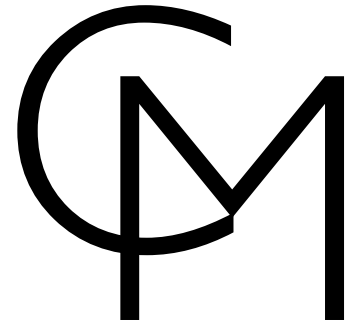


The California Merchant

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What to do when you get knocked down

By Bob Selden

We all have those moments or occasions when we feel down. How do we get out of these troughs and get back on track again? Here's some quick advice on how to work in the three key areas—mind, body and emotion.

So, you've just been told that you've missed out on leading that new, exciting project. Or you find that two of your colleagues are getting a promotion over you. Or the presentation you made to the board last week didn't seem to go over as well as you had hoped. All of these events (and probably one or two you are thinking about as you read this) can lead us to feel demoralized. The problem then escalates. The disappointment we feel from this one event spills over into everything else we do. Not only do we feel bad, but others around us start to notice our lethargy and things like our negative talk too. How can we get ourselves out of the despondent feelings and negative behavior brought about by disappointments such as these?

There are two things that will help. Firstly, we need to understand the three factors that are working when we are highly motivated. This is important so that we can aim to get them back into our life when things aren't going so well. Secondly, a list of helpful tips to get us started back toward normality.

All the work done by the sports psychs over the last 20 years to help athletes perform at their best, has been really helpful for us mere mortals as well. For instance through their research, we now know that when we are performing well (and highly



motivated):

- We are being mentally stimulated, i.e. our mind is being used in a way that challenges and stimulates us (e.g. business, pleasure, creative)

- We are emotionally well balanced, i.e. we feel happy within ourselves and we have satisfying personal relationships with friends and loved ones

- We are physically fit - eating, sleeping and exercising well.

So, the tips to get motivated should apply to getting our mind, emotions and body quickly back into shape. Here they are...

1. How to get your mind fit again:

- List on a sheet of paper the three or four things you do really well.

- Then, jot down some answers to

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Smackdown: Get your emotions into balance

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these questions: “If things were going well for me now, what would I be doing?” “Which of my strengths would I be using?”

- Take each one of your answers and write out an action plan. Write it as “My goal is to ... The next steps I will take immediately to move toward my goal are ...”

- Next, some mental practice. Make yourself comfortable, either sit or lie down. Close your eyes, take a few deep breaths. Allow your imagination to flow freely. Picture yourself as you take action to achieve your goals. Visualize them coming true in every detail. How do you feel? When you open your eyes write down any thoughts that come into your head.

- Do the first thing on your list now! Over the longer term, you might

consider having a chat with a supportive friend, or reading a stimulating book, or even perhaps taking up a new and creative hobby.

2. How to get your emotions into balance:

- Immediately look for someone else who is doing something well (business, sport, study etc). Tell them in detail what a great job they are doing. Praising what others are doing, not only makes them feel good, it has a reciprocal effect. You will feel better as well.

- Tell your loved ones that you love them. Build the bridges, now!

- Share a laugh with someone you know. For example, watch a favorite comedy movie or video with someone. Laughter is a fantastic medicine. Recent studies in Japan have shown that patients who laugh more get better more quickly than those who don't.

3. How to get physically fit:

- Start some exercise straight away. If you are not into a lot of exercise, start with a short walk. Remember the old Chinese saying “A journey of 1,000 miles starts with the first step.”

- Be regular with your chosen exercise. Physical exercise is not only good for your body, it stimulates the brain. In fact, it's been shown that we can get the same stimulus from physical exercise that can be achieved with drugs. Besides, it's cheaper and better for you.

Getting one's motivation back again is all about building energy. Next time you find yourself a little demotivated, keep in mind that you need to re-energize your mind, emotions and body.

Bob Selden is the author of “What To Do When You Become The Boss,” a self help book for new managers.

This is a good time to have your office deep-cleaned

By Anna Woodward

If you own a business and tend to tidy the office on your own, or perhaps have employees do it, you might have a system figured out. Maybe they each keep their own desk organized, and you all take turns doing duties like vacuuming, mopping, and scrubbing the bathroom. This may feel like it is working out and perhaps you do not need regular cleaning services. However, there are certain tasks that are difficult for most people to do no matter how determined they are to keep the office clean on a budget. Find out what duties you should consider hiring a professional for once in a while.

