December 2017 Volume 8, Issue 12

NewzBreak™

The Workplace Newsletter That's Both Informative and Fun!

Sales Tips: Creating an Effective Email Campaign

Small businesses can use email to drive sales, but competing for customer time and getting past spam requires five basic strategies.

1. Marketers must assume that customers will open an email on a mobile device. According to CMSwire.com. This wasn't always true. Just seven years ago or so, customers probably first viewed email from their computer email using a service like Outlook. But all that has changed. Today it is essential that emails be optimized for mobile viewing.

2. Email is a more intimate form of communication than pay-per-click advertising since prospects have already expressed interest in a product or service. Marketers should treat email as a way to forge new connections with prospects, offering special access to information or unique deals.

3. Subject lines must be lively. Don't overpromise. Don't create click bait that leads to a phony result. Instead, create calls to action to engage the audience. Email newsletters are part of this. The worst possible subject line for an email newsletter is November Newsletter. Tell people why they should open the email.

4. Take note of open rates over time and use the information to plan your campaign.

5. Compare open and click rates to the campaign objectives. Open and click rates for emails intended to generate sales will be different from those intended to reinforce brand identity. Be sure to segment your email list to identify those prospects who are interested in a sale.

Wishing You Joy and Peace!

It's common these days to complain during the holidays about how commercialized the season has become. In fact, complaining about the holidays has become as much of a tradition as the holidays themselves.

Well let's break tradition for a moment.

Call it commercial if you want, but when your family members gather around the Christmas tree, each one hopes the gift he gives delights the receiver. Call it commercial, but when you light the last candle of the menorah and give the last gift, you hope you have given light and joy.

We are hoping this year you'll enjoy the fruits of all your good work for the year. You are appreciated by your family, your employers and your nation.

So this year, maybe we should complain less, delight in giving more, and then open our hearts and be thankful for the season -- maybe a little commercial but also a lot of fun. Here's hoping you'll be joyous!

Visit us on the web at www.AndersonCleaning.com

I hope you enjoy this month's newsletter!

Anderson Gomes
Anderson Cleaning, Inc.

Nutcrackers Have Origins Deep in Human History

Nuts have been a staple of the human diet for millennia and where there are nuts, so there are also nutcrackers.

Nutcrackers, today one of the symbols of Christmas, have a long evolution from simple stones to elaborate, and mostly decorative, figurines.

The oldest existing metal nutcrackers were made about 300 BC and were levers. By the 13th century, iron and brass nutcrackers began to take on shapes, and after the 15th century, wood carvers began to make lovely, intricate figures.

The colorful wooden soldier figures were first seen in the Erzgebirge regions of Germany during the 1800s. In 1872, Wilhelm Friedrich Füchtner, known as the "father of the nutcracker," initiated the first mass production of nutcrackers in the shape of human figures. Sometimes those figures were of real people such as queens and kings. That tradition continues today when you can buy nutcrackers wryly made into the likeness of politicians.

Nutcrackers became associated with Christmas during the Victorian era when children began to receive small nutcrackers in their Christmas stockings.

Today, their popularity has been enhanced by the traditional performances of Tchaikovsky's "Nutcracker Suite" ballet during the Christmas season.

While some decorative nutcrackers can still crack nuts, most are decorative pieces brought out as the tree goes up and the wreath goes on the door.

Are Your Carpets Dirty? Introducing the real VAN Diesel…

... and it is really Fast and Furious! *(no, not me! I am talking about the white van behind me.)*

After putting our new Carpet Machine (VAN Diesel) to the test for a couple weeks, the results are in...

"My carpet never looked so good...!"

"Wow! Anderson, do you do residential?"

"I am impressed! I walked in this morning and was pleasantly surprised!"

