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OCTOBER 2014



CLUE U.I.N.

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**When It Comes to Paul McCartney,
Maybe I'm Amazed**

I believe that the work you do should also be your passion. If it's not, you better find a way to make it your passion or give it up for something that is. After all, if you aren't enthusiastic about what you do, why should anyone else be?

I recently attended a concert and found a role model any entrepreneur or business owner should aspire to emulate: Paul McCartney. Many of you readers know McCartney from The Beatles. He is an incredible singer and songwriter today, even 45 years after the Beatles disbanded (much to McCartney's dismay).

I had the incredible opportunity to see Paul McCartney (for the second time) live and in concert this August. The first time I saw him, I took my daughter and son (every generation should learn for themselves to respect a true musician), but this go-round, Jami and I decided to make a date night out of it. Following a delicious meal at this really good Hawaiian restaurant called Rumbi's, we headed over to EnergySolutions Arena, where we claimed our seats in the third row. All around us was a great crowd filled with people who were true McCartney fans (yes, they were a tad older than those fans you'd likely see at a Miley Cyrus concert).

Naturally, with so many true fans in the audience, when McCartney came on stage, the response was phenomenal. I even went a little crazy and was beyond excited to hear him sing some of my favorite songs of all time, including "Something in the Way She Moves," "Hey Jude," "Let

it Be," "Yesterday," and "Baby, I'm Amazed." For me, it wasn't just getting to hear McCartney sing that was so incredible—it was his entire performance. Even at 72 years old, McCartney knows how to put on a heck of a show. His energy was palpable, his excitement was contagious, and the passion he put into his music was a sight to see.

Of course, I'm not the only one who's noticed McCartney's overwhelming dedication to his music and to his fans. Writer Josh Taub of the "Guardian Liberty Voice" writes, "Paul McCartney plays his songs with almost as much enthusiasm and energy as he did in 1965. He has become a legend in his own time, being able to wow crowds, even in his seventies." As for how he manages to keep giving so many outstanding performances, that may have something to do with his refusal to wallow in the past. An article by the Rolling Stone reads, "Though he's willing to reflect on the past, McCartney remains firmly focused on the future. Part of his motivation to continue recording and playing marathon live shows comes from a fear of becoming complacent. 'I've always got a critic in my mind,' [McCartney] tells



the Rolling Stone. 'He keeps me on my toes... I don't want to become too smug.' This desire to continue improving, long after he's been named a legend and, hey—even been knighted—just goes to show how great

of a performer he is and how much he cares about his work and his fans.

For me, part of what's so impressive about McCartney is that, at this point, there's no reason for him to be working as hard as he does. The man wants for nothing and has all the money anyone could ever need. Nonetheless, he keeps writing, performing, and recording because he loves what he does.

Dan Kennedy recently wrote an article called, "Inside the Mind of the Millionaire Maker," in which he talks about how, like Paul McCartney, Ringo Starr is a dedicated

Continued on pg 3...

Balls Out!

It's a nonstop, hard-hitting, no pads, all grit, mud-in-your-teeth, yet surprisingly friendly 80 minutes of awesome. It's a hooligan's game played by gentlemen where the ref is only addressed by the team captain and is always referred to as "Sir." It's the game where short shorts are still cool and polos have never looked manlier. We call it "rugby."



Every year, countless companies and corporations get together for the annual company softball game. What could be better than coming together to hit a bright, yellow ball the size of a grapefruit to your casually disinterested co-workers? Lots, actually. No offense to Jennie Finch (that 70 mph fastball is no joke) and the game of softball, but the man's game is, and always will be rugby. What do you need to play softball? Bats, balls, gloves, bases, and batting helmets if you're feeling safety-oriented. Football comes with just as much smelly baggage: pads, cleats, helmets, tees, goalposts, and a giant field. What do you need to play rugby? An odd-shaped ball and some open, hopefully grassy, space.

Although rugby got its start in England, it's one of the fastest growing sports in the U.S. With over 450,000 registered players and 2,588 clubs, men and women alike are lacing up and storming pitches all over the country. Feeling patriotic? You'll be proud to know that the United States has won two gold medals in rugby, dominating in the Olympics before rugby's removal as a sport (which was a lame move by the Olympic Committee).

Rugby incorporates the speed and pace of soccer without the dives and cry-baby theatrics, and combines that with the passing, tackling, and sheer aggression of American football without the start/stop pacing. Plus, rugby lingo is way cooler than anything else you hear on ESPN. Play is resumed with a "scrum," defense starts at the "ruck," and plays are called with: "Balls out!" Best of all, there's no such thing as a "too-rough tackle" like in lesser sports. And boy, do the big boys tackle. If you go on your favorite video site and search for rugby hits or tackles, you'll see some of the toughest guys out there get rocked. A good rugby tackle is a thing of beauty. But, rugby isn't just about hits, it's also about speed, agility, sharp passes and crazy kicks.

While the rules can take some getting used to, nothing beats getting out there with the guys and playing this ultimate man's game. So, the next time your company needs a post-picnic sporting event, reach for your rugby ball and show 'em how it's done.

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

sudoku answer key

THE INSPIRATION STATION: William Magnusson's Independence Day



The name of the game is inspiration. If reps are inspired by the work they do, they'll deliver consistent results without fail. Top performers in any given industry all have an inner sense of purpose. That's what really gets the job done. Sometimes money has nothing to do with it. The studies conducted by McLeod's firm conclude that the top ten salespeople are motivated primarily by the difference their work makes in the lives of their customers. According to McLeod, inspiration and a sense of purpose drives production more than money.

