

## The Latest

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## Does Your Website Need More Content?

### How online content can boost your brand

When it comes to marketing your small business, it's often said content is king. And it's true — by adding quality blog entries and pages to your website, you can build your brand, boost your website's relevance, and attract new leads. Here are a few reasons to consider investing in content for your website.

#### Supercharge your SEO

Want your company to rise to the top of the Google search rankings? Strategically designed content can help. To get the most bang for your buck, focus your content around target keywords for your industry, advises AJ Agrawal, a Forbes contributor and business advisor. Plus, fresh material and lengthy pages lend your website credibility in the eyes of internet search algorithms, so you can't go wrong by adding quality content to your site.

#### Build trust

You're already an expert in your field — and your website can help you demonstrate that to readers. By posting regular, in-depth blogs about topics, issues, and solutions relevant to your target market, you can establish yourself as one of the foremost names in your industry, explains Alyssa Gregory, a contributor to The Balance Small Business. Plus, frequent updates will keep readers coming back for more valuable information, potentially encouraging them to purchase what you're selling.

#### Create a community

Where viewers and readers gather, a community is bound to form. By regularly publishing interesting, informative content, you build more than an SEO-friendly website — you can attract an audience that appreciates your brand's personality, values, and goals. Gregory recommends taking the time to respond to commenters. In addition to helping you foster a connection with your readers, you can take it as an opportunity to learn more about your audience. She further suggests sprinkling a bit of humor into your content to help foster a more personal connection with your customers.

#### Expand your online presence

By posting content to your website or company blog, you're building a library of useful articles that can establish your brand, states Agrawal. A well-stocked library of content can attract readers organically, via search engine results. New content allows you to explore a broader variety of topics relevant to your industry, expanding your reach on the internet and drawing a more diverse set of readers to your website. And as a bonus, the content you create or commission can do double duty — it can also serve as a stream of material to post to your organization's social media page.

#### Generate leads

Clicks and views are great, but you're likely looking for more than internet fame — you want sales leads. While your website's content won't specialize in advertising directly to the reader, Gregory explains that useful content is a trusty way to get potential customers hooked on your brand, or lead them to learn more about the products and services that you offer.

If you'd like to take your digital marketing efforts to the next level, consider supplementing your website with high-quality content. To figure out what kind of material you should pour your time and effort into, consider performing market research, asking a consultant, or discussing your plans with your business partner.



## New Cars Experts Love

### Do your research before you head to a dealership

If you're ready to hit the open road but your vehicle can't quite keep up, it might be time to go shopping. This model year's cars have a lot to offer, and here are some of the most recent award winners.

#### 2021 Hyundai Elantra

SUVs and trucks might be the most popular rides on the road, but there are still some good cars to choose from. The Hyundai Elantra is a compact car ideal for driving around town. Completely redesigned for the 2021 model year, the Elantra won the 2021 North American Car, Truck and Utility Vehicle of the Year for the car category. Choose between the standard model, a hybrid version, and the N Line sport option.

#### 2021 Ford Mustang Mach E

You might see the Mustang name and assume that it's a sporty car, but the 2021 Ford Mustang Mach E is actually a sport utility vehicle. Besides bearing a sporty name, it rolled away with the Utility Vehicle win from the 2021 North American Car, Truck and Utility Vehicle of the Year awards. While it is an electric vehicle, that doesn't mean it can't keep up with your life. Select an eAWD drivetrain option for greater capability, and enjoy the Premium's EPA-estimated range of up to 300 miles.



#### 2021 Kia Telluride

If you pay attention to car news, then you've probably heard of the Kia Telluride SUV. The model first made its debut in 2020 and brought home many awards for its capability and adaptable interior. If you like taking road trips with a camper or other trailer, the Telluride can tow up to 5,000 pounds when properly equipped. Its available Kia Drive Wise systems, including Blind Spot View Monitor and Highway Driving Assist, even give you a digital copilot as you drive.

#### 2021 Chevrolet Colorado

You might want to drive a truck, but your daily life calls for a smaller vehicle with better fuel economy. The 2021 Chevrolet Colorado midsize truck may be a good choice for you. Its relatively compact size helps it achieve an EPA-estimated 25 mpg on the highway, but the truck can also tow up to 7,000 pounds or carry 1,550 pounds in the bed when properly equipped. Last year, the Chevrolet Colorado won a 2020 Kelley Blue Book® Best Buy Award, and its sporty ZR2 version brought home recognition as Popular Mechanics Editors' Choice Best Off-Roader.

