

# Toilet Talk

## Celebrate Your Heart!

February is National heart month. Here are some tips you can follow in helping keep your heart happy & healthy

1. Get trim. Being obese puts a lot of strain on your heart.
2. Eat 25 grams of fiber a day. Studies link a high-fiber diet with a lower risk of heart disease.
3. Eat fish twice a week. Omega-3 fats in fish lower triglycerides and blood pressure
4. Exercise at least 30 minutes every day. You don't need to be a professional athlete to benefit from exercise. Moderate exercise (e.g., brisk walking) will help to keep your heart healthy.



*Stay well Manchester College!*

## How To Squeeze A Little More Activity Into Your Day

*Our busy lives make it hard to get in as much regular exercise as some of us would like. The good news is that everything you do to become more active helps. Here are a few tips for working extra activity into your day.*

**Take Extra Steps-** Consider walking the extra distance by parking farther away from the office, grocery store and shopping mall. Be sure to wear your walking shoes and sneak in an extra lap or two around the track while the kids are at practice. Have a meeting with a co-worker while taking a walk. Stroll down the hall to speak with someone rather than using the telephone or emailing and go for an energizing 10- to 15-minute walk around the building during your break.

**Climb the Stairs-** A 150-pound person walking on a flat surface at 4 miles per hour burns roughly 4.7 calories per minute. Stair climbing burns more, from 8 to 12 calories per minute. So next time you are waiting for an elevator or escalator, consider taking the stairs instead! Too many flights? Walk up as far as you can and then take the elevator the rest of the way.

**Make your social activities more active-** Meet friends for a walk. Try a dance club, hiking group or golf league. Encouragement from others can help you stay with a new activity.

### Changing your diet for weight loss- it is a process not just a decision:

- Set specific goals that have measurable steps. "I will lose weight" is more likely to fail than "I will lose 2 pounds a month for the next 6 months."
- Develop a plan and get what you need before you start. For instance, if your fitness plan involves increased walking, prepare to succeed by planning routes, getting appropriate footwear, setting up walking times with a friend, or determining a time of day when you're most likely to follow through on your self-promise to walk.
- Determine when and how you'll measure your progress, and then record it.
- Have a coping strategy for when you have a setback. In other words, know what you'll do in advance if your goal isn't met. This may include adding to your exercise or reducing calorie intake.

### Random Facts!

- Women have a better sense of smell than men.
- The human brain has the capacity to store everything that you experience.
- You cannot snore and dream at the same time.
- When you take a step, you are using up to 200 muscles.
- The largest cell in the human body is the female egg and the smallest is the male sperm.

Go confidently in the direction of your dreams. Live the life you have imagined.

**Henry David Thoreau**



One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal in distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to this newsletter is to develop and write your own articles, or to include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics, but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

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*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*



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## Inside Story Headline

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also can create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or in

requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter and its length. It's recommended that you publish your newsletter at

least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Your headline is an important part of the newsletter and should be considered carefully.



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The subject matter that

appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Selecting pictures or graphics is an important part of adding content.

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In a few words, it should accurately represent the

contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

## Inside Story Headline

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

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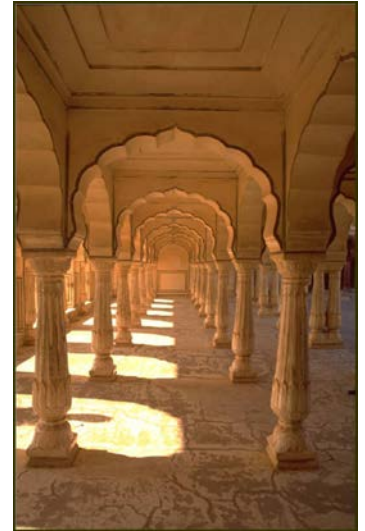
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