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Turkey Time

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.

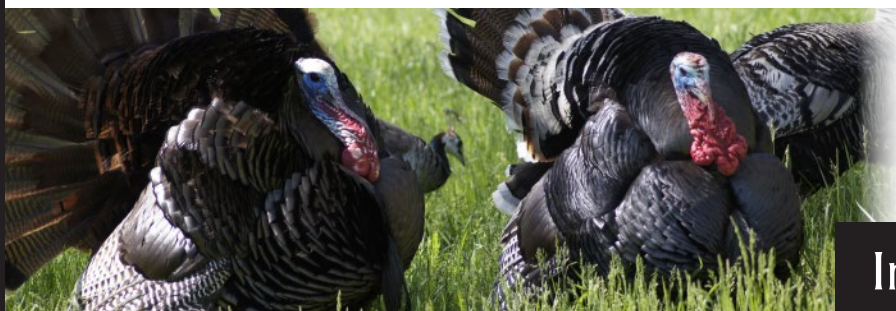
Natural: No artificial flavors, food coloring, preservatives or other artificial ingredients were added to the turkey.

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.



Inside this Issue:

- How to Create Your Next Good Habit
- Five Ways to Make a Good Direct Mail Plan Even Better
- And More!

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Taking time to think about time

It's a curious thing: time.

From the desk of Dave Baker

Sometimes I think that I don't have enough time to get the tasks done that are needed in a given week. I might be right but if I simply step back and organize the mess of papers cluttering my desk, and prioritize the things that I have to do, I will be able to work with much more efficiency and ease. The purpose of my article this month is to remind us all (myself included) that we need to put together a plan to manage our time and that will pay back dividends in the amount of our productivity. Here are some great ways to plan the work and then work the plan.

1. Make a list. I like lists. I especially like checking things off of a list. That's the fun part. Sometimes there are so many things swirling around in my head and I'm spending more energy trying to keep it all straight when a simple list can give me back some computing space in my brain for other tasks. It's kind of like a brain dump.
2. Decide how long each task is going to take, even if it is an estimate. Then I can group together the things that will take 15 minutes or less and if they are things that I can do at the same location, it helps to knock them out all together.
3. Determine the open time slots in my day. This is extremely helpful for planning when I'm going to work on a certain task.
4. Schedule each activity. That's where I think about first things first and how long each task will take. Utilizing the day for the maximum productivity is what it's all about. Another helpful tool is to set a timer to keep myself on task.

Once the day is planned in this way, it doesn't feel so daunting. It feels manageable. It feels like I can control some of the chaos of the day.

I'd like to know what some of your strategies are for planning a productive day. Feel free to shoot me an email and let me know what works for you. I'm always up for new ideas in productivity. Here's to a great November. We've got a lot of great content in this issue. Be sure to check out page three on how to make a Good Direct Mail Plan even better. There are some excellent tips that can boost response rates incredibly well.

We are thankful for the opportunity to work with you and deeply appreciate the business partnership we have. From all of us at Baker Bros. Printing, we wish you a Happy Thanksgiving!

dave@bakerbrosprinting.com



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 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.

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.

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.

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?

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.

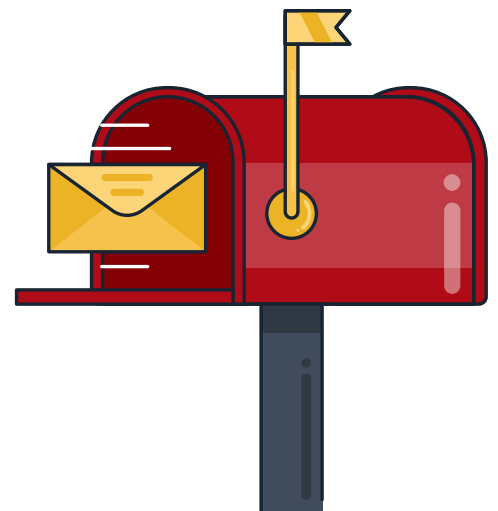
Marry your direct mail and digital marketing efforts. Don't market to your audience in silos—bring the offline and online worlds together by using features like PURLs (personalized URLs) and QR codes on your direct mail. Did you know that about 33% of people will go online as an immediate result of a message from a direct mail piece?



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.

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.





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