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Under *the* Sun

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GROWTH, YOUR WAY

Sometimes, the only opportunities for growth are the ones you make for yourself.

No matter the market's circumstances or your local community's economy, there are always a few businesses that completely outpace the rest. What is their secret? According to successful entrepreneurs, creating your own opportunities is the key.


Listen to the Unspoken

The hidden opportunities are sometimes not the obvious moves. The more you listen to your customers, the more you will see what is missing from your market. Filling that gap, such as providing niche services or focusing on a product for an overlooked sector, may result in the perfect chance for business growth.

Strategic Partnerships

Capitalize on partnering with other businesses that benefit from your company. Leverage the kind of advantages customers have when your business partnerships complement and enhance each other's products and services.

Passion Project

The heart can lead the way to unexpected opportunities if you let your passions give you directions. The majority of the list of entrepreneurs in *Forbes'* Next 1000 started their businesses because they were passionate about filling a need or serving a specific community they care about with their product or service. 



Tips

These entrepreneurs are thriving after recognizing their own opportunities for growing a business:

» Alexis Miles founded the Partnership Project to purchase vacant land and build affordable housing for seniors.

» Modi Sarkar saw a lack of multicultural books and toys for kids when raising her daughter. She started Modi Toys in 2018.

» "No racists, sexists, or trolls" are allowed on QuirkChat, founded by Bee Law, to combat the harassment common with online "geek fandom" industries like comics, gaming, anime, and other social interaction.

WIN YOUR TARGET MARKET WITH PRINT

Focus your print marketing on a concentrated audience of people with real potential to buy.



Pinpointing your market is easy when you employ print to your advantage. There is no better way to narrow your targeted efforts than to use demographics data to your benefit.

You understand your market and know where and how they make their decisions. With print, you can ensure that your message reaches your customers at the right time and in the most compelling format.

When you combine the mesmerizing effect of your message made tangible in print with the pinpointing power of data, your business will always be right

where you need it to be every time. You can decide who to focus on with each custom message you have, target each product to the appropriate customer, and avoid futile efforts and wasted resources.

Targeted print marketing allows you to set better goals and measure each effort's success by seeing the kind of results that show proof of ROI, adding to your bottom line. You'll get better outcomes and see better returns when you use the demographics that matter to your business and put your print pieces into the hands of actual buyers. 🎯



"Conformity is the jailer of freedom and the enemy of growth."

— *John F. Kennedy*

"Play by the rules, but be ferocious."

— *Phil Knight, founder, Nike*

"Motivation is the catalyzing ingredient for every successful innovation."

— *Clayton Christensen, economist and Harvard professor*

"Every problem is a gift—without problems we would not grow."

— *Anthony Robbins, motivational speaker and writer*

"Strength and growth come only through continuous effort and struggle."

— *Napoleon Hill, author*

"And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom."

— *Anais Nin, writer*

"The only way you are going to have success is to have lots of failures first."

— *Sergey Brin, cofounder, Google*

"I do not know the word 'quit.' Either I never did, or I have abolished it."

— *Susan Butcher, sled dog racer*

"It's very easy to be different but very difficult to be better."

— *Jonathan Ive, chief design officer, Apple*

"The journey of a thousand miles begins with a single step."

— *Lao Tzu*

Featured **Grand Format Solution**

VISUAL IMPACT AT RESTAURANT'S NEW LOCATION

Our Grand Format team recently produced graphics for D's Wings (designed by Joe Long with Black Barn) for their new location at 415 Meeting Street in Cayce, South Carolina. Our team printed and installed a large (slip resistant and chemical resistant) floor decal and vinyl posters for the restroom doors.



Textured Translucent Floor Graphic Media - ASTM D-2047 certified, ASTM F 462-1994 certified, and UL410 certified for slip resistance.



Call or email our team at Sun to see what we can design, print, and install for you!

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Business Funnies®



Customer Care

How Can You Fix What You Don't Know Is a Problem?

If 97% of people won't tell a business they've had a bad experience, how do you know when you have a problem? Complaints account for only about 4% of customers' issues, making the problems you hear about even more important to solve.

Sometimes they hold back because they like you or your product, and sometimes they don't tell you because they simply don't like your company or product and don't want to waste their energy. Both are detrimental to the growth of your company, making them valuable facts to know.

Find opportunities for encouraging customer feedback, like surveys, exit polls, lost-opportunity interviews, and questions for customers during regular interactions. The information you discover here is an invaluable guide to the sticky points that customers hesitate to tell you about. 🎯

Featured Product

BLANKET THE NEIGHBORHOOD WITH POSTCARDS

You've got a great postcard; deliver it to every residence in your area!

Putting your offer in the hands of every house in town is easy! Every Door Direct Mail (EDDM) will blanket the neighborhood with your superbly designed postcard for a fantastic rate.

Cost-effective and timely, use EDDM on your targeted area with no need for a mailing list. Create a postcard with an offer they can't pass up, and your whole area is full of potential. 🎯



Featured **Branded Merchandise**

COOL SUMMER PRODUCTS

Keep your customers protected and cool this Summer with these custom branded promotional products.



