



Printer's Ink

April 2015

7 BENEFITS OF LAUGHTER

LAUGHTER MAY INDEED BE THE BEST MEDICINE

April is National Humor Month—the perfect time to get the giggles, not only for an emotional lift, but to boost your physical health as well. Several studies have shown that laughter can cause physiological changes that improve your well-being. Have a good belly laugh and do your body (and mood) some good.

IT REDUCES STRESS. Laughter has been shown to decrease cortisol, epinephrine and adrenaline, hormones that are associated with increased muscle tension, elevated glucose levels, higher blood pressure and more.

IT INCREASES FEEL-GOOD HORMONES. Laughing increases the production of serotonin, endorphins and other neurotransmitters known to improve mood.

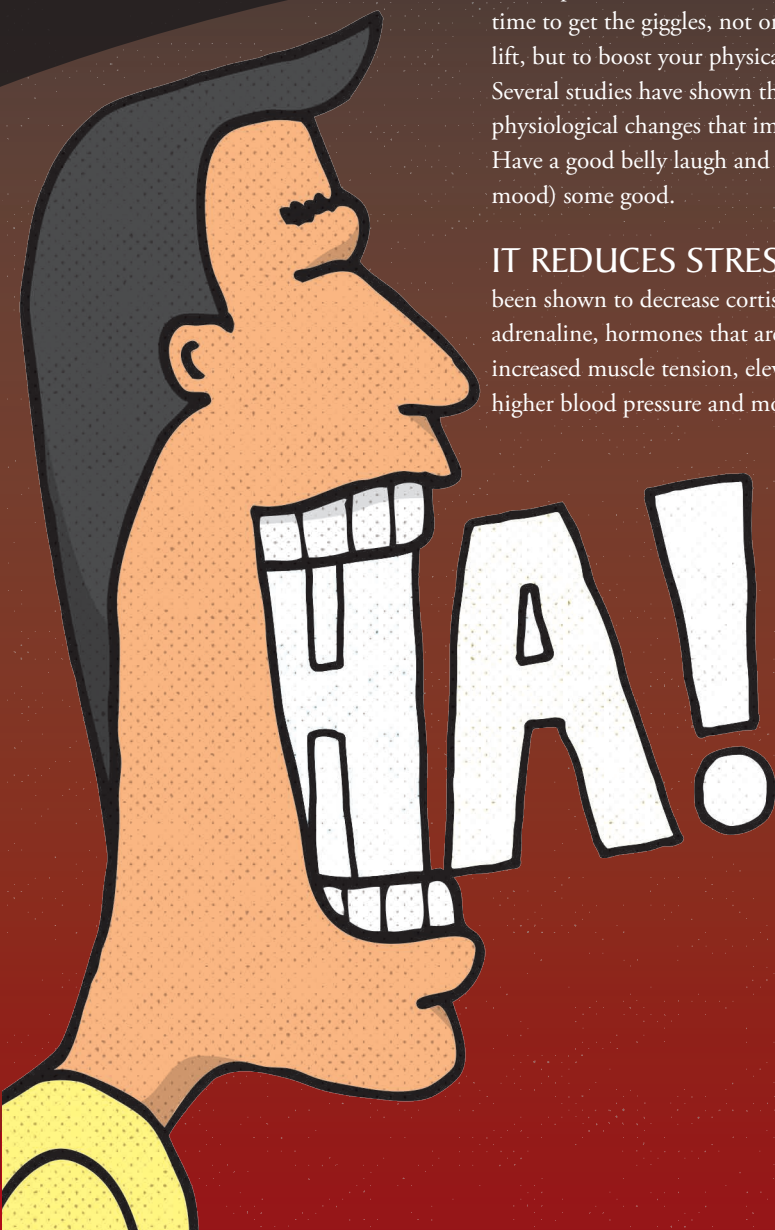
LAUGHING BOOSTS YOUR IMMUNE SYSTEM. When you laugh, your body produces more white blood cells called lymphocytes, which kill or defend bacteria and viruses.

HUMOR IMPROVES COGNITIVE FUNCTION. Research has shown that students who were able to laugh while learning remembered the material longer and had higher test scores than those who did not.

LAUGHING HARD TONES YOUR ABS. You've heard people say, "My stomach hurts from laughing so hard." There's a reason for that. When you laugh, the muscles in your stomach expand and contract, similar to when you intentionally exercise your abs.

LAUGHTER HELPS YOUR HEART. When you laugh, blood flow increases and your blood vessels function better, which can help prevent cardiovascular problems.

AND IT RELAXES YOUR MUSCLES. Because laughter reduces stress hormones and increases feel-good hormones, it relaxes muscles from head to toe. A good hearty laugh may be the best remedy for tension.



Inside this Issue:

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- How to Use #Hashtags for Content Marketing Success
- Four Ways to Use Social Media to Grow Your Email List

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Partners in Printing

From the desk of Jim Baker

Every business enterprise that survives over a period of time depends on support. The support that comes from various sources, including customers, patients or vendors makes success possible. You cannot always choose your customers or patients, but you can choose the vendors that offer the best value and service and those that help make your operation more efficient. We hope we have been, and can be, your printing and design partner.

The partnership we share with you may have just begun or possibly you have worked with us since the day we started business the summer of 1963. Either way, your partnership has been a blessing to us. The advances made in the printing industry over the past 52 years have been phenomenal.

