

# 5 TIPS TO BOOST YOUR FACEBOOK REACH



Here's how to improve your reach on Facebook.

In July's newsletter, we wrote about how you can easily grow your organic reach on Facebook by sharing links via photo posts rather than sharing them via URL. Below you'll find those steps laid out for immediate results, along with four more easy tips to quickly double or even triple your organic reach on Facebook.

(If you're not already receiving our monthly list of quick marketing tips, you should sign up using the button on the top righthand side of the screen or email us at [info@mad4marketing.com](mailto:info@mad4marketing.com)!)

**1. Post Photos, Not Links.** Rather than copy-pasting a URL to Facebook's text box for posting, click Photo/Video. Independently upload an eye-catching pic that goes with your article. Then paste the link into the text box for the photo post. Photo posts always have more organic reach on Facebook than the standard "What's on your mind?" text posts, so it's an easy way to double or triple the eyes on your article and boost traffic to your site.

**2. Post Selectively.** How your posts perform overall matters when it comes to your future reach. So rather than post many times and hope that something works, it's better to be very selective about what you're posting. Make sure to create strong content that's going to truly engage your audience. With a high rate of engagement per post, your posts are more likely to get boosted in the future. Less is more on Facebook, as long as it's always your best work and shared with an active core group of fans, friends, and followers.

**3. Encourage Readers to Like and Share.** Since engagement with posts is so important, it doesn't hurt to actively encourage your readers to help promote a post. Sometimes it's as simple as suggesting that they like or share a post if they enjoyed it. The time-honored call to action still goes a long way in a forum like Facebook. There are also plenty of creative and funny ways to inspire interaction with a post, from challenges and questions to games. It also helps simply to be visible and engaging yourself, to create and facilitate conversations and community on posts.

**4. Invite Fans to Visit Your Page.** By liking and following your page, your followers naturally get your posts sent to their News Feed. But it doesn't mean they'll ever see them. Business pages are typically ranked below posts from friends and families, as well as paid content. But if your fans are regularly going directly to your page, they're more likely to engage with your content in general and it's more likely to be linked to their profile as a high-interest page and bumped in their News Feed in the future. There are plenty of ways to invite people to visit your page. One way we like is posting a new album of photos and inviting fans to check it out (especially if it's an event that some fans may have attended). Sometimes people will also go directly to a page if it lists exclusive sales and deals.

**5. Post Off-Peak.** It's tempting to post when your followers are very active on Facebook, but that's when you'll be competing for their attention and are likely low on their News Feed. You can simply post during slow hours (like the middle of the night) or use a trick we love, which is to follow all of your biggest competitors and monitor their posting schedules for a few weeks. Slip into the cracks in their armor to pick up good time slots when you'll have your audience's undivided attention.



# ADVERTISING AND DIVERSITY



To speak to your audience authentically, you need authentic perspectives both behind the scenes and in your advertisements.

Matt Damon recently got into hot water when he failed to appropriately address the need for racial diversity both onscreen and off during an episode of his television series, “Project Greenlight.” It’s just the latest in a long list of highly visible missteps by the film and television industry as it continues to exclude people of color. And it can be incredibly damaging to people’s reputations — even if your brand is as strong as Matt Damon’s.

But diversity isn’t only a problem that Hollywood needs to tackle. Advertising is another field where diverse casting in the

making of ads can send a strong message to society at large. As Matt Damon learned, it’s also important to include diverse voices when the ad is being created, to ensure a real and representative voice. Diversifying your teams, consultants, and test groups is key. And the failure to do so can be potentially brand-damaging.

Why hasn’t the advertising industry taken greater strides, when the country is calling for change? As University of Illinois professor Jason Chambers, author of “Madison Avenue and the Color Line,” has stated, it’s probably because marketers are used to showing people the way the world is and who we are — not necessarily showing people where we should be going. To do so may be too big a gamble for too many brands that have too much to lose. But it’s a dying line of thought, and you won’t want your business to be the last one worrying about whether it’s “safe” to show an accurate representation of American life.

## DIVERSITY IN ADVERTISING: WHAT TO AVOID

Although the first step is simple and obvious — that you should be showing balanced diversity in your ads — one mistake to avoid is being too showy about it. Today’s savvy audiences don’t want to feel pandered to with on-the-nose diversity ads.

For example, Coca-Cola straddles the line with some of its commercials over the past year that distinctly focus on diversity (including a new Coke ad where a mixed audience fills a cinema and the tagline reads: “We’re all the same when the lights go down,” which could have been more powerful if it hadn’t been quite as heavy-handed). Another example is Chevy’s “The New Us” ad, which premiered last summer during the Sochi Olympics, featuring ethnically diverse and same-sex couples. These beautiful commercials can be undermined by gratuitous emphasis on their diversity, instead of simply letting it speak for itself.

