

THE IRON BRIEFING



July 2021

"Wait for the Lord; be strong, and let your heart take courage; wait for the Lord!"

— Psalm 27:14 (ESV)

As entrepreneurs, we tend to want results "right now." But at times, God asks us to wait and be patient, so that we can see Him work for us.

RECOMMENDED SHARPENING RESOURCE:

Entrepreneurs Will Save the World



In December of 2020, God used Michael Hyatt's 114-page book, *Entrepreneurs Will Save The World*, to crystallize a fresh calling in my life to pray for and pour into Christian entrepreneurs.

I recommend this book to Iron Forums members and advisors to re-ignite your own passion to innovate and make a difference in the world!

Hyatt's actionable insights will inspire new, experienced, and future entrepreneurs with:

- 1) a clear understanding of the importance of entrepreneurship,
- 2) traits of the entrepreneurial mindset that drive success, and
- 3) the stages of the entrepreneurial method.

— Barry Lusk, Executive Director



RELATIONAL EQUITY

The way people are connected, the state of being connected, that creates value.

Relationships should be valued everywhere – in the marketplace, at home, and eternally. We know as followers of Christ, the only thing that goes with us into the next life are our relationships. Part of Christ's mission was to proclaim God is relational – as Father, Savior, and Counselor!

Yet, we live in times that devalue relationships and create more and more isolation, separation, and loneliness. People are too easily satisfied with what screens have to offer (phones, TVs, laptops) — or they are "too busy" with other tasks and schemes that bring no lasting value.

Part of our mission at Iron Forums is to fight this trend by challenging us all to lead others to invest in relationships. As a new member invests his time in a Forum and has monthly interactions with the men in his Snapshot group, the stage is set for *relational equity* to take root and grow. *Professional acquaintances* evolve into *friendships* as personal and business information is exchanged. Over time, some of those friendships even turn into *brotherhood*...a rare asset for most people, but common among Iron Forums men.

We encourage what you read in last month's *Iron Briefing* about the Cobb Forum's Retreat. What a great picture of men around a grill designed for fellowship and food! We are planning more relationship-building opportunities — more Fall lake cruises, Spring lawn parties, group travel opportunities...the 2022 Conference!

The point is not to add to the "to do lists" in your already busy lives, but to help you build eternal relational equity within the Iron Nation — and with your wife. Engage when you can, and be open to investing in new people and new relationships. You won't be disappointed in the ROI.

— Gary Smith, Iron Forums Visionary

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TRACTION TIP

EOS® (Entrepreneurial Operating System®) helps companies focus their limited marketing and sales resources, and define how to best serve their customers, through developing their 3 Uniques™.

The 3 Uniques™ are those characteristics that set your company apart from the competition. You may call these *differentiators* or *value propositions*. They can be based on your values, offerings, people, location, etc.. The important thing to remember is that *you cannot be all things to all people*. Defining your 3 Uniques™ puts blinders on your business so that you are focused on being the *best* at those things that matter most to your target market.

While each of the three characteristics are not unique on their own, you'll find that the combination of all three truly makes you unique in your market. For example, "On-time delivery" does not, by itself, make a business unique. Yet when combined with two others like "Truthful Communication" and "Solution Design," a manufacturer will have a unique value to communicate to their market. This becomes the message used consistently in all of your marketing and sales collateral.

Many companies struggle with defining their 3 Uniques™. Oftentimes, a short call to a few key customers will provide direction and clarity. This feedback will affirm what matters most to your market. This will also give you the confidence to *focus*...and discard other ideas or investments that distract you from being the best at what matters most.

Want to discuss your marketing strategy more? Email me, **Brent Stromwall** at **bstromwall@odigoss.llc**.

MEMBER SPOTLIGHT: Mitchell Smith

Wife: Cassidy (married 4 years)

Children: Levi (20 mos)

Church: The Vine Community Church

Forum Attending: Alpharetta

What is the name of your business and your focus?

I'm a State Farm agent in Cumming, GA. Our main focus is to help clients protect against what can go wrong so they can invest in what could go *right*. We seek to have impactful conversations with each of our clients and identify the areas in which we can best serve them. Our team strives to be a one-stop-shop for our client's insurance and financial needs. We help with everything from home and auto insurance, to life insurance and investment products.

Who invited you to Iron Forums?

A guy named Gary Smith invited me. I don't see him around very often anymore. Not sure how involved he is ;-)...actually, he's my Dad and he's seen Iron Forums change lives. He was instrumental in helping me see how this organization could help me get my career started.

What's your favorite part of the Iron Forums Snapshot?

I have always said that Iron Forums is like group therapy to me. Sometimes all you need is a group willing to listen as you talk through some of the issues



you may be going through. When the issues are a bit more complex, you have a group of guys that have the same Biblical foundation at your side to help you navigate and give sound counsel. They are also there to ask the tough questions that maybe you've been avoiding.

How has Iron Forums improved your life?

In my current season, it's had a huge impact on me professionally. I've got a dozen mentors ready and willing to help me navigate the rough waters of entrepreneurship, all while encouraging me to honor God in everything I do. Not to mention it's always fun getting to be with everyone and share ideas.

Follow Us on Social Media & Share on LinkedIn and Facebook

If you have a LinkedIn or Facebook account, please follow Iron Forums and share our posts to your friends and followers to help get the Word out. Thousands of entrepreneurs need to know Jesus — and they may be your friends on social media!

