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PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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Any Way You Slice It

Celebrate National Pizza Month with a Trip Around the World

Though Italy is presumed to be its birthplace, pizza has become a favorite food in many countries. The classic Napolitano version is crust, sauce, fresh mozzarella and basil. Americans love to add pepperoni and more cheese (plus a variety of other meats and veggies). But pie toppings vary wildly from country to country. From fried eggs in France to canned tuna in Germany, here's how pizza is served in other spots.

AUSTRALIA. How about a tangy combination of barbecue sauce, emu, crocodile and kangaroo? Other Australians prefer barbecue sauce, shrimp and pineapple—fruity, savory and spicy all at the same time.

FRANCE. Growing in popularity around the world, fried egg is a pizza topping that's especially common in France. The egg is usually cooked sunny-side up and baked right on top of the pie or fried in a pan, then placed on top.

INDIA. Pickled ginger, minced mutton, paneer (an Indian cheese) and tofu are popular pizza toppings in India. Another favorite is a spicy chicken known as "tikka," which is cooked and chopped after being marinated in a fiery yogurt sauce.

RUSSIA. Pizza topped with sardines, tuna, mackerel, onions and salmon is known as "mockba" in Russia. The fishy pie is typically served cold.



SWEDEN. The Swedish eat their thin-crust pies with a fork and knife. The "pizza Africana" is an interesting combination that includes peanuts, bananas, chicken, pineapple and curry powder.

GERMANY. In Germany, one of the most popular pizza toppings is canned tuna. It is often mixed with all sorts of other toppings or left on its own for "tuna pizza."

JAPAN. Another unique pie from Japan is the "mayo jaga," which is topped with mayonnaise, potatoes, bacon, corn, pimiento and onion—and is available at Domino's Japan.



IT'S WHAT'S INSIDE >>>

- How to Survive the Day After a Sleepless Night
- How to Create Your Best Direct Mail Campaign Yet
- Sloppy Writing Can Spell Trouble



How to Survive the Day After a Sleepless Night

All-nighters are not just for college students. Sometimes a sick child, a stressful project or a bout of insomnia can lead to a sleepless night. Even the impending time change next month can mess up our circadian rhythm, causing us to lose some zzzs. If you're like most adults, you still have to face the demands of the next day, which can be taxing without some shut-eye.

Next time you face a day without a good night's sleep to support it, here's how to make it through.

>> If you can, take a nap.

The obvious antidote to sleeplessness is sleep, even if it's a small amount. A nap as short as 10 minutes can help, but if you sleep longer than about 40 minutes, you may feel groggy afterwards. This is called sleep inertia, and it happens when you wake from a deep sleep. Shoot for something around 20–30 minutes.

>> Drink caffeinated beverages.

It takes about 15 to 30 minutes to feel the effect of caffeine, and the benefit will last for three to four hours. If you plan to have caffeine every few hours, you can maintain a good level of performance—but because caffeine is dehydrating, be sure to include water as well. One strategy: Drink a cup of coffee, then lie down for a 30-minute nap. You'll likely wake up feeling refreshed.

>> Move your body.

Take a brisk walk or get on the treadmill at work if possible. Exercise boosts your brainpower. If you move your body, there's automatic feedback from your muscles that goes to the central mechanism of the brain to improve alertness.

>> Avoid multitasking.

After even one sleepless night, your working memory is impaired, which means you can't keep as many things on your mind. Go easy on yourself and try to focus on the task at hand without juggling too many things.

Once you finally get to sleep again, you'll sleep more deeply than usual, with more slow-wave sleep—and you may sleep for nine or ten hours. If you can, let your body wake itself up naturally, and you should recover nicely from your all-nighter.

How to Create Your Best Direct Mail Campaign Yet

With so much digital communication these days, finding something tangible in your mailbox can feel a bit like Christmas. Here's how to make your next direct mail piece something worth opening.



Communicate one clear message.

It's tempting to want to pack your direct mail pieces with multiple messages, but you'll end up with an ineffective piece that doesn't communicate anything well. Instead, choose one clear message that's current and appropriate for the time you're mailing and your core audience.

Choose images that support your message.

Marry your message and design/images together—they should work in tandem to communicate your point. Use high-quality photos, and if you use pictures of people, choose the type of people your audience can relate to.

Demonstrate value.

Running a promotion? Don't just advertise savings and discounts. Also communicate value, or the real benefits of your services. What makes you better than your competition? That's what people will remember. A discount is the icing on the cake.

Create a sense of urgency.

This doesn't mean just plaster words like "Save Now" or "For A Limited Time Only" on a postcard. Tell readers why. Are you running an offer that's limited to the first 50 who respond? Is the sale only lasting through the weekend? Do you have a limited number of memberships? Be clear why your reader must act today.

Tell people how to engage with you next.

It does no good to send a brilliant postcard or brochure if you don't keep the conversation going. If you want them to call for a quote, email for more information or visit your website, make it obvious and clear. Your call to action should be an important part of your piece.



SOMETHING TO THINK ABOUT

You only have 7 seconds to make a strong first impression.

(Business Insider)



PROOF POSITIVE

By using variable printing, direct mail can be fully customized for each individual contact. This includes customization for names, body text, special offers and even images. Though personalized messages deliver six times higher transaction rates, only 30% of brands are sending them.

Sloppy Writing Can Spell Trouble

HOW TO KEEP YOUR COMMUNICATIONS ERROR-FREE

You can write a killer email, letter or marketing piece and pat yourself on the back, but if it contains typos and grammatical mistakes, you're actually shooting yourself in the foot. Careless writing can cause all kinds of problems—lack of credibility, miscommunication, embarrassment to your company or organization and more.

When it comes to professional communications, it's necessary to sweat the small stuff. But even the world's best writers don't get things right the first time.

Enter the proofreader. Everyone needs one, and no piece of communication you send out should be exempt. Before you post, email, mail or upload your next marketing message, keep these tips in mind.

- Proofread—but not right after composing. Take a break and give your tired eyes and brain a rest.
- After you proofread, find someone else to check over your work. It's easier to proof someone else's writing than your own.
- Proofread on paper, not on the screen—it's easier on the eyes.
- Proof text backwards. That stops the tendency to skip words as you read and miss some of the errors.
- Read out loud. Reading your writing out loud helps you to identify clunky, awkward passages that seem to make sense to the eye (especially to the author's eye).
- If you have a question about grammar or punctuation, look up the answer. It could save you some embarrassment or even loss of business.

You don't have to be William Shakespeare, but honing good writing skills and minding the details could keep you from living out a real-life comedy—or worse, a tragedy.



FIVE OF THE MOST COMMONLY MISPELLED WORDS

- 1 Definitely
- 2 Accommodate
- 3 Unnecessary
- 4 Truly
- 5 Judgment



WORDS TO LIVE BY

Your grammar is a reflection of your image. Good or bad, you have made an impression. And like all impressions, you are in total control.

—JEFFREY GITOMER

