

THE IRON BRIEFING



June 2021

"But seek first his kingdom and his righteousness, and all these things will be given to you as well."

— Matthew 6:33 (NIV)

Start anew this season. Start by seeking Him for guidance.



Looking for a little encouragement between Forums? As a reminder that your Facilitators, Leadership Team and Table Leaders are here and praying for you, we have begun emailing "Monthly Moments of Encouragement" (MMEs) to all members on the last week of the month. Feedback has been very positive, and so we hope you take a moment to listen on your commute, or when you have 2 minutes to remember something you have learned with Iron Forums.

We are currently sharing out segments of our Horst Schulze teaching on "Excellence in Customer Service."

As you listen and consider how to apply the thought in the video to your business, take a moment to pray for or call another Iron Forums brother to follow up with your table discussions.

OUT OF STATE OPPORTUNITIES APPROACHING

Business groups and ministries in Florida and Alabama are considering teaming up with Iron Forums

Do you know an entrepreneur who is seeking an Iron Forums-type experience in Orlando, Jacksonville, or Miami, Florida; or in Huntsville, Alabama?

Our leadership team has met with the leadership team of *LifeWork*, an 8-month program of leadership training to discuss cross-referring members, advisors, and facilitators. This faith-based program that began in Orlando works with leaders in industry, commerce, and government work — and many of their graduates are entrepreneurs. They also have city groups in Fort Lauderdale, West Palm Beach, Miami, and Jacksonville.

In addition, the Orlando Christian Chamber of Commerce is interested in referring members to Iron Forums, and we are actively seeking a facilitator in that area.

Last, but not least, Aaron Johnson, a business-minded pastor, has attended multiple Iron Forums and is hoping to start a Forum in Huntsville, Alabama soon.

If you have contacts in these markets — or if you have participated in LifeWork, please let **Gary Smith** know, via email at gsmith@ironforums.org.



EXPANDING CONTENT LIBRARY!

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The content we use at Iron Forums has been very carefully considered, thought out, and produced. It is available to members 24-7 through our website.

In an effort to continue to offer the best teachings possible, Iron Forums has entered into a partnership with **Right Now Media @Work**, where a page of content curated exclusively for Iron Forums will be hosted. This will include our own videos as well as videos only available on Right Now Media.

Have you received your invitation to join Right Now Media @Work? If not, please email our Marketing Director, **Rob Marbury**, rob@marburycreativegroup.com.

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TRACTION TIP



Your 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 may be trying to get *everyone* and *anyone* to do business with you. Defining your ideal client helps you focus on how to spend your time, money, and resources.

In EOS®, businesses define who they want as ideal clients by answering questions from three different viewpoints: *geographic*, *demographic*, and *psychographic* characteristics.

GEOGRAPHIC: While we would love to take over the world, we have to recognize that we only have capacity to serve a small part of it. What part do you want to serve? Are you willing to travel 3 hours away...or only 50 miles? Could you serve the entire US – or even the world?

DEMOGRAPHIC: Which customers will appreciate you the most? Who has the need and money they can spend on your services? Families? Empty-nesters? Are they in certain types of neighborhoods? If you're B2B, which types of companies do you want to serve? Does industry segment matter?

PSYCHOGRAPHIC: You want customers who will work well with you. What does your ideal customer value from their provider? Is it quality, craftsmanship, stewardship, price, or something else?

Knowing where your customers are, how to identify them, and what they value helps you focus your effort and spending. Defining your target market helps you build processes and systems to serve them best.

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

MEMBER SPOTLIGHT: Kevin Myers

Wife: Amanda (married 15 years)
Children: Logan (11), Kinsley (9), Aj (7)
Church: North Point
Forum Attending: Sugarloaf

What is the name of your business and focus?

Phelan and Myers Wealth Management Group is a Duluth- based team at Janney Montgomery Scott LLC. We provide advice to individual, corporate, and institutional clients, and our philosophy is simple — *we worry about your finances so you don't have to.*

As Certified Financial Planner (CFP®) professionals, we help each client develop and implement a comprehensive financial plan that is tailored to their needs. I specialize in portfolio management, ensuring each client's unique goals are being taken into account.



Who invited you to Iron Forums?

I was invited to Iron Forums through Casey Sanders. I have attended his Friday morning group for years and he always spoke highly about it.

How Has Iron Forums improved your life?

I am a better husband and father because of the advice and modeling I've been exposed to through the guys here. I have also been able to lead my business with a Christ-focused heart and principles. Knowing, and seeing other Christ followers lead their companies so successfully keeps me motivated and focused on doing it HIS way. Otherwise, I have a tendency to try and control (and take credit for) the outcomes myself.

FUN, FOOD & FELLOWSHIP — IRON FORUMS COBB RETREAT

The weather was partly cloudy and the “grill-watcher” was stoic, but the fellowship was sunny for Iron Forums Cobb on May 4-5 at *Strange Farms* (owned by member Jed Strange). In attendance (*L-to-R below*) Dave Barrs, Steve Landrum, Gary Liu, Bruce Witt, Rob Kuehl and Justin Heard (Jed took the picture).

