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SALT LAKE CITY, UT 84121**

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# Sethscapades AN EXPLOSION OF WONDER

***"IMAGINATION IS EVERYTHING. IT IS THE PREVIEW OF LIFE'S COMING ATTRACTIONS." ~ALBERT EINSTEIN***

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

Five years ago Seth's yellow lab named Kona, who loves to fetch tennis balls, developed a "fatty" looking bulge right by his stomach. It started out small and then got very large. It was perfectly round and looked like a small ball was under his skin. The vet said that this "fatty" type tissue is common in Labradors and would go away over the next few weeks.

When people asked "What is wrong with your dog?" the response I would give jokingly was that he swallowed a tennis ball.

Seth took the story a little further.

The mom of one of his friends came over and asked Seth what had happened to our dog.

Seth told her that Kona had swallowed a tennis ball. The mom was shocked. She was so fascinated that she told the story at a family party and discussed it with a lot of people.

When she came back to our house a few weeks later and the bump was gone, she asked Seth what happened to it. He told her that we had taken Kona to the vet and the vet had given our dog special medicine to have him "poop" the ball out. She asked how the tennis ball looked when it came out. He replied, "Well, like a tennis ball with poop on it." She believed every word he said.

My wife, Jami, was at a neighborhood function and someone came up to her and asked how our dog was doing. Apparently many people were quite concerned about our dog that had swallowed the tennis ball. I was on a business trip and Jami called me that night to tell me about Seth's elaborate story. She was laughing so hard she could barely get the words out.

Seth had to apologize for being dishonest to his friend's mom and was very embarrassed to do so. Thankfully, she thought it was just as funny as we did. Seth learned a good lesson about being honest.



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## On the Edge of FOOLISHNESS



Two years ago, I didn't know what a mastermind group was—I'd never really heard of one. I discovered a mastermind group was six or seven like-minded individuals who came together to share resources, business successes, and challenges as well as exchange ideas. Groups come together to explore solutions to challenges and look for other options. It's a way to improve business acumen.

I love studying and observing successful business entrepreneurs. I look for commonalities among them to learn what they are doing that makes them successful. The results are clear. Many entrepreneurs are always learning and searching for ways to innovate. They thrive on creativity. As it turns out, how they approach innovation, and their inspiration to be creative stems from belonging to a mastermind group. In fact, many of these successful entrepreneurs belong to several groups.

After exploring the concept of the mastermind group further, I came to the conclusion it was time to join one or something similar. After searching around the Salt

Lake area and coming up empty, I decided to start one and reached out to eight people. They were people who I thought would be a good fit in this type of environment and would thrive on the exchange of ideas. Each person came from a different industry, but they shared a few common traits. They were driven, self-starters, and entrepreneurial-minded.

Our first meeting was in November of 2013. Since then, we've met for three hours, once a month. Leading up to (and during) the first meeting, I was very nervous. Several questions went through my mind. Will the group last? Will I make a fool of myself?

There was a recent post on Seth Godin's blog titled, "I just made a fool of myself." He says, "When you drop your guard, opt for transparency, and make an honest connection with someone, you're right on the edge of foolishness, which is another word for not-corporate, not-alooof, not-safe. Another word for human. Most of the time, we persuade ourselves not to act foolishly and so instead, we shut down a connection that could have become precious for us and for them."

Despite my fears of looking like a fool in front of others, I met with the eight entrepreneurs.

The group has proven to be invaluable. The relationships between members are transforming into lifelong friendships. Every time we meet, I'm introduced to so many new ideas. I leave feeling motivated and rejuvenated not only in a business sense, but in life. I recently listened to a School of



*Continued on pg 3...*

# 3 SIGNS YOU *Truly Love* WHAT YOU DO



*In the professional world, it's pretty common to hit that point in your career when you wonder if what you're doing is what you want to do for the rest of your life. And for those of you who have hit that point but still can't figure out which side of the fence you're on, here are a few questions to ask yourself to help determine if you're actually working your dream job:*

## **Do You Like Working?**

First off, do you like what you do? When you wake up every morning, are you eager to tackle whatever the day throws at you, or would you rather hit the snooze and stay in bed? If you truly love what you do, you're going to leave your house every

day with the eye of the tiger. Sure, there will be days when you feel a little sluggish, but overall, you're going to be excited to start the day.

## **Do You Hate Not Working?**

Okay, so you like what you do for a living. That must be a great feeling, but when you're not at work, do you miss being there? Although enjoying what you do every day is fine and dandy, being passionate about what you do even during your off hours is truly impressive. Not many people can say that they miss work when they're not there, but if you do, it's a sign you really do love it.

