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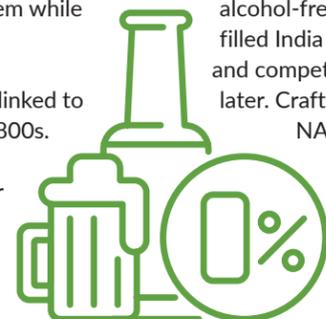
More Than 100 Years of Nonalcoholic Beer

— AND WHY IT'S MAKING A COMEBACK —

You may not be surprised to learn that the U.S. has a holiday devoted to a certain frothy brew — April 7 is National Beer Day — though you may be surprised that more and more Americans are celebrating with a nonalcoholic (NA) pint. The hoppy holiday is a relatively recent creation, but brewed concoctions have a long history, even those of a nonalcoholic variety.

In fact, NA beer has been around since medieval times in Europe when very weak fermented brews were said to be less dangerous to drink than potentially contaminated water. Some even viewed the beer as a healthy alternative to water, and since they had very little alcohol by volume (ABV), laborers could drink them while they worked.

In the U.S., the 100-year history of NA beer is closely linked to the temperance movement, which began in the late 1800s. This led to Prohibition and the adoption of the 18th Amendment in 1919. It was illegal to sell, transport, or consume alcoholic beverages, which were defined as any drink with more than 0.5% ABV. Beer with less than 0.5% ABV was considered nonalcoholic and could be consumed, if not enjoyed, by teetotalers.



That standard has informed a new and growing wave of NA beer in the U.S., which pulled in about \$100 million in 2018. Sales of NA beer worldwide, however, are projected to jump to almost \$6 billion by 2023. In 2018 and 2019, sales of domestic beer decreased, fueled by a generational shift in drinking habits. Millennials drink less than their Gen Z and baby boomer counterparts, and periods of giving up booze, like Sober October and Dry January, are becoming more popular in general.

Brewers — foreign, domestic, small, and large — are getting in on the growing trend by expanding NA offerings and experimenting with alcohol-free brews from easy-drinking lagers and ales to flavor-filled India pale ales. Heineken released its first NA beer in 2019 and competitor Budweiser answered with its own version a year later. Craft breweries across the U.S. have flagship and seasonal NA offerings, and in 2015, Bravas, located in Newport Beach, California, became the nation's first brewery producing exclusively NA beers.

If you want to see what all the buzz is about without getting buzzed, crack open an NA beer from your favorite local bottle shop.



Steve's Update

I am typing up this update in early March. There is still snow on the ground, but the weather is starting to turn around for the better. The snow is melting, and we are getting rain instead of snow. A couple of months ago, I told you about putting old waste oil in the snowblower's gas tank by mistake. Well, the repair guy never came to fix it. I even went so far as to call another guy, and he couldn't even be bothered to return my call. Well, it's 13 or 14 years old, and I am tired of having problems with it. So, I have ordered a new battery-powered EGO snowblower. It is about the same size as my broken snowblower, but it runs on these big rechargeable batteries. It will be good not to worry about whether or not the gas-powered snowblower will actually run. I just have to make sure I charge the batteries. If I forget, they only take about 45 minutes to fully charge. Next year, I will be totally stress-free when it snows. The real problem is that when my snowblower doesn't work, I have to shovel by hand, and that really hurts my back. Then, it takes two to three weeks to get back to some sort of normal. If we get a March snowstorm, I will make sure to get a picture of it in action and put it in the next month's newsletter! For now, here is a picture of the new snowblower.

Everything else is cruising along here in the Mellis household. The kids are in school five days a week, and they enjoy seeing their friends each day. Their grades are good. I can tell you that the kids did not enjoy all of the lockdowns last year and at the beginning of this year. As it is, there are still about a third of the kids in high school who are voluntarily staying home and attending class online. Part of the COVID-19 problem is that they don't have "in car" driver's education in the high school. They have regular classes that they take online, but the actual driving instruction has to be done by a parent. I told you about this in one of the newsletters over the summer. Now it is official where I have to show the kids videos on YouTube and take them in the car with an actual class guideline. I have to show them specific maneuvers, turns, parking, etc. I also have to give them lessons for a specific amount of time when it is dark out. I have to sign paperwork and have the kids sign as well saying that we are actually doing the work. On top of this, I have to pay the school. Shouldn't they be paying me? During



yesterday's lesson for Tina, I showed her how to drive to Hofstra where she will be going to college next year.

The cars are still in hibernation, so I have not really looked at any more land in upstate New York or Pennsylvania. One thing does remain consistent: grilling and smoking food! A couple of weeks ago, Uncle Guiseppe's delivered some lamb to our house by mistake. When my wife called them to come back as it was quite a bit of money, they told her that it was food and that they could not take it back. They just gave it to us for free, so I grilled it! It was rubbed with brown sugar, then brushed with butter and garlic! Delicious!

- Steve Mellis

Craft the Perfect Follow-Up Email

The (Not So) Secret Recipe

When it comes to securing leads, the follow-up email is hard to beat. One study found that a 12% response rate from two emails increases to 15%–16% with a third email. If you play your cards right, the success of your email marketing could, in large part, depend on your follow-up emails. So, how do you create ones that maximize positive responses from leads?

KNOW YOUR GOALS.

You should have a clear idea of what you want to accomplish with your email campaign. Which metrics are most important to you? The number of times recipients open your follow-up email? That they click a link in the text? That they reply? Maybe tracking total conversions resulting from follow-up emails is important to you. Whatever the case, knowing your goals is a good first step.

