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PUSHING THROUGH

Life's Resistance



On Friday, March 13, 1998, my oldest daughter was born. It was about 10:00 a.m., and the NCAA Tournament was playing on TV. My beloved Utah Utes lost to the Kentucky Wildcats in the championship game. You could say it was a very emotional day.

Now it's 2016, and my daughter has just had her 18th birthday. I'm left wondering where the time has gone. To celebrate, she wanted to go down to St. George with family and friends. As I learned in Steven Pressfield's book "The War of Art," resistance will always pop up. But that isn't to say I expected what we faced.

Our plan was to leave on a Thursday, giving us Friday and the rest of the weekend in St. George. I was heading down with my 12-year-old son, a friend of mine, and two of his kids. My daughter planned on meeting us later.

I loaded the motorcycles onto the trailer and hitched the trailer up to the truck. Just before we were about to leave, I realized the trailer's brake lights weren't working. Okay, I thought, no problem. Two hours later, the lights were fixed and we were on our way.

About 40 miles down the road, as we were cruising down I-15, a tire blew on the trailer. We pulled off the freeway and into the parking lot of a nearby Harley Davidson dealership. My friend went to work changing out the blown tire for the spare — until he realized he couldn't remove the spare from the trailer. The bolts were completely rusted.

Thankfully, there's a wonderful product called WD-40. We picked up a can at a nearby store and sprayed it over the rusted bolts. The results weren't what we wanted. After a few more attempts to remove the bolts, we ended up stripping them. St. George seemed further away than ever.

As it turned out, there was a Discount Tire a short drive from the Harley Davidson dealership. We could get a new tire and

be on our way. The five of us piled into the truck and made the short drive to the tire shop, rolling in at about 10 mph.

By this time, we had lost a lot of the day. The store was closed, so we came up with a new game plan. We would hide the trailer out of the way, near a dumpster to the side of the Discount Tire. Hopefully no one would see it. Then we drove back home, got some rest, and returned the next morning.

When we arrived at the Discount Tire, it was 7:30 a.m. Our trailer was there, and everything looked exactly how we left it. After the store opened at 8 a.m., we purchased the new tire, and finally, we were back on the road to St. George.

A day later, we were there, celebrating my daughter's 18th birthday and having a wonderful time. We were met by what seemed like constant resistance, but we pushed through and got to what really mattered. If we'd thrown our hands up and just gone home after encountering all of these problems, we wouldn't have had a blast with friends and family in St. George. My daughter's birthday would've been very different.

When you encounter resistance in your life — in whatever form it may take — look toward your goal and what you really want. You may have to push yourself through challenge after challenge, but when you get to the end, you'll know it was worth it.

— Justin

Sethscapades

"Imagination is everything. It is the preview of life's coming attractions." Albert Einstein

The most curious person I've met is my 11-year-old son, Seth. He has lots of adventures, which we call "Sethscapades."

We've been able to spend a fair amount of this winter skiing. Seth loves to zoom down the slopes and try new tricks — he can get quite competitive with his older brother. One of the problems I've encountered this year is that I'm getting old and can't keep up with Seth as well as I used to be able to. He never stops and always wants to be the first one down the hill.

Seth, being observant, one day directed me to look at the tram lift. He'd spotted a guy on the top where the tram attaches to the line. Of course, Seth asked me if he could do the same thing. I said probably not but to ask his mom, which he did, and she said, "Not a chance."

Later that same day skiing, I lost him and was worried — he doesn't have a cell phone, and I had no way to find him. As I started getting nervous about where he might be, my first thought was to look at the top of the tram line. Thankfully, I found him five minutes later waiting for me at the bottom of the hill.



How to Get Sales Leads To Come To YOU

Do you feel like you have to track down and chase all of your sales leads? At this point, you probably know that it's a losing battle. By the time you finally get them on the phone, you're so weary from the chase that you're not in any position to negotiate. Wouldn't it be nice if you could turn the tables and get sales leads to come to you?

To get people to call you, you need to establish authority. Look at the situation from the customer's perspective, and always remember that they're just looking for solutions to their problems. Fortunately, all of those sales conversations you've had should provide you with plenty of insight into what makes the customer tick. You've actually become the expert they need — and you can deliver that knowledge in the form of e-books, blogs, videos, emails, infographics, newsletters, or anything else that's a good fit for your customers.

If you position yourself as an authentic authority, you will win over prospects who view you as a valuable resource. As long as you're in it for the long haul, you shouldn't be afraid to tell prospects when the solutions you have available aren't right for them; it's all part of your effort to become an authentic and genuine resource. This will boost your brand and increase quality referrals.

