

# THE IRON BRIEFING



September 2021

"Husbands, love your wives, just as Christ loved the church and gave himself up for her."

— Ephesians 5:25

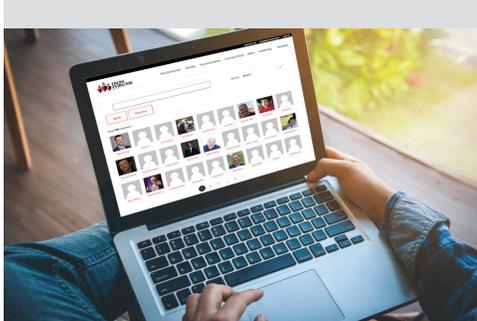
*We can only love our wives to the degree we know we've been loved by Christ.*

## Iron Conference 2022

Genesis: First Things First



September 16-18, 2022 • REGISTER NOW



### TOO MANY AVATARS...

**Update Your Profile @ IronForums.org so Your Peers can Find You.**

You hear us refer to "the Collective IQ" of Iron Forums. Together with the Holy Spirit, we have access to something much better than we could ever get on our own.

A great way to follow up with somebody you met at a Forum is through our website.

We have a NEW Member Directory, and encourage each of you to UPDATE YOUR PROFILE now. Log in and click on "Edit Profile" underneath your header area, fill out the fields and **upload a picture** so your brothers will recognize you! If you need help, contact Rob Marbury, Marketing Chair (number below).

Make plans now and reserve a space for you and your wife to spend a fun weekend focused on *priorities* for your Business, your Family and your Faith. You will enjoy 4 educational sessions, 5 amazing meals, lots of fellowship time with "the Iron Nation," and PLENTY of free time to spend with your bride at **Lake Lanier Islands Resort**.

We will check in late Friday afternoon, Sept. 16, 2022, and end with an amazing celebration of faith on Sunday morning, Sept. 18, 2022 at 11:00.

Sessions will focus on our businesses, our marriages, our children, and our relationships with Jesus.

***This is for NEXT YEAR, and we only have 30 rooms reserved, so we are opening up registration NOW.***

All inclusive cost is \$1000 per couple with three convenient payment options.



**REGISTER ONLINE at IronForums.org or COMPLETE THIS FORM AND HAND IN TO YOUR FACILITATOR**

Name: \_\_\_\_\_

Wife's Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Any Food Allergies or Room Requests: \_\_\_\_\_

**PAYMENT OPTIONS** (check the appropriate option):

A. \_\_\_ Charge my payment method on file for the full amount of \$1000

B. \_\_\_ Charge my payment method on file for \$100 a month for 10 months

C. \_\_\_ I will send a hard copy check to Iron Forums for the full amount of \$1000

*Mail to Iron Forums, 2170 Satellite Boulevard, Suite 175, Duluth, GA 30097*

### BOARD MEMBERS

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**TRACTION TIP**

Just a little over 20 years ago Zappos went live as an online shoe retail store. Naysayers argued that it would fail. Can you guess why? Because we want to know the shoes fit before we buy them. We are (were) accustomed to going to a shoe store, and trying on a few different pairs of each style, and selecting the one that fit and looked the best. You just can't do that online. Or can you?

Zappos created a guarantee for their customers: free shipping, free returns. No questions asked. In fact, four years after they launched, Zappos offered a unique warranty – 365 day returns for free! This made buying shoes online much more appealing to customers.

What are the barriers your prospects have? Is it price, fit, *"I'm not sure that I'll like it,"* quality of service, delivery time, or something else? Eliminating or at least minimizing these barriers will increase sales and shorten your sales cycle.

EOS® businesses spend time first deciding if a guarantee is necessary or valuable. Then they spend time deciding which barrier(s) they can and want to address in the guarantee. Here is Zappos:

***"Return shipping from anywhere in the United States is always FREE. If you are not 100% satisfied with your purchase from Zappos, you can return your qualifying item(s) for a full refund within 365 days of purchase – no catches or exceptions!"***

What's your guarantee? Your customers want assurance. Be proactive and tell them you'll guarantee that their money will not be wasted.

Want to discuss your marketing strategy further? Email me, **Brent Stromwall** at **[bstromwall@odigis.llc](mailto:bstromwall@odigis.llc)**.

## ADMIN SPOTLIGHT: Melba Rosa

**Husband:**

Alejandro

**Years Married:** 9**Children:**

Son, Daniel - 6

Daughter, Emma - 4

**Church:** 12Stone,  
Braselton Campus

### **What are you most excited about regarding your new role?**

I enjoy taking care of small details to help a larger vision come to life. I look forward to taking on these smaller pieces of the whole - freeing up time for the leaders/facilitators to focus on sharpening relationships with their brothers in Christ. I can't wait to see how God transforms these men, their families, and their businesses!

### **What intrigued you the most about working at Iron Forums?**

Simply enough, I was intrigued by the concept of Godly businessmen coming together once a month to be mentored by their peers, talk about the nitty gritty of their lives, and pray for one another. I had never seen this done before and it's a game changer for our communities.



### **Why do you think Iron Forums is important in the world today?**

Watching my husband work his corporate job from home since early 2020, I have seen how essential it is for Godly businessmen to be connected to the Word and have mentors pour into them. They are trying to be upright leaders in a world that tells them to put themselves and their work first. Iron Forums helps bring these leaders together to re-center their lives around Christ and gives them the tools they need to sharpen their hearts, their walk with Christ, businesses, and families.

### **How did you end up at Iron Forums?**

I was serving as Student Ministry Admin at 12Stone Sugarloaf, when God released me from my role there in 2020 during COVID. I have since been at home taking care of my family (did I mention it's the best job ever?). I began praying about my next job once my children returned to school. I knew Barry Lusk, Iron Forums' Executive Director, and after several interviews I was offered the job of administrative assistant. It has been a blessing.

### **What is one piece of encouragement you'd like to give other wives/moms who will read this?**

Dear Iron Wife/Mom: I know you are busy. I know you are tired. Remember that you are a daughter of the King and you are loved well. He is enough for you, and you are enough in Him. Dive deep into the word of His truth every day and stand firm on it. Be a mighty prayer warrior for your husband and your family!

### **What do you do for fun?**

I love sunshine and beach/pool time! I love to read, workout, and bake all things with sugar - mainly chocolate chip cookies. I enjoy singing as well and serve on the worship team at 12Stone Braselton.