan Willett, in his book *Leading the Unleashable*, offers insightful tips and tricks on how leaders can accept the call for exceptional leadership, fine-tune their radar for trouble, prevent it, and eventually lead even the leaders.

Willett explains that exceptional leaders work for the success of others by:

- Recognizing most people have good intentions
- Being willing to make tough choices for the sake of the project
- Cultivating teamwork
- Starting small in both the size of the team and project goal

Does your team feel like it's unleashable? If so, check out Willett's book for some great advice to cultivate the team your company needs to reach success. 🕒



CAN YOU RELATE?

Customer relations can tell you a lot about how well your team is working together. To evaluate your customer relations and your team, ask yourself the following questions:

- » Do you know who your customers are? If you define your target audience as “anyone breathing,” you’re probably spreading your team too thin and missing quality connections with your customers.
- » If a regular customer stopped by your business or called you directly, would you recognize him or her or know their name? Personal relationships set the stage for increased loyalty. Make it a point to make a connection and remember a name.
- » Do you request customer feedback and take their comments into consideration? Validation of a concern is one of the best gifts you can give your customers. If they feel like they’re being listened to and understood, they’ll welcome the chance to work with your company more frequently.
- » Are you tracking and keeping in touch with your customers on a regular basis? Another way you could ask this question is: do customers only reach out when they’re having a problem, or do you proactively contact your customers “just because”? Go the extra mile and take your turn at being the one to reach out first.
- » Do you organize your business schedule around the convenience of your customers? If your team’s mission is to make sure they’re out of the office come 5:00 PM with no regard to being there for customers when they need it, it’s probably time to make some adjustments.
- » Do you treat any of your customers differently? All customers, whether happy, sad, needy, or independent, should expect to receive the same type of care from your team. 

September Birthdays

Wendy Essick	08/25	Tom Welsh	09/16
Freda Green	09/01	Nate Brown	09/17
Becky Stephens	09/03	Nate Lantz	09/19
Mike Doberass	09/03	Greg Smith	09/23
James Eddings	09/03	Marquis Williams	09/23
Duncan Wise	09/03	Shadoe Allmon	09/25
Wayne Woodyard	09/04	Andy Cook	09/25
Jacob Dubose	09/05	Chris Morgan	09/28
Patrick Tysinger	09/06	Stacey Geiger	09/30
Becky Cobb	09/11		

September Anniversaries

Joyce Tillage 20 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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