

THE IRON BRIEFING



APRIL 2024

¹² The night is nearly over; the day is almost here. So let us put aside the deeds of darkness and put on the armor of light. ¹³ Let us behave decently, as in the daytime, not in carousing and drunkenness, not in sexual immorality and debauchery, not in dissension and jealousy. ¹⁴ Rather, clothe yourselves with the Lord Jesus Christ, and do not think about how to gratify the desires of the flesh.

— Romans 13:12-14 (NIV)

IRON CONFERENCE 2024

Sept 20-22, 2024

AMICALOLA FALLS | \$500 PER PERSON

SPOTS ARE FILLING UP FAST!



SPEAKER:

JOEL MANBY



Scan QR code to register.

Join us for our
Q2 READING PLAN



Our Q2 Reading Plan will provide an overview of key people whose lives are described in the Bible. They were people like us who did great things, but also made mistakes. Knowing about their lives will help us live our lives with our 4H's (We want to be humble, hungry, healthy and Holy-Spirit Driven). Email or text Barry Lusk if you want to join.



IRON IQ

A quarterly digital gathering to sharpen our collective IQ.

Iron Forums is celebrating the launch of Iron IQ, a quarterly gathering designed to help Iron Forums members create traction in their business. During this 60-minute online event, we are joined by industry leaders as they share their knowledge and equip Iron Forums members in their specific field of expertise.

Traction is the propelling vision of Iron IQ. We desire to equip Iron Nation with a variety of practical tools needed for a thriving business and well-rounded leadership.

In February, we were joined by Gregg Burkhalter, aka "The LinkedIn Guy." And wow! Gregg gave incredible information on leveraging LinkedIn to define your brand,



build connections, grow relationships, and amplify your business. Afterwards, Gregg stayed to answer any questions that members had. It was an awesome experience.

More leading experts, from a variety of fields, will be joining us to share world-class insights in the following Iron IQ gatherings. Keep an eye on Iron Briefings and Iron Forums' social media as we announce dates, topics, and speakers.

If you have ideas or requests about specific topics you would like to see addressed, please email blusk@ironforums.org. Contact Barry Lusk if you are interested in participating.

UP NEXT

YOUR LEGAL RIGHTS AS BUSINESS OWNER

Presenter:

Michael Ross

with ADF (Alliance Defending Freedom)

Wednesday, May 22nd, 9am to 10am



OUR MONTHLY HEALTH TIPS PAGE

With the addition of the Health Score to the Snapshot, these tips provided by Iron Forums friend, Hal Schlenger, should be helpful to you.

At our March combined Forum, Chuck Bengochea, former CEO of Honeybaked Ham, shared insights for Christian entrepreneurs about transformation and spiritual training for a stronger relationship with God.



TO CONTACT A BOARD MEMBER OR VISIT ANOTHER LOCATION, VISIT IRONFORUMS.ORG

TRACTION TIP

EOS Target Market:
YOUR IDEAL CUSTOMER



Having a marketing strategy is essential to finding and attracting the right customers for your business. Do you know who your “right customers” are? If not, you’re likely scrambling around trying to attract anyone who might be interested in doing business with you. Defining your ideal client or customer helps you to focus how you spend your limited time, money, and resources.

In EOS®, businesses define their ideal clients by answering questions that describe them from three viewpoints: geographic, demographic, and psychographic characteristics.

Geographic: While we strive for global sales, we should recognize that we only have capacity to serve a small part of the world. What part do you want to serve? Are you willing to travel or do you want to keep it local? Are you ready to serve nationally or globally?

Demographic: Which customers will appreciate you the most and have the need and money to spend on your services? Do they live in certain types of neighborhoods, or have families? If you’re B2B, which types of companies or industries do you want to serve?

Psychographic: Choose customers who you work well with. What does your ideal customer value from their supplier or service provider? Is it quality, craftsmanship, stewardship, price, or something else?

Knowing your customer’s location, identifiers and values helps you focus your effort and spending. You can tailor your business to meet their needs better than anyone else. Defining your target market helps you focus your marketing efforts, processes, and systems to serve them best.

Want to discuss your marketing strategy more?
Brent Stromwall at
brent.stromwall@eosworldwide.com.

MEMBER SPOTLIGHT



GABRIELLE MILLS - SUGARLOAF FOR WOMEN

I love taking the time to reflect and evaluate different areas of my life to see how I’m doing. It reminds me to drop in and be intentional—not just in my business, but with my family and in my own well-being too.

Think of my company, Sourced, as a back office services firm with fractional services for accounting, administrative support, marketing, and human resources.

Married to Derick (5 years), Camden (son, 2), Grace (daughter, 9 month)



TOM FROST - COBB

I love Iron Forums because of the authentic transparent conversations between like minded men who desire to Glorify Christ in their life and business.

My business is called Trinity Industrial Services, LLC, and we focus on demolition and environmental remediation.

Married to Heather (29 years), Cody (son, 28) married to Barbara, Dylan (son, 25) engaged to Stephania, Blake (son, 21), Brett (son, 21)

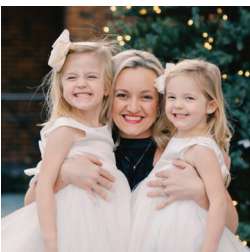


ANGELO SPINOLA - MIDTOWN

At Iron Forums I enjoy connecting at a heart level with other brothers who face the same trials and tribulations as I do.

My law firm is Polsinelli. We are a full service firm providing all legal services for businesses of all sizes. My particular specialty is labor and employment law.

Will be married to Jodi in 2025.



NATHAN PERRY - VIRTUAL

At Iron Forums, I have the opportunity to learn from men who are older and have life experience and knowledge.

Nathan Perry Realty is a residential real estate brokerage firm.

Married to Summer (8 years), Pippa (daughter, 5), Lizzie Bliss (daughter, 3), Nathan Jr.