

Noteworthy Events

Thanksgiving



November 23, 2017



SpeedPro Imaging Announces Robust System Growth

SpeedPro Imaging, the nation's leading printing and graphics franchise, is mapping out a strategic plan that extends the company's firm grip as the large format imagery industry's market leader. SpeedPro Imaging is experiencing unparalleled gains within the corporate office and capitalizing on system growth and improvements.

With over 20 years of experience providing custom printing solutions, SpeedPro Imaging is quickly expanding its footprint across the United States. In the most recent quarter, two new studios were opened, one in Chicago, Illinois and one in North Palm Beach, Florida. In addition to the openings, SpeedPro Imaging has sold four new units slated to open on the horizon. "We've invested in a new website and have ramped up our online lead generation campaigns," says Steven Brown, SpeedPro Imaging's COO. "We've also improved our franchise sales team with a new and talented salesperson. With these changes and additions, SpeedPro Imaging is preparing for explosive growth in the months and years to come."

Year-to-date in 2017, SpeedPro Imaging has already added four new fantastic franchisees to its thriving franchise family. And Brown says SpeedPro Imaging's leadership team has even more ambitious plans in store for 2018 and beyond. "We expect consistent growth over the next three to five years," says Brown. "Our short-term goals are to add around 15 to 20 units per year, but as we grow we may increase that number. We want to ensure we have the infrastructure and tools to help new franchises quickly open their doors and become profitable. We're focused on finding the right new franchise owners to join the SpeedPro team, so that they can be successful."

Opportunities and territories are available nationwide, but specific target areas of expansion for franchise partners include:

- Salt Lake City, Utah
- Boise, Idaho
- Tulsa, Oklahoma
- Philadelphia, Pennsylvania

As the nation's leading printing and graphics franchise, SpeedPro Imaging can handle any printing project on behalf of their clients, including:

- Banners, decals, digital signage, directional signage, elevator wraps
- Event graphics, event tents, flags, fleet wraps, floor graphics
- Indoor signage, outdoor signage, point of purchase displays
- Retractors, signs and graphics, table coverings and table-toppers
- Trade show displays, vehicle wraps, wall murals, window graphics



4 Leadership Lessons I learned From the Vineyard

Excerpts from an article by: David Pierce, [Petra Coach](#)

I love wine. And that love has moved me to visit some of the finest wine regions of the world—touring wineries and even participating in the production of several barrels in the Napa and Sonoma Valleys of California, from harvest to bottling. Through my travels, I've come to understand the nuances of making a great bottle of wine. And, as a business coach, I have realized that there are a lot of parallels between fine winemaking and fine leadership. The following are four leadership lessons I've learned from the vineyard that can help you be a better leader:

1. A great wine begins from great root stock

Root stock is a part of the grape vine, typically underground, that produces new growth above ground. Having root stock with a history of producing excellent wine is like possessing gold. Each root stock delivers unique characteristics to the fruit from its pedigree. In the same way, leaders must possess root stock characteristics, such as integrity, drive, passion, and empathy—or they cannot be great leaders. These traits are refined and improved year after year through the process of being a leader, just as root stock characteristics will be refined year after year during the growing process.

2. Quality wine requires a quality environment

Soil types, temperature zones, rain, and countless other environmental elements have a huge impact on wine quality; prized vineyards in Napa can go for millions of dollars per acre. In the same way, leadership execution requires an environment conducive to a particular leader's style. Does the leader invest in his team in mentoring and education? Are others drawn to the culture the leader creates, so they are receptive to the leader's direction and teaching? Does the leader live the company's core purpose and core values, and is the culture alive with these attributes? Just as environment impacts wine quality, leaders cannot be effective and successful if they don't create and work in a culture with strong values that can be shared with the team. The right culture has a significant impact on the legacy of a great leader.

3. The best wines come from vines that undergo a certain level of stress

Winemakers know when to prune vines, and give them limited water to maximize their quality. Due to the "stress" put on the vines, they produce higher quality grapes. The winemaker induces this stress intentionally, knowing they risk damaging the crop if it's not managed properly. But the risk is worth it, because without it, great wine is not possible. Like the winemaker, any great leader will tell you how self-imposed stress made her a better leader, once she got to the other side of it. The stress involved in taking risks and moving outside her comfort zone on a regular basis can produce exponential benefits when balanced with the right attitude. Winemakers take the risk because they can already see that prized wine being enjoyed years in the future. Great leaders continually push themselves to new limits because they too are focused on the long-term result.