Of course, another reason audiences might be skeptical of ham-fisted diversity commercials is because a brand might look like it’s seeking controversy and the accompanying press coverage (like Cheerios inadvertently garnered with its mixed-race family ad in 2014). Diversity can be polarizing, but it can also be good business. No one wants to help a corporation congratulate itself for doing the bare minimum: the right thing in the real world.

But, of course, the worst mistake is failing to do anything diverse at all.

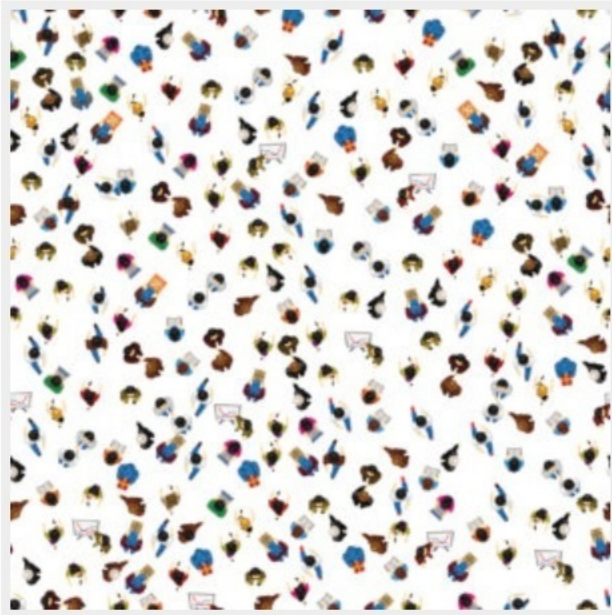
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## COMMENTS?



# 10 WAYS TO TALK ABOUT WORK AT A DINNER PARTY



Are you the one who shows up to the party with the pizza or the PowerPoint? Why not both?

For most people, evenings and weekends are when you get the chance to finally shutdown your desktop, shrug off that blazer, and leave work behind.

But marketers aren't most people.

We know that a lot of the work that goes into attaining and promoting clients actually takes place in the moments between the meetings.

It happens when you're out grabbing lunch. It happens when you're walking the dog. It happens when you're in a heated debate about the latest Netflix reboot on your high school friend's Facebook post.

It happens through *networking*, which often best succeeds when we're least expecting it.

And if you really want to get the hot gossip and best connections that'll help you get ahead from 9 to 5, Monday through Friday, it often means having your game face on—even during those in-between hours that other people like to call “downtime.”

But how can you bring up work when everyone else just wants to kick back and relax?

## Here are a few suggestions:

1. “Haven't I seen you on LinkedIn?”
2. Use business titles as name cards around the table.
3. Scatter “Hello My Name Is...” stickers by the door. Cross out “Name.” Write “Job.”
4. Brag that you can build a castle out of business cards.
5. Start a conversation by asking what everyone wanted to be when they grew up.
6. Complain about student loans, then ask if anyone is *really* using what they studied at school.
7. Claim that you have a superpower that lets you guess someone's job in three guesses.
8. Introduce yourself as “Bob Smith, who works in Marketing.” (If someone else is introducing you, feel free to just add the “who works in Marketing” part.)
9. Wear your company's branded T-shirt. If it's formal, wear it under your dress shirt and have an “accidental spill” at some point, forcing you to change.
10. If you're feeling pretty bold, you can always just...ask how work's going! You might try: “Do you still work at...?” and trail off expectantly. Or: “Remind me, have I already told you about the project I'm working on right now....?”

**(Bonus:** Say there's a great article you'd love to show them, and send them this link!)





# Take Your App Global - Without Leaving Your Office

 EYECE · WEDNESDAY, DECEMBER 5, 2018 · 3 Reads

Facebook. WhatsApp. Instagram. WeChat.

One thing that these hugely popular apps have in common is that they're popular all around the world.

When emerging apps hope to make it into the big leagues, they're usually developed with global aspirations and an international scale. But it can be difficult to launch a meaningful new piece of technology that's equipped to serve large and diverse populations.

**Many apps start small, think regionally, and slowly scale up to embrace bigger and more diverse audiences.**

This process can be time-consuming, which means leaving money on the table with powerful markets while you can only serve a very niche audience. Additionally, it can be detrimental to your brand if, let's say, people begin to associate it with a certain type of user and continue to think that the app isn't "right for them."

Plus, having your app on the market but missing out on key audiences around the world means that someone else might be able to come in and serve those markets with a competitive product before you're able to adapt your app to reach them first. All of these risks are things to think about when you're choose to start small and scale up slowly.

