

Standout Stories & Top Content from PromoJournal

ON BRAND

**YOUR 2026 SOCIAL
MEDIA AUDIT GUIDE**

Jessica Onions

**CUT OUT THE
NOISE**

**RICH MOM ENERGY,
LUXURY THROWS, &
NETFLIX STORE FLOP**

Savannah Dmytriw

**HIGH STYLE
X REALITY**

**ABBY
BURKE**

***And her inspiring
story on: SHE DID THAT***

**5 PRODUCT PHOTOGRAPHY
MISTAKES TO AVOID**

Maddie Bottasso

**STOP SABOTAGING
YOUR BRAND**

#TEAMPC VEGAS FIT CHECK

Amelia Madl

**CONSISTENCY BEATS
QUANTITY EVERY TIME**

Cliff Quicksell

**THE ART OF
SHOWING UP**

Q1

BOLD MOVES and BIG HEART

by PromoJournal Staff



Abby Burke's Promo Journey

She didn't tiptoe into the promo industry. She kicked the door wide open.

In a standout installment of *She Did That*, industry voices Amelia Madl and Emily Codner sit down with Abby Burke of Walker-Clay to explore a story rooted in bold decisions, authentic leadership, and the power of generosity.

•: COVER STORY •:

Burke's path through the promotional products world isn't shaped by convention, but by courage - the courage to embrace challenges, forge her own identity, and lead with intention. Abby pulls back the curtain on the risks she took, the identity she carved out for herself, and the generosity that quietly defines her version of success.

Burke offers a blueprint for professionals everywhere: lean into your strengths, uplift your community, and never underestimate the value of authenticity. What stands out in this conversation isn't just Burke's trajectory in promo - it's her mindset.

"...even if something involves a little risk, if it feels like the right thing to do, I'm gonna try and do it."

Watch the full interview and see how bold moves and big hearts can coexist in one remarkable journey.



aired 01.08.26

CONTENTS

JAN / FEB / MAR 2026

Volume 01 / Issue 01



- 02 **COVER STORY: Abby Burke**
- 04 **Consistency Beats Quantity Every Time: sales**
- 07 **A. Madl's Closet Vegas Edition: product inspo**
- 08 **Your 2026 Social Media Audit Guide: marketing**
- 11 **You Don't Have Long Before Rejection: sales**
- 13 **Maximize Your Time Value: lifestyle**
- 14 **Winning The Inner Game: sales**
- 16 **5 Product Photography Mistakes To Avoid: marketing**
- 17 **The March Edit: sales**
- 19 **Selling 7-Figures (Roger Wasson): sales**
- 21 **Redundancy Can Be A Good Thing: tech**
- 23 **Knowing Is Not Enough, Take Action: lifestyle**

CONSISTENCY

Beats Quantity

Every Time



by Cliff Quicksell, CSP, MAS+, MASI
published 01.20.26

Have you ever asked yourself: “Am I being remembered for the right reasons... or just being noticed because I won’t stop talking?”

In today’s hyper-noisy marketplace, too many salespeople and companies confuse activity with effectiveness. They believe if they just “push out more”, more emails, more social posts, more touches; they’ll somehow rise above the competition. But the truth is this: people don’t buy from those who overwhelm them. They buy from those they trust. And trust is built not on *quantity*, but on *consistency* and purposeful flow!

The Power of a Steady Voice

Think about your best personal relationships. They aren’t built on one grand gesture or on constant, frantic communication. They’re built on steady, reliable interaction. When a client hears your voice consistently, whether that’s through thoughtful emails, social engagement, case studies, or creative campaigns, they begin to rely on it. They know you’re not just showing up when you want something. You’re showing up *because you care* – about them!

Consistency is a promise. It signals reliability, credibility, and stability. When your clients hears your voice consistently, whether that’s through thoughtful emails, social engagement, case studies, or creative campaigns, they begin to rely on it. They know you’re not just showing up when you want something. You’re showing up *because you care* – about them!

Consistency is a promise. It signals reliability, credibility, and stability. When your clients and prospects see that you consistently share value, not noise, they tune in. They begin to look forward to what you’ll say next. That’s when you move from being just another salesperson to being a trusted advisor.

Quantity Without Cadence = Chaos

Let's be honest: we've all felt the pressure to "do more." More posts. More calls. More outreach. But here's the trap, more doesn't necessarily mean better. If your audience feels bombarded, you don't create connection, you create resistance.

