



Peacock
Print & Marketing
1112 Jordan Street | Mt. Vernon, IL 62864
618.242.3157 | peacockprinting.com

LET'S CELEBRATE!
WE WILL BE CLOSED JULY 1ST-8TH
to allow our dedicated employees time to celebrate with their families.



PEACOCK PRINTING RELAY FOR LIFE TEAM

LOCAL SURVIVORS AND CAREGIVERS INSPIRE ALL YEAR LONG

This Relay 2016 was the first time weather has been of no concern! It was a little warm setting up but over all a pleasant evening. This year's theme was "Paint Your World Purple". To that we as a team added the word with COMPASSION! Because as our team is made up of survivors and caregivers, we have a lot of compassion for Relay for Life and we are compassionate about raising funds for American Cancer Society and saving lives through research. Our totals are over \$14,000 which is just a little short of our team goal of \$15,000.

We are second place to team Lifesavers which exceeded \$20,000. We have had many fund-raisers this year. Several would not have been a success without our team sponsor Peacock Print & Marketing by printing fliers, tickets and our team shirts. Though we are tired from this years efforts we are already getting ideas for next year! Thank You Peacock Print & Marketing for all you do!!!!

BARB WILLIAMS
Team Captain



PAINT YOUR WORLD
Purple
Peacock
Print & Marketing

PEACOCK PRINT & MARKETING PRESENTS

INK LINK

A MONTHLY PUBLICATION • JULY 2016

Peacock
Print & Marketing
www.peacockprinting.com

Don't Write a Blog Post Without These Five Elements

A blog can be one of your best marketing tools.

- It's a great way to engage your audience.
- It positions you as an expert in your industry.
- Search engines love fresh content, so it's also a good SEO boost for your website.

But like most forms of content marketing, there's both a good and a bad way to approach it.

New to blogging? Here are five things to include in every post that will place your blog squarely in the "good" category.

1> A POINT. While it's true that blogs are more casual than, say, a press release or an article, don't make your posts sound like a rambling page from a teenager's diary. A main message gives readers something to latch on to. Know your point before you write.

2> A COMPELLING IMAGE. While great content is important for search engines, your readers want pictures. Don't include images just for the sake of adding eye candy—add strategic images that enhance your message.

3> AN EASY-TO-READ STRUCTURE. Good structure makes a blog post easier to read. Write your post with a headline, subheads, paragraph breaks and maybe some bullet points. All of these features provide flow and make it easy to skim.

4> YOUR OWN THOUGHTS. Say something original. Maybe you want to talk about your company culture or a community event. Or write about something in the news that's relevant to your business. Whatever you do, make it unique—original content is more shareable.

5> GOOD SPELLING AND GRAMMAR. Now and then, a typo will slip through. But work hard to avoid it—a small mistake can leave a lasting (negative) impression. Write your post, then give it a rest. Come back and read it again. Then have someone else proofread.



IT'S WHAT'S INSIDE >>>

- **Red, White and Delicious:** Celebrate All Things Americana with These Easy Treats
- **Front and Center:** How to Become a Better Public Speaker
- **Silent Killers:** How The Wrong Nonverbals Can Cost You

Red, White and Delicious

Celebrate All Things Americana with These Easy Treats

The U.S. landscape is sprinkled with backyard barbecues and picnics in the park on the Fourth of July as Americans gather to celebrate the country's birthday. To make your celebration even more patriotic, offer up some scrumptious red, white and blue crowd-pleasers for all ages.

Try these five easy options:

1 SPARKLERS

Using either pretzel rods or red licorice twists, dip half of your "sparkler" into melted white chocolate. Turn the dry ends down, place your sparklers in a cup, and sprinkle the coated ends with red, white and blue or star-shaped sprinkles. Chill for a short time.

2 FRUIT KABOBS

Set out skewers along with cut-up fruit, including banana slices or musk melon (white), watermelon or strawberries (red) and blueberries. You can either skewer the kabobs or let guests create their own. Use vanilla, strawberry or blueberry yogurt for dipping.