**But here's the thing: You don't have to. Not when you have Eyece.**

Eyece helps you efficiently test your app with a global market, helping to prepare your product for a worldwide launch. Through a single account, you can run multiple tests and connect with hundreds of users – or Domain Experts, as we call them – who are based around the world, from unique cultural backgrounds, who speak different languages.

These days, that kind of access can be invaluable. It can help avoid the kind of scandals that can crop up due to a cultural mishap or language misinterpretation. When you're launching a new app, the last thing you need is bad PR.

With a streamlined approach to testing your app around the globe, you'll be able to confidently launch a product that users around the world can enjoy simultaneously, cornering the market faster and without losing out on important international revenue sources.

**Try it out now: See how Eyece helps your app take off.**

 Nitesh Kumar Prasad and Aparna Gattu

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# Your App Could Be a Crowd Favorite

 EYECE · TUESDAY, DECEMBER 4, 2018  8 Reads

We know how much time, effort, and cost it takes to create an innovative and engaging app. When you've reached the point in your development process where you're just about ready to share your hard-earned work with the world, it's important that your efforts receive the recognition they deserve.

**But how can you ensure that the right people will find – and love – your product?**

Eyece is dedicated to helping you share your app with users around the world while receiving critical data and feedback about how it resonates, and operates, with large crowds. Our platform connects developers with voluntary testers with a wide range of backgrounds, locations, devices, and operating systems – providing developers with extremely important insights about how their technology will perform.

With Eyece, you can connect with exactly the kinds of people you're looking for by tailoring your criteria and budget. For example, you can custom-pick a group of people from locales where your target audience is most likely to reside, and then ensure a 50/50 split between, let's say, Apple or Android.

Eyece provides an easy and affordable way to crowdsource thoughtful, experience-based analysis, while also testing for bugs along the way. You'll be able to quickly determine any consistent problems when working in combination with certain languages or interfaces. Plus, our platform helps you track your various trials along the way, and keeps you organized to best implement the results they provide.

**Perhaps most importantly, you'll learn right away if people aren't loving your product – and why.**

Sometimes, developers pour their heart and soul into creating a masterpiece of programming efficiency, only later to learn that their target audience hates the very basics of their user experience or find the design itself off-putting. But you don't have to learn that too late.

When developers implement the information they accrue from Eyece users early in their process, they have time to tweak things on the back end before giving their product a full launch. By the time you put your newest product out there, you can do it with confidence – and without surprises waiting for you in the hands of your users.

**Crowd testing should always be one of the final steps in launching a new app. Eyece makes it easier.**

 eyece, Sawan Goud, Vijendra Simha and Nagaveni Rajashekar

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## **Staging a Scene with Silk Flowers**

Silk flowers are often used to stage scenes for television, film, commercials, photography shoots and other visual projects. Set decorators don't want to worry about the flowers they're using changing, fading, wilting or dying over long shoots. Similarly, they don't want to use valuable time figuring out who will tend to the living plants or sending assistants to water their props.

Because the vibrancy, placement and overall arrangement have to translate through the camera, high-quality silk pieces are often selected over other non-living options, such as plastic. These decorations also have to look real in situations where characters would normally have live items, which is another argument for choosing lifelike silk alternatives to play the part.

Event planners also commonly employ silk flowers and plants when they're setting the stage for birthdays, anniversaries, awards shows and weddings – among other special occasions. Guests at these events won't have to contend with allergies, and they'll wind up with centerpieces they can take home and keep for much longer than those created with living materials. Sometimes silk pieces are mixed in with real for best use of both, without being extraneous with either; for example, real roses may be used for a bouquet that's interacted with while the silk replicas are used on the periphery of the room.

Silk flowers can also be used again and again, which is ideal for businesses that repeatedly host events. This translates to less waste. Unlike with real flowers, they can be shipped in and set up well in advance, getting one item off the day-of agenda for event planners.

But there are also ways to make these rules translate to your own personal space.

When you're hosting an event at your home, you can employ silk flower arrangements which are often much more low-maintenance and attract just as many compliments. You can re-use these arrangements or pass them along to friends and family seeking low-cost solutions for their celebrations. Sharing among loved ones, while using silk flowers from Floral & Hearty, is the perfect way to make your upcoming event more affordable.

## **Zodiac Flowers: August**

Most of us know our astrological sign — one of the 12 possible star signs determined by our birthday (or, more specifically, the month). But did you also know that in addition to a constellation, birthstone and temperament, your zodiac sign also comes with a flower?

The birth flower for those born in August is the Sunflower.

Perfect for summer with its bold, sunny, warm appearance, the sunflower is a popular choice for table centerpieces and interior décor. An American native, this plant is often used as a symbol of strength, courage, confidence and success. With a lean stem, definitive petals and a shaggy appearance, the flowers represent both masculine and feminine energies.