I've seen it firsthand in my consulting work. A rep decides to "go hard" with daily blasts. First, the client notices. But quickly, the tone shifts: "*This is too much. I don't have time for this.*" What started with good intention turns into noise. And in a world already saturated with noise, you've just added to the problem.

Quantity without cadence is chaos. It's like planting seeds but never watering them. You're working hard, but nothing grows.

Cadence: The Secret Ingredient

Cadence is the rhythm of your communication. It's the heartbeat of your brand. And like any good rhythm, it must be consistent. Not rushed, not frantic, steady and intentional. Patience is key!

Think of marketing like exercise. One marathon day at the gym won't change your body. But consistent effort, week after week, builds strength. The same is true for your business voice. One "big push" of messaging won't change your client relationships. But consistent, well-timed communication builds credibility and positions you as the go-to resource.

The right cadence depends on your bandwidth. Maybe that's once a week, maybe twice a month. Frequency is less important than reliability. If you promise yourself, you'll publish every other Wednesday, do it. If you commit to one thoughtful blog per

month, make sure it arrives like clockwork. Over time, this creates anticipation, trust, and loyalty.

Relevance: The Missing Piece

Consistency without relevance is just repetition. And repetition without purpose is noise.

The key is to marry cadence with *content that matters*. Ask yourself:

Does this message solve a real problem for my audience?

Is it helping them see a new possibility?

Will they feel grateful they received it?

Your consistent voice must be aligned with the issues, aspirations, and challenges your clients face. That's how you stay top-of-mind without being a nuisance. That's how you shift from selling products to delivering insight.

A Personal Example

When I launched my award-winning blog, *30 Seconds to Greatness*, I didn't commit to producing the *most* content. I committed to producing the *right* content on a consistent schedule. For years, every week, without fail, I delivered short, actionable insights. Not daily. Not randomly. Just consistent, relevant, and intentional. It is the right output that my bandwidth can support.

The results? That little blog grew to over 80,000 weekly readers, shared thousands of times, and it opened doors I could never have imagined. The lesson wasn't about quantity. It was about trust. Readers came to rely on my voice showing up with something that mattered, not once in a blue moon, and not ten times a day. Just consistently.

Side bar: I'm deeply grateful to my mentor, Dustin Harris, whose insights and guidance were instrumental in helping me succeed in this area.

The Ripple Effect of Consistency

When you commit to consistency, the benefits multiply:

Trust deepens: Clients know you'll show up.

Engagement rises: People begin anticipating your voice.

Authority grows: You become known as a steady, credible source.

Stress lowers: You're not scrambling for random content; *you're following a plan.*

And perhaps most importantly: consistency creates *sustainable momentum*. That's the real game-changer.

Closing Thought

So, let me leave you with this: In your business, in your marketing, in your relationships, are you focusing on the loudest voice or the *most reliable* one?

Because at the end of the day, consistency beats quantity every time.

The real question is: will your clients remember you for the noise you made; or for the trust you built by showing up with steady, meaningful consistency?

Until next month, continued good selling... and thank you for allowing me to share in 2025.