Believe it or not, money isn't the only thing that can motivate in the corporate insurance world. In order to get reps to sell, money is dangled before them, like bait on a hook. And like fish to well-dangled bait, the reps come running, or at least, they're supposed to. Founder of the sales leadership firm McLeod & More, Lisa Earle McLeod disagrees with the hook-line-and-sinker theory. "The problem is, that only gets short term results," she says.

These top performers "go the extra mile," McLeod says. "They are creative in problem-solving, and they don't quit. They have an inner reserve of intellect and energy they draw upon to come up with ideas."

Inspiration serves that desire for success, as is the case with an associate at Berkshire Advisor Resource Inc, William A. Magnusson, in Greenwood Village, CO.

Ever since William was a little boy, he was driven by the fear of running out of money. His fears grew with him in adulthood, where his convictions constantly inspired to him to stand "shoulder to shoulder with giants," to work independently. He pushes forward every day in order to leave a worthwhile legacy to his children and grandchildren. In work, he treats his clients with the same care.

With young people finding it difficult to strike out on their own these days, Magnusson helps his clients develop their own sense of independence and desire for a stable future for their own families. Instead of forcing his clients to adapt his personal philosophy on money and future planning, he listens to the needs of the client. He uses their convictions to build a future that fits their specific needs. William knows his work isn't just about providing for his family. He's inspired to get the job done, because of the invaluable services he provides for others.

performer, despite being 73. "I suppose [Ringo's youthful enthusiasm] should be reassuring," he writes. "It suggests that 15 years from now, I might still somehow get onto the stage and deliver a couple hours of my stuff." I, too, hope that as I get older and grow my business over the years, that I not only maintain my level of passion for what I do, but feel that passion swell into something even greater.

So with the tune of "Hey Jude" now circling around your thoughts, I ask you, "What's your passion?" If it's not you're doing now, perhaps it should be.

- Justin

COVER CONTINUED

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 where, in 1907, Claude Ryan and Jim Casey got an idea. The two boys (ages 18 and 19), had one bike to share, and \$100 that they 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.



DID YOU KNOW...

It's an Adventure with Grayson Millard



As a kid, Grayson Millard had his eyes set on the great beasts of prehistory. He thought it would be a blast to travel and dig up fossils. Though working as an Agency Specialist at Unified Insurance Network is a long shot from paleontology, Grayson hasn't forgotten those dreams. In between working on illustrations and case designs for life and annuity products, as well as collaborating with independent advisors to form strategies for clients, Grayson definitely gets his fill of excitement and adventure.

One of the most important steps he made in his quest for adventure was moving from Connecticut to Utah. He says it was the mountains; snowboarding in the winter and mountain biking in the summer, with plenty of camping and fishing in the mix. To top it all off, he's also on a local cycling team and for the past four years, he's been racing locally. He finds racing particularly fascinating. "It's very individual, you have to push yourself," he says, but at the same time, he's part of a team, working together, strategizing.

Grayson says he has a detail-oriented personality that lends to the way he follows up with advisors and the way he fits in at UIN. It also helps that UIN has great processes and systems in place. "Those," Grayson says, "are what makes us stand out." And he's proud of that. He says it's rewarding when advisors take him to heart and he can be their resource.

Coming in December, Grayson's headed out to Oahu with his wife, Devan. It'll be the second time they've been to the Hawai'ian Islands this year (not to mention their trip to Italy last year to celebrate Devan's graduation from family medicine residency and her new position as Attending Physician at a local hospital). So while he might not be digging up dinosaurs, he certainly has the travel down to a science.



SUDOKU PUZZLE

PUZZLE YOUR BRAIN!

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INTERESTING BUSINESS FACTS

Michael Jordan's Impact on NIKE:

In 1984, Nike's total revenue was \$867 million.

In 2012, JORDAN Brand Nike Shoes sold \$2.5 Billion.

77% of all basketball shoes bought by kids are JORDAN Brand Nike Shoes.

BEST BUY—Shifting Strategies

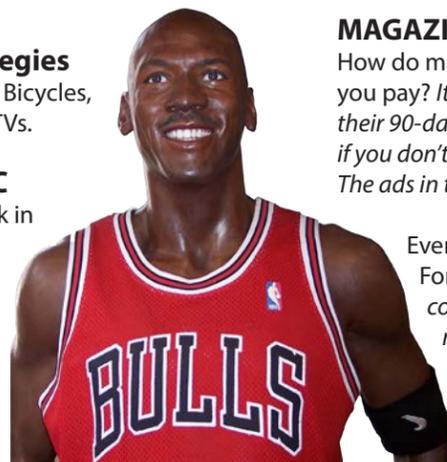
Best Buy is now selling Segways, Bicycles, Washing Machines and Smaller TVs.

THE TODAY SHOW on NBC

The Today Show generates \$500k in annual revenue.

IBM

IBM began as a company that invented and built machines for tabulating the U.S. Census in the 1890s.



Its machines could count 7,000 records a day using punch card technology invented in France for the use of automated weaving looms. This was a ten-fold improvement. In 1880, it had taken seven years to count the US Population.

MAGAZINES

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