



6440 S WASATCH BLVD #150
SALT LAKE CITY, UT 84121

INSIDE THIS EDITION

Breaking Through
PAGE 1

The #1 Most Important Email You'll
Ever Send
Become a Note-Taking Star
PAGE 2

Did You Know?
Memes of the Month
PAGE 3

Sethscapades
PAGE 4

www.uintools.com
www.shopacase.com
Give us a call! (801) 273-9026

PRST STD
US POSTAGE
PAID
BOISE, ID
PERMIT 411

Sethscapades AN EXPLOSION OF WONDER

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

Seth is a huge Nitro Circus fan. He would really like a dirt bike to practice his own stunts, but he is only allowed to get a dirt bike if he earns the money himself. When he found out they cost around \$1,000, he got very excited. He was given some ideas to earn money. For example, sell eggs from our chickens or sell golf balls to golfers passing by. When he found out that he was only going to make a few dollars from each dozen eggs and less than that for a dozen golf balls, he was not happy anymore. Apparently he thought fresh eggs and used golf balls sold for a lot more than they do.

We were camping over Memorial Day weekend when he came up to me on Sunday morning and said, "Dad, isn't it cool that I now have \$60 more toward getting a dirt bike?" I was confused. "What? Where did you find it?" I asked.

He replied by saying, "I was just down the dirt road and I saw \$60 all folded up in the weeds." When he was telling me what he had found, I could tell he was hesitant and wondering if telling me was a bad idea that would backfire on him.

What Seth didn't realize was that the day before, I had given his older sister, Kylee, \$60 to drive into town for gas. Kylee had folded up the money and put it into her pocket, or so she thought. Just before she drove off, she checked her pocket for the money and found it was gone. We spent an hour and a half searching for the money. She felt awful and we just decided it was long gone.

When Seth told us about the money, I was relieved; Kylee was *really* relieved. Seth did not want to give the money back and tried to plead his case to us. He said that he found it so it should be his, and it probably was not the money we lost, even though it was still folded exactly the same. In the end he was coerced into doing the right thing and gave the money back to me. He is still earning his bike money one dollar at a time.



www.uintools.com • www.shopacase.com • Give us a call! (801) 273-9026

JULY 2015



CLUE U.I.N.

Your Ultimate Resource In Life Brokerage

BREAKING THROUGH

About a year ago, I read "The War of Art" by Steven Pressfield. I found the book fascinating. Pressfield focused on the concept of Resistance with a capital R. There is resistance in all we do, or attempt to do, whether creatively, professionally, or otherwise. Resistance is a barrier to what you want to accomplish: dreams, goals, and success.

When we're faced with resistance, we can either give up or we can fight it and break through to accomplish our goals. Fighting resistance can be very challenging, but ultimately rewarding. I've faced various forms of resistance in my life. There were times when I had to make decisions and could have easily given up and gone home. Literally.

Since I was a kid, I've had the dream of hiking the Fiery Furnace. The Fiery Furnace is an area in Arches National Park defined by narrow, rocky passageways, epic natural wonder, and a distinct lack of trails. Anyone who wants to hike through the Furnace has to obtain a permit, and the park highly recommends a guide.

I decided it was time to make the hike. I made an appointment with a guide and obtained the permits for my family and myself. Because of demand, appointments can

be hard to come by, but we got lucky and an appointment was finally set for 4 p.m. on Memorial Day.

Before we headed to the park, we spent some time camping and motorcycle riding near Moab, Utah. We wanted to be ready.

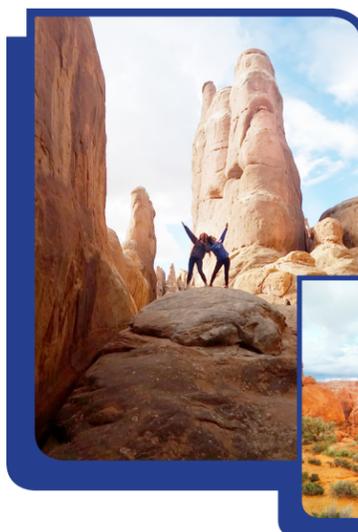
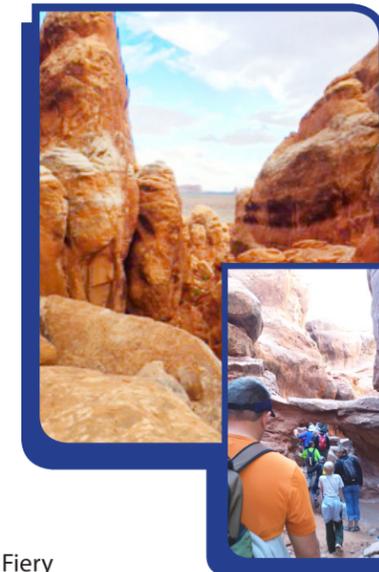
Before we knew it, though, it was time! It was 2 p.m. when we started the drive to Arches. The drive from the bottom of the park to the trailhead near the Furnace would take 35 minutes. We had plenty of time. When we arrived at the park entrance, we were greeted by an unexpected surprise. Police had gathered around the entrance. The park was closed.

There were too many people in the park. Police were turning new arrivals away, sending them back to Moab. It was a tense situation. A lot of people had spent hours driving from Salt Lake City for nothing. The police yelled at us. Our permits to hike the Fiery Furnace meant nothing to them. We were told to turn around and return in the morning.