Those born from July 23-August 23 are Leos, which is notoriously the sign of the Lion. This symbol is an appropriate match for the sunflower, with its golden mane and powerful, standout appearance.

Leos share many characteristics with the sunflower as well: With a bright yellow color and tall stance, they aren't afraid to stand out. Natural leaders, Leos don't shy from attention or crowds. Did you know that the head of each flower actually consists of hundreds of tiny flower bulbs making up one? Similarly, Leos are often seen as unifiers who can equally inspire and bring together their friends, loved ones and others in their sphere who might look up to them, such as business colleagues.

Ask Floral & Hearty how we can integrate silk sunflowers into your next home design project for indoor or outdoor spaces. Bringing an unusual height, wide face and vivid color, these flowers are the perfect choice for anyone hoping to make a statement that's both brave and memorable.

## The Cost of Bad Credit

Bad credit is like a bad stench: It can sneak up on you and be really hard to escape.

Even if you're technically doing OK, in a mid-range credit zone, and you're able to take out loans, you may still get penalized through higher interest rates.

Because loan institutions are able to scale their interest rates based on your credit score, you can end up paying thousands of dollars more than your neighbor for the exact same car and the exact same loan.

### An Example of the Cost of Bad Credit

Here's some quick math that highlights how much bad credit can hurt you over time:

**Person A** has a credit score of 700, a pretty good score (720 and above is excellent). When they buy their new car, they take out a \$20,000 loan and creditors offer them an interest rate of 5%.

**Person B** has a credit score of 630, which isn't too great. They can still qualify for a \$20,000 loan, but they need to pay a steep 15% interest.

If **Person A** and **Person B** both have five-year loans, then **Person A** is going to end up paying back \$21,000. But **Person B**? They're paying the same institution \$23,000. That's a \$2,000 fine just for the difference in their credit score! It just makes the debt hole deeper and harder to climb out of.

### How Bad Credit and High Interest Rates Affect Your Health

Studies regularly prove that personal money concerns and the economy are two leading sources of stress. Stress, like bad credit itself, can lead to a downward spiral: You aren't eating or sleeping well, and you have a hard time focusing at work. That can hinder your ability to advance and make the money you need to pay off those loans. Stress can also affect your personal relationships, which can contribute further to your stress (and on and on). It's not a pretty picture.

But the good news is that all of these things are within your power to change.

### How 1<sup>st</sup> Global Capital Can Help

A cash advance can help you catch up on your business payments and buy you some leeway while you work on improving your credit. We don't play games by only helping some people. Because if you had perfect credit, you probably wouldn't need us. We approve 90% of business cash advances, and those come through within 24 hours about 85% of the time. Ask how we can help you with problems caused by bad credit and set you back on a path toward financial stability and a stress-free life.



## Raising Capital: Wise Businesses Aren't Afraid to Ask for Help

Very few entrepreneurs are lucky enough to start out with enough capital to get their businesses running without any help.

For the rest of us, it's important to realize that there's no shame in asking for help (especially when it's coming from the agencies who specialize in it). In fact, it's foolish to be too proud not to secure loans and cash advances if you really believe in your vision and have a strong plan of action.

Raising capital is one of the key components of securing success for your business. If you don't have the money on your own (like most of us), and you're not just hoping an angel investor shows up at your front door, then you're left with the following options:

1. Friends and family
2. Crowdfunding
3. Banks and other loan institutions
4. Investment companies

The first one more or less relies on the same premise as having independent wealth to fund your company. It means that if you don't have the cash in your own pocket, you can ask people you know to lend you extra money. With crowdfunding, you're asking people to give it outright because they support your vision, or you can promise pieces of your company. (Websites that support crowdsourcing take a percentage of what you raise for themselves.) All of these are reasonable options, but in reality they're only dependable for the luckiest of businesspeople.

Sometimes, these solicitations require a lot of time and energy, and they won't necessarily materialize. Plus, think about it: Do you really want to go into business with your family or strangers?

### **What Capital-Raising Options Does That Leave You With?**

Reliable ways to raise capital for your business include banks, lenders and investment companies. For these, you just need to qualify via credit rates and assets or pitching a viable business plan.

If you're still shaking your head at these options, or you've already tried, then you may be happy to hear that you can likely qualify for a business cash advance through 1<sup>st</sup> Global Capital — even if you don't have perfect credit and regardless of your business plan.

We know that sometimes it's hard to prove yourself before you even get going. We approve 90% of applications, and we can usually get that money sent through within 24 hours (or a week at best) so that you can get started on your business vision ASAP.

It doesn't take a stroke of luck; it just takes a phone call: (800) 910-2274.