Sunscren Lotion & Lip Balm



Mini Personal Mister



Mini Fan with Removable Cap

Call or email our team at Sun to get your order placed today!

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Apps Scene



Wikipedia
Android & iOS

Sometimes using your phone to search for information returns a ridiculous amount of useless and unrelated data, with annoying pop-up ads that block your view. You just needed some facts. Wikipedia has an app full of facts, doesn't have ads, and is available offline for any pages you mark in "my lists." You can customize your feed and find information with quick searches. Sending feedback is just as easy as it is online.



Weather Underground
Android & iOS

This app bases the weather information pinpointed to your GPS location with the ability to give you local alerts no matter where you go. With interactive weather maps for your precise location from Nexrad radar, NOAA, and even satellite imagery, this app displays sophisticated weather visualizations. It helps you keep an eye out for extreme weather.



LibriVox
Android & iOS

LibriVox is a volunteer project that records public-domain books as audiobooks. Ads help fund the project, or you can subscribe to the app for a small monthly fee to support the work. Just like all audiobook apps, you can stream the book or download it to listen offline anytime. The app also supports Bluetooth. With a free library of more than 24,000 audiobooks and a catalog of 75,000 books that can be purchased, you'll find plenty of great content to listen to.

TRANSITIONING FROM HOME TO OFFICE

Transitioning back to the office after working from home is not just about life after COVID. Many gig workers are coming back into a full-time office situation, and that can take some adjustment. Here's some advice from former gig workers that can help you make these alterations to your business life a smoother process.

Make Yourself at Home

You will likely miss the things you could get away with while working from home, like having the coffeepot within reach, wearing your comfiest clothes, and taking catnaps at your desk. So the best alternative is to make sure you have other creature comforts at your desk within arm's reach.

Rachel Burell remarked that on her transition back to the office, she was used to having multiple monitors in her home setup. Something as simple as adding the tech "extras" you got used to at home can make things more comfortable back in the office.

Routine

At-home workers often attribute their focused success to the fact that they have a routine and stick to it. When coming back to the office, there are a thousand distractions that you cannot control. Adhering to

a routine and creating boundaries when others attempt to disrupt you will help you stay just as productive on location as you were at home.

Keep Consistent Communication

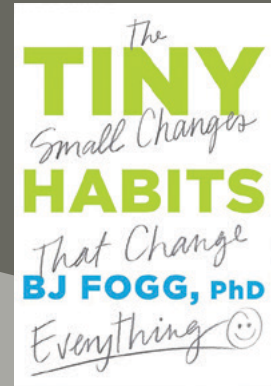
When you work from home, good communication is always a focus as the team is never in the same room. But coming back to the office can risk the relaxation of good communication rules, assuming that since you all see each other face-to-face you must also be on the same page.

Socializing

Office politics don't go away when you're working from home, but once you share a space, they become front and center. Dealing with other people's issues, personalities, and quirks is something to get used to all over again. Take it slow, get to know people, and set reasonable boundaries. 🕒



Books in Review



Tiny Habits – The Small Changes that Change Everything

by B. J. Fogg

For anyone who wants to make big changes but doesn't know where to start, Stanford professor B.J. Fogg, an expert researcher on habits, has the answers and has compiled a step-by-step guide in his best-selling book. *Tiny Habits* details simple tricks to starting small habits that will quickly add up to major changes in any area of your life that you choose.

Fogg wants to revolutionize how people think about human behavior, and demonstrates that even major advances start with the smallest steps. He believes that emotions, not routines, wire in habits for people. According to Fogg, tapping into those emotional connections for your goals is the key to success, and his book is a step-by-step guide you can use to achieve anything.

Tiny Habits is full of life hacks and the science that reveals the successful adoption of little changes making a big difference. It doesn't matter if you want to build a stronger business, lose weight, be a better parent, or any other goal. Fogg will show you the way. 🕒





TED-STYLE TEAM BUILDING

Anyone who has been part of a book club knows that people have vastly different experiences reading the same text.


Part of getting to know your team is understanding their unique point of view on life experiences. The blueprint of a book club can create an excellent opportunity for team building at the office.

The downside of trying to make people read a book for work is that they only have so much free time, and many will resent the idea of using it for work extracurriculars. Not to worry, there is a solution. YouTube!

There are thousands of short-form videos such as TED talks that can be assigned instead of reading an entire book. Even a full two-hour movie is less demanding than finding the dozens of hours it can take to read a book. Besides, the

discussion about the video or book is where the team building most often takes place.

You will learn in your discussions about each person's personal view on many subjects, gleaned from their experiences how they look at life and work with others. You'll get a better understanding of each member of your team in a way that a trust fall or after-hours drinks would never reveal.

Teams that use book clubs, and in this case "video clubs," often find that the outcomes include fostering new ideas and perspectives, building camaraderie and teamwork, and increased leadership from team members. 

June Birthdays

Rob Hoffman – 06/01

Devin Wilkerson – 06/04

Curtis Brigman – 06/05

Ben Powers – 06/13

Dave Jenks – 06/15

Curtis Salters – 06/25

Karl Harman – 06/25

(No work anniversaries in June.)

*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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