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A LITTLE
LESSON
on the Little Things



Have you ever been bitten a mosquito? An ant? Or even a spider?

The answer is almost certainly yes!

Now, have you ever been bitten by a gorilla? A rhinoceros? Or an elephant?

Probably not! The point is, it's the little things that usually get you. You're highly likely to notice a huge animal like a rhinoceros, but while you're worrying about something that big, the tiny mosquito is able to get under your skin undetected.

Here's an example about how the little things can trip you up, from one of the greatest basketball coaches of all time, John Wooden. He taught the fundamentals to his freshmen players — guys who were all at the very top of the heap in high school. On day one, Coach Wooden had them take off their sneakers and socks, and then he showed them in detail how to put their socks on and tie their shoes properly.

Obviously, the freshmen were skeptical. One asked, "Why are we doing this?"

Coach Wooden replied, "Because if the sock has a wrinkle in it, it could pinch the skin and cause a blister. Blisters make you miss practice and hurt your performance on game day. And if you don't properly tie those sneakers, you might trip. I'm not going to risk a national championship because you don't know how to tie your shoes."

What are the small things in your life that could go wrong and cause problems for you? Maybe you're working on a construction site and you step on a roofing nail — a little thing

that can cause a big problem. Or maybe you indulge in a bit of ice cream one day, and then it becomes a habit. A little ice cream one day is no big deal, but a little ice cream every day can be a huge deal!

Of course, the same thing can be said for the little things that can give you great results over time, like a dollar per day for 40 years at 1 percent interest becoming a million dollars. When I saw the movie "Ant-Man," I realized that he's the most powerful superhero of them all — because of the little things he does that the big guys can't see. What are some of the little things you can do to get you great results?

Think about the happiest people you know. Oftentimes, the happiest people are children. Did you know the average child laughs 300 times a day, and for an adult, it's only 15 times? As we get older, something happens that makes us take life a little too seriously.

In the end, the best thing you can do is collect lots of little things that build you up, rather than tear you down. That includes eating right, working out, and being around positive people. It means taking the time to laugh, saving money every paycheck, and decompressing after a stressful day.

- Justin

Sethscapades

"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."

One afternoon about two years ago, Seth came walking in our front door with a large portable cooler hanging over his shoulder. My wife asked what he was doing and where he got the cooler. As he began pulling a giant Costco box of Uncrustables (pre-packaged peanut butter and jelly sandwiches with the crusts cut off) out of the cooler, he explained to her that he and his friend had been playing the game "Bigger or Better."

Apparently the game works by asking a neighbor for something — anything. Once the item is acquired, you take the item to another home and say, "I was given x, do you have something to trade for it that is bigger or better?" The idea is to keep going from house to house until the item is so large or cool that people can't beat it. Seth had decided, on a whim, to play the game, and he had gone to several homes. According to Seth and his friend, they had scored big.

My wife was embarrassed Seth had gone door to door asking for items. She made him take the cooler back, but our nice neighbor insisted he keep the sandwiches. He was told not to play the game again.

A few weeks ago, Seth decided that enough time had passed. He came marching into the house one afternoon with two friends and a nice, new five-gallon water jug with a cup dispenser (which he was particularly excited about). My wife was once again mortified, but could not stop laughing over the fact that someone had handed such a thing over to him. Seth's enthusiasm can charm anyone. Of course, he had to give it back.



The Philosophy of the SALE

Who is the world's foremost leading expert on sales? The Brooks Group? Their entire organization is dedicated to sales. Is it Walter Friedman, Harvard business professor and author of "Birth of a Salesman"? Or is it Tim Cook, Apple's CEO? He certainly knows how to sell a product. But what if we told you that the world's foremost expert on sales died over 2000 years ago, in 322 B.C. His name was Aristotle.

A rhetorician, according to Aristotle is "someone who is able to see what is persuasive." He wrote a major work, now studied all over the world, on how to persuade. If you're in sales or marketing or management, guess what your job is? Tom Szaky at The New York Times says it's "to become the chief convincing officer." "In the end," he says, "these two titles are synonymous, because selling is really the art of convincing someone to believe in and buy into your concept."