If your office is in a high rise building, you probably



have lots of high windows. It might be simple to polish them from the inside of the building, but they often get smeared and dirty from the outside. This is especially true after rain, wind, and even a few months without shining them. It is important to hire a company to do this job since they have the proper equipment, such as

ladders and safety gear. Putting yourself and employees at risk, or just leaving the windows to get dirtier over time, should not be considered acceptable options. Instead, hire cleaning services to do this dirty job for you.

Even if you take great care of your carpet, someone is bound to spill something on the rug that will go unnoticed for a while. This is how you get several stains that are nearly impossible to get out with typical stain removal methods. Instead of spending all day scrubbing the carpet, give a call to your local cleaning services company to get major stains out fast. This will save you time, and help your office look its best, which is especially important when

you have customers traipsing through your office.

These are just a few of the major jobs that cleaning services can do, and that many business professionals are not set up to do on their own. In fact, trying to clean dangerous areas, such as outside your building, can be unsafe and might even put your insurance policy into jeopardy. Using supplies that you are not sure how to put to use can also be dangerous, and may end up costing you money without getting the job done. Scrubbing the carpet with a steam cleaner that you have never used before is one example of this. Using cleaning services can ensure that you get the job done right.

Post-COVID anxiety? Five ways to heal

By Sakshi Shah

Everything seems to be normal on the surface. People are managing their businesses as and when the curfews open, corporate employees are working from home, from the comfort of their houses, and students are attending online lectures and classes.

Everyone is feeling anxious and stuck because of not being able to meet their friends, excessive workloads, or uncertain careers. People are also finding it difficult to practice mindfulness or pursue their hobbies in their free time. Financial and economic instability and widespread consumption of negative news are prominent factors adding to anxiety.

The uncertainty is causing various fears among populations and it is completely okay if they are unable to handle it. Everyone is worried about what is going to happen in the next hour.

Is feeling anxious okay?

Considering that we are in the middle of a worldwide pandemic, it's okay to not feel great every morning. Feeling anxious is an expected reaction

to the pandemic. But feeling anxious and stressed daily can take a harmful toll on one's mental well-being. The first step is to acknowledge that you are feeling stressed and fearful. This is something that helps a great deal. Even during these tough times, we have to be true to ourselves.

How to deal with COVID anxiety?

We can practice a few healthy ways to cope with all the panic and stress due to the uncertainty. Here's a list of 6 effective ways to cope up with COVID anxiety.

1. De-Clutter

Our minds can feel full and messed at times. Decluttering our surroundings can help one to feel fresh and new. This may sometimes help to think positively about situations.

2. Social Media Breaks

News and other information are the only way to keep ourselves informed of the situation going on but it is okay to take periodic breaks. Social media Detox is very important. Our mind needs a break from processing the bulk of information.

3. Self Management

This can be done in numerous ways such as meditating, exercising, taking deep breaths, eating healthy food, avoiding alcohol, and adequate amounts of sleep.

4. Unwind

Invest your time listening to your favorite playlists, making your favorite dish, practicing your old hobbies. Give yourself a break from your daily schedules.

5. Connect with Friends

Some people find it easier to vent out to any of their close ones in these anxiety-provoking times. Don't bottle up your emotions and worries. But before talking to a friend or close one, asking about their situation is also very important.

Due to increasing awareness about COVID anxiety since this pandemic, people have started recognizing organizations and reaching out to them for help. Asking for help when you are not able to figure out emotions is completely okay. Acknowledge and reach out.

Invest in digital marketing for a good return

By Jessica E. Taylor

In modern digital marketing, a number of things need to be taken into consideration; for instance, attention of the target audience, engagement, entertainment, enlightenment and utility. Are you investing enough in digitally marketing your business? Below are some signs that it is time to invest more in digital marketing.

1. Inactive social media

Use of social media is the most important digital marketing strategy. It is

crucial to ensure that it is active to direct traffic to your website or lead generation page. The use of social media platforms can no longer be ignored due to their influence in gaining attention and traffic. This is how we do business now.

For survival in the industry, your business must use LinkedIn in B2B lead generation, Facebook, Instagram, YouTube and Twitter among others. Post often. Look online for lists of ideas for blog posts to get started.

2. Poor ranking by search engines and your competition

outranking you

If you let your competitors outsmart you in SEO, then your business may soon get stalled. Popular search engines like Google are known to rank websites based on content and proper use of keywords, among other things. If your competitors are coming up ahead of you in search rankings, up your game. Hire a specialist to boost your website's SEO. It's simple and a quick job for someone who knows what they're doing.