We drove to a nearby gas station to consider our options. Naturally, we were completely bummed. I tried calling the park. Nothing. I tried calling the place where we had made reservations with the guide. They were no help. We had no choice but to head back to the city, along with others who had been turned away. The road was packed with cars and everything was at a standstill. While we were stuck in traffic, I turned to my wife and said we should try again. With so much traffic leaving the park, maybe they had reopened.

We went back and were excited to find that the park was open! Our persistence had paid off. We hustled through the park,

Continued on pg 3...





THE #1 MOST IMPORTANT EMAIL *You'll Ever Send*

As someone in business, you've got way too many things competing for your time. I know it, and I'm sure you do too!

But there's one thing that can really make a difference: the proposal email that you use to close a deal with prospects you've been grooming to becoming clients. It sounds simple, but if you take the time to learn this one simple template, you'll close dozens — or even hundreds — of deals.

Here's a sample of how one of these emails would look:

Joe,

First of all, I'd like to thank you for taking the time to help me understand your particular needs in the last few weeks.

As I understand it, you have a creative team whose computers are performing too slowly for their CPU-intensive daily tasks, and this is costing you hundreds of hours per year in lost productivity.

You would like to purchase an order of desktop computers so that your creative team can perform their duties without slowdowns.

As we discussed, these computers come equipped with plenty of RAM and modern CPUs that are perfect for heavy-duty photo- and

video-editing applications, meaning they'll be able to increase their output by 20 percent.

As you know, this order of computers is \$30,000 with complimentary 24/7 tech support for a year.

Because of increased productivity, this purchase should achieve return on investment within 90 days of adoption.

As soon as you reply with your go-ahead, I can fulfill the order.

Dave

If we break it down, you'll see a template that includes the following:

- A statement of gratitude
- A definition of the problem
- The desired outcome
- The suggested solution
- The suggested price
- A statement of risk reduction
- A "call-to-action" for the next step

I encourage you to give this template a try for any prospects you've been corresponding with to see how it works in action!

BECOME A *Note-Taking Star*

Sometimes it seems note-taking has become a lost art. We have ready access to pens and paper, yet these tools aren't always used to their fullest "note-taking" potential. In meetings and presentations, it not always necessary to take notes, but when you do, they give you the upper hand.

WHEN DO YOU TAKE NOTES?

Meetings & Presentations This is prime note-taking time. From small to large, impromptu or a weekly strategy session, this is the time to track topics, ideas, calls-to-action, and other pertinent details that come up. Keep track of everything that may be relevant after the meeting or anything you may want to expand on later.

Calls When you're on a call with a client or a colleague, notes can prove critical. They are particularly important when you don't know when you will have direct contact with that person next.

When your client or colleague shares directions, insight, or ideas, you want to be diligent in your note-taking, so nothing slips through the cracks.

HOW DO YOU TAKE NOTES?

We all take and organize notes a little differently. How you approach it will influence the end result. Is there enough information? Is it legible? It is consistent? There isn't one really efficient way to take notes. Every situation is unique. You deal with fast-talkers or disorganized speakers. It becomes up to you to adapt. It takes practice, but the process becomes easier with time.

If you are taking notes to share, you will want to approach it more methodically. If the notes are just for you, use shorthand terms or take notes that are specifically suited to your needs.

Lists vs. Diagrams Lists are generally the easiest to write and easiest to read, and you can include as much detail as you need. They are a great way to organize the structure of a meeting or presentation, and are ideal when you need to refer back to something.

Diagrams are best suited for those who are visually inclined. One example is the mind map, which is a variation of a spider diagram, starting in the center of the page with the topic of the meeting, surrounded by various topic and subtopic branches.

COVER, CONTINUED



and arrived at the Fiery Furnace at exactly 4 o'clock. There, we met up with our guide and headed out.

My family and I went on an amazing three-hour hike through the Fiery Furnace. It exceeded my wildest expectations. We took in the serenity of the natural wonders and walked through rock formations unlike anything in the world.

If we had not pushed through the resistance, our day would have been very different. When you're faced with resistance — and there will always be some kind of resistance — you must push through it, and you'll find that most things will work out in the end. You'll accomplish your goals and ultimately get the success you want. In our case, it was an incredibly memorable experience.

— Justin



SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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

Answer Key

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

A SPECIAL DELIVERY

A little over a hundred years ago, it may be hard to believe, but everyday Americans were still sending telegrams. The telegrams were hand-delivered, and that's when, in 1907, Claude Ryan and Jim Casey got an idea. The two boys (ages 18 and 19), had one bike to share, and \$100 borrowed from a friend to found the "American Messenger Company." They set up shop in the basement of a hotel in Seattle. In the beginning, their primary duty was delivering telegrams, but as their business grew, they began offering to deliver anything that could be transported by bike or foot. Eventually, Claude and Jim took up manning the phone, while Jim's brother, George, and a handful of other teenagers were sent out to make the deliveries. As the years



went on and telephones became more popular, the boys ceased delivering telegrams, sticking to packages, largely for retail stores. Later, they merged with their rival, Merchants Parcel Delivery, and took that name. They got rid of the bicycles and bought motorcycles and delivery cars — the first being the Ford Model T. In 1937, the logo was redesigned, and the name of the company changed to what it is today: the United Parcel Service, or just UPS for short.

Mememes OF THE Month



EVEN YOUR COFFEE
is surprised you woke up this early

I have **CDO**
it's like **OCD**
but all the letters are
in alphabetical
order
AS THEY SHOULD BE