

Heading to a Conference?

Make It Worth Your Time

It can be tough to get away from work when your inbox is full and your desk is piled high, but attending a conference could be what you need to get re-energized, re-focused and fall more in love with your job.

If you're planning to attend one this year, here are five ways to get more than just some cool swag.

Make connections before the conference starts.

Most conferences will have a social media presence with Facebook pages, Instagram accounts and Twitter handles. Connect with other attendees to pick their brains about relevant topics before the conference even begins.

Take advantage of on-site networking opportunities.

Once you're at the event, there will be built-in opportunities to meet people and connect with colleagues. Receptions, lunches, after-hours parties or excursions—get out and about in lieu of watching TV in your hotel room.

Visit the exhibit hall.

Everyone loves the free swag and candy, but the industry partners manning their booths can also give you valuable information. Don't worry about getting stuck in a salesy conversation; you can always say "no thank you" and walk away.

Use social networking tools.

Connect with new colleagues and friends on LinkedIn—it's like adding them to a digital Rolodex. Tweet nuggets of information from your sessions. Engage with other conferencegoers on the event's Facebook page. Also take advantage of the conference mobile app, if they have one.

Leave work at work.

When you're at a conference, be there 100%, if possible. Let your auto responder handle your emails for a few days and your coworkers hold down the fort. You'll get more out of the conference if you set your mind on being fully present.



PEACOCK PRINT & MARKETING PRESENTS

INK LINK

A MONTHLY PUBLICATION • DEC 2019

How to Save on Prescription Drugs

Got the sniffles? It's the "stuffy nose, sore throat, coughing, sneezing, run a fever" season, and it can be brutal on both your body and budget. Between over the counter meds and prescription drugs, your wallet can suffer during this season as well.

Many adults take at least one prescription drug, but it's not uncommon for older people to be on five or more medications, according to the Centers for Disease Control and Prevention. Grab a tissue and read up—here's how to save a few bucks during your next pharmacy visit.

>>1 Work with your doc.

It's perfectly fine to talk to your doctor about options when it comes to medications. One in five new prescriptions that are written are never filled, often because of cost. So before you skip the script because of money issues, ask your doctor if there are cheaper alternatives.

>>2 Ask your doctor for samples.

Before you fork over the cost of a month's supply of a drug, make sure that it's effective and that you can tolerate it. If it's a brand-name drug, your doctor will likely have samples. If you ask, you may be able to get one to three weeks' worth.

>>3 Shop around before you settle on a pharmacy.

Clubs like Costco and Sam's Club must sell prescription drugs to anyone with a valid prescription, member or not—it's the law. Typically, you can save significant money at a club pharmacy.

>>4 Go generic.

If you can, ask for the generic version—but don't stop there. You can also make price comparisons between generics. According to the Mayo Clinic, when two or more manufacturers make a generic version of a drug, the price drops. You can often find generics at 50–95% less than the brand name version.

Also, ask the pharmacy if they offer a discount or store credit for a transferred prescription—many will have programs like this in place in order to lure new customers.

IT'S WHAT'S INSIDE >>>

- **Get It On Tape**
Quick Tips for Creating Successful Videos
- **You Do You**
4 Ways to Build Your Personal Brand in 2020
- **How to Choose the Right Colors for Your Next Direct Mail**





Get It On Tape

Quick Tips for Creating Successful Videos

Whether you're shooting a video for your website, a marketing campaign or your YouTube channel, you want one that doesn't stink and does represent your brand well.

Here are six ways to make sure that happens.

