



Timely Information for Personal Success

Engage Social Media Followers

By *Genae Girard*

In order to keep your customers engaged, you must create an emotional bond in order to retain their attention. The average customer is exposed to hundreds of messages everyday on their computer, on their phones and on TV. They have become artificially “attention deficit disordered,” and that doesn’t help your marketing or advertising brand.

In order to be successful in the social media market you must engage the customer. Whether it’s Facebook, Twitter, a blog or other social media, unleash the creative spirit of your organization, and think outside the box using the following strategies:

❖ **Create great content.** If your business is, for instance, a bakery, posting interesting antidotes about the history of certain desserts or the story behind a certain dessert, is sure to create more buzz. If you have a consulting business, talk about some of the best ways to move a customer’s business forward in a down economy.

❖ **Consider adding video.** The average consumer responds to video better than written content. If the owner of the bakery showed a video of making their new three-layer rainbow colored cake; that is more engaging for their followers than the average post. Rick’s auto mechanic shop could post a video on how to look for corroding seals. The options are endless.

❖ **Add humor to get customers laughing.** If a bakery employee turns the mixer on high accidentally and splatters cake batter all over the place,

snap a picture and post it across your social media network. If you are an accountant, you could post the 10 funniest tax excuses.

❖ **Look for other companies that are a good fit to team up with.** Make an agreement to swap content on each other sites so that you can take advantage of co-marketing. This could be another service that complements your business. Take advantage of the communities that have already been built and “cross-pollinate them” through your posts.

❖ **Look to younger employees in your company that may be on the pulse of social media.** Put them in charge of reporting to you once a week about what the buzz is in the social media realm. Have them come up with different ideas, promotions or creative posts of interest and test them out in the market. ■

Genae Girard is a speaker, author, entrepreneur, and founder of www.BeyondtheBoobieTrap.com, an online social media community of more than 23,000 breast cancer survivors.





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Healthy Recipe: Barbecue Turkey Burgers

INGREDIENTS:

- 4 tablespoons fat-free mayonnaise
- 4 tablespoons barbecue sauce
- 1 pound lean ground turkey
- ½ cup fresh, diced tomatoes
- 4 large leaves of fresh lettuce
- 4 whole-grain sandwich buns
- Salt and pepper to taste

NUTRITIONAL VALUE:

- Calories per serving: 262
- Carbohydrates: 25 g
- Protein: 32 g
- Sodium: 495 mg
- Fat: 4 g
- Saturated fat: 1 g
- Fiber: 2 g

DIRECTIONS:

❶ In a small bowl, stir mayonnaise and barbecue sauce together. ❷ Preheat grill. ❸ Shape turkey into 4 patties, about 1-1/2 inch thick. Season with salt and pepper. Refrigerate until ready to cook. ❹ Grill burgers on both sides until cooked through, about 6 minutes per side. ❺ Toast rolls on grill. ❻ Top burgers with the mayonnaise-and-barbecue sauce, lettuce, and tomatoes. Serve on the toasted rolls.

Serving size: 1 burger

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 PO Box 322, Waupaca, WI 54981
 Phone: 715-258-2448
 Fax: 715-258-9048
 Website: www.impact-publications.com
 Email: info@impacttrainingcenter.net

Publisher: Scott Kolpien
Health Consultant: Tim Lencki
Managing Editor: Mike Jacquart

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Questions and Answers

About Healthy Protein

Q: *Is red meat really as bad as some say? And if it is, how is a person supposed to get enough protein in your diet?*

A: In addition to raising the risk for colorectal cancer and other health problems, red meat can actually shorten your life. That's the clear message of the latest research from the Harvard School of Public Health. The answer to the protein question is to replace part of your meat intake with fish, poultry, nuts, beans and other sources of healthy protein.

"If someone who has a 50% risk of dying in the next 25 years replaces one serving of red meat a day with chicken, the risk is reduced to about 42% and to about 40% if nuts replace red meat," Dr. Walter Willett told the *Harvard Men's Health Watch*. "Making these decisions is like being a smart gambler," Willett says. "Nothing is guaranteed, but this is putting the odds in your favor." ■

- Source: *Harvard Health Publications*

The Key to Volunteerism

"If you want to feel good, volunteer," says Lisa Sellman, professional dog trainer, owner of a pet care business, and volunteer. "I realize that many of us are wrapped up with work and family, but I also know that if you do it right, volunteering can be a great stress reliever and source of joy in your life."

The key, she says, is to let passion be your guide when you decide to volunteer. Sellman's tips include:

❖ **Choose wisely.** Many people get "roped into" volunteering for an organization because their boss is involved with the charity, or a family member is working on a community project. That *can* be rewarding, but it's more important to find what you *love*, and direct those energies into an organization that matches those passions. For

instance, if you're an animal lover, volunteer for a shelter or wildlife rescue mission.

❖ **Watch your schedule.**

Don't let volunteer projects rule your life. Most organizations will take as much time as you offer them, but that will leave most people burned out! If you only have a spare hour or two each week, they'll accept that, too. Volunteering doesn't have to take over your life. Do it right, and it'll *add* more to your life than it takes *from* your calendar. ■