3. Website not mobile friendly

The current trend in digital marketing demands that besides creating a business website, you need to ensure that it is mobile user friendly to cater for the ever increasing market base of mobile users. Don't let yourself lag behind.

4. Not regularly updating your blog and website

When customers visit your blog or website, they do not need to see the same content over and over again. They expect some fresh content each time they visit. Ensure your blog and website

Please see INVEST, page 8

Is it a panic attack? Here's how to know

By Bertil Hjert

A panic anxiety attack can be horrible. The experience cannot be felt by someone who does not suffer from the condition as only the sufferer can tell how awful it gets. The attack is so uncomfortable and upsetting that the sufferer gets ready to do anything to get over it. Studies have proved that people can go to any lengths to get rid of future attacks.

However, the good news is that people have a lot of options today to overcome the problem. Most of these treatment options allow panic sufferers to resume a normal life again. But panic attacks can mimic other, more serious medical issues, such as cardiac events, so it's important to know the symptoms and be sure to call a doctor to be certain it's not a more serious health condition.

If an employee seems to be suffering a panic attack, here are the symptoms to look for.

a) Skin losing color or blanching

A person with panic anxiety disorder can feel the 'fight or flight' response. When blood is diverted to the muscles during such a response, the fine blood vessels of the skin receive reduced blood flow, and becomes pale or blanched. The symptom is not dangerous and may return back to normal once the body comes out of the attack. Persons of color may experience this symptom differently, or it may be less noticeable.

b) Shaking or shivering

This is a normal symptom when a person is nervous. One may also experience a drop in body temperature.

c) Sweating

This results from the heated up body during an attack.

e) Loss of appetite and rapid gastric emptying

This is quite an unpleasant side effect of panic anxiety attack. One tends



to feel full early while having a meal. Many body systems speed up during acute anxiety attacks. This may result in diarrhea and quick emptying of the digestive system, as well as a sudden or increased need to urinate.

f) Shortness of breath

One of the most common and distressing symptoms is a smothering sensation and shortness of breath. One may feel that the chest is unable to expand enough to take air or as if someone is pushing a pillow against their face.

g) Chest pain

This is quite scary and often caused by muscle tension during an attack.

h) Racing heart or slow heart beat:

Anxiety tends to release adrenaline into the bloodstream. This causes the heart to race and one may feel missing beats.

i) Lump in throat and difficulty swallowing

During an attack, throat muscles contract and result in a lump in throat and difficulty swallowing.

Other symptoms to watch out for:

- Sweating
- Neck and shoulder pain and numbness in face or head
- Indigestion
- Dry mouth
- Skin rashes
- Insomnia
- Electric shock feeling all over the body
- Nightmares
- Tingling in hands or feet
- Weakness in arms
- Nightmares
- Aggression
- Losing control
- Symptoms of flu
- Sore eyes
- Distorted vision
- Disturbed hearing
- Hallucinations
- Headaches
- Hyperactivity
- Depersonalization

Panic can feel like a medical emergency. Don't be afraid to call for medical help if you, or one of your employees, is feeling unwell. For more tips on how to tell a panic attack from a cardiac event, visit health.clevelandclinic.org/the-difference-between-panic-attacks-and-heart-attacks/.

How wildfire smoke can affect your health

Smoke is made up of a complex mixture of gases and fine particles produced when wood and other organic materials burn. This hot, dry summer, California's fire season is forecast to be one of the most dangerous on record. Know how to mitigate the effects of wildfire smoke on yourself and your employees.

Smoke may smell good, but it's not good for you

While not everyone has the same sensitivity to wildfire smoke, it's still a good idea to avoid breathing smoke if you can help it. And when smoke is heavy, such as can occur in close proximity to a wildfire, it's bad for everyone.

Smoke is made up of a complex mixture of gases and fine particles produced when wood and other organic materials burn. The biggest health threat from smoke is from fine particles. These microscopic particles can penetrate deep into your lungs. They can cause a range of health problems, from burning eyes and a runny nose to aggravated chronic heart and lung diseases. Exposure to particle pollution is even linked to premature death.