4. The best wines in the world require time in the bottle

Even with the care and carefully managed conditions in the grape growing and production process, wines only become great after years of aging. Wines go through several transitions in the bottle, and without proper aging, the wine will only be average. Great leaders also need time to develop, and without time to grow, a leader might be shallow due to a lack of real-life experiences. Age goes hand in hand with leadership, just as it does for wine, and a team is more likely to respect and trust a leader during difficult times if that leader has already weathered her share of challenges. Next time you pour that glass of fine cabernet, think about what went into making it, and make a toast to all the great leaders that have been a part of your life. Cheers.

Four Steps to a Winning Lead-Generation Process [Infographic]

By: Laura Forer, MarketingProfs

I'm sure this will come as a shock, but sometimes we marketers are guilty of overcomplicating things. Processes involve numerous teams, spreadsheets have dozens of tabs, and plans can take pages and pages to explain.

And all that is not necessarily bad: we are constantly testing, improving, and creating new things, and that's what makes our brands grow.

But sometimes it's nice to take a step back and remember that things don't have to be complicated, especially when you're first implementing a strategy or reworking one that's gotten out of control.

Today's infographic by form experts Formstack reminds us that in a digital world, lead generation—the heart of many of our marketing programs—consists of just four steps:



What's the biggest challenge businesses face? For 63% of marketers, it's generating traffic and leads. This means marketers are constantly looking to improve their online lead generation strategies—which most commonly include email marketing, event marketing, and content marketing. To attract qualified leads and develop a sales funnel, businesses must have a well-oiled lead generation process in place.

STEP 1
Launch marketing collateral.

The first step in any online lead generation process is to attract leads via marketing collateral. This can be a full-blown campaign or a stand-alone lead generator.

COMMON LEAD GENERATION TOOLS

- Events
- Landing Pages
- Email Newsletters
- Ebooks
- Blog Posts
- Paid Advertising
- Webinars
- Contests
- Research Reports

78% of 828 marketers use email marketing. It is the top lead gen practice, followed by event marketing (73%) and content marketing (67%).

STEP 2 Build and publish a lead capture form.

The goal of any lead generation strategy is to capture prospect information for sales follow-ups or further nurturing. Thus, it's essential to have branded online forms that can automate your lead generation.



SMART ONLINE FORMS CAN ALSO:

- Embed seamlessly on your website or social profile
- Automatically route data to your CRM or email marketing platform
- Track lead source

68% of best-in-class marketers use **MARKETING AUTOMATION** to increase their lead generation.

STEP 3
Analyze submissions.

To ensure your marketing campaigns are working to attract quality leads, you must dig into the data—which include campaign metrics and form insights.

ONLINE FORM TOOLS THAT PROVIDE ACTIONABLE INFORMATION:

- Field bottleneck tracking
- Partial submission viewing
- Campaign source tracking

47% of marketers use Google Analytics to track their best quality leads.

STEP 4
Iterate.

Lead generation is an ongoing task for marketers, so iteration is key. Based on campaign analysis, you can tweak your form or campaign elements to attract more qualified leads.

SOME ELEMENTS TO CONSIDER OPTIMIZING:

- Landing page CTA
- Form length
- Form placement
- Collateral format

Changing your call to action from a text link to a button can increase conversion rates by **28%**.

Enhance your lead generation efforts with Formstack's powerful CRO tools.

formstack.com/add-ons/conversion-kit

SOURCES

www.statista.com
www.dereads.com/marketing-strategy/data-by-to-b2b-companies-who-are-very-happy-with-lead-gen-outcomes/article/340833/
www.marketingmagazine.com/media/1998/three-days-marketing-automation-trends-for-success-final.pdf
www.formstack.com/report/lead-capture-2016
www.campaignmonitor.com/blog/email-marketing/2016/01/20-email-marketing-steps-you-need-to-know/



Be Very Afraid: How Our Fears Can Work For Us

By: Jillian Reilly, BRAVESHIFT

There's one statement we at BraveShift hardly hear spoken in workplaces. And yet it echoes off the halls. Silent and yet screamed, absent and yet everywhere, it's as simple and familiar as it is taboo. A phrase we can probably remember saying when we were children – when Dad turned the lights off at bedtime, when Mom prepared us for the first day of school. But for most of us, as the years passed, the words stopped passing from our lips.

