

DIRECT Hit



"There's always a point where you get knocked down. But I draw on what I've learned on the track: If you work hard, things will work out." -- Lolo Jones, gold-medal bobsledder and track and field athlete.

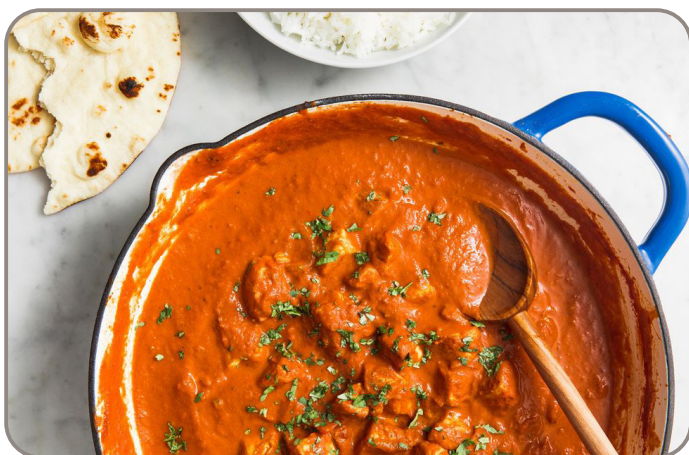
For many, 2020 has been a year of being knocked down and working hard to get back up again. In what was supposed to be the "roaring 20s", we have faced a global pandemic, several natural disasters, and the cancelation of the 2020 Summer Olympics.

At Midwest Direct, we look forward to the Olympics and the celebration of countries all over the world. Since we did not get to enjoy the Olympics this year, we decided to have our own celebration. Following social distancing procedures, we planned a luncheon for our employees where we celebrated countries all around the world with fun decorations, interesting facts, raffles, and international snacks! It might not be a true substitute for the Olympics, but it sure was fun!





Team Treats



CHICKEN TIKKA MASALA

This recipe for Chicken Tikka Masala by Delish is relatively simple and incredibly delicious! Serve with rice or naan and you have the perfect comfort food!

INGREDIENTS:

- 1lb boneless skinless chicken breasts cut into cubes
- 1 onion, chopped
- 5 cloves garlic, minced
- 1 tbsp freshly minced ginger
- ½ tsp ground turmeric
- 2 tsp ground cumin
- 2 tsp paprika
- 2 tsp garam masala
- 1 tsp cayenne
- 1 (28 oz) can crushed tomatoes
- ½ cup plus 2 tbsp of heavy cream
- Kosher salt and olive oil
- Rice or naan for serving

DIRECTIONS:

1. In a large skillet over medium heat, heat oil. Add chicken and cook, flipping once, until golden and no longer pink, 8 minutes per side. Transfer to a plate.
2. Add onion to skillet and cook until soft, about 5 minutes. Add garlic, ginger, and spices and cook until fragrant, 1 minute. Add tomatoes and simmer until thickened, about 15 minutes.
3. Add heavy cream and chicken and simmer until warmed through, 5 minutes more. Season with salt. Serve alongside rice or naan.



Mandy's

MOTIVATIONAL MOMENT

Mandy's favorite quote for this month is, "Making mistakes is better than faking perfections."

Communication Tip:

PROMOTING DIVERSITY AND INCLUSION WHILE BEING RESPECTFUL

Although most people know that diversity and inclusion are extremely important both in and out of the workplace, a lot of people do not pay attention to cultural barriers and how their communication styles are perceived by other people. It is extremely important to understand communication barriers and be understanding and respectful towards everyone around you. Here are some things you can do to promote diversity and inclusion while being mindful and respectful:

- **Make sure everyone you talk to feels heard, welcomed, and respected.** Establish a sense of belonging for everyone around you. Create an environment where everyone around you feels that they have a place and encourage uniqueness and authenticity.
- **Ensure clear and polite communication.** Be direct and clear with your words. Make sure you are being respectful and mindful of communication differences.
- **Learn about different cultures.** If you feel that you could do better with your knowledge about different cultures (as most of us could), ask polite questions, find a book, or research about different cultures.
- **Promote diverse collaboration in conversations and projects.** Studies show that knowledge from different cultural backgrounds and collaboration within a diverse group can greatly improve creativity and promote innovation.
- **Recognize cultural holidays.** This is a simple way to make everyone feel welcome and included. Understand that there are many holidays and days of importance in other cultures that you may not know. Doing some research and recognizing those days is a good way to make sure everyone feels included.

DIVERSITY & INCLUSION



FUN FACTS: AROUND THE WORLD

The United States has had its fair share of inventions, architecture, and wonders of the world. However, many of the things we know today came from other countries. Here are some fun facts about countries around the world:

- **Switzerland invented the first wristwatch.** This wristwatch was invented by the Swiss watch manufacturer, Patek Philippe, for Countess Koscowicz of Hungary.
- **The UK invented adhesive postage stamps.** Sir Rowland Hill, a schoolmaster from England, invented the adhesive postage stamp in 1837.
- **Africa invented mathematics.** Contrary to popular belief, the invention of mathematics is firmly placed in African prehistory.
- **Italy invented glasses.** The first eyeglasses ever were made of glass blown lenses and wooden or leather frames in Northern Italy during the 13th century.
- **India invented yoga.** This was believed to be invented over 5,000 years ago in Northern India by the Indus-Sarasvati civilization.
- **Mexico is home to one of the largest pyramids in the world.** The Great Pyramid of Cholula is 180ft tall, and the largest pyramid in volume in the world!
- **8/10 of the world's largest mountains are found in Nepal.** Perhaps the most famous of these mountains is Mount Everest.
- **Tokyo is the world's largest city.** 37 million people live in the city of Tokyo.
- **Mona Island in Puerto Rico has been compared to the Galapagos Islands.** This is because of its natural beauty and large colony of Iguanas!
- **The total land area of Afghanistan is 251,773 square miles.** That is more than twice the size of the UK!
- **Somalia has the longest coastline on mainland, Africa.** Because of this, Somalia produces a great deal of Africa's marine resources.



Michelle's MARKETING MINUTE



HOW TO DEVELOP A STRATEGIC MARKETING PLAN

A Strategic Marketing Campaign involves much more than just scheduling social media or developing a flyer. Before you jump into developing your plan, you need good answers to the following questions:

- **Who is your audience?** When it comes to defining your audience, most companies narrow down their target market to a geographic area, an age group, etc. This is a great place to start, but if you have been tracking your sales, you can build data-driven personas that are much more accurate and relevant.
- **Why are you doing this campaign?** Pick a primary goal and a secondary goal to work with. Lead conversion and nurturing for prospects, customer loyalty and retention, customer up-sell or cross-sell, and developing passionate subscribers and brand sharing; these are all common missions of marketing campaigns.
- **How will you get your message out?** Now that you know your "why" and you have your audience, develop your message. Keep your audience and their behaviors top of mind all the way through the process -- and get out there and market!



At Midwest Direct, our team of experts can help you determine what is best for all your direct marketing plans. Contact us today at 1-800-686-6666 to get started!

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2222 West 110th Street • Cleveland, Ohio 44102-3512
www.mw-direct.com

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