## **Resistance vs. Aerobic Training**

For the past few weeks, we've been talking about resistance training and the use of resistance weights. Now that you know about this form of exercise, you're probably wondering how it compares to other types — namely, aerobic or cardiovascular training.

Some studies have claimed that resistance training can help you burn more fat than aerobic exercise. It accelerates weight loss, and the buildup of muscles helps you continue to burn calories even after you've worked out.

In contrast, aerobics are mostly only good for burning calories while you're working out, but they don't help your body develop new ways to keep burning up consumed calories. When you're resting, the effects stop.

One reason that cardio training continues to be the more popular form of exercise is because it's easy to learn. You probably already know how to do the most basic moves in a group-based exercise class, not to mention that running, biking or using the elliptical machine only require inherent, repetitive movements.

Meanwhile, it takes some training to learn how to appropriately use weights and resistance training to get your maximum results. You also have to learn diverse machines or techniques to target your entire body, rather than just a single motion or floor routine to generally stay moving and cover your bases. But the truth is that it can be learned, especially under the tutelage of a professional, and your body will quickly adapt after practicing your new resistance routines.

However, studies haven't been wholly conclusive while calling one type of exercise "better" than the other type. It's largely agreed that resistance training is better for building muscle and making the body leaner, while cardio fitness is said to help you burn more calories and lose weight. But most researchers and physical fitness professionals agree that the best overall effect on your health and weight comes through a combination.

To find the right regimen that combines both resistance and aerobic fitness, spend a few days with one of our Pivotal Fitness Greenville athletic club trainers, who will develop a system based on your personal strengths and needs. Access to this kind of personalized training is just one of the many perks of membership.

Check back next week to learn about the myth of muscle interference, which for many years warned athletes against doing both aerobic and resistance training on the same day.



## The Pressure Test

Whenever you start a new exercise routine, there's a lot of pressure to excel. You want to start seeing results right away. And you want to show your family and friends that you're making strides with your new fitness resolution. But there are several downsides to pushing yourself too hard when you're setting out on a new health endeavor. For example, if you set goals that are too high, your disappointment about not meeting them can ruin the experience and cause you to lose motivation. You can also work way too hard and put your well-being in jeopardy.

The important thing to remember is that just getting started is impressive – it's further than a lot of people get who wish they could be in better shape but then don't do anything about it. After that, simply sticking with the program is your primary focus.

Rather than set big goals in terms of minutes, reps or pounds, you can agree to one extremely appropriate mission: try your best. This isn't an excuse to do the minimal amount of work, but it can help you stay on task over time.

Here's how it works (let's say you've never done a push-up in your life):

1. Figure out the proper posture and positioning so that you know how to do it right and get the most from each of the muscles you're using. A Pivotal Fitness Greenville gym instructor can help you achieve this.
2. Start by doing one push-up. That's right, just one. Easy enough?
3. Got a grip on the correct way to do one solid push-up? Great, that means it's time to try five in a row. It won't be easy at first, but eventually it will seem like a piece of cake. There's no time limit on how long it might take you to master – set your own pace. The only agenda is to complete five.
4. Only when you find it easy to go through five push-ups in a row should you move to ten. Suddenly you're doing twice as much. This may take awhile to get used to, but there's no hurry. Keep trying to do ten push-ups in a row over a matter of days until you feel like it's easy to do ten.
5. Move on to 15 or 20 push-ups.

See the pattern here? All that's asked of you is that you meet and challenge your own limits while striving to continuously improve. As long as you stay honest and dedicated, you're already on the path to achieving your fitness goals.

This is the same for other workout methods as well. You can start by running 5 minutes on the treadmill and then gradually work your way up to 30. Start small, stay focused and never pressure yourself to do more than you, personally, are capable of doing.

## Browsing the Web on an iPhone Instead of the Computer?

Smartphones like the iPhone are no longer high-end luxury products. They're not only mainstream, they're actually practically necessary to function in today's bustling society.

Competitiveness in the smartphone development and programming field is driving faster upgrades with smarter features, including a plethora of mobile apps for every type of video game, business service and social media forum under the sun. It's all streamlined and modified for user-friendliness on a small-screened handheld device.

But iPhones are not just used in addition to your regular calling and Internet needs. Much like cell phones have begun to eradicate the need for landlines in many homes, recent studies by a number of sources, including the Pew Internet and American Life Project, confirm that iPhones and other smartphone alternatives are projected to become the number-one source of Internet use—ranking higher than desktop and laptop computers.

That's not just kids or wealthy individuals; it's an estimate for all Americans.

Reportedly, 6 of every 10 U.S. residents are currently accessing the Internet on their smartphones. Since 2009, there's been an estimated 38% increase of users looking to their cell phones for Internet access—and demonstrating proficiency at this comparably new technology.

But does this mean they're using other modes of communication and interactivity *less*?