Another important step in getting leads to come to you is automation. You can't do everything manually and expect to make enough sales to really excel, but you'd be surprised how much technology can help streamline the process of attracting leads. From email campaigns to e-books, you can automate the dissemination of information that your prospects will find useful, all of which include a call to action to get in touch with you.

As you put more effort into being an advisor and advocate — and less into being a pushy salesman — you'll find that each sales call is a lot more productive. That's the magic of screening prospects and dealing with warm leads who trust you as an authority, not just someone who wants to sell them something. Rather than establishing authority one phone call at a time, you can do it proactively and develop a reputation that makes sales success a whole lot easier!

Stop Wasting Time

Don't Let the Little Things Kill Your Efficiency

We all have little obsessions — ruts of behavior formed by habit — that we effortlessly slip into when we should be doing something productive. We check our email, browse the Web, thumb through magazines, or start chatting up the closest person who will listen.

How much time did you waste today doing things like this? An hour? Three hours? Maybe half the day was a wash. We waste time doing nothing productive every single day, nothing that furthers our career or enriches our lives. You may even have a set of go-to excuses: "Well, I was waiting for ..." or "I was stuck in ..." or the worst one of all, "I didn't have anything better to do." It's always easy to find something to waste our time.

How can you take control of those wasted moments? First, find out how you're wasting time.

Start simple. Every day for one week, track what you're doing and how much time you're spending on each task (and time-waster). Jot it down on a notepad. And for the sake of accountability, track everything, no matter how inconsequential you feel it is.

At the end of the week, divide everything into two primary categories: productive and unproductive. Be honest with yourself. You can't form better habits unless you're willing to be honest. Then, calculate the total time you spent on each category every day. How do the numbers look? Is there a pattern? Or does your focus change from day to day?

You can use this information to identify exactly how much time you are wasting doing certain activities, and this information may help you figure out what is causing you to waste time in the first place. Most of us have a trigger — something that disrupts our focus. Maybe people like to pop into your office for a chat. Or maybe you lose focus before lunch or in the afternoon, when you need a boost of energy.

Focus is critical when it comes to remaining productive. It's up to you to alleviate moments that contribute to wasted time. Put a notice on your door or send an email notifying others to not disturb you. Keep healthy snacks nearby. Close your email.

Maybe the problem is larger. Sometimes we lack the direction or insight we need to remain productive. As a result, we end up wasting time waiting on a task or deciphering what it is we're supposed to be doing.

Instead of fumbling around on Facebook, we should be actively working to fill in the blank, looking for a solution to our lack of direction or information. Find someone who can either give you the information you require or at least point you in the right direction. While the hunt for more information may feel unproductive, it isn't. It's part of the process.

Whether your problem is Facebook, checking your phone, or a bigger-picture issue such as lack of direction or the need for clarity, it's vital to find the ways your time is slipping away from you. When you do that, you'll be able to take back control.



HOME IS WHERE THE HEART IS BUILDING A HOME FOR HANCOCK

Jerral Hancock, an Army veteran, was only 20 years old when he was stationed in Iraq. He was freshly married, freshly a father, and fresh-faced to the ravages of war.

On his 21st birthday, Jerral's squadron was brutally attacked, and Jerral was left paralyzed, burned, and dismembered. To add insult to injury, Jerral's wife was unable to cope with his newly acquired disabilities, leaving him to live in a cramped mobile home with doorways so narrow his wheelchair prevented him from entering his children's rooms.

Jerral is well-known and highly celebrated within Antelope Valley, the community in which he resides. But after delivering a motivational speech to the 11th grade class at Lancaster High School, the students determined that recognizing Jerral as a home-town hero simply wasn't enough.

So after two years of fundraising, during which the students raised hundreds of thousands of dollars via T-shirts and refrigerator magnets, the Lancaster High School senior class presented Jerral with the keys to his brand-new home on his 29th birthday. The house was built by hand by the people of Antelope Valley specifically for the retired soldier, and as he accepted the well-deserved gift, all he could say was, "I'm very, very grateful." What was the anniversary of the worst day of his life suddenly became his best.



SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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			8	6	3		7
			4		8	2	
	9		5			1	8
2		8		6			3
	4	3	7				
	7		6		8		
6				5			4
5	8						2

Answer Key

8	2	5	9	7	3	4	1	6
9	1	4	8	2	6	3	5	7
3	8	7	1	4	5	8	2	9
7	9	6	5	3	2	1	8	4
1	5	8	4	6	1	7	9	3
1	4	3	7	8	9	2	6	5
4	7	2	6	9	8	5	3	1
6	3	1	2	5	7	9	4	8
5	8	9	3	1	4	6	7	2

Mememes OF THE Month

