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**INSIDE THIS EDITION**

Finding the Light From Within  
PAGE 1

The Best Customer is the Customer  
With a Complaint  
Stop One-Daying Yourself to Death  
PAGE 2

Did You Know ...  
Memes of the Month  
PAGE 3

Sethscapades  
PAGE 4

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# CLUE U.I.N.

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## FINDING THE LIGHT FROM WITHIN

There is a lot you can learn from 21 Scouts when you take them camping. This summer we took a group of 21 Boy Scouts and 10 Scout leaders out to Flaming Gorge, along the Utah-Wyoming border. I have a childhood friend who has a cabin just 10 minutes from Flaming Gorge. He built the cabin for his dad back in 1991.

We spent \$1,000 on provisions at Costco and loaded the vehicles for the journey, a three-and-a-half-hour drive. As we approached the cabin and Flaming Gorge, the weather did little to inspire our confidence. When we arrived, a massive hail storm hit. Hail the size of marbles pelted us. One Scout was running around with a motorcycle helmet for protection.

Eventually, the storm moved on and we were able to get camp set up and put our four ski boats in the water. As we were getting set up, I challenged the Scouts to challenge themselves, to find something to do that would push them. To get them started, I promised \$100 to the Scout who could get up on one water ski — on his very first try.

Our first day on the water greeted us with absolutely beautiful weather. It was the smoothest, glassiest water I had ever seen. The boys were hesitant to get behind the boat at first to try getting up on one ski, but eventually one of the Scouts took me up on the offer. He almost made it up on his first try, and he did make it up on his second try (something I have never seen done before). He asked if I would give him \$50 for his effort. I quickly said no. Nobody else came close.

Later, while we were eating lunch on the boats, I posed a second challenge to three of the younger boys. I suggested they jump off a 25-foot cliff. Several other boys had already made the plunge, but these three boys were very nervous about trying it. Finally, one of the boys moved closer to the edge. From the water and boats below, several of the other Scouts began chanting his name and cheering him on. They knew he could do it, he just had to find the courage from within.

That moment from the trip reminded me of an Elisabeth Kübler-Ross quote I'm fond of: "People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in, their true beauty is revealed only if there is a light from within."

The boy jumped. He found his courage, and we all continued our amazing Scout camp adventure. We will never forget the experiences we all shared. And with that, consider your own challenges. Who is cheering you on to make that leap of faith or to overcome overwhelming obstacles? Where is the light in your life?

- Justin

## Sethscapades IMAGINATION IS EVERYTHING

*"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."

Seth has a love for boating and being on the water with his friends and family. He enjoys wakeboarding but doesn't necessarily like to stay up for very long. He prefers to get up, attempt a trick, and then be done. Last year, the trick he wanted to try was a back flip. He would get up on the wakeboard and would immediately go outside the wake. He would then turn back into the wake and attempt a back flip. He didn't catch much air, but he did bend his back enough to land in the water mid-flip. We caught it on video, which was a hit with several of our family members and friends.

This year, his challenge was to get up on one waterski (slalom ski). For an 11-year-old, that is a big accomplishment. I figured he would try it once or twice and quit, so for extra motivation, I told him he could drink one whole can of Red Bull if he got up. We do not advocate giving children energy drinks — especially those who do not need it like Seth — but he had been asking for a long time, and I didn't think it would do him that much harm. Plus, he wasn't going to get up anyway!

Seth tried 25 times and failed to get up. That's by far the most times he has ever tried and failed to perform any trick. Finally, even being completely waterlogged, he made it.

He was anxious and excited for his prize. He was a little upset, though, because he had to wait until the next day for his drink. We needed to get our sleep to prepare for Seth on Red Bull.



# THE SILVER LINING

*Customer Complaints Can Strengthen Your Business*



Consider the myriad of reasons that customers have for calling your business. They may want something you offer, have a complaint, or have questions regarding your product. Each of these scenarios offers a chance for you to build a relationship with the customer, but the most profitable of these calls may surprise you. Of all the calls an office handles, the most challenging, and potentially rewarding, is the customer with a complaint.