Some people are more at risk

It's especially important for you to pay attention to local air quality reports during a fire if you are

- a person with heart or lung disease, such as heart failure, angina, ischemic heart disease, chronic obstructive pulmonary disease, emphysema or asthma.
- an older adult, which makes you more likely to have heart or lung disease than younger people.
- caring for children, including teenagers, because their respiratory systems are still developing, they breathe more air (and air pollution) per pound of body weight than adults, they're more likely to be active outdoors, and they're more likely to have asthma.

- a person with diabetes, because you are more likely to have underlying cardiovascular disease.

- a pregnant woman, because there could be potential health effects for both you and the developing fetus.

How to tell if smoke is affecting you

High concentrations of smoke can trigger a range of symptoms.

- Anyone may experience burning eyes, a runny nose, cough, phlegm, wheezing and difficulty breathing.
- If you have heart or lung disease, smoke may make your symptoms worse
- People with heart disease might experience chest pain, palpitations, shortness of breath, or fatigue.
- People with lung disease may not be able to breathe as deeply or as vigorously as usual, and may experience symptoms such as coughing, phlegm, chest discomfort, wheezing and shortness of breath.

Protect yourself!

It's important to limit your exposure to smoke - especially if you are at increased risk for particle-related effects. Here are some steps you can take to protect your health:

If you have heart, vascular or lung disease, including asthma, talk with your health care provider.

Prepare for fire season if you live in a fire-prone area

If you have heart, vascular or lung disease, including asthma, talk with your health care provider before fire season to make plans. Discuss when to leave the area, how much medicine to have on hand, and your asthma action plan if you have asthma.

Have a several-day supply of nonperishable foods that do not require cooking. Cooking - especially frying

and broiling - can add to indoor pollution levels.

Consider buying an air cleaner. Some room air cleaners can help reduce particle levels indoors, as long as they are the right type and size for your rooms as specified by the manufacturer. If you choose to buy an air cleaner, don't wait until there's a fire - make that decision beforehand. Note: Don't use an air cleaner that generates ozone. That just puts more pollution in your home.

Have a supply of N-95 or P-100 masks on hand, and learn how to use them correctly. (1 pg., 650KB, about PDF) They are sold at many hardware and home repair stores and online.

If you have heart, vascular or lung disease, including asthma, talk with your health care provider.

During a fire

Pay attention to local air quality reports. As smoke gets worse, the concentration of particles in the air increases - and so should the steps you take to protect yourself. Air quality reports are available through local news media, your local air agency or on airnow.gov.

Use common sense to guide your activities. Even if you don't have a monitor in your area, if it looks or smells smoky outside, it's probably not a good time to mow the lawn or go for a run. And it's probably not a good time for children - especially children with asthma - to be vigorously active outdoors, or active outdoors for prolonged periods of time. If you are active outdoors, pay attention to symptoms. Symptoms are an indication that you need to reduce exposure.

Dust masks aren't enough! Paper "dust" masks or surgical masks will not protect your lungs from the fine particles in wildfire smoke. Scarves or bandanas (wet or dry) won't help, either. Particulate masks known as N-95 or P-100 respirators will help, but they must

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Small eco-friendly adjustments can create big change

By Alice Perera

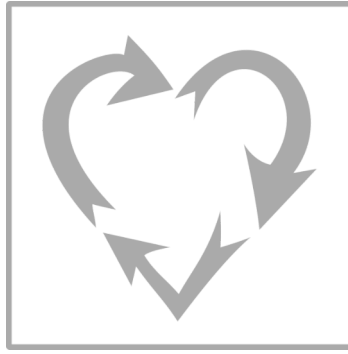
It seems as though all we hear about is the health of the planet. And there are so many options out there now—how do we know which changes can make a difference to the environment? The good news is we don't have to make a huge overhaul of our entire lifestyle. More consumers purchasing eco-friendly goods will reduce emissions, give our planet a chance to breathe and rebuild, and make our households and cities safer in the long run.

Bottles

Stainless steel or glass water bottles can be used instead of plastic water bottles. The benefits of a stainless-steel water bottle over a plastic one are various. For one thing, if it is well sealed and has a big mouth opening, it keeps water cold for hours and allows you to add ice cubes if necessary. You don't have to be concerned about BPA leaking into the liquids. A large-mouth opening is easy to clean, and steel and glass do not hold onto odor, so you can go from coffee to clean sweet cold water without a hitch.

