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April

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April Showers Bring May Flowers

Gardening Tips for Beginners

With a slight chill in the air and sunshine in the sky, April is the perfect month to go outside. And with buds just beginning to blossom, now is the perfect time to turn attention to the garden. Add a little bit of sunshine, rain and beginner tips and your garden will flourish in the coming months.

Check the sun exposure.

You know what they say: It's all about location. In this case, it's the location of the sun. Before you start gardening, check how sunlight plays across your yard. Choose a place where plants will get plenty of sunshine when needed.

Stay close to water.

You won't want to carry water out to the garden every single time your plants need a drink. So be sure your little flower bed is within reach of a water source, like a hose.

Invest in soil.

Soil can make or break how long the plants last. Consider soil an investment: Put more in, get more out. Choose soil that is rich in nutrients and well drained. This also means adding plenty of mulch and compost as you begin gardening.



Pick your plants.

This might sound simple, but remember that certain plants grow better in certain regions. Particularly for beginners, start with "easy" plants, like vegetables, sunflowers or ferns. Consider the placement in your yard too. If it's a shadier spot, don't put a sun plant there, and vice versa.

Add in nutrients.

Plants look and feel their best when they have plenty of TLC. One month after planting, start feeding your garden with nutrient-dense plant food. And of course, provide a consistent and ample amount of water. Soon enough, your garden will be thriving come May.

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- 6 Spring Season Marketing Suggestions
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From the desk of Dave Baker

Partners in Printing

Time for reflection

Did you realize that we are already 25% through 2019? It is hard to believe for me, but it's true.

Another thing that is causing me to reflect back on life is that I'll be turning 40 this month. As I reflect back over life in general the passage from James 4:14 comes to mind:

"You do not know what tomorrow will bring. What is your life? For you are a mist that appears for a little time and then vanishes."

So if anything puts it in perspective, that sure does. It is a very humbling passage and it is so true. We are not here on earth very long, but while we are here, we should make the most of it. What that means for each of us varies, but for many people, great joy can be found by serving and helping others.

Ralph Waldo Emerson was quoted saying; "It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself."

I believe that holds true in life and also in business. At Baker Bros. Printing, we strive to work as hard as we can to help our clients achieve what they need from the project we are working on for them. Sometimes that means that we'll stay late to make sure that a mailing is ready to hit the Post Office the next day. Other times it might mean that our design staff meets personally with a customer to make sure that they understand exactly what the customer wants to communicate through design.

We all can benefit from serving others and it is our desire to serve you and your business. We want you to know that we are here for you in every way necessary to make your project a success.


So as we look back on the first quarter of 2019, we are grateful to have been able to work for so many people on design, print, promo and mail projects. We are excited to continue that the rest of this year and for many more to come.

If you want to talk about an upcoming project, shoot us a text, a direct message, an e-mail or give us a call. We are here for you.

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6 Spring Season Marketing Suggestions



Spring is in the air, and with it comes budding opportunities for new marketing campaigns. No matter what line of work you're in, take advantage of these fresh tips for marketing this season.

Add a splash of color.

Spring is all about nature blooming, the sun shining and colors popping. Say goodbye to the winter blues by blending in a mix of bright pastels and colorful images into your marketing efforts.

Play on spring cleaning.

Inspire customers to take action this season and take advantage of spring cleaning. Clients are already cleaning their homes, so use the concept as an opportunity to connect.

Embrace the sunshine.

Come springtime, everyone is ready to throw out their winter coat and pull on a pair of shorts (even if it's still *slightly* chilly). Soak up the sun in your marketing by incorporating warm weather content.

Go green.

April is home to Earth Day, which makes spring the perfect time to embrace the green lifestyle. Show off your eco-friendly side by promoting a green initiative in your marketing campaigns.

Incorporate tax refunds.

Don't forget about Tax Day! Encourage customers to spend their refunds on your products or services by providing discounts or special offers the week of April 15.

Hit the holidays.

Holidays are great opportunities to identify with customers and prompt them to try your business. Tie campaigns into holidays like Easter, May Day or Mother's Day to relate to your target audience.

Reclaim Control

How to Perfect the Work-Life Balance

We know, we know; you're busy. Whether you're a part-time college student, a working parent or a big-time CEO, everyone has a lot on their plate. But that doesn't mean you let your personal life fall to the wayside. In life, it's all about *balance*—finding, maintaining and most importantly, perfecting it.

Play to your strengths.

You can't be all things to all people, especially when you're not very good at some of them. Why use up time worrying about what you're bad at, when you could put your energy elsewhere? Instead, focus on what you *are* skilled in first, then (if there's time), add extra activities.

Prioritize your time.

There are only so many hours in a day, which means time is your Most. Valuable. Asset. Make a list of everything you have to do (both work and personal) then rank them in order of priority. Keep these categories in mind: (1) urgent and important; (2) important but not urgent; (3) urgent but not important; (4) neither urgent nor important.

Learn the art of saying "no."

Once you prioritize your time, you must master the difficult craft of saying "no." Saying no is not easy, particularly in our "yes, and" society. But it matters! Just because there's an empty space in your calendar does *not* mean that you need to fill it. On the contrary, learn to take a step back and turn people down every now and then.

Pull the plug.

Technology is great, but it also makes it pretty difficult to cut out work distractions during personal time. Make your home life a priority and pull the plug on all of your devices when you're away from the office. You can still be readily available for any calls, questions or concerns during the regular 40-hour work week.



WORDS TO LIVE BY

"You will never feel truly satisfied by work until you are satisfied by life."

—HEATHER SCHUCK

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