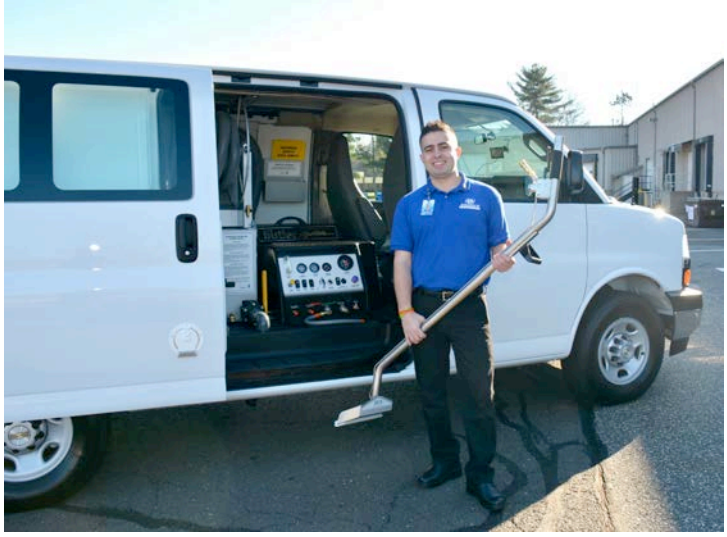
...and that is only two weeks' worth of feedback.

A clean carpet looks great, last a lot longer, and it can also increase the overall air quality in your facility, and simply put... it is the right thing to do for you and your employees! Imagine wearing your jeans for 365 days without washing them? Actually... do not imagine that!

We do recommend steam cleaning your carpets four times per year and have several clients under this schedule, however, if that is not a viable option, two times per year would be your next best option!

In addition to carpet cleaning, we can also refinish your floors, wash your windows, and even keep track of your restroom and break room supplies. All at very competitive prices, all under one invoice!

The VAN Diesel schedule is filling up quickly... give us a call today or send us an email to schedule your carpet cleaning! Our prices are great and the quality of work, stupendous!



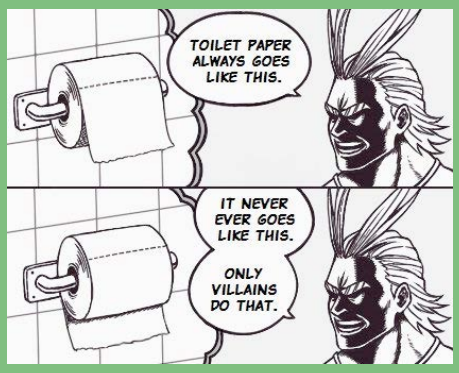
The Adventurer and the Christmas Flower

Born to wealth in South Carolina in 1779, Joel Roberts Poinsett rejected the life of a southern aristocrat and, instead, traveled the world becoming an expert in foreign affairs and an amateur botanist, bringing to North America the lovely flower now known as a poinsettia.

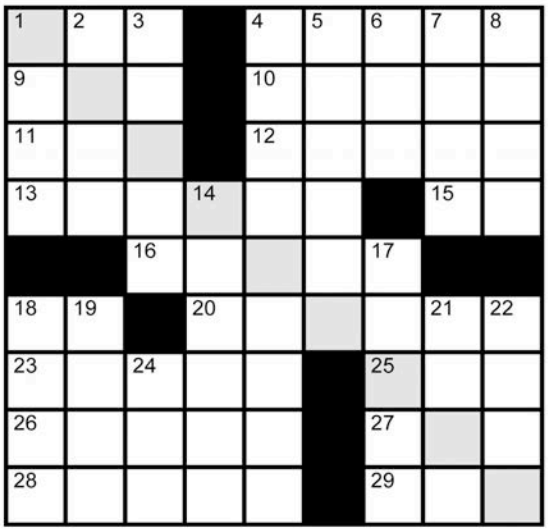
His travels spanned hot spots in Europe, Asia, and South America. In 1806 in Baku, Azerbaijan, Poinsett speculated that pools of petroleum might be used for fuel. In Persia, he told a great Khan about the United States and President Thomas Jefferson. In Russia, he told the empress that her country could not industrialize so long as serfs worked for free, though as a plantation owner he presumably had slaves. He later led an abolition movement.

Then in 1825, Poinsett, an avid botanist visited Taxco del Alarcon, south of Mexico City. There he saw for the first time the lovely, winter-blooming Flor de Noche Buena, or Christmas flower. He sent samples back to the States where the flower immediately became popular. By 1836, the plant the Aztecs called cuetlaxochitl had another name: Poinsettia.

