



# An On-Line Logo Apparel Store For You!

It's super easy!

Here's how:



Choose your apparel and price



We create your branded store



People order and pay online

We're now offering you your own branded online store to help with sales and the process of ordering apparel. You can easily send your employees the link to your store to take care of event apparel, offer better apparel choices, and spend zero time collecting orders or chasing payments.

Call or email us before your next print order to get your store set up!

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**Peacock**  
Print & Marketing  
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PEACOCK PRINT & MARKETING PRESENTS

## INK LINK

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### Bird is the Word

According to the National Turkey Federation, 95% of Americans eat turkey at Thanksgiving. That's a lot of gobbling. But before you sharpen the carving knife, you have to choose the perfect bird. There are so many types of turkeys on the market, shopping for one can leave you feeling bird-brained.

*Here are some things to consider when you shop.*

**Size and age.**

Plan on about three-fourths of a pound of turkey per person, so a turkey for eight guests should weigh about six pounds. You can choose a hen (female) or a tom (male). Gender doesn't affect flavor, texture or tenderness, but the age of the bird does. Turkeys seven months old or less tend to be the best for roasting.

**Choose between fresh, frozen or hard-chilled.**

Frozen turkeys are blast frozen quickly so that no ice crystals form and thawing doesn't damage the turkey. However, you need to start defrosting at least three days before cooking and always in the refrigerator.

If time is an issue, choose hard-chilled or fresh. Hard-chilled are quicker to defrost. Fresh turkeys (a bit more expensive) have never been chilled below 26 degrees, so they've never been frozen and should be cooked within two days of purchase.

### Know Your Turkey Terms

*Here's a quick guide:*

**Organic:** The turkey was never given antibiotics or growth hormones.

**Natural:** No artificial flavors, food coloring, preservatives or other artificial ingredients were added to the turkey.

**Minimally processed:** Refers to processing methods that may include smoking, roasting, freezing, drying and fermenting.

**Free-range:** The turkey was given access to the outdoors.

**Kosher:** The bird was grain fed with no antibiotics, allowed to roam free and soaked in salt brine before being packaged (which softens the meat and adds flavor).

**Heritage:** These breeds are direct descendants of the first domesticated turkeys raised by the English settlers. Two common varieties are Bourbon Red and American Bronze. Unlike commercial turkeys, these do not have a disproportionately large amount of white meat and tend to taste gamier.

### IT'S WHAT'S INSIDE >>>

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## How to Create Your Next Good Habit

The holiday season ushers in a million opportunities to eat, drink and be merry—and, of course, somehow pay for it all. In anticipation of all the excess, some people try to adopt good habits to get them through the season without gaining weight and going broke.

Want to work out more frequently? Eat more veggies? Track your spending? And maybe get a head start on the New Year's resolutions crowd? Here are six steps to adopting a good habit.

- 1 Commit to 30 days.** Experts say this is how long it takes to create a habit. If you can make it through the initial conditioning phase, your new habit will be much easier to sustain.
- 2 Do it daily.** Consistency is the key to making a habit stick. If you want to start exercising, go to the gym or hit the trail *every day* for your first thirty days. Working out just a few times a week will make it harder to turn your new goal into a habit.
- 3 Take baby steps.** Realistically, your life is not going to radically change in one day. It's good to start small and build up. If you wanted to study or read an hour a day, start with 20 minutes, then build on that.

- 4 Remind yourself.** Halfway into your first month, you might actually forget about the habit you're trying to form. Set reminders. Post sticky notes, text yourself, set notifications on your phone, have a friend call you—find effective ways to remember what you want to accomplish.
- 5 Memorize the benefits.** Are you trying to curb spending in order to reach a certain financial goal? Keep that goal front and center. Want to cut down on processed sugar? Track your eating habits and note changes in how you feel, especially if you notice an improvement. Keep your reasons for adding a habit prominent—this is your source of motivation.
- 6 Do it for you.** This is perhaps the most important point. Creating a habit is not always easy and can require significant change. If your motivation doesn't come from within, it's not likely to last for the long haul.