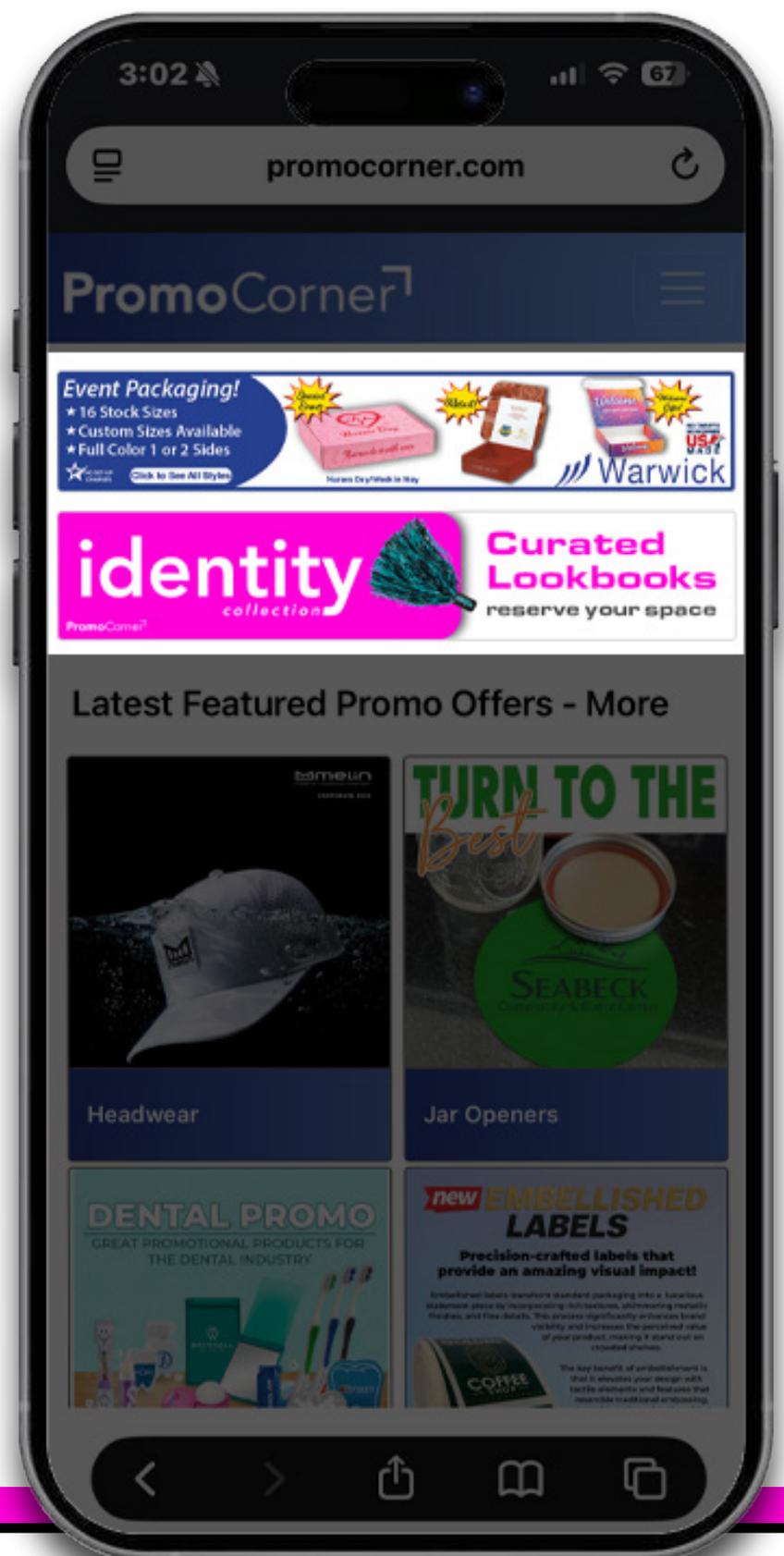
Remember, build trust, stay consistent! CQ

READ MORE CLIFF'S NOTES

SHOW UP ON TOP

with PromoCorner - BANNER ADS -

click to learn more



**FREE
24
RUSH**



**24-HOUR PRODUCTION
JUST GOT BETTER**



HUNDREDS OF PRODUCTS ADDED

VIDEO

Watch Here

by Amelia Madl aired 01.29.26

WATCH MORE A.MADL'S CLOSET

Amelia hit the Vegas floor at Expo 2026 looking stylish in her custom #TeamPC swag thanks to some awesome Suppliers.

Your 2026 Social Media Audit Guide

by Jessica Onions published 01.22.26

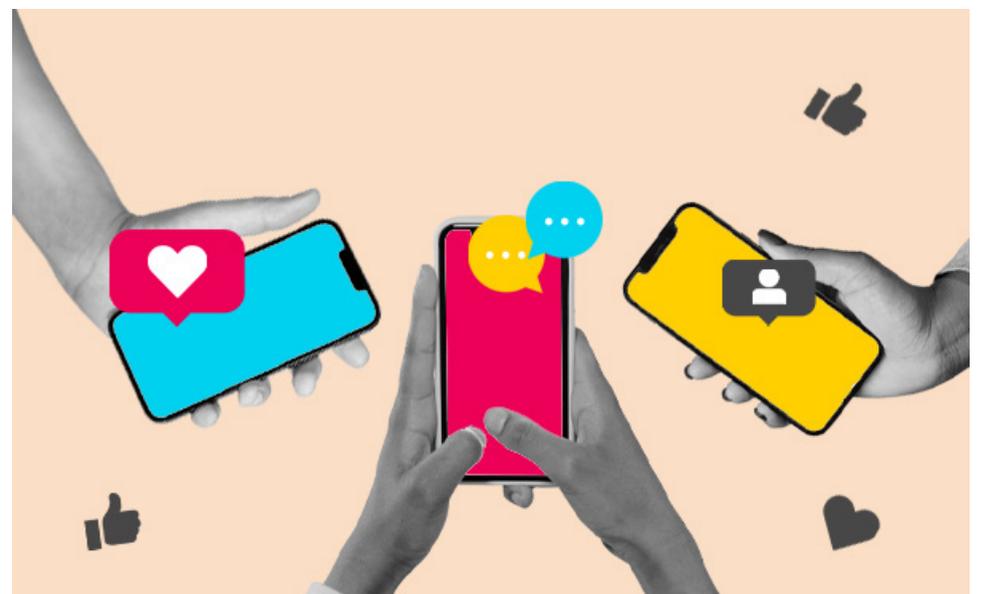
Happy New Year! Are you feeling refreshed and eager to jump into your business plan? Before you do, how's your social media presence? Is it working for you, maintaining connections and making new ones, or has it been stagnant? Regardless, now is a good time for a social media audit to give yourself direction for the new year. Set aside some time this month to evaluate and review your social media in detail so you can optimize your presence and create a strategy for the rest of the year.