Although Poinsett was famed in his own time for military, diplomatic and domestic accomplishments, it is the Christmas flower for which he is commonly remembered today.

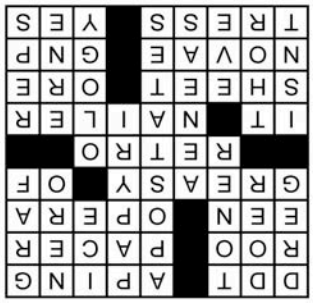


The Spirit of Giving



Across
1. "Silent Spring" subject
4. Imitating
9. Aussie hopper, for short
10. Harness racer
11. Dusk, to Donne
12. "La Boheme," e.g.
13. Oily
15. "___ thee I sing"
16. Vintage
18. Tagged player
20. Carpenter's tool
23. Bedding item
25. It needs refinement
26. Star bursts
27. Econ. statistic
28. Lock of hair
29. Survey choice

Down
1. Remnant
2. Live wire, so to speak
3. Copier need
4. Deserters
5. Ancient scrolls
6. Swelling reducer
7. Adopted son of Claudius
8. Five-time U.S. Open champ
14. Lover of Dido, in myth
17. Science suffix
18. George Harrison's "___ It a Pity"
19. God with a hammer
21. Marine eagle
22. Gym set
24. Genesis name



The headline is a clue to the answer in the diagonal.

What to Do When an Investment Performs Poorly

People often think their homes and other possessions are worth more than they are.

According to the Journal of Economic Perspectives, that's why sellers of cars or homes usually ask a higher price than buyers are willing to pay for the property. It's called the 'endowment effect.'

From an investment standpoint, the tendency to hold on to things too long can cause problems, and the endowment effect is responsible for the poor decisions of many people.

With personal investments, Charles Schwab recommends taking the time to ask a few questions about an investment that is performing poorly.

First, determine if you would repurchase the stock at the current price.

Second, decide if the original rationale for buying the stock, such as a competitive advantage or unique strategy, still exists.

Third, look around for better options and consider reallocating the money to the better prospects. The best advice is just not to get overly attached to a portfolio.

The key is: If it no longer works, let it go.

Trivia Teaser – Camera Ready

1. Who was the longtime host of TV's "Candid Camera"? a-Arthur Godfrey, b-James Daly, c-Allen Ludden, d-Allen Funt.

2. How many soldiers are shown raising the flag over Iwo Jima in the famous WWII photograph by Joe Rosenthal? a-4, b-5, c-6, d-7.

3. Jurgen Vollmer's book "From Hamburg to Hollywood" was a collection of photographs of which band? a-The Beatles, b-The Kinks, c-The Rolling Stones, d-Kraftwerk.

4. Whose photograph of Abraham Lincoln was used for the depiction of the president on the $5 bill? a-Matthew Brady, b-Ansel Adams, c-Mary Todd Lincoln, d-Gilbert Stuart.

5. Who played the title character in the 1928 silent film "The Cameraman"? a-Harold Lloyd, b-Buster Keaton, c-Fatty Arbuckle, d-Charlie Chaplin.

6. Which creature appears in the logo for the Snapchat mobile app? a-Bat, b-Dragon, c-Ghost, d-Gorgon.

7. Which actor appeared in a series of Polaroid TV commercials with Mariette Hartley? a-Andy Griffith, b-Pernell Roberts, c-James Garner, d-William Shatner.

8. Which legendary creature was the subject of the "Surgeon's Photo" taken in 1934? a-Bigfoot, b-Chupacabra, c-Mothman, d-Loch Ness monster.

9. Which photographer was the only American to play a significant role in both the Dada and Surrealist movements? a-Man Ray, b-Alfred Stieglitz, c-Charles Sheeler, d-Dorothea Lange.

10. Who was the first president to be photographed on his inauguration day in 1841? a-Warren G. Harding, b-Ulysses S. Grant, c-William Henry Harrison, d-John Tyler.

