

# THE IRON BRIEFING



MAY 2021

*"One gives freely, yet grows all the richer; another withholds what he should give, and only suffers want."*

— Proverbs 11:24 (ESV)

*Life is not about us but about others.  
Do you give because you have or do you have because you gave?*



## Clubhouse App A Tool for Iron Forums

Clubhouse, an emerging popular app, has begun to make waves in the digital audio realm as a way for thought leaders and celebrities to speak on an exclusive platform. To access, you must receive an invitation from someone who is already a member. Then upon opening the app, you will have the option to select "rooms" to listen to live conversations. You can come and go, drop in, or stay awhile. Topics of discussion can range from politics to celebrity gossip.

At Iron Forums, we see this as a potential avenue to partner with like-minded men of faith and those in business leadership roles. Growing our reach and influence is a significant goal of ours, and this platform may be a tool for us in the coming months to reach a wider audience.

If you are interested, let us know your thoughts on this at your next Forum, or contact Iron Forums Advisor

**Chris Nedza** at [cnedza@gmail.com](mailto:cnedza@gmail.com).

## OUT OF STATE OPPORTUNITIES APPROACHING

**Existing ministries in Orlando, Jacksonville and Huntsville among possibilities for expansion.**

Gary Smith, Iron Forums visionary has met with the leadership team of LifeWork, an 8 month program of leadership training that began in Orlando to discuss cross-referring members, advisors and facilitators. This faith-based program works with leaders in industry, commerce and government work — and many of their students are entrepreneurs. In addition, the Orlando Christian Chamber of Commerce is interested in LifeWork started in Orlando 20-25 years ago. 8 Month leadership training. Faith-based, but gets into the "seeking community" and leaders of industry, commerce, government. Men and Women.

50-60 own businesses. 400 people gone through in Jacksonville. Miami Life Work Global. Aaron Johnson in Huntsville. Orlando is Christian Chamber of Commerce.

Did anyone go through LifeWork Atlanta? Contact Gary Smith [gsmith@ironforums.org](mailto:gsmith@ironforums.org).

## GREAT WEATHER & GREAT FUN 2021 Spring Lawn Party a Success

Last Fall's inaugural Iron Forums Lawn party was a success, and our Spring party seemed even sweeter. It's so much fun getting together with other believers for a time of fellowship and fun — and even more so when you have common interests in work and family.



*The 2021 Spring Lawn Party was held at Gary and Margaret Smith's house in Suwanee, GA. With over 60 people in attendance, our members and their wives all got to know each other a little better as Brandon Shane Reeves entertained us with contemporary live music. There was also plenty of cornhole to be had — with a bit of friendly competition Iron Forums style.*

### BOARD MEMBERS

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## TRACTION TIP

**EOS® Marketing Strategy Tip 1 of 5**

According to the U.S. Bureau of Labor Statistics, about 20% of small businesses fail by the end of their first year. By the end of their fifth year, 50% go under; and by the tenth year, that number rises to 80%. One of the biggest barriers to small business longevity is finding customers.

Each business has a limit to the amount of time, money, and resources it can spend on finding and communicating with potential new clients. You must choose to spend these resources wisely and effectively. Although you might want to take over the world, you truly don't have the capacity to do so. As a business owner, you get to select who will be your best client or customer, and how you will best serve them.

Businesses running on EOS® do this through their marketing strategy. Defining some essentials ensures that you are allocating and spending your marketing and sales resources wisely for the business. In EOS®, the key components to a marketing strategy are:

- Target Market – defining who you want as an ideal client or customer
- 3-Uniques™ – understanding what unique value you offer that matters
- Proven Process – communicating to your prospects what they should expect
- Guarantee – knock down the primary barrier preventing your prospects from becoming customers

We will tackle each of these in more detail in the coming months.

Want to discuss your marketing strategy more? Contact **Brent Stromwall** at [bstromwall@odigos.llc](mailto:bstromwall@odigos.llc).

## MEMBER SPOTLIGHT:

### **Nathan Powell**

**Wife:** Karin "Kari" (Married 10 years in November)

**Children:** Finley (4), Jonathan (2),

**Church:** New City Church

**Forum:** Snellville

#### ***What is the name of your business and focus?***

I work at Powell & Edwards, P.C., and my focus is estate-related law, including planning, administration, and litigation.

#### ***Who invited you to Iron Forums?***

My Andrews were Jason Chandler and Andrew Pourchier, who sold me on Iron Forums as soon as they told me the premise. I couldn't wait to be a part of it.

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

My favorite part of the Snapshot is where we start – with Intimacy with Jesus. It's the right place to start, because if that number is trending down, we can all tell right away that everything else is going