1. Create A List Of Your Social Accounts

- This includes inactive accounts.
- What accounts need to be deactivated? Not performing.
- What needs to be prioritized? Audience is interacting.
- What could possibly be added? Works with your top performing post styles.
 - Ex. Your Reels are doing really well, try YouTube Shorts or Tiktok.

2. Define Your Goals

- Should align with your marketing strategy so things are working in tandem.
- Each platform can have different goals.



3. Check Your Branding

- Your voice should be the same across all platforms.
- Make sure there is consistency with your profile/banner images, bio/about, link in bio, hashtags, etc. [A good read regarding social bios.]

4. Learn About Your Audience

- Is your current audience's demographics aligning with your target audience?
 - If not, look at how your target audience prefers to consume content?
 - Videos, Shorts, Carousels, Infographics, Articles, etc
 - Focus on what they want.

- If not, are you using their preferred platform?

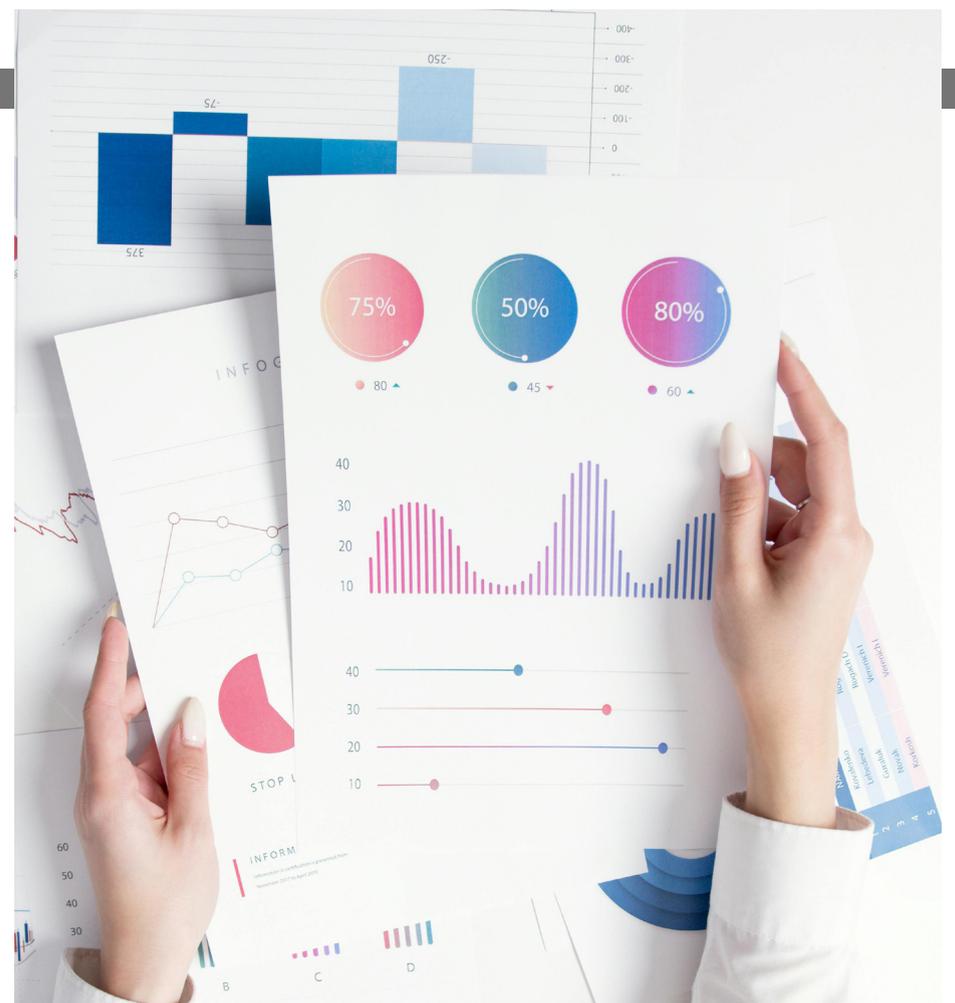
- Focus on where they are.