What do you think? Do you use your computer less because of all use you get out of your iPhone? Or do you just go online more on-the-go because you simply *can*? Is it an addition or a replacement for the way you're used to using the Internet?

If you're ready to upgrade to the newest and fastest iPhone, send your old iPhone to us for cash. After all, reports like these would have us believe that if you don't stay on the cutting-edge, you might as well be considered out of the loop! Back to the desk for you.



## 5 iPhone Apps for Driving

Are you going to be doing a lot of traveling this season? Between the price of flights during the holidays and the whole hullabaloo over airport security these days, many people are hitting the road rather than the friendly skies. But did you know that iPhone can actually make your road trip a thousand times smoother with five driving apps?

1) **Carticipate** is an app that lets you find drivers or riders heading in the direction you're trying to go. You can save time and money by traveling to your destination with a new friend found through your iPhone.

2) **iGasUp** allows iPhone users to call up the nearest gas stations to their current location and then automatically compares gas prices at each spot—ensuring that you'll always have the most affordable fuel possible.

3) **Trapster** is a lot less menacing than it sounds—in fact, it's designed to help you avoid common traffic traps like speeding sensors and police checkpoints.

4) **TripAlyzer** may be on the high end of the scale in terms of iPhone app priciness--but that's likely because it combines the features of several popular car apps all in one. For example, to get you to your destination in the quickest, safest and most affordable way possible, this technology takes into account your real-time whereabouts, driving habits, car type and other assorted input to give you the best possible advice for your total trip.

5) **Dinolicious** isn't as practical as the previous four apps—but it can be a whole lot of fun. Ever wonder how your car would perform against your friend's? This application lets you measure speed and performance through a radar gun, timing mechanism and other precision tools that tell the truth about your car's ability and agility—even if you're not exactly driving a hotrod.

Ready to upgrade iPhones? Sell us your old model and invest in a new one. [Get started.](#)

## Ready to Own Your Own Horse Trailer?

Every horse owner has different needs. Some are frequently moving their horses to and from sites for competitions. Others move horses on a weekly or monthly basis for leisure or loaning. And some horse owners infrequently transport their horses to the vet or during moves. So it isn't always easy to decide if you should own your own horse trailer.

If you're a new horse owner, you may be wondering if it's best for you to invest in owning a horse trailer and the requisite equipment.

If you're a longtime horse owner, you may simply be sick of renting and borrowing trailers—and worrying whether you can trust their durability and construction—much less entrusting your horses' care to the hands of strangers, in some cases.

Maybe you even already own a horse trailer, but wonder if there isn't something that's better-suited to your exact needs than the one you already have.

All of these concerns and considerations are important to the staff at Phoenix Coach Works. And we're always happy to discuss your exact stipulations to see if we may be able to help you make a choice about investing in a horse trailer. As experts in the industry, we may even come up with ideas and questions you haven't even thought of yet to help you decide.

Targeting your ideal specs—such as materials, weight, height, storage space, aesthetics, etc—is an important task before you invest. After all, it's not just a matter of making a shipment. Horses are more than just cargo: They're your pets and often considered members of the family. You want to transport them with the same safety and diligence that you'd give to transporting your own kids—and we understand.

Phoenix Coach Works also customizes trailers, so when you're ready to figure out which horse trailer to buy, you can rest assured that you'll wind up taking home a rig that's exact to your specifications.

Eliminate the hassle of hauling your horses by consulting with the friendly staff and considering the variety of options at Phoenix.



## Locks for Horse Trailers

From alarm systems to video cameras, and of course making sure you're covered with insurance, we've already discussed several ways to keep your trailer safe. To round off the series, we'd like to discuss hitch locks, trailer locks and coupler locks.

Hitch Locks are pin latches designed to keep your ball mount attached to your vehicle. This will prevent it from being stolen while your vehicle is parked but disconnected from your trailer. However, it's important to also note that ball mounts should not always remain attached to the hitch; this can make your accessories corrode faster by suffering unnecessary wear and exposure to the elements. Between trips and uses, you should always detach, clean and safely store your ball mount.

Trailer Locks cover your trailer's latching mechanism so that no one can hook their car, truck or SUV up to your trailer when it's not directly secured to your own vehicle. These typically lock a metal ball in place, similar to how your trailer is traditionally rigged.

Coupler Locks also use pins, but these secure your trailer's latching mechanism to the ball mounts while you're on the go. Coupler locks offer a variety of drop lengths, ball widths and all trailer weights and sizes. They're not only made to be secure and easy-impact on the road, but they're also weather-resistant metal alloy that will prevent or resist rust and corrosions when sitting in the elements for great lengths of time. These anti-theft devices are designed to be resistant to picks and drills so that no one can detach your trailer without your key.