We are excited about the future and what it will bring. New technology will play a part, but we feel that our commitment to partnering with you and our passion for printing will be essential elements that will continue to pave the road for success.

Being in business for many years allows us the benefit of experience. We've seen many good things happen because of print. We'd like for that to continue and we want to be a part of making good things happen for you.

We have also learned that a good dose of humor is important to help keep our perspective. With April having an emphasis on humor, we hope you will find some joy and humor in reading this month's issue.

Our partnership with you has been a pleasure. We will always be grateful for our customer friends that have helped to make it all possible.

Please feel free to call upon us for our expertise in helping you develop a marketing plan to promote your institution, business firm or personal enterprise. Good results are directly related to good communication. Let us help communicate your best image. "You only get one chance to make a good first impression!"

Sincerely,



Jim Baker
Owner, Baker Bros. Printing



Ben Holden Says...

A Little Lower

After receiving good marks on his first grade report card, my grandson asked me, "Grandpa, are you proud of me?" I responded, "You bet I am."

Pride can be a good thing, but it can also be a bad thing.

It's fine to be proud of our accomplishments and the accomplishments of those whom we care for, as long as the pride is coupled with a sense of humility.

The problem comes when an attitude of arrogance walks hand in hand with pride - an attitude that says, "I'm the man."

We need to teach our kids and grand kids, and maybe even ourselves, that pride should be accompanied by the reality of feeling blessed and humbled by the fact that we've been given a whole lot of talent in certain areas of life.

I know, it's easier said than done. But let's give it a try. The next time you congratulate a loved one, a friend, or even yourself, remind the person that in their pride they need to think of themselves as "a little lower than what we'd like to think."

With a slight change in our attitude, we can make pride a joyful and humbling experience - an experience to be proud of.

We nurture your ideas from start to finish



WHERE IDEAS BLOOM



How to Use #Hashtags for Content Marketing Success

Hashtags are used on almost all major social networks now, but not always effectively. Do you know how to make the best use of hashtags when posting content for your brand? Here is a quick guide on how to use them successfully.

WHAT EXACTLY ARE HASHTAGS?

Think of them as keywords that can be used to organize messages social networks. They basically help with searching and grouping messages with given hashtags. Hashtags are preceded by the pound sign (#) and can be a word or a short phrase (e.g., #Hashtag or #ThisIsAHashtag).

WHO DEFINES HASHTAGS?

You do. You can place a pound (#) sign in front of any keyword in your message and turn them into hashtags. However, the power of

hashtags comes from other people using the same keyword(s) so that by clicking on a hashtag, you can get a group of other messages on that topic. You can do a quick search for keywords prior to posting your message to see which hashtags are popular or trending.

HOW CAN I USE HASHTAGS?

Here are some typical uses of hashtags:

- Express emotions: #surprised #frustrated
- Identify places, brands or events: #Hawaii #Pantone
- Make recommendations: #MustRead #MustWatch #NowPlaying
- Connect with like-minded individuals: #DogLovers #TVaddicts

WHY SHOULD I USE HASHTAGS?

Two reasons: To increase exposure and organize your online content.

4 Ways to Use Social Media to Grow Your Email List

Email marketing remains one of the most popular and valuable forms of marketing—but even your best email marketing efforts won't accomplish much if you don't have a good list of subscribers.

You're probably already collecting email addresses offline, and you may even have a sign-up form on your website or blog. But did you also know that social media can help you grow your list as well? Here are four simple ways to leverage the power of social media.

1. TAKE ADVANTAGE OF SOCIAL SHARING.

Always repost your email content on social media to extend your reach. Any shares and re-tweets of your email campaigns open up the possibility of gaining new subscribers.

2. TRY A CONTEST OR PROMOTION ON FACEBOOK.

Run a campaign with a link to join your email list by offering the first 50 subscribers a discount, special promotion another

incentive. Also, several Facebook apps allow you to capture emails right on your Facebook page. It requires a little bit of integration but it isn't too complicated. Almost every email marketing system has its own Facebook app.

3. USE TWITTER'S LEAD GENERATION CARDS.

Twitter has a lead generation option, which is a dream come true for direct marketers. Subscribers don't have to leave Twitter to be added to your newsletter, and they can join your list with just the click of a button. You do need to sign up for Twitter Ads, but using the Lead Generation Cards is free.

4. ADD SOCIAL BUTTONS TO YOUR EMAILS.

When you send out emails, make sure you include buttons linking to all of your social media profiles. Driving your existing list to share on social may seem backwards, but because your existing email subscribers already enjoy your content, they're more likely to share it with their social networks, expanding your reach.



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FIRST IMPRESSIONS

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PROOF POSITIVE

Gloss-coated papers have a high shine and a very smooth surface, ideal for producing printed items for promotional work. The finish of the paper gives the ink a high degree of "lift," creating vibrant color and definition to printed images in particular.

SAVING TOMORROW STARTS
TODAY WITH ECO-FRIENDLY
PRINTING OPTIONS.



MEMORABLE DATES

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|----------|---|
| April 1 | National Walking Day |
| April 5 | Easter |
| April 12 | Grilled Cheese Sandwich Day |
| April 23 | Take Our Daughters and Sons to Work Day |
| April 30 | Adopt a Shelter Pet Day |

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