Paper home goods

Over the course of a year, an adult is expected to consume over 20,000 sheets of toilet paper, resulting in a significant number of trees being cut down and water being lost. Many people avoid recycled toilet paper because they think it is made from used toilet paper. In fact, recycled toilet tissue is manufactured from recycled paper obtained from numerous recycling schemes, implying that the paper has not yet reached the end of its useful life. To further decrease the environmental impact of your bathroom habits, consider buying your recycled or bamboo toilet tissue in bulk from a company incorporating carbon-neutral shipping. Businesses like www.whogivesacrap.org and www.reelpaper.com offer environmentally-friendly paper products with an A+ rating for green shipping. Who Gives a Crap has a silly name, but they're serious about helping the earth and the people on it—the company donates 50% of profits to build toilets in



developing countries.

Changing your kitchen towel use can also make a difference. Switching to cloth towels instead of paper for most messes is an easy change. Flannel “unpaper” towels or bar wipes are small enough to hitch a ride in a load of laundry, so you're not adding extra water use to clean them. In the office, a small load of towels can go home with one person at the end of each workweek. At home, the washing up is even easier.

Bags and totes

One of humanity's ever-increasing concerns is plastic bag waste. Every year, the United States uses over 100 billion plastic bags, with an average of 300 bags per person or 1,500 bags per household, and about 1% to 3% of these are recycled.

Per year, one trillion plastic bags are used around the world. Producing a plastic bag is bad for the atmosphere, and discarding and not recycling a plastic bag is often bad for the environment. Any plastic bags will last hundreds of years in the field. Furthermore, plastic bags kill about 100 aquatic mammals per year, considering the fact that a plastic bag is used for just 10-12 minutes on average before being discarded. As a result, it is important that we reduce our use of plastic bags. Consider the environmental effect of such a popular thing, considering its ease, if you are given a plastic bag.

Carry a reusable shopping bag with you if you go to the grocery store or the mall. A recycled cotton tote bag can be reused and washed for years, instead of disposable bags. If you take care of your

reusable shopping bag made of recycled products and don't leave it at home, it will keep you eco-friendly for a long time. Furthermore, a reusable shopping bag is simple to disinfect, troubleshoot, and maintain, is 100% recyclable and compostable, and can replace hundreds, if not thousands, of plastic bags over the course of its lifetime.

Cotton totes have recently been accused of being more harmful to the atmosphere than plastic bags. Critics, on the other hand, failed to consider the long-term environmental effects of a disposable bag – a dense plastic grocery bag that takes hundreds of years to biodegrade – or the massive underwater waste generated by plastic bags. Researchers compared the amount of energy used to manufacture a reusable cotton tote to a plastic bag. Cotton and fabric totes are undeniably the winners in the long term.

Another significant benefit to reusable shopping bags is their potential to be customized. You can personalize these bags in whatever way you choose, whether it's by embroidery or printing. You may also use them as memorable presents for people who have everything or as useful promotional bags for your business.

When picking up reusable shopping bags, it's tempting to grab a flat synthetic or plastic-cloth version from the hook next to the checkout stand at your local grocery store. But a better option is to buy a 100% cotton recycled version made of denim, burlap, or cotton canvas from an independent seller. Even better, make your own from old t-shirts, giving new life to old clothes! Here's a simple tutorial, no sewing required. www.youtube.com/watch?v=zgpaM3u2zng

When it comes to eco-friendly goods, you can't go wrong. They're more long-lasting, reusable, less dangerous, use fewer resources, and are safer for the atmosphere, animals, and humans. Furthermore, using eco-friendly goods can help to preserve not just the environment and the health and well-being of your loved ones, but also the future of your children. It's a win-win scenario for both parties.

SAFETY ... IT PAYS



Avoiding the dangers of alcohol on the job

Working under the influence of alcohol is strictly prohibited. This means more than just not drinking on the job. Tests have shown that alcohol can still have an effect on your body up to 18 hours after you have stopped drinking. Alcohol use is a legitimate on-the-job safety issue - and not just an attempt to control off-the-clock lifestyles.

Alcohol is a sedative. Drinking any quantity of alcohol impairs a person's judgment, thinking ability, and coordination to some degree. Some people can "handle" alcohol better than others, but it is a fact that any alcohol consumed has some effect. Other factors which influence your body's ability to metabolize alcohol include your weight, medications, and previous medical conditions. You may not feel it right away, but remember, alcohol affects judgment.

After drinking, you are no longer in a position to assess your own capabilities.

You don't have to be drunk to have some impairment. If you can't make it through the day without a drink, you could have a problem and should seek professional help.