If you have several trailers, you can have all of your locks prepared so that they all work with a universal key, which helps you stay organized and prevents key-switch mishaps.

If you only plan to use one trailer at a time and want one kind of lock (hitch, trailer or coupler) for all of your vehicles, you can purchase a universal lock that can adjust to work with all truck and trailer types.

Once you've invested in the best with Phoenix, we know you'll want to keep it safe.

## **Florida Bus Accidents Caused by Distracted Driving**

According to a study conducted last year by the National Highway Safety Traffic Administration, student deaths were 61 times more likely to occur in passenger vehicles than in school buses during normal commute hours. Although school buses are considered one of the safest vehicles on the road (largely due to the fact that it is typically the driver of a second vehicle who sustains injury in the event of an accident), that doesn't mean that school bus travel can't be made safer for student passengers. A total of 34 student deaths were caused by school bus accidents in the 1998-2008 decade. And many of those school bus accidents were caused by distracted driving.

As discussed previously, distracted driving can be visual, manual or cognitive. This means it can be defined as chatting on a cell phone, sending text messages, changing the radio station or programming a GPS—but it can also be as simple as focusing on thoughts outside of the realm of driving. These distractions are as unsafe for motorists as driving while under the influence. Would you want your child riding with a bus driver who'd had alcoholic drinks before getting behind the wheel?

Although 17 states have laws in place to prevent school bus drivers from talking on a cell phone while driving, Florida currently has no such laws in place. As with many traffic regulations, it's often up to the motor vehicle operator to make smart and safe decisions to prevent accidents. Because of the nature of their transport and cargo, school bus drivers should go out of their way to focus on their driving at all times—not only when children are riding in the vehicle, but especially when they are engaging in secondary activities like speaking on a phone or radio.

A December 2009 school bus accident in Lecanto, Florida, was the result of the driver speaking on her two-way radio, which drivers are trained to use for official communications while transporting students. This activity caused her to drive into the back of one vehicle ahead of her, which was stopped at a red light. In turn, this vehicle hit the car ahead of it. The driver of the rear-ended vehicle was sent to the emergency room with serious injuries, while several students on the school bus were treated for minor injuries. If a driver can be so detrimentally distracted while using equipment they are trained to use while driving, how much more distracted could they be by using a cell phone or handheld mobile device while on the road?

Without the laws in place to enforce safety, only a personal commitment to attentiveness can keep drivers and their passengers safe from reckless driving accidents. Motorists can help ensure the safety of schoolchildren by following all school bus traffic laws, such as coming to a complete stop when students are boarding or leaving a bus. You can also do your part by petitioning for legislation which would make it illegal for school bus drivers to operate handheld devices while driving, and stricter penalties for reckless bus driving.

Do you know how to safely and legally operate around school buses? Read our article about [school bus laws](#) to learn what's allowed in the state of Florida.



## How to Help After a Car Accident

These days, it's easy to call into question how much it is your responsibility to get involved in the event of a crime or accident. In fact, many people are worried about taking action in an emergency in case they may become too involved in the situation, and then potentially considered liable for its outcome.

Thankfully, state laws do define how you are expected to help out in the event of a car accident in order to best enable drivers to help one another out in this pivotal time of crisis—without worrying about the ramifications of their assistance.

In the state of Florida, a driver is expected to pull over, render aid and file a report in the event of an auto accident. When helping the driver or passengers involved in an auto accident, you may be required to produce photographic identification, as well as your driver's permit, before performing any assistance. This information will likely be taken again by the law enforcement official who responds to the accident scene. Reasonable aid then includes carrying a person (either the driver or their passengers) or making arrangements for him or her to be carried from the accident. If it seems that medical attention is needed, you may also transport that person to a hospital or doctor. Other bodily transportation may be carried out upon request.

Not only is rendering aid a part of what you may legally do at the site of an accident, it is actually built into the law. In Florida, failure to render due aid at the scene of an auto accident can result in a fine of up to \$500 or a jail sentence for up to 60 days—or both.

Other ways to ensure safety at the scene of an auto accident are to make sure cars are pulled off to the side of the road, if possible (and if this does not contradict laws governing the obstruction of evidence). They should be parked with hazard lights on. You should also immediately call 911—or instruct someone nearby to do so—before taking any further action. Once the situation has neutralized and it seems that everyone is safe or stable, taking down the names and information of witnesses and those involved is very important. If possible, you will also want photographic evidence of the crime scene, regardless of your role and the outcome. Keeping an emergency first aid and car repair kit in your vehicle is also a smart idea, and exceptionally handy in the event of an accident.

The most important thing to do in the event of an accident is to stay calm. Keeping your wits about you will help you make smart decisions, react rationally, assist others and communicate effectively with third parties involved, including those who may be injured, medical officials and law enforcement. Take deep breaths, and think before you act.