5. Review Your Top Posts

- These are posts that meet your social media goals
 - Ex. If your goal is to drive traffic to your website, a post with more clicks is better than one with more likes.
- Analyze your most successful posts to understand what resonates.
 - Find patterns (format, topics, day of the week, etc.)
 - Use this to guide future posts.

6. Track Analytics

- Impressions (views your content is getting)
- Reach (unique users seeing your post)
- Engagement Rate (likes, comments, shares, saves)
 - Likes = A vanity metric, not super important.
 - Comments = Post resonated enough to elicit a comment.
 - Shares = Post resonated was important/relevant enough to share.
 - Save = Post was solid and deserves to be referenced back.
- Followers (see if you're hitting your target audience)
- Referral Traffic (website visits from social, can find in Google Analytics)



7. Analyze Your Findings

- Gather all the information from the above steps and start reviewing.
 - Try the SWOT method.
- This information should be the foundation to creating a strategy for moving forward on each platform.

Don't have time to do a full audit? Write these three questions down and keep them somewhere you can easily see them each time you post.

- Does this post align with your marketing goals?
- Is this platform actually working for you?
- Is this post something that resonates with your target audience?

Here's to a more aligned and purpose driven 2026!

[READ MORE DESIGNER PATCH](#)

Greater Pacific

- ✓ Advantage-Speed to Market
- ✓ Accurate Quotes Within 24 to 48 Hours
- ✓ Custom OEM Capable
- ✓ Live Customer Care
- ✓ Collaborative Ideation & Creativity
- ✓ Quick Delivery
- ✓ 30-Day Product Guarantee



Seattle: 888.424.6847
Philadelphia: 484.434.8329
greaterpacific.com

You Don't Have Long Before



by Joel Schaffer, MAS

published 02.18.26

Where do you generally find your prospects? Let's eliminate any form of advertising and focus on the traditional means;

- Face to face at functions such as Chamber of Commerce and networking groups
- Face to face as a referral while visiting a client
- Face to face while at a trade show in your booth
- Face to face in a presentation
- Face to Face in an unexpected environment
- Over the telephone
- Through written communication

The opening words should be carefully crafted and as catchy as possible. Always remember it is not about you, it is about them. Each of these areas is different and needs a modified approach over the other methods.



In face to face, you want to deliver your opening words and get them talking back to you immediately. If they don't you go to your backup. If they still don't, you go to plan B.

On The Phone

The first words out of your mouth should answer the question... what is in it for me (me the prospect). Those words should make your prospect curious enough not to hang up on you and give you another minute or two. If you sense interest, get consensus. Am I correct in assuming you want to ?

- *Thank you for taking this call. Increasing your rate of employee retention. That is what I called about. I am Joel Schaffer from the Schaffer Group. We specialize in helping HR executives such as yourself build employee retention programs. I assume you have one now?*
- *Thanks for taking this call. Developing new membership and retaining the existing members. That is what we do at the Schaffer Group, Assuming you need to do both, we can help. I am Joel Schaffer, CEO. Are you in the hunt for new members? What has been your most successful method of membership development?*

- *I am calling because I can help you increase your sales. I am Joel Schaffer, a branding expert with the Schaffer Group. I have studied your company in depth and I know that if we could talk for a few moments, you will see the creative value we bring to you.*

Face To Face

When you are at a network event, breaking the ice is not that difficult, once you overcome the fear of rejection or failure. Here are a few icebreakers that should open a conversation:

- Hi, I'm Joel Schaffer, What brought you to this event today?
- Hello, I'm Joel, this is my first time here, How did you get connected with the Chamber?.
- Hello, I'm Joel, this is my first time here "I'm meeting a lot of interesting people today—what's your focus area?"
- I guess you are here to network like I am.. what kind of clients or partners are you hoping to meet tonight?"
- "What's the biggest challenge your industry is facing right now?"
- "If someone here could help you with one thing, what would it be?"
- "What's something exciting your business is working on this quarter?"
- "I love connecting people—who here would be a great contact for you?"