- 1 Try to shoot during the day.**
Natural lighting is your friend, especially if you don't have a legit lighting setup (and most people don't). Natural lighting complements people's skin and won't make them look washed out.
- 2 Don't shoot backlit or with a window behind you.**
This will make faces dark. Turn the camera around so you're facing the light source, and your lighting should be much better.
- 3 Be wary of shooting outside, especially in a public place.**
The number of background noises is endless and can make for an editing nightmare.
- 4 Know that your hands are not as steady as you think they are.**
Your best bet is to put your phone or camera on something steady, even if you think you have good control.
- 5 Be aware of where you're looking.**
If you're watching your face on the screen, you're not looking at the camera—and not engaging with your audience. Be sure you're looking right at the camera lens.
- 6 Consider the editing process before you decide you're done shooting.**
Watch for any weird lighting changes—did your phone try to switch light sources? Listen to your video with headphones—did you capture a lot of background noise? If yes, then reshoot. It'll make the editing process much easier.

You Do You

4 Ways to Build Your Personal Brand in 2020

While much ado is paid to company branding, little is said about personal branding. Like it or not, you *do* have a personal brand, and if you're active online, especially on social networks, your brand (generally defined as "how others see you") is largely affected by your online presence.

As the year comes to a close, now is the perfect time to evaluate your brand and ask yourself if it's what you want it to be. When people search for your name, what comes up and do you like what you see? Your answer may help you determine next year's resolutions or goals.

Here are four things to consider as you hone your brand in 2020.

Be authentic. Building a personal brand isn't about creating a persona; it's about simply being yourself and sharing authentically. Don't ever try to fake it with your digital community and social networks—people can spot a fraud a mile away.

Make your interests clearly known. Are you passionate about mentoring teenagers? Advocating for the elderly? Rescuing animals? Your personal brand isn't just about what you do from 9:00 to 5:00; it's about your interests and passions, both work-related and not. Those are the things you should post, tweet, write and talk about.

Stay active. Sharing content consistently helps build your credibility. You can do this several ways: Share posts from your personal blog, share content (retweets, Facebook shares, repins, etc.) that pique your interest, share links to articles you like or join online discussions related to your interests.

Pay it forward. This might sound like an oxymoron, but personal branding isn't just about you—it's also about building relationships. Social media gives you an opportunity to engage with people in a meaningful way and share your expertise, experience and connections with others who can benefit from what you offer.

WORDS TO LIVE BY

Your brand is what people say about you when you're not in the room.

—JEFF BEZOS

How to Choose the Right Colors for Your Next Direct Mail

Selecting the right colors for direct mail is not all black and white. There isn't necessarily one right color or one wrong color—but there are definitely good and bad choices.

Engaging colors can draw attention to your direct mail piece, increase brand recognition and even get people to read it. The wrong color may get your postcard tossed. Color selection should be strategic. Not all colors say the same thing, and once you do make your choice, how you implement color is important.

Here are some good rules to follow.

- Marry your color with your message.** Colors have the power to make people feel certain ways, so select hues that reinforce (rather than contradict) your message. For example, many Americans associate gold with wealth, so using that color to promote a low-priced item could confuse your audience. Orange, however, is a playful and vibrant color that can make a product look more affordable. Or if you're promoting something related to the environment, green is a natural choice. It's already linked with eco-friendliness, so it makes sense.
- Stay true to your brand.** Remember to consistently represent your logo and corporate colors throughout your marketing pieces. Regardless of the colors you choose, your brand colors should always be included.
- Don't let color interfere with readability.** Text is most legible when its color is highly contrasted with the background. Black on white is the easiest to read. Other legible combinations include black on yellow, red on white and blue on white.
- Don't use the whole rainbow.** Too many colors can make your piece look less sophisticated. Consider creating contrast by using different shades of the same color.

Finally, don't discount the idea of using tinted paper. A soft-colored paper can add warmth to your message, for example. And printing one or two colors on tinted paper may be more cost-effective than using several inks on white paper.

PROOF POSITIVE

Paper is usually the largest single expense in a direct mail piece. It also has the greatest range in price/quality options. It's important to leverage your printer's buying power. They can often direct you to house brands (with similar paper characteristics) that are more cost efficient than branded papers.



SOMETHING TO THINK ABOUT

93% of buyers focus on the visual appearance of your direct mail pieces and they base a big chunk of their decisions on it. (Target Marketing)