#### 2021 Ford F-150

The Chevy Colorado is a good truck for city driving, but if you need something even more versatile, consider the 2021 Ford F-150. This is the 2021 North American Truck of the Year, and it was redesigned for this model year. Its best-in-class available towing and payload make all the difference if you need to take a lot with you to work. When you're inside the cabin, the available work surface means you can fill out paperwork with ease. If most of your work is on the computer, the Ford F-150's FordPass™ Connect with 4G LTE Wi-Fi Hotspot makes hopping online easy.

There are so many vehicles on the market today. Talk to your trusted dealership today to find what's best for you.

## Tips for Managing Anxiety in Everyday Life

### Helpful things to make your days a bit better

Nearly 40 million adults in the U.S. suffer from an anxiety disorder. Dealing with anxiety in everyday life can be tough and, unfortunately, therapy is not accessible to some individuals. Healthy coping mechanisms are good alternatives that can help you manage your anxiety.

#### Limit triggers, if possible

If you know that extra cup of coffee will make your heart beat wildly and possibly send you into an anxiety spiral, try to see if you can cope without it. Try drinking a smaller amount for a quick boost of energy if you really need it or go for a short walk to wake up your body and brain. Both caffeine and alcohol can aggravate anxiety and trigger panic attacks. As a stimulant, caffeine will start your “fight or flight” response, which can confuse your brain and send you into an unintentional panic. On the flip side, alcohol alters the levels of serotonin and other neurotransmitters in the brain. And you could actually feel worse after the effects of alcohol have worn off.

#### Exercise daily, even a little bit

It's no surprise that exercise does a body good — but it can also help your mind, too. According to the Mayo Clinic, regular exercise can ease anxiety by releasing feel-good endorphins that enhance your sense of well-being. Engaging in exercise can also divert your attention from the thing that you may be anxious about. If you're focusing on running or doing an exercise correctly, you're less likely to think about something else.

#### Count slowly and repeat

Exercise isn't for everyone, so it's vital that other ways of coping are available. One of the simplest ways to refocus your mind is to count. By counting to 10 slowly, you're making your brain focus on something new with every number. If going up to 10 isn't enough, you can up it to 20 or even count backwards. However, it's important to note that countdowns don't work for everyone because they can create a sense of “impending doom” that doesn't help anxiety. Counting once to 10 or 20 may not work initially, but if you start again and repeat slowly, you may find solace.

#### Take a timeout

Simply stopping what you're doing and doing nothing can help with anxiety. Sometimes we don't realize how much harm we're doing to ourselves by continuing to go full-force. Go sit by an open window, close your eyes, and take some deep breaths. You can also try meditation or some light yoga to help settle yourself. Many music streaming services have pre-made relaxation playlists available that could help you chill out for a bit, too.

#### Talk to someone

Even if you can't go to a therapist, it always helps to talk to someone. Whether it's a friend or a family member, getting your feelings out in the open can help you realize more things or allow that person to provide additional helpful techniques. Keep in mind, there are many free mobile apps that can still help you manage your mental health. You can track symptoms and triggers so you know how to avoid certain things or you could just use one as a personal journal to reference when you can get to therapy.

The most important thing to consider when dealing with anxiety is to just try your best. No one is perfect and life is going to be tough sometimes. But you can help yourself with some of these techniques to make it a little easier.



## How to Get Better Sleep While Traveling

### Tips for getting the rest you need when you're on the go

Whether you're simply going on a weekend trip to the mountains or heading across the country into a different time zone, getting enough sleep is essential. But sleeping while traveling can prove to be quite difficult. Your body and mind are not used to your new surroundings and that can cause your internal clock to be off. Not to mention, you may not have the comforts of home nearby. Check out these tips for getting better sleep on your next trip.

#### Bring some comforts with you

While you can't bring your whole bed with you on your adventure, try bringing smaller items that remind you of your sleep zone at home. This could be a blanket that you fold into your suitcase, your favorite pillow, a small stuffed animal that gives you extra comfort, or even an air scent that you use in your house. If you're not able to bring a full-size pillow along, try purchasing a compact, high-end memory foam travel pillow that can provide the support you need while snoozing. Many options come with carrying cases that make transporting them simple and discreet.

#### Get enough sleep beforehand

If you know you have to get up at 3 a.m. for that 7 a.m. flight, be sure you adjust your sleep schedule in the days leading up to your departure. The same goes for heading into a new time zone. Start moving your bedtime up by an hour (or later, if applicable) on the first night. Then add another hour on the second night, and a third hour on the third day. Charlene Gamaldo, medical director of the John Hopkins Center for Sleep notes that it takes one day per time zone for your body to adjust. By planning ahead, you're helping to ease the transition.