Now, be prepared with your stock reply about what you do and better than that, practice how you can customize the answer to the prospect relating it specifically to their job description or business.

- "I help businesses turn their branding into revenue-generating ideas." or "I work with companies to elevate their marketing impact with creative promotional strategies."
- If you can think on your feet, relate it to their industry or job.
- I help sales and marketing people increase sales and profits.
- I help HR executives motivate performance and recognize.
- I help move and introduce new products.
- I help motivate employees to work safe and stay healthy.
- I help businesses cash in on their brand.

Via The Internet

This is generally email. Why don't you open spam? Why don't you read the spam if you open it? Sending an email is very easy. Getting it opened and read is not so easy.

You need to start with your subject matter. Take a tip from newspapers...if you remember what they are. Often, a one, two or three word headline sold papers at a newsstand better than many words. "**WAR**", now that would compel me to read more." So is **WINNER**". You may see a supplier email that comes to you from one of the batch email providers. Every time I see it, it catches my attention. The subject line reads "New Order". You bet! I want a new order.

The take away... work on your first few words or sentence. It is the door opener you need to move ahead.

READ MORE THE TAKE AWAY

VIDEO

buildingU
with Kat Hinckley

MAXIMIZE YOUR TIME VALUE

Your time is worth more than anything

Watch  Here

by Kathryn Hinckley aired 02.03.26

WATCH MORE BUILDINGU

Kathryn reminds us that our time is our everything and why you need to maximize your time value.



Brentwoodline.com

Your Home For Summer Fun

 Brentwood

MECH
\$35.95R

CLFLXL
\$23.95R

PNBK
\$14.50R



Winning the Inner Game

by Paul Kiewiet

published 02.13.26

After eight years and 96 installments of Pursuit of Purpose, I've come to a realization that may sound uncomfortable at first:

Most professional challenges aren't solved by better strategies. They're solved by better self-management.

For years, promotional professionals have focused on mastering the outer game—products, pricing, presentations, pipelines, platforms, and processes. And for good reason. Those skills built careers, companies, and livelihoods. They rewarded hustle, consistency, and technical competence.

But the industry has changed.

AI is reshaping how work gets done. Supply chains remain unpredictable. Consolidation continues. Younger professionals bring new expectations around communication, speed, and purpose. Longstanding rules no longer apply the way they once did.

In this environment, the greatest competitive advantage isn't what you know. It's how you think, respond, adapt, and recover.

That's the Inner Game.

The inner game is the conversation you have with yourself after losing a major account. It's how you process frustration when effort doesn't equal results. It's the difference between reacting emotionally and choosing intentionally.

And whether we acknowledge it or not, we're all playing it—every day.

Every strong inner game begins with awareness.

Most professionals don't struggle because they lack talent, intelligence, or experience. They struggle because they operate on

autopilot—repeating the same emotional reactions, assumptions, and habits without ever questioning them.

We tell ourselves stories like:

- “I should be further along by now.”
- “The industry doesn’t value experience anymore.”
- “I have to work harder just to stay relevant.”

The problem isn’t that these thoughts appear. The problem is when we accept them as facts.



Awareness creates a pause between stimulus and response. And in that pause, choice lives.

In a fast-changing industry, technical skills will continue to evolve. New tools will emerge. Processes will be automated. Information will become cheaper and faster.

What won’t be automated is judgment.
What won’t be outsourced is presence.
What won’t be replaced is emotional steadiness, empathy, resilience, and purpose.

Clients don’t just need vendors—they need grounded professionals who can think clearly in uncertainty. People who listen well, communicate calmly, and help them navigate complexity without adding more noise.

The inner game asks different questions:
How quickly do I recover from setbacks?
Do I define my worth by outcomes I can’t fully control?
Am I operating from fear—or from values?

When the inner game is neglected, no amount of hustle feels like enough. When it’s strong, performance becomes more sustainable—and more satisfying.

This doesn’t mean disengaging from ambition. It means strengthening the foundation beneath it.

This year, Pursuit of Purpose will focus on developing the inner game—the unseen skills that quietly shape every conversation, decision, and outcome.

Because a meaningful career isn’t built only on what you produce. It’s built on who you become while producing it.

And in a world that’s changing faster than ever, the most important work you can do may be the work no one else can see.

[READ MORE PURSUIT OF PURPOSE](#)

VIDEO



by Maddie Bottasso aired 01.18.26

[WATCH MORE THROUGH THE LENS](#)

In this episode, Maddie shares common product photo mistakes you should avoid and what to do instead.