## **Do You Ever Feel Like Quitting?**

If you've made it this far, that means you genuinely care about your job so much that you're actually discontent when you're not working. To put it simply, it really does seem like you're one of the lucky ones who have their dream job. However, when the workload piles up, do you ever want to throw in the towel, or do you just keep pushing on? And if so, for how long do you think you'll be able to go full steam ahead?

At the end of the day, your ability to endure is going to be the determining factor in whether or not you truly love what you do. Even people with the best job in the world can get sick of it, but if you're able to keep at it, there's no doubt that you've found a job that will last you a lifetime. So, hang onto it. After all, dream jobs are hard to come by these days.

## 10 Tips for an Unsuccessful Future

You've seen dozens of articles on making 2015 your best year ever. Unfortunately, a lot of us, or even most of us, will continue to do all the same things in 2015 that we did in 2014. And a lot of those things will make us less successful, less happy, and less wealthy. Here's the list of things you should continue to do to avoid success, happiness, and financial security:

**1. EAT MORE** – Don't just eat more, eat more processed foods. Lie on the couch after dinner and eat that bag of potato chips and box of chocolates.

**2. GOSSIP MORE** – Spend the work day discussing what Emily in accounting is wearing and what a loser her latest boyfriend is.

### **3. USE YOUR CELL PHONE TO KEEP IN TOUCH**

– On an average, people check their cell phones 150 times a day; that's only every 6 minutes. You can do better.

**4. DO AS LITTLE AS POSSIBLE** – With the pittance that you're paid, those losers that run your company can't expect any real effort.

**5. DON'T LEARN ANYTHING** – Don't

read a single book, article, or Web page in 2015 that might improve your expertise, health, or relationships.

**6. IGNORE YOUR SPOUSE** – There's no time to talk when "How I Met Your Mother," "Family Guy," and "The Simpsons" are on.

**7. RAMP UP THE VICES** – Hide in the bathroom at work and make out your NCAA bracket.

**8. DON'T GIVE ANYTHING TO ANYBODY** – It's every man for himself. Charity is for losers. Let the old couple down the block shovel their own snow and mow their own lawn.

**9. FOCUS ON WHAT YOU DON'T HAVE** – Make a list of all the things you deserve but don't have in your life. Think about that list all day long.

**10. RESENT THE WEALTH, HAPPINESS, AND SUCCESS OF OTHERS** – Think about how unfair life is and how those people don't deserve what they have. Work harder on hating them in 2015.

The trouble with this kind of sarcasm is that it hits home. As I look over the list, I can pick out a couple and say, "Yeah, I'm guilty of that." Eating too much of the things that I know aren't healthy tops my list. I am going to work to change in 2015. How about you?

Adapted from [perrymarshall.com/35690/how-to-be-unsuccessful/](http://perrymarshall.com/35690/how-to-be-unsuccessful/).



# COVER CONTINUED



Greatness podcast by Lewis Howes in which he asked David Allen, a 70-year-old author and productivity master, "If you could go back and talk to yourself at 31, what would you say?"

David Allen replied, "Relax, have fun, and don't be afraid to jump off the end of the pier cause the water is fine."

- Justin

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

sudoku answer key

# RALLY YOUR CULTURE

Even the most die-hard fans know the truth: the Oakland Raiders suck. They're cursed, and all efforts to reverse the losing streak have failed. The draft doesn't matter. New coaches continue to fail. Free agents fall flat. Their ability to lose consistently is so legendary, they win at losing. As entrepreneurs, we can learn and benefit from the Raiders' overwhelming failure to establish a worthwhile culture.

Throughout the entrepreneurial history of the world, there's one factor that makes or breaks culture: Resistance. If your culture is successful, you overcome Resistance; whereas, unsuccessful cultures are consumed by Resistance. To overcome Resistance, you need to be a leader.

When the Raiders bring in a new coach, they enlist a coach with a vision and history of implementing that vision. That coach has won in the past, so they can surely win again and turn misfits into men. More importantly, those misfits have to believe the system the coach puts into play. That's what we'll call "achieving the buy-in." If they don't buy into and really believe in the game plan, it will never work. Your team has to accept the idea that they can overhaul the failing system and replace it with something better. Usually that means going back to basics, rewriting your mission or your goals. Essentially, each player must be willing to toss out any part of themselves that isn't on board with a new system.

If you want to rebuild lackluster culture, it's time to ask yourself the tough questions: Who are we? What is our purpose as a team? Why haven't we thought about this before? Answering every question to its core will help you rally your team, reverse the curse, and break the cultural losing streak.



## SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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

# Memes OF THE Month