What should you do about a co-worker who is drinking on the job? Should you ignore the situation or report it? Most people would ignore the situation because they do not want to cause problems on the job or do not want to get involved. People would prefer to avoid conflict at almost any cost. But look at it this way—the drinker, no matter how nice a co-worker, is not doing you any favors. It's a fact that the drinker is less productive. Who has to pick up the slack? You do. It is a fact that the drinker is more likely to be involved in accidents. Who else is he or she placing at risk? You!



Are you allowing the drinking to continue?

You are - if you cover for the drinker's poor productivity

You are - if you cover their mistakes.

You are - if you make excuses to others for them.

Take control of the situation.

Don't allow the situation to continue. Stop covering for the drinker.

Talk to your supervisor. It is your responsibility to talk to your supervisor whenever any performance or safety issues affects your job. A drinking worker could be just as dangerous as a defective saw. You wouldn't hesitate to bring the saw to your supervisor's attention, would you?

If you are uncomfortable, suggest to your supervisor that there may be a problem. A good supervisor will take the initiative and pick up the issue from there.

Whatever you do, make sure you do something. Watch out for your co-worker as they may need help. If you don't, you may pay dearly for someone else's mistake.

OSHA CORNER

Please visit the following address on the web to download helpful safety posters, guides and pamphlets for a safer workplace.

<https://www.osha.gov/publications>



Smoke: Keep windows and doors closed

Continued from page 5

fit well and be used correctly. They are sold at many hardware and home repair stores and online.

If you are advised to stay indoors, take steps to keep indoor air as clean as possible. Keep your windows and doors closed, unless it's extremely hot outside. Run your air conditioner, if you have one. Keep the filter clean to prevent bringing additional smoke inside. Open windows to air out the house when air quality improves. Note: If you don't have an air conditioner, staying inside with the windows closed may be dangerous in extremely hot weather. In these cases, seek alternative shelter, such as with relatives or a cleaner air shelter.

Help keep particle levels inside lower. When smoke is heavy for a prolonged period of time, fine particles

can build up indoors even though you may not be able to see them. Try to avoid using anything that burns, such as wood fireplaces, gas logs, gas stoves - and even candles. Don't vacuum. That stirs up particles already inside your home. And don't smoke. That puts even more pollution in your lungs, and in the lungs of people around you.

If you have asthma or another lung disease, make sure you follow your healthcare provider's directions about taking your medicines and following your asthma action plan. Have at least a five-day supply of medication on hand. Call your healthcare provider if your symptoms worsen.

If you have cardiovascular disease, follow your healthcare provider's directions and call if your symptoms worsen. If you think you are having a heart attack or stroke, dial 9-1-1.

Resources

Get air quality information: If there is an active fire in your area, follow your local news, the airnow.gov website or your state air quality website for up-to-date information.

Only your doctor can advise you about your specific health situation. But EPA's color-coded Air Quality Index can help you protect yourself when particle levels are high. See the Air Quality Guide for Particle Pollution (<https://www.airnow.gov/publications/air-quality-index/air-quality-guide-for-particle-pollution/>) for specific steps you can take.

Employers can learn more about their responsibilities to their employees in regards to clean air and wildfire smoke at <https://www.dir.ca.gov/dosh/wildfire/Protecting-workers-from-Wildfire-Smoke-fs.pdf>

Invest: Content is crucial in digital marketing

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are up to date with fresh quality content. Content is crucial in digital marketing. Any online business relies on content to influence search engine rankings, attract customers, build business brand and increase ROI.

7. Lack of brand and product promotions

The main objective of every business is to increase revenue. In order to do so, you must attract more and more customers. Endorsing products to the maximum



possible extent through digital marketing is a great idea that your business needs now.

8. Not using the maximum rule

If you don't know what this is all about; it is a platform through which your message can be transmitted

to as many people as possible in a single shot and from the comfort of your couch. Such strategies such as email marketing will help send your content with just one click.

9. Your website looks too old and outdated

How your business website looks tells a lot about your business. Many online visitors are generally attracted to websites that look up to date and appealing to the eye. If you have had this website for years, it is time to redesign it with the help of design experts who

understand all the latest design trends and digital marketing needs.

10. You lack a clear marketing plan

Digital marketing is quite complex and requires familiarity to deliver results. Email marketing, social media, web design, content creation and SEO all should be well applied. If you find yourself struggling to enact a marketing plan with all the latest bells and whistles to attract customers, a freelance professional marketer can help.

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