BE SEEN IN AN UPCOMING IdentityCollection

[curated lookbooks by PromoCorner]

May **USA MADE**
June **BACK TO SCHOOL**
July **TEAM SPIRIT**
August **HOLIDAY GIFTS**

September **WINTER ESSENTIALS**
October **BEST SELLERS**
November **OFFICE & TECH**

PromoCorner⁷

**RESERVE
YOUR SPACE**



MERCH & THE GIRLY

The March Edit

by Savannah Dmytriw
published 03.10.26

After finishing up my final work trip before maternity leave, I can start to shift gears into the last stretch of my pregnancy before the final stage of metamorphosis of becoming a RICH MOM. To be entirely honest, becoming a mother is something I never romanticized. If anything, I have had a very pragmatic view on it – that even when done with an absolutely amazing partner, that it will be equally the biggest blessing and challenge of my life. Primarily because as I observe many people go through this stage, they just look extremely tired, which sounds like quite the struggle as someone who loves and needs sleep.

However, there is a very select sample size of people I have seen do it that make it look chic... the RICH MOMS. And before we get ahead of ourselves about finances, resources, and help let me clarify that a RICH MOM isn't defined by a number in her bank account. A RICH MOM is extremely present in her circumstances but doesn't lose herself in it all. She isn't focused on the outside world perceiving her to have it all together. She

knows her values, priorities and can get done what needs to be done. She isn't fooled by the concept of "balance" but finds moments to take care of herself to then be able to show up as a better version of herself for the people and things that matter most. This allows her to be rich in health, love, and in return prosperous in any other aspect of her life.

With that said, I don't anticipate the near future to feel remotely chic because evolution typically isn't. This is why I am taking time to strategize, batch, and schedule out content in anticipation of my priorities shifting for a while. However, I know that when I come back, I will be in a completely different headspace, inspired, with an even more iconic perspective and RICH MOM energy to share with you all.

Tasteful Truth: Not Another Sherpa Blanket – It may seem a little odd to bring up blankets as we wrap up winter and start looking toward spring. But if you are paying attention to what is happening in retail and culture, blankets are not just another thing in your home to keep you warm. They have quietly become signals of comfort, status, and taste.

Think about the range that exists in the market right now. On one end, you have the cult favorite Barefoot Dreams blanket that people happily spend around \$150 on. On the other end, you have a Hermès throw that can easily run over \$2,000. Both serve the same basic function, but the message they send is entirely different. A blanket can communicate lifestyle, aesthetic, and even a sense of being in the know.

That shift creates a real opportunity for brands. Our industry has access to retail inspired options that deliver the same elevated feel without the luxury price tag. Instead of defaulting to the standard sherpa blanket that looks tired after one wash, brands can create pieces that people actually want to keep on their couch, in their office, and visible in their everyday spaces.

Netflix Store Flop: It is painful to see a missed merch moment when TV shows build these incredible worlds, brands, and storylines that fans become completely obsessed with... only to release merch that appears to be from an Etsy shop.

Fans aren't just casually watching these series, but they're emotionally invested. Rather than going out on the weekend, or opting for the recommended 8-9 hours of sleep, they binge an entire 8-episode season in one sitting. But it doesn't end there, they then discuss theories, dissect the character development, and post it all online for others to get in on. Proving these plots aren't just fleeting moments but creating real connections starters and builders.

Which is exactly why merch for these shows shouldn't be such an afterthought. When done strategically, merch becomes an extension of the world the audience already loves. It lets fans step a bit deeper into the

universe, by giving them something to wear, or use it in their everyday lives to show off their enthusiasm.

Great storytelling builds fandom, but iconic merch monetizes and amplifies it!

Mantra of the Month: Our empathy isn't stronger than our boundaries.

From a young age, women are conditioned to be go with the flow people pleasers, so it is natural for us to feel uncomfortable when we need to enforce boundaries. Not caring too much or avoiding confrontation was reinforced in many of the most popular romantic comedies. Bridesmaids, 27 Dresses, and How to Lose a Guy in 10 Days all feature protagonists who bend over backward to accommodate everyone around them and somehow still end up with the happy ending. Seeing that storyline romanticized over and over again can make it confusing to know if and when we are allowed to draw a line in the sand. That is why us GIRLYs cannot allow our empathy to be stronger than our boundaries. Caring about people and wanting to support them is a fabulous trait, but it should not come at the expense of our own, extremely valuable time, energy, or wellbeing. Empathy helps us understand others, but boundaries determine how we allow others to treat us, and the healthiest relationships require a balance of both. Boundaries are not a rejection of kindness or care. They are what creates and maintains respect, while keeping things sustainable... especially as we continue to climb to the top!!!