3 BERRY SHORT CAKE

Pound cake gets the star treatment in this dessert. Use a large star-shaped cookie cutter to cut slices of cake. Top stars with a combination of strawberries and blueberries, then drizzle with a white sugar glaze.

4 BERRY DESSERT NACHOS

Cover a plate with cinnamon tortilla chips and top them with fresh berries and whipped cream. Serve cinnamon ice cream on the side.

5 RED, WHITE AND BLUE PARFAITS

For a sweet treat that's light on calories, layer blueberries, low-fat vanilla yogurt and strawberries in a tall glass and serve cold. For an alternative to vanilla yogurt, try strawberry or raspberry.

TOP FIVE MOST AUTHENTIC GLOBAL BRANDS — IN 2016 —

- 1 Disney
- 2 BMW
- 3 Microsoft
- 4 Amazon.com
- 5 Apple

Front and Center

HOW TO BECOME A BETTER PUBLIC SPEAKER

The fear of public speaking may be high on many people's lists, but it can be knocked down a peg or two by addressing it head on. If you have some speaking gigs on the horizon, here's how to tackle your nerves.

VIEW PUBLIC SPEAKING AS TEAMWORK, EVEN IF IT'S A SOLO JOB.

Do you need to make a speech for your company or an organization? Get some people together to brainstorm about how to make your talk better. You may have to deliver it alone, but you can involve others to help you be your best.

REHEARSE. A LOT. Practice early and often. First in front of a mirror, then in front of friends or colleagues who can serve as mock audiences. If possible, have your rehearsals simulate the event conditions, such as time, equipment, Q&A sessions, etc.

USE VIDEO. Use your smartphone to record and review presentations. Hearing and seeing yourself speak is a tremendous eye opener—you'll have a different perspective on what you sound like to others.

WORDS TO LIVE BY



Be sincere; be brief; be seated.



FRANKLIN D. ROOSEVELT,
ON SPEECHMAKING

And like everything else, when it comes to public speaking, there's an app for that:

- **Public Speaking Tools by Grant Kemp.** This simple and easy app helps you determine the right speaking pace for your audience, allows you to create cue cards for visual prompts and gives you warning when you're running short on time.
- **SpeakerClock for iPhone.** Big red LED digits allow you to see the timer even at great distance so you are free to move while you give the talk of your life. SpeakerClock emulates the famous countdown clock that all speakers at TED conferences utilize.
- **Public Speaking from HiveBrain.** This guided meditation and self-hypnosis program will help you relax and minimize the anxiety of speaking in front of crowds.



Silent Killers

HOW THE WRONG NONVERBALS CAN COST YOU

It's not just what you say, it's how you say it—and when it comes to both personal and professional networking, even silent slip-ups can cost you if you offend the wrong people. That's why experts will tell you, nonverbal communication is at least as important as what you say.

Put your best foot forward by avoiding these six common nonverbal faux pas.

Looking at your phone. Whether you're on a date or in a sales meeting, looking at your cell when someone is talking to you is a clear signal you're not interested. It can also be a sign of arrogance. Mind your manners: Turn your phone off and put it down.

Clock watching. If you're constantly checking the time, it says that you have something more important to do. Forget the time and focus on the meeting at hand.

Poor posture. When you slouch, you minimize your presence. In the business world it can send a strong signal that you lack confidence and have poor self-esteem, which can undermine your actual abilities.

Arm crossing. Keep tabs on what you do with your arms. If you have them crossed, it makes you look closed off, bored or that you are disregarding what they are saying.



SOMETHING TO THINK ABOUT

On average, people in the United States across all age groups check their phones 46 times per day, according to a recent study by Deloitte.

Fidgeting. Adjusting clothing, pulling the lint off your sweater or playing with your pen—these things can make you appear distracted, nervous and indifferent.

No eye contact. When you are looking everywhere but at the person speaking, it may send the signal that you're shifty or untrustworthy. Make good eye contact to build trust and stay engaged and interested.



**PROOF
POSITIVE**

Don't understand something about the printing process? Please ask! Printing has a language all its own and sometimes printers slip into "industry speak." No question is a bad one, so always ask if you need more clarification about a particular project.