#### Use a variety of sleep aids

Sometimes the bustling sounds of a new city will keep you up late, especially if you're in a tourist-heavy spot. While others may want to stay up and bar-hop until 3 a.m., that may not be what you're searching for on your vacation. Other than keeping this in mind when reserving your accommodations, you should bring along some sleep aids. This could include an eye mask to block out any bright lights from street lamps or businesses, earplugs to silence the night owls, or even some headphones to play calming music while you sleep. If all else fails, try taking a natural supplement like melatonin. This hormone already naturally occurs in your body and helps you get sleepy at night, but you may need a little help with this nonprescription sleep aid when traveling. Melatonin is typically available at all major grocery stores in doses of up to 10 milligrams.

There's no way of knowing ahead of time if your body will get on board with a new sleep schedule during your journeys, but you can try to help it along with these methods to make your trip a bit more enjoyable.



## 5 Great Movies for Celebrating LGBTQ+ Pride

### A sampler mix of the vast world of LGBTQ+ cinema

Whether you're looking for a lighthearted popcorn flick or a moving drama, Pride Month is the perfect time to appreciate some LGBTQ+-focused flicks. Here's a look at a sampling of films from across genres, from uplifting documentaries and uproarious comedies to thoughtful dramas and dark psychological thrillers

#### **"Pride" (R)**

This British drama-comedy tempers its portrayal of a difficult time in history by adding sweetness, optimism, and humor. "Pride" tells the tale of the UK Miners Strike of 1984-85 and its unexpected alliance with the LGBTQ+ community. The film gleefully dabbles in camp as it showcases the "Lesbians and Gays Support the Miners" movement and its efforts to raise money on behalf of workers' rights. And while "Pride" is a lighthearted romp, film critic Odie Henderson praises the movie for its many moving scenes and compelling characters.



#### **"Moonlight" (R)**

"Moonlight" is a gripping film that deftly explores the intersections of race, class, gender expression, sexuality, and identity with its protagonist, Chiron. The film takes place over Chiron's childhood and young adulthood, with each chapter in his life brought to life by a different, but outstanding, actor. Alex R. Hibbert, Ashton Sanders, and Trevante Rhodes all capture the challenges and growth that Chiron experiences as he learns to navigate life as a gay Black man on the streets of 1980s Miami. Film critic Brian Tallerico praises the film for its subtlety and intimacy, so if you'd like a film that emphasizes human connections over flashy effects, consider giving "Moonlight" a watch.

#### **"Saving Face" (R)**

A lot of media from the early 2000s features outdated notions about the LGBTQ+ community, but consider giving this 2004 romantic comedy a chance. Director Alice Wu tapped her experiences as a Taiwanese-American lesbian to bring the story of Wilhelmina Pang to life. Navigating both her budding career and the difficulties of living closeted, Wil's life is shaken up when she falls in love with Vivian, a ballet dancer who happens to be the daughter of Wil's boss. But instead of becoming a story about star-crossed lovers, "Saving Face" explores themes of familial obligations, cultural expectations, and solidarity — all while never losing its sense of humor.

#### **"Man Made"**

OUT Magazine praised "Man Made" as a "rare crowdpleaser with genuine cultural value." This award-winning feature-length documentary puts the spotlight on four athletes as they participate in Trans FitCon, the world's only transgender-exclusive bodybuilding competition. Directed by T. Cooper, himself a transgender man, this documentary focuses on more than just training regimens and impressive feats of physical strength. Instead, Cooper showcases these men's inner strength, lived experiences, and paths to self-discovery. So if you're looking to enjoy some true stories that are equally touching and triumphant, check out "Man Made."

#### **"A Fantastic Woman" (R)**

Films featuring transgender performers playing transgender roles are unfortunately rare, but "A Fantastic Woman" is a powerful film that fits the bill. Featuring a heartfelt lead performance by Daniela Vega, this dark psychological drama explores the life of Marina as she asserts her identity, personhood, and dignity in the aftermath of her boyfriend's death. She faces suspicion and bigotry from his family and the authorities alike after her partner's untimely demise, all while navigating her own grief. It's not a cheerful romp or an easy watch, but it is a thoughtful and deeply moving piece of cinema.

Whether you're looking to see your experiences represented onscreen or simply expand your movie-watching horizons, Pride Month is the perfect time to delve into the diverse world of LGBTQ+ films.