Whether the object of complaint is truly your fault or not, remember that people who call to complain care enough to reach out to you with their concerns. Studies show that only four percent of customers will contact the company if they are having a serious problem — the other 96 percent eventually just stop doing business and, on average, tell nine or ten other people about their negative experience. This is a crucial moment in the reputation and retention of your business. The good news is that, when handled properly,

disgruntled customers actually tell an average of six or seven people about their positive experience with the company. That means they're marketing for you. All because they felt that the company was able to listen and resolve a problem.

Further research shows that a resolved problem actually creates a more profitable customer relationship than that of a noncomplaining customer. Cook & Dow (1997) found that a respectable 89 percent of people who interacted with a company and had no issues would do business with them in the future. That number jumped to 94 percent for people who had an issue satisfactorily resolved. This reveals that a mended relationship creates a more loyal client.

So keep these benefits in mind next time you receive a complaint. Rather than dreading the angry call, train your staff to view these calls as opportunities to neutralize negatives and build stronger relationships with customers.

# Stop One-Daying Yourself TO DEATH



Many people think about success as a future event. They say, "One day I'll write the next best American Novel." "One day I'm going to be a millionaire." "One day I'm going to be famous." "One day \_\_\_\_\_." (You fill in the blank.)

We all do it. We all have our "One day" goals or aspirations, but this "One Day" mentality projects our success sometime into the far-flung future. A large problem with living in the future is that you're not experiencing a vibrant and fulfilling life right now. You're not noticing the richness and knowledge that others have to offer you, nor the opportunities that continually crop up around you. If you want to achieve success, your "One Day" needs to begin today.

How do you know you're living in the present? There are a few signals.

**1. YOU FEEL REVVED UP AND READY TO GO.** If you're no longer projecting your success into the future, but rather on the "today," then your energy and your focus is acute and centered.

**2. YOU DON'T EXPERIENCE FEAR OR GUILT.** If you're not focusing on the past, you can eliminate guilt, and if you're not thinking about the future, then you can eliminate fear. There is no room for fear and guilt in success!

**3. YOU'LL BE CALM AND FOCUSED.** If you're not fretting over past mistakes or fearing possible future challenges, then you can focus entirely on the tasks at hand.

**4. YOU'RE MAKING HEADWAY FOR FUTURE GOALS.** Living in the moment means that you're ultimately planning for the future. Your actions have long-lasting effects on what happens in your future. Which leads us to ...

**5. YOUR CHOICES TAKE ON A NEW SENSE OF IMPORTANCE WHEN YOU'RE LIVING IN THE PRESENT.** Everything matters right now.

Living in the moment, focusing your energy on what is taking place today, and enjoying your present opportunities is empowering. It means living consciously and knowing how your thoughts and actions affect your life. So, regardless of what your "One Day" goal is, make sure you're putting the steps into motion today to make it a reality.



# BUMPY TAKEOFF

We all know about the amazing Wright brothers whose high-flying revolution singularly changed the way we experience the world, but while they are a now-famous part of aviation history, their careers didn't exactly take off in style. That iconic shot of their first flight was only witnessed by a handful of fellow airborne hopefuls, sure of their place in history. But, lo and behold, when the word came out to the people, nobody believed them! In fact, several newspapers thought that if true, the flight couldn't possibly be considered important. It actually took a flight demonstration, in France of all places, to finally get the world talking about Kitty Hawk, North Carolina! By that time, the competition was fierce, and others were vying to claim the first flight. Fast forward over 100 years, and even the Wright family is still pretty protective of their aeronautic supremacy. The Smithsonian, for example, is required to give the 1903 Wright Flyer back to the family if they ever display it as anything other than the first powered plane.



## SUDOKU PUZZLE

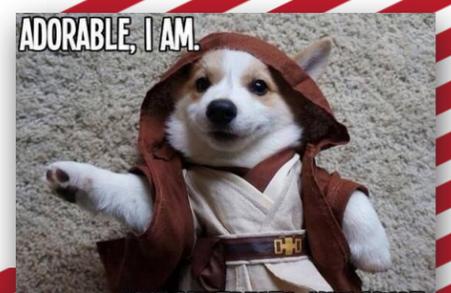
PUZZLE YOUR BRAIN!

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Answer Key

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

## Memes OF THE Month



GIVE ME TREATS, YOU MUST.