Success in sales can be boiled down to three Greek words we learned from Aristotle: Logos, Ethos, and Pathos.

LOGOS

Logos means "word" in Greek. This one's straightforward. In speeches and in sales, it refers to what you actually say — your reasoning. What are your talking points about your product? Do they make sense to your customers?

ETHOS

Translated into English, this word means "character." In rhetoric, it describes a speaker's credibility. It's an essential part of rhetoric, but it's also an essential part of sales.

Picture this: You're in the middle of a massive project when you hear the "ding-dong" or your doorbell. You open the door to find some stranger in a uniform with "BugRid" written on the back standing on your porch with a billion or a plethora of pamphlets. How likely are you to buy? Now picture the neighbor kid, one who used to babysit your dogs on the weekends you were gone. He's freshly out of high school, raising money for college, and standing there in an ill-fitting "BugRid" tee with the same offer. Are you more likely to buy?

People purchase from those they trust.

PATHOS

This aspect of rhetoric has to do with people's viewpoints, the way they think, and what they believe. It's Greek for is "suffering" or "experience." In sales, pathos is appealing to your demographic. Some appeals are universal. Others are very targeted. You wouldn't sell a slinky the same way you would a sports car, would you? They're both "toys," but their target markets are completely different. so your tactics have to be too.

Aristotle may not have made millions cashing in on some big idea — though if he were alive and charging for rhetorical advice, he might — but he certainly knew how to persuade, and that's the heart of sales.



A MODEL OF PHILANTHROPIC SUCCESS

From day one, Marc Benioff knew his company, Salesforce.com, would be a leader in philanthropy. To accomplish this task, Benioff developed the 1-1-1 integrated philanthropic model.

With a focus on cloud-computing and customer relationship management, the San Francisco-based company got in on the ground floor of the tech industry's shift into cloud-based solutions. This allowed Salesforce to become one of the most valuable and influential cloud-computing firms in world, competing with the likes of Google, IBM, and Rackspace.

With great influence comes great responsibility, and that was something Benioff and Salesforce took to heart. Using the 1-1-1 model, the company has made a meaningful difference around the world. Salesforce contributes 1 percent of their equity, 1 percent of their product, and 1 percent of employees' time back to the community (local to global).

To date, Salesforce has contributed \$100 million in grants, 27,000 product donations to nonprofits and colleges, and 1.1 million volunteer hours — with those numbers growing every day.

This organized and successful approach to giving back is a key part of Salesforce's company culture, leading to high job satisfaction and some of the happiest employees on the planet. It's no wonder other companies, including Google, turn to Salesforce for guidance and inspiration when it comes to giving back.

Deciphering "Copy Logic" for Bigger Profits



Do you love making money? Turning out strong sales copy is one of the best ways to do it. Thankfully, "Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism)" by Michael Masterson and Mike Palmer is a proven system for producing powerful direct-response copy.

Whether you want to produce great copy yourself, or just reach a better understanding of what great copy is before you spend a lot of money on a sub-par copy writer, this book is the fast track to writing copy that works. It outlines the very process that helped one successful company boost its revenue into the \$300-million-a-year range.

So how is this book different from the many other books out there on sales copy? Many of them share a lot of important principles about copy writing but leave you wondering what you're actually supposed to do when you finally encounter that blank page. The reason this book is so valuable is because it comes with clearly outlined steps and detailed examples that guide you through from start to finish. There's no substitute for actually doing the work itself, and there's no substitute for a book that facilitates that process.

With a step-by-step system and a four-point copy checklist, you'll be armed with everything you need to write copy that sells. Not only that, but the book outlines a technique for peer review that can help you improve your copy with a group, whether it's with your partners, associates, or clients. That's a process that can get a little touchy, but the system described in this book helps keep things productive without hurt feelings.

The bottom line is, if you've been feeling like you need higher-quality sales copy, "Copy Logic" is a book that will help you compete with the best of them.



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Memes OF THE Month