XX,
MERCH GIRLY

[READ MORE MERCH & THE GIRLY](#)

VIDEO

\$ELLING 7-FIGURES

Top Performers Tell All!



Watch  Here

by Kevin Mullaney aired 01.15.26

WATCH MORE SELLING 7-FIGURES

In this episode, Kevin and Roger discuss Roger's inspiring journey to sobriety and how it has shaped both his life and his business.

PromoCorner⁷
ELEVATING BRANDS . EMPOWERING CONNECTIONS

PROMO  JOURNAL

We want to stay connected!

FOLLOW US ON





Buttons!

Take your brand everywhere.

FREE
 SETUP CHARGE
 Limit 1 per distributor
 Expires 5/31/26

Celluloid Buttons
 Refrigerator Magnets
 Bottle Opener
 Carded Button Packs
 & More



Made in the USA.
 Minimum quantity 100.
 Standard production 5 business days with rush options available.



REDUNDANCY REDUNDANCY REDUNDANCY

CAN BE A GOOD THING

by Steve Shannon

published 01.29.26

Redundancy is one of those words that tends to get a bad reputation outside the world of technology. In everyday conversation, it often suggests something unnecessary, repetitive, or even wasteful. In the workplace, it can carry an even heavier meaning, tied to job cuts or roles being phased out. Yet in computing, redundancy refers to a form of protection, a deliberate choice to keep extra copies, extra power, or extra safeguards in place so your PC can survive the unexpected. This month, let's touch on the benefits of redundancy when it comes to maintaining good computing habits.

Modern hard drives are reliable, but they are still mechanical devices that can stop working without much warning; recent data suggests that hard drives fail at a rate of about 1-2% a year. Solid-state drives are more dependable on average but are still not completely immune to corruption or failure. When drive failures happen, the difference between a minor inconvenience and a major crisis usually comes down to whether a second copy of your files exists somewhere else. A

redundant drive, like an external drive or a cloud backup, can turn what would have been a permanent loss into a straightforward restore process.



Of course, even if your drives are working fine, it's easy to overwrite a document or misplace a folder, and software bugs occasionally damage files in ways that aren't immediately obvious. Keeping redundant files, and in particular versioned backups of your files, allows you to roll back to an earlier state rather than trying to repair

something that's already broken. I personally use GitHub to maintain project code and documents so that if I mess up, I can just roll back to before my mistake and keep working; it also lets me synchronize my files across multiple computers without having to worry about losing my progress.

You can also practice redundancy for your PC as a whole. A backup battery for your computer, often called an uninterruptible power supply or UPS, helps you avoid sudden, preventable issues due to power outages and brief electrical dips. These types of things happen more often than people realize. When the lights flicker or the power cuts out entirely, a backup battery keeps your computer and monitor running long enough to save work, shut down safely, or ride out a short interruption. Instead of relying on a single, fragile connection to the wall, you gain a second line of defense that prevents small disruptions that can otherwise lead to data loss or file corruption.

And redundancy doesn't stop being useful once you step away from your own desk. The same idea - having a fallback ready when something goes wrong - shows up in everything from home networking gear to cloud services and even the devices we rely on every day. Routers with backup connections keep households online during service hiccups, phones sync data across multiple locations to prevent loss, and online platforms mirror information across servers so a single failure doesn't bring everything down. In each case, redundancy goes a long way in keeping the tools we rely on running smoothly.

[READ MORE BITS & BYTES](#)

STAY UP TO DATE

PROMO JOURNAL

a division of PromoCorner

Get the latest articles, videos, and podcasts right in your inbox.

PromoJournal is a service of PromoCorner.com. You may login with your PromoCorner email and password or Register to create a new account.

Login

Login

[Forgot your password? Click Here](#)

Register

Register

[CLICK HERE
TO REGISTER](#)

the
**Monday
Minute**

VIDEO



Watch  Here

by Kirby Hasseman aired 01.26.26

WATCH MORE THE MONDAY MINUTE

Knowing Is Not Enough, Take Action.
Check out the most watched video of
January, February, and March 2026.



Poppy's Poll

results

QUESTION: *What's your favorite
social media platform for business?*

1%



52%



47%



0%



Want to participate in Poppy's Poll? Keep an eye on our social media for Q2's question.

Standout Stories & Top Content from PromoJournal

ON BRAND

PROMOJOURNAL.COM