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We Love Local Schools!



"MVTHS Student Council has assisted with assembling food baskets for the needy in Jefferson County for many years. It is one of the events that our members really look forward to each year. We feel it is an activity that makes a tremendous impact on our community during the holiday season. In 2019, we assisted in assembling over 800 food baskets. The MVTHS FFA also always participates with food baskets as well." - Dr. Jamey VanZandt

PEACOCK PRINT & MARKETING PRESENTS

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Six Cold Weather Hacks to Help You Win at Winter

Oh the weather outside is frightful, but you can stay delightful (or at least reasonably happy) with these winter survival tips that are easy but effective. Here are six ways to handle Old Man Winter.

1 Prep your snow shovel.

Make the dreaded task of snow shoveling a bit easier by rubbing vegetable oil, paraffin wax or cooking spray onto your shovel. This will prevent the snow from clumping and sticking.

2 Use Vicks VapoRub in the shower.

You can make shower tablets out of Vicks VapoRub with a few simple ingredients (like water and baking soda) and an ice cube tray. The combination of vapors and a steamy shower effectively treats cold symptoms. Pro tip: Add glitter and give as a gift. There are several variations—check Pinterest or Google for specific recipes.

3 Cover windshield wipers with socks and side mirrors with Ziploc bags.

Save yourself the hassle of deicing windshield wipers by covering them with knee-high socks the night before a snowfall. You can also put plastic bags over your side mirrors and "zip" them up to keep ice from forming.

4 Carry kitty litter in your trunk.

Stuck in the snow? Sprinkle kitty litter on tires to get better traction and roll your way out.



5 Reverse your ceiling fan.

Yes, you should use a fan in the winter. But reverse the direction so it spins clockwise to push heated air back down into the room.

6 Bubble wrap your windows.

A lot of heat escapes through windows, increasing utility costs. For an easy way to insulate your window while still letting light in, mist water onto your window with a spray bottle, then push the flat side of bubble wrap against the window. It will stay put and keep your windows insulated for months.

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Three Small Talk Tips for Those Who Hate Small Talk

News flash: Networking is not just for Facebook, LinkedIn and Twitter. It might seem like people only connect online these days, but the truth is, nothing replaces face-to-face interactions in building relationships.

Don't skip your next networking event or after-hours cocktail party just because you'd rather send an email than muster up a little small talk. Invest in real life connections and embrace small talk with these three tips:

1

Be socially generous.

Start with the mindset that you're looking for the good in the people around you. If you do, compliments will begin rolling off your tongue—and that's a great way to break the ice and make someone feel good.

2

Listen for conversational springboards.

These are opportunities to carry the conversation past, "How are you, I'm fine, thanks." If you ask, "How was your day?" and the person answers, "Great! I made it to my CrossFit class this morning," you have a springboard. Now you can dig deeper: What is CrossFit? How'd you start? What's your favorite thing about it? Small talk is more about listening and responding than planning your next witty one-liner.

3

Have stories to tell.

Since the beginning of time, people have loved good stories. Think of some fun experiences (travel, funny kid conversations, work mishaps) and have some stories in your back pocket to share when it's relevant. Just remember to keep it short and sweet so your listener doesn't feel trapped for a 20-minute tale.

In the end, know how to make a graceful exit. You could try: "Laura, it's been wonderful chatting with you. I promised myself that I'd meet five new people today, so I'm going to shoot for my goal here, but I really enjoyed talking to you. Maybe we'll reconnect later."

The Heart of Marketing

While your left brain uses reason and logic to draw conclusions, your right brain taps into your intuition and emotions—and research has shown it plays a huge role in purchasing decisions.

It's been studied time and again: fMRI (functional MRI) tests have shown that when subjects evaluate products or brands, their limbic systems (where feelings, memory and value judgments originate) light up, while the data processing and analysis centers of their brains are left largely unstimulated.

Think about this in terms of eating habits. A salad may be a healthier choice than a burger and fries, but many people grab the burger anyway. On an emotional level, a salad equals "doing the right thing" (boring) but a hamburger equals "pleasure and gratification" (fun). When it comes to brand loyalty, nothing is stronger than securing an emotional bond to your brand. Here's how to do that:



SOMETHING TO THINK ABOUT

People make a subconscious judgment about a product within 90 seconds of initial viewing and between 62% and 90% of that assessment is based on color alone. (Venngage)

PROOF POSITIVE

Printed materials are the equalizer when it comes to ensuring information is equitably distributed. With its continued power to bond people to content through emotions, paper—not social media or email—may be best suited for ensuring all generations are on the same playing field, information-wise, and the best way to connect to them all.

► Sell the emotional benefits.

First, understand the difference between functional and emotional benefits. Think about Starbucks: What consumers get, logically, are caffeinated beverages. However, the emotional benefit of a trip to Starbucks is indulgence. Many brands try to sell themselves on a functional level, but to be most effective, the emotional essence of your brand should play a key role in your marketing efforts.

► Pay attention to color.

On your marketing materials, choose colors that evoke the emotion you want your consumers to feel—color is one of the most important aspects of emotional persuasion. Because it quickly triggers memory, color can increase brand recognition and sway your consumer's choice of product.

► Know your target audience.

Most consumers weigh both emotions and logic when it comes to making a purchase—they aren't entirely impulsive, but they aren't solely calculating either. Know what speaks to the heart of your target market through market research. What feelings does your brand elicit? Do these emotions connect with your audience?

► Use the right words.

A strong brand name should at least hint at emotional gratification. If your brand name doesn't strike an emotional chord, consider adding a tagline. For example, if you run a spa, you might use words like "love," "satisfy" or "indulge."

The Truth About the Flu Separating Fact from Fiction

It's flu season, and with that comes a lot of information *and* misinformation about the nasty bug. Here are some of the most common myths about the flu, as well as some trusted facts from WebMD.

MYTH 1: You can catch influenza from the vaccine.

The vaccine is made from an inactivated virus that can't transmit infection. People who claim they got sick right after receiving a flu vaccination were going to get sick anyway. Remember, it takes a week or two to get protection from the vaccine.

MYTH 2: Antibiotics can fight the flu.

Antibiotics only fight bacterial infections. Influenza is not caused by bacteria, but by a virus. So antibiotics have *absolutely no effect* on any kind of flu. They may help if you develop a secondary bacterial infection. But they do not prevent secondary infections.

MYTH 3: No medications can fight the flu.

While antibiotics may not be effective, antivirals may help. Tamiflu is the most well known—this drug has been shown to cut the course of the disease by 1–2 days if you take it within 48 hours of the first sign of flu symptoms. However, the effects are mostly modest. Other meds that can offer relief include fever reducers like ibuprofen and acetaminophen, as well as congestion fighters.

MYTH 4: A runny nose, bad cough and fever equals "the

“When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion.”

—DALE CARNEGIE

5 Easy Ways to Stay Healthy Through Cold and Flu Season

- 1 Eat a healthy diet
- 2 Get enough shuteye
- 3 Stay active
- 4 Wash your hands
- 5 Drink plenty of water



flu.”

You might feel crummy, but that's probably because you caught something else. Lots of viruses come with "flu-like" symptoms (aches, fever, runny nose, sneezing), but most people only get influenza once or twice a decade. The only way to be 100% sure is to have a sample tested (usually from your nose.)

MYTH 5: Cold weather causes the flu.

No matter what Mom said, going outside in the winter without a hat does not increase your risk of flu. While there might seem to be a connection since flu season coincides with colder months, there isn't. The rise and fall of flu season has more to do with the natural cycle of the virus, although experts aren't exactly sure how it works.