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FINDING WHAT MOTIVATES OTHERS

CATCHING CRITTERS

How do you motivate or influence someone?

I attended a conference toward the end of September, and someone in the audience asked one of the speakers this very question: How do you motivate or influence someone? The speaker was an 83-year-old man, and he answered, "I've pondered this question my entire life."

The answer really comes down to choice. We all have a choice. We can't make someone else simply do what we want, just as others can't make us do what they want. It's our choice to act on another person's request or demand. We need a source of motivation or something or someone to influence us.

This line of thought is reflected by strategy coach Tony Robbins, who says influence is everything. This line of thinking is also explored by Dr. Robert Cialdini, the author of "Influence: The Psychology of Persuasion."

Dr. Cialdini developed the "theory of influence," suggesting there are six principles we need to understand when we want to influence others. They are reciprocity, commitment and consistency, social proof, authority, liking, and scarcity.

I was recently in a place to see the theory of influence in action. Every year, our family heads down to Lake Powell on the Utah/Arizona border. It's our annual houseboat trip, when my family gets together with a couple of other families and people I've known since high school.

We spend most of our time out on the water, swimming and water skiing. Over the course of the trip, I saw what motivated people to do what they might not ordinarily do. Motivation is a very individual thing. My 11-year-old son, Seth, was motivated to get on the water skis when I promised him a can of Red Bull if he could pull it off.

The 13-year-old daughter of one of my friends was motivated by a \$100 bill. She got out on the skis and went for it. And she pulled it off,

earning her that cool \$100. Her sister wasn't about to be left out of the fun. We witnessed a moment of sibling rivalry when the sister joined in. It took her a few tries to get up on the skis, but she ended up doing just fine.

One afternoon, a friend made an impromptu "American Ninja Warrior" course. The course was made of a dive off a 10-foot cliff, followed by a 100-foot swim, then a series of pull-ups and push-ups, and finally swimming another 100 feet. Whoever could do it fastest was the winner. One of the younger girls was a strong swimmer and she got a great time. Her fast time motivated the other kids to try a lot harder than they were expecting. Even her dad, a 41-year-old Ironman competitor, had to push himself to keep up.

On the third night of the trip, we noticed we had a critter problem. Something was scurrying out on the houseboat while we slept. The next night, we put out some food and waited. Out popped a cat-looking creature with a striped raccoon tail.

We offered \$50 to one of the boys who had some hunting experience to humanely catch the critter. He took the challenge very seriously. In fact, I'm sure he was less interested in the money and more interested in the challenge. After some careful planning, he did manage to catch the animal in a cooler, which solved our critter crisis.

Each person was motivated by something different, but all conformed to the theory of influence in some way, particularly reciprocity; the kids liked getting something in return for getting out on the water.

What motivates you? How do you motivate others, whether they're people you work with or your kids? Take the time to learn how you can motivate those around you. Observe or ask, and before you know it, you'll become a figure of influence.

— Justin

Sethscapades IMAGINATION IS EVERYTHING

One of Seth's favorite hobbies is lighting off fireworks. He loves all kinds — the bigger, the better. They are magical to him. His vacation choice is usually Evanston, Wyoming. It is a small town just across the border from Utah. Wyoming has more lenient laws on fireworks. They have a lot of cool fireworks year-round that are illegal here in Utah. For as long as I can remember, people have been driving an hour or more to Evanston to pick up fireworks for the fourth of July.

This past year, Seth decided to make his own firework. He had dismantled other fireworks to see how they were constructed. He transformed a toilet paper roll into his own creation using duct tape, a fuse, and a tiny amount of powder from a roman candle he took apart. He was a good boy and did not light it without permission. He asked for weeks to light it, and after some time, his mom finally let him.

It worked! It was not a high-flying firework, but one that stayed close to the ground. That must have satisfied his curiosity because there have been no homemade fireworks since. That may also be because of our "no more black powder" rule.

To see a video of Seth's homemade firework, go to www.sethcapades.com



The TO-DO LIST Blues



The key to productivity might be more about stress management than list management. Some experts believe that your emotional response to missing a project deadline or having leftover tasks on your to-do list has more effect on your productivity than having every minute of your schedule blocked out. The reason for this is simple: When you don't beat yourself up for not having enough time, your stress levels decrease and the quality of your work improves.