If you've been involved in an auto accident and are unsure if you followed the appropriate protocol to stop and render due aid, please [contact us](#) at your soonest convenience. Our first consultation with you is both complimentary and confidential.

## Can You Imagine Life Without Razors?

As women increasingly value their spare time, we believe that waxing will continue to become a preferred method of hair removal. More and more women are already throwing out their razors, or at least refusing to depend on them anymore. Thinking about the future of skin care made us speculate about a life where razors no longer existed—or even a life where razors *never* existed! So we ask: Can you imagine a life without razors?

*Without razors...* women and men would simply make regular hair removal appointments with their chosen Wax Specialists. This means it would just be understood that everyone gets allotted time to themselves each week to visit the salon and escape from the world.

*Without razors...* there would have to be a European Wax Center on each corner next to every Starbucks. We have locations across the nation, but we're not quite there—yet!

*Without razors...* there would be no such thing as razor burn and almost no ingrown hairs.

*Without razors...* there would be no sitcom scenarios about needing to shave your legs before a big date. Or *not* shaving so that your date doesn't get the wrong idea!

*Without razors...* there would be no airport security hassle about packing your shaving kit in your carry-on or overnight bag. Or even needing to shave while on vacation!

*Without razors...* we wouldn't have to worry about 3-blade vs. 5-blade options, or men's vs. women's options, or "sensitive skin" vs. "maximum moisture" options. We wouldn't have to sort out all of these choices from behind locked cases at the pharmacy, either.

*Without razors...* there would be no hassle of buying or using shaving cream. There would be no such thing as shaving cream smell! Aerosol cans would only be known for delicious whipped cream.

*Without razors...* we would gain back plenty of time that's currently wasted with frequent, almost-daily shaving rituals. Showers would simply be a relaxing time to rinse off!

*Without razors...* it would be so easy to show off our skin and wear short sleeves and dresses whenever we pleased. We could head to the beach on a moment's notice.

*Without razors...* everyone would be walking around with perfectly smooth, radiant skin. When you receive a wax, your skin is also conditioned in the process. Regular waxing keeps your skin on a pampered schedule so that it always appears healthy and youthful.

Can you imagine the possibilities? We're sure you'll want to stop being a slave to shaving after you visit European Wax Center. That's why we offer first-time visitors [free waxing](#) (for men *and* women). We'd love to show you the reality of starting a brand new fantasy life without razors.



## Waxing for Your Next Vacation

For many women, waxing is a part of their regular beauty routine. But for others, it's an experience reserved for special occasions such as vacations. With the winter months coming to a close and warmer days just around the corner, we have to ask:

### *What are you doing for Spring Break?*

Think of escaping the doldrums of your everyday work week and visiting exotic locales. Imagine stretching out in a lounge chair and finishing that book you started before the holidays, while sipping a frozen cocktail with your best friend or your beau at your side. Then picture yourself wearing a bathing suit—or even a bikini!—on the deck of a cruise ship, or the shores of a remote tropical beach...

Are you ready to strut your stuff with pride and confidence? Is your skin ready for these levels of public exposure? For many of us, the answer is *no way, Jose*. After months of layering up under long sleeves and pants, it's easy to forget about your hair removal regimen. After all, no one's been looking, right?

Well, when you head out for that vacation you really deserve, remember that the first step to enjoying your getaway is scheduling a wax reservation at European Wax Center!

For those who don't frequently or consistently wax, receiving one before venturing out on a vacation can add to the excitement of the occasion. As a special treat to yourself in the days before you get away, a hair removal reservation will put you in the right frame of mind to spoil yourself by taking a break from your routine for a little while.

We especially recommend waxing before that most important vacation: *your honeymoon!* It's not only a special treat for your significant other, it will also give you a little boost in self-esteem right when you want it. After all, smooth skin isn't just nice to look at; it's also wonderful to touch. Waxing before your vacation is also beneficial because shaving only lasts a few days. But if you wax before you go away for a week, you won't have to worry about it again for the rest of your trip—you won't even have to pack a razor.

Even if you don't have plans to get away in the coming weeks, you can reward yourself with a mini-vacation by visiting European Wax Center and letting us take care of the hair on your legs, arms, torso, back, face or bikini area. Just treating yourself to "*me time*" will put a little bounce back in your step and help you push through the last weeks of winter. Want to make it a couple's retreat? Bring your guy along—we wax men, too!

Then, after your reservation, why don't you go ahead and treat yourself to that frozen cocktail with a little umbrella anyway? It may not be *quite* the same as a trip for two to St. Tropez, but it's one way to spoil yourself while you start planning the amazing vacation you deserve.