Answers to 'Camera Ready'

1-d, Allen Funt
2-c, 6
3-a, The Beatles
4-a, Matthew Brady
5-b, Buster Keaton
6-c, Ghost
7-c, James Garner
8-d, Loch Ness Monster
9-a, Man Ray
10-c, William Henry Harrison

ANDERSON CLEANING

In 2018, You Can Contribute More to Your 401(k)

There's good news for 401(k) savers in 2018: They can put $500 more into their plan.

The IRS has announced that the 401(k)contribution limit has been raised to $18,500. That is the first increase since 2015.

The new limit also applies to 403(b), Thrift Savings Plan and 457 plans.

The limit on catch-up contributions for employees age 50 and over remains the same at $6,000.

The deduction phase-out limit was also increased. This means that if your Modified Adjusted Gross Income exceeds certain ranges, the amount you can deduct is reduced (or phased out).

Single taxpayers: The phase out is $63,000 to $73,000, up from $62,000 to $72,000.

Married filing jointly: Phase out rises to $101,000 to $121,000, up from $99,000 to $119,000.

Individual contributors: The phase out range rises to $189,000 to $199,000, up from $186,000 to $196,000.

Roth IRA and traditional IRAs. There was no change in contribution limits for IRA and Roth IRA plans. The maximum you can contribute to a Roth IRA is $5,500 per year (or $6,500 if you are age 50 or older).

There was a change to deduction phaseouts, though. If your Modified Adjusted Gross Income exceeds certain ranges, the amount you can deduct is reduced (or phased out). In 2018, the phase-out levels are higher. For singles or heads of households, the Modified Adjusted Gross Income range is $120,000 to $135,000. For married couples filing jointly, the range is $189,000 to $199,000. The phase-out ranges for married filing separately have not changed.

Shop Car Insurance Rates

Car insurance rates vary significantly by insurer. Instead of sticking with your insurance company out of habit or convenience, you could save hundreds of dollars by simply shopping around.

Insurance Center of New England can help you! As one of the area's largest, privately owned, independent insurance agencies, ICNE can ensure you get the best car insurance at the most competitive rates for your specific needs!

When you become an ICNE client, you will quickly learn that you've hired much more than an insurance agency who is focused on finding you the lowest priced coverage.

Give ICNE a call at (413) 781-2410 or visit them on the web at www.icne.com

ICNE
INSURANCE CENTER OF NEW ENGLAND

Each day comes bearing its own gifts. Untie the ribbons.
- W.J. Cameron

Anderson Cleaning... who?

You may have heard about us, or not... yet!

For over 10 years we have been growing our company on principles that work!!! There is no reinventing integrity, hard-work, trust but verify, customer-first, doing what's right, taking good care of employees... etc. Do not get me wrong, we are all for technology and use the latest and most innovative tools and quality control software to deliver the best cleaning service possible to all of our customers. Technology without the right people is useless!... our $1,000 vacuum cleaner has no morals... it can stare on dirt all night long and it will not move. Our VERY expensive quality control software has no clue on how clean or how dirty a restroom is... We have built our business with good people that will do what's right even when it is not the easy thing to do!

We specialize in Nightly Cleaning and when you become a regular customer, we also offer Carpet Cleaning, Hard Floor Care, Window Cleaning and Break Room & Restroom Supplies.

Now you know a little about us, why stop now? Let's go on a date (business to business) ... let's get to know each other. I guarantee you will be happy with our services and the way we do business.

HAPPY BIRTHADAY!

Lyubov N.
Julia B.
Herbert S.
Tammy B.

We wish you all the success for your future endeavors. Thanks for sticking with us.

START 2018 WITH AN EXTRA $50!

Take the Trivia Challenge and Win a $50 Visa Gift Card!

The first 25 people who call our office with the correct answer will be entered into the drawing!

In what year was the Poinsettia named?

a. 1779 **b. 1806**
c. 1825 **d. 1836**

HINT: The answer is hidden somewhere in this newsletter.

Winner will be announced the last Friday of the month on our facebook page!
facebook.com/andersonclean