That phrase is “I'm afraid”. I. Am. Afraid. Or how about it's simpler, homier cousin: “I'm scared”.

Think about how many times you've felt those words: alone at your desk or driving home at night. I'm afraid. Then try to count how many times you've *said* those same words to your team mates or boss: I am afraid. Some can count on one hand, for others it's never. Fear is an emotion as universal as happiness, and yet it's like a ghost in most workplaces, haunting everyone from new hires to CEOs. A universal leveler, fear is an integral part of being alive. And yet in most workplaces, fear has no rightful place. And yet it's all over the place.

Fear that we can't meet expectations. That we won't perform. Fear that we won't be accepted, supported or promoted. That disabling fear that we're just not good enough. The simple reality is that we associate fear with weakness. And nobody wants to be seen as weak at work.

In fact, fear is the number one reason we put on those workplace masks. We tell ourselves that if we hide behind “Seasoned Director” or “Workaholic Associate” the fears might actually go away. But away from the light, our fears grow outsized and scary. Instead of going away they loom larger. And we're left to wonder why life behind the mask is so miserable.

But what might happen if we acknowledged that fear has a rightful place in the spectrum of human emotion – and particularly at work where we're challenged, learning, trying to keep up? What if we started to see fear as a strength rather than a weakness? As the essential starting point for real growth and innovation. Fear in the workplace...can compel us to be the absolute best version of ourselves. At BraveShift we believe that leveraging our fear is critical to bringing our full humanity into our work, to making sure that the best version of ourselves is sitting behind the desk. We see fear as a resource in the process of managing ourselves as human resources. And we break fear management down into these four steps:

NOTICE THEM

Switch on your fear awareness. Become acutely aware of how you react when scared: do you get aggressive or go quiet? Overcompensate or avoid. How do your body and mind react when scared? Awareness isn't about making fear go away, it's reminding ourselves that we have choices in how we react to it. That we can rewire our patterns of behavior to manage our fear more productively.

NAME THEM

Then once you know how you respond to fear, figure out what causes that reaction. Create your own private list of quirky phobias. Forget about fear of spiders and confined spaces: how about fear of checking in with your boss, fear of offering up new ideas, fear of providing critical feedback, fear of reporting your decisions to the team. If you name what triggers and tests you, it might not have as strong a hold on you.

HONOR THEM

Then tell yourself that it's absolutely fine to feel these fears. That you wouldn't be alive if you weren't afraid of something, and you wouldn't be good at your job if you didn't worry about whether you were good enough at it. In other words, flip your fear script: fear isn't your enemy; it's just an integral part of you. Whoever you are.

CHALLENGE THEM

Now challenge those fears. Notice we're not urging you to conquer them, because that sets up a fight. And we see this as a game more than a fight. Think of it as Truth or Dare. Being truthful about what scares you and daring yourself to respond to it differently. Small adjustments to your reactions, micro experiments in risk taking. Creating hairline fractures to a lifetime of patterns. That's all it takes to start neutralizing fear's threat to your workplace performance and get it to work on your behalf. Fear in the workplace doesn't have to distract or impede us. Not at all. If we leverage it rather than merely managing it, it can compel us to be the absolutely best version of ourselves. So if you want to be creative, disruptive, innovative or inspirational, be afraid. Be very afraid.

Thanksgiving Favorites around the Country



Oregon: Cranberry Sauce – Oregon is top cranberry producing state in the country and they don't hold back when it comes to their cranberry sauce!



Colorado: Pecan Pie bites with gravy – Colorado and the colder mountainous regions really enjoy warm, filling snacks, and these bites are no exception, sometimes they're even enjoyed dipped in gravy.



Texas: Turkey Tamales – This is a Southwestern spin on leftover turkey sandwiches. The Hispanic culinary influence creates a spicy, seasoned treat for those freezer bags of leftover turkey in the Lone Star state!



Michigan: Baked German Potato Salad – Michigan, like the rest of the Midwest has a heavy European ancestry, Baked German Potato Salad is basically a unanimous favorite.



Maryland: Sauerkraut and Apples – Maryland, especially the Baltimore area has a deep, German history and not having sauerkraut and apples present with a turkey, is considered a travesty.