FIND THE IDEAL NUMBER OF FOLLOW-UPS.

Obviously, not following up at all is a recipe for abandoning several potential leads. However, sending too many follow-ups can leave potential leads annoyed and unwilling to look into your business. According to several studies, the ideal number of follow-up emails is no less than three, but no more than seven.

TIME YOUR FOLLOW-UPS RIGHT.

You don't want to space your emails so far apart that leads forget about you, but you also don't want to spam their email box so often that they get annoyed. A good rule of thumb is to wait at least 48 hours before sending a follow-up email after the initial email. After that, wait 2–4 days before sending another.

CRAFT APPEALING CONTENT.

This point is worth its own article, but briefly put, your follow-up email content is incredibly important. Create a subject line that will grab readers' attention. Then, be polite, direct, friendly, and personable in each email. As you send out more follow-ups, become more specific about the deal you're offering and make it more enticing.

Above all, you should constantly tweak your follow-up content and overall strategy as you gain new information. As you continue to create follow-up emails, you'll learn what works best.

Finances in 60 Seconds

How TikTok Is Influencing Personal Finance (And How to Use It Appropriately)

They say money makes the world go round — so, then, why are so many people financially illiterate? According to a study that examined 150,000 people across 140 countries, only 57% of Americans were financially literate as of 2015. Other studies, like those done recently by the National Financial Educators Council, have found that only 16% of Americans ages 18–26 are hopeful about their financial future.

TikTok influencers are hoping to change that.

TikTok was launched in 2016 and slowly grew before booming in 2019 and becoming a household staple in 2020. Personal finance experts, like advisors, teachers, and economists, saw an opportunity amid the dance crazes and lip-syncing. Today, personal finance TikTok creators are becoming increasingly popular on the app and offer quick tips about common financial mistakes, saving for retirement, and understanding weird market trends, like the insanity with GameStop, Reddit, and the stock market in January 2021.

However, there is a caveat to those relying on TikTok for financial advice: Don't. While the good influencers creating the videos do offer sound advice worth considering, there are plenty of uninformed "experts" that spout bad advice. Plus, the short length allowed on each video means video creators have to boil down complex market advice into short sound bites.



The bottom line is that TikTok personal finance accounts are great introductions to financial literacy, but they cannot replace expert advice and information. If you want to check it out or offer the Gen Z in your life some quick finance tips, check out these well-established influencers.

HUMPHREY YANG — @HUMPHREYTALKS

Yang is verified by TikTok, which means he's been authenticated as an online public figure, and he's amassed more than 21.8 million likes. His advice ranges from breaking down the latest trends in the market to highlighting common financial ideas in simple terms.

RAHUL RAI — @THELAYMANINVESTOR

Any investment advice should always be properly vetted, so Rai's videos feature him performing "duets" with other personal finance accounts to critique or promote their advice.

DELYANNE BARROS — @DELYANNETHEMONEYCOACH

Pulling from her personal experience and candidly sharing her best practices, Barros has amassed nearly 173,000 followers and offers insights into how the market works. Barros' goal is to retire by 45, and followers can watch along as she pursues that dream.

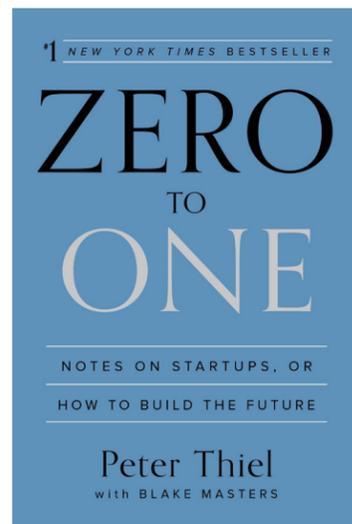
HOW TO GET FROM 'ZERO TO ONE'

Create and Nurture Original Business Ideas

"What important truth do very few people agree with you on?"

That's entrepreneur and author Peter Thiel's favorite interview question. To Thiel, a person's answer to that question provides insight into whether they'll be able to find success as an entrepreneur. Ideally, if you can answer with something like "Most people believe in X, but the truth is the opposite of X," then you're well on your way from zero to one and creating an original business idea. That's what Thiel explores in his book "Zero to One: Notes on Startups, or How to Build the Future."

"Zero to One" is all about coming up with and nurturing unique ideas, which are the foundation of game-changing businesses. As a co-founder and investor in a number of companies that have changed the business landscape, Thiel has some authority on this subject. He co-founded Cofinity (which later became PayPal) and invested in startups like Facebook, SpaceX, Lyft, and Airbnb whose ideas were so novel at the start that they were perceived as risky by many.



Throughout the book, Thiel shares his wealth of knowledge garnered from a long, successful career of recognizing and acting on original ideas. According to him, and anyone else who has ever tried creating something wholly unique, developing an original idea is no easy task. The difficulty of originality even led Mark Twain

to once say "There is no such thing as a new idea. We simply take a lot of old ideas and put them into a sort of mental kaleidoscope."

But in "Zero to One," Thiel proves that coming up with original ideas is possible, and he provides readers with helpful tips and lessons for how to get there. One such lesson: Stop trying to be the next Bill Gates or Mark Zuckerberg because "if you're copying these guys, you aren't learning from them."

Thiel uses his favorite interview question to try to identify original thinkers. These are the people who take their businesses from zero to one because they looked at past successes and thought, "I can do it differently, and I can do it better." If you want to be in that group, then reading Thiel's advice in "Zero to One" is a great place to start.

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