## Five Ways to Make a Good Direct Mail Plan Even Better

According to the latest DMA Response Rate Report, direct mail household response rate is 5.1% (compared to .6% email, .6% paid search, .2% online display, .4% social media). This is the highest response rate the DMA has ever reported since coming out with the Response Rate Report in 2003. Think about that the next time you delete 100 unopened emails from your inbox.

Clearly, direct mail does a lot of the heavy lifting in marketing. Here's how you can make a good thing even better.

- 1 Regularly update your database and mailing list.** Every year, one in five Americans changes their address. If your mailing list is over a year old, you can assume that 20% of it is no longer up-to-date. Ask for current contact information and update your database regularly, both online and off.
- 2 Highlight benefits, not features.** When you promote the features of your products and services, your message is very you-focused. The consumer doesn't care. But when you explain the benefits, you turn the focus to your audience. Answer the question, what's in it for them?
- 3 Personalize your direct mail efforts with milestone marketing.** If you're able to capture information that includes milestones in your customers' lives, like birthdays, graduations and weddings, be opportunistic in your marketing. Send helpful promotions during important moments.
- 4 Marry your direct mail and digital marketing efforts.** Don't market to your audience in silos—bring the offline and online worlds together by using features like PURLs (personalized URLs) and QR codes on your direct mail. Did you know that about 33% of people will go online as an immediate result of a message from a direct mail piece?
- 5 Be clear about the next step.** Don't stop at explaining the benefits—tell them what to do next. Whether it's visiting your website, scanning a QR code or making a purchase, be sure they understand what the next step is.



### PROOF POSITIVE

Remember that post-holiday sales are popular, whether it's people exchanging unwanted gifts or spending holiday cash. Plan now to reach your customers with well-timed mailings right after the holidays—it's a great way to jumpstart your New Year.



## Annoying Emails: How Brands, Businesses and (Even) Coworkers Ruffle Feathers

If people could change one thing about emails they receive from brands, they would make them less promotional, according to a recent study from Adobe. In June 2018, Adobe surveyed 1,001 white-collar workers in the United States who own smartphones and collected data that can help inform brands and businesses on how to create a more effective email marketing strategy.

If you think your business is rocking its email marketing game, keep on with your bad self. But if you're wondering if there might be room for improvement, here's what some of the numbers say from Adobe's research:

- About 39% of respondents agree that they would prefer emails from brands that were less promotional and more about providing relevant information and education about their products and services.
- Just over a quarter (27%) of respondents want content that's more personalized to their interests, and 12% wish they could make a purchase without leaving an email.
- Respondents said these are the most annoying things brands do when they send messages: send messages too often (45%); create messages that are too wordy or poorly written (23%); and deliver offers based on incorrect data (22%).
- According to the survey, the most annoying things about reading brand messages on a smartphone are: having to scroll too much (20%); having to wait for images to load/need to download images to see them (18%); too much text (17%); and font sizes that are too small (17%).
- And when it comes to emails between coworkers? Survey says the most annoying phrases people use are:
  - “Not sure if you saw my last email...” (25%)
  - “Per my last email...” (13%)
  - “Per our conversation...” (11%)
  - “Any updates on this?” (11%)

## FIVE EASY THANKSGIVING HACKS

- 1** Add baking powder to make mashed potatoes extra fluffy.
- 2** Bake stuffing in muffin tins to maximize crispy surface area and make easy single servings.
- 3** Chop all your veggies a day or two ahead of time.
- 4** Instead of scrubbing potatoes individually, put them through the dishwasher.
- 5** Use an upside-down wine glass to make a perfectly circular biscuit.



## SOMETHING TO THINK ABOUT

Turkey meat contains the amino acid tryptophan, and tryptophan can have a calming effect. But you'd have to eat a whole lot of turkey—and nothing else—to notice any effect. The sleepy feeling that you feel after the big meal? More likely due to carbs, alcohol or a generally full feeling.



## WORDS TO LIVE BY

“Two sounds of autumn are unmistakable—the hurrying rustle of crisp leaves blown along the street or road by a gusty wind, and the gabble of a flock of migrating geese. Both are warnings of chill days ahead, fireside and topcoat weather.”

—Hal Borland