



Timely Information for Personal Success

Email Still Rocks!

By *Avinash Kaushik*

Despite all the hype associated with Facebook and Twitter, and the massive amount of funds that most companies have allocated to social media, sadly a recent study shows that the impact on economic outcomes remains disappointing. In other words, email still rocks!

In fact email conversion rates are nearly 40 times that of Facebook and Twitter! While Google+ was not covered in the study, it is likely that it delivers similar outcomes.

❖ **Lesson number one.** Social media is a terrible channel to expect short-term rewards in revenue or in terms of profitability.

❖ **Lesson number two.** Social media was never meant to be a conversion-driving channel. It was always silly to believe that “pimping” your company’s products and services on Facebook would lead to short-term revenue – but the social ecommerce hype is (or was) too strong.

How Intent Works

The reason is simple: *Intent*. You don’t go to social platforms to buy, and only rarely to research. You are there to reach out to people you have relationships with, you are there to get updates on your digital or real world existences, and you are there to be entertained.

Brands can win on social platforms *if* they understand why you are there. *If* they provide you with entertainment, *if* they provide you with information

you can share with your circles, and *if* they behave in an authentic manner they can earn a tiny smidgen of your love and attention (brand equity).

This *can* translate into revenue over a long period of time, but when the *customer* is ready, not when the company is ready!

The two questions the company should ask itself are:

- 1) Are we inherently social?
- 2) Do we have the patience to invest in relationships to build our brand equity on social platforms?

If the answer to both questions is *yes*, then by all means engage in social media. However, if the answer to one or both of these questions is “*No*” then stay put. Your company is not going to go bankrupt because it does not do social media.

Good luck. ■

Avinash Kaushik is an author and blogger.





CLIP-N-SAVE!

www.eatingwell.com

Healthy Recipe: Garden Tomato Sauce

INGREDIENTS:

- 5 pounds cored whole tomatoes, fresh or frozen
- 3 tablespoons extra-virgin olive oil
- 2 medium onions, chopped
- 4 cloves garlic, minced
- 3/4 teaspoon dried basil
- 3/4 teaspoon dried thyme
- 3/4 teaspoon dried oregano
- 1/2 teaspoon freshly ground pepper

NUTRITIONAL VALUE:

- Calories per serving: 72
- Carbohydrates: 9 g.
- Protein: 2 g.
- Sodium: 349 mg.
- Fat: 4 g.
- Saturated fat: 1 g.

DIRECTIONS:

❶ If using fresh tomatoes, bring a large pot of water to a boil. Make a small X in the bottom of each tomato and plunge into the boiling water until the skins are slightly loosened, 30 seconds to 2 minutes. Transfer to a bowl of ice water for 1 minute. Peel with a paring knife, starting at the X. If using frozen tomatoes, run each under warm water and peel or rub the skin off. Thaw in the refrigerator or defrost in microwave until mostly thawed. Chop the tomatoes, reserving any juice.

❷ Heat oil in a Dutch oven over medium heat. Add onions and cook, stirring, until beginning to brown, about 4 to 6 minutes. Add garlic and cook, stirring, for 1 minute. Add the tomatoes (and any juice), basil, thyme, oregano, and pepper. Bring to a boil.

❸ Reduce heat to maintain a simmer and cook until thickened to desired consistency, stirring occasionally, 1 to 1-1/2 hours. Taste and season with additional pepper if necessary.

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Questions and Answers

Is Chocolate Good for You?

Q: *I've read that chocolate is "good for you." Can this actually be true? Or is there some catch?*

A: The media snatch up a cocoa story and say, 'Eating chocolate is good for you, go out and eat chocolate bars.' "That's not it," says Dr. Eric Ding, a research scientist in the department of nutrition at Harvard School of Public Health. "The reality is that ingredients in cocoa can be healthy, but the high-calorie chocolate bars that contain it aren't necessarily good for you."

Cocoa comes from roasted cacao seeds. It's high in plant compounds called cocoa flavonoids, which have been shown to have beneficial effects on heart disease risks and on blood flow to the brain. The trouble is, chocolate is the candy that's made by adding sugar, milk, and other ingredients to cocoa powder. Those ingredients also add fat and sugar, which counteract some of cocoa's health benefits. Consider buying a more concentrated cocoa product.

Source: Harvard Health Publications.

Using Tact and Tone Works!

Have you noticed how many difficult people there are in the world? Do you feel like you have to deal with most of them some days?

Rude acts include people who honk their horns in traffic jams, those who cheat in the 10-items-or-less grocery lines and co-workers who steal your parking spot.

The list goes on, and I'm sure you can relate. So, how should we respond to difficult people?

The way you say something determines the way it's received. If you say something offensively, it's going to be received defensively. You can be truthful but still be tactful.

Tact and tone always go together. It matters *the way* you say something, not just what you say. You can say something very difficult for someone to hear, but if you say it in the right tone — a warm and compassionate tone — it will be received much better.

A heartfelt response to a difficult person requires you to be pleasant and tactful. If you want to be *below* that difficult person, then by all means attack him or her. But if you want to respond in a positive manner, then be careful about the words you say and the way you say them.

Source: Rick Warren, author of "Purpose-Driven Life".