New York Times best-selling author Kevin Kruse researches time management and productivity, and has interviewed hundreds of billionaires and other highly successful individuals. In all of the interviews he's conducted, Kruse says the interviewees never mention to-do lists when he asks them about time management. He maintains that to-do lists are thus overrated, and even problematic; they do not account for how much time each item will take or how urgent

the task is, contributing to stress by leaving you with the more time-consuming items on the list left unfinished.

Working from a calendar is more favorable, as you are more able to account for blocks of time, which should be in 15-minute increments. Everything should be scheduled in lieu of a to-do list, Kruse says, and you should designate and prioritize your time according to your values.

Be careful not to fill your calendar too quickly with your colleague's priorities. By allotting a specific block of time for office hours, you won't have to stress over the calendar being dotted with random meetings throughout the week. It's also important to remember that you have the power to say "no" to requests for your time. The key to productivity is using your calendar wisely, and that means exerting a healthy amount of control over what you do with the precious minutes of your day.

How to Get Your BRANDING Strategy Right



The whole idea of branding can be a head scratcher for many business owners. It's not just having a pretty logo and a slogan that you slap on all your products and marketing materials. The key to a successful branding strategy is consistent communication.

Think about a company like Nike. This company is well-known today, but it was also well-known 20 years ago, and 20 years before that, too. That's because Nike's branding strategy evolved and it continually shared its message with consumers. If you want to emulate a success story like Nike — and you should — then here's what to do.

First of all, think about *your* story. What can you say that captures the imagination of your audience and makes them think of you or want to be associated with you? Nike chose the swoosh logo and iconic "Just Do It" slogan, neither of which has changed since the 1970s, incidentally. Clearly, Nike hit upon a story that really resonates with consumers.

Of course, just having a brand message won't do much good if you don't have a way to share it with the world. Do you have a clear understanding of your audience and how best to reach them?

Everyone has an ideal communication channel. For example, to reach successful executives, you may need to get your brand strategy conveyed through a B2B publication for a specialty niche.

Lastly, follow through on your promise. Nike's shoes are respected among athletes, and their brand strategy promotes this viewpoint — but if Nike shoes couldn't withstand intense physical activity, their branding would ring hollow. Whatever your promise is, make sure you back it up with action. By establishing a story, focusing on the right audience, communicating with them, and following through, your brand is sure to soar!

GET YOUR DAILY FILL OF INSPIRATION: THE CHICK-FIL-A STORY

Before Chick-fil-A was the huge franchise we know today, it had a predecessor called the Dwarf Grill in Hapeville, Georgia. Started by S. Truett Cathy and his brother Ben, the Dwarf Grill stood near a Ford auto plant, attracting a lot of nearby auto workers and helping the little restaurant thrive.

When Cathy's brother Ben and another brother were killed in a plane crash, Cathy renamed the restaurant Dwarf House and



franchised the original restaurant all throughout the Atlanta area. As American suburbs started taking off, Cathy took notice and started the Chick-fil-A chain in a shopping mall in 1967. The very first location was in the Greenbriar Mall in southwestern Atlanta.

Today, Chick-fil-A is the largest quick-service chicken restaurant chain in the United States. The privately-held company has more than 1,900 locations across 42 states and Washington, DC, plus annual sales of nearly \$6 billion. Few companies can boast 47 consecutive years of positive sales growth, but Chick-fil-A can.

Along the way, this chicken restaurant was a pioneer in a number of ways for the restaurant industry. Cathy was one of the first to put a quick-service restaurant in a shopping mall, and the strategy paid off big time. You may not know it, but Chick-fil-A also has some drive-thru only outlets, a full-service '50s-diner-themed restaurant called Truett's Grill, and a few "lunch-counter" locations in office buildings and other high-traffic destinations. Cathy even started a one-of-a-kind new restaurant called Truett's Luau that blends fresh seafood like Ahi tuna and shrimp with Chick-fil-A's traditional menu items.

Chick-fil-A is an inspiring American institution. From a single humble restaurant to a multi-billion dollar success story, Chick-fil-A proves that American ingenuity and innovation is still alive and well.



SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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Answer Key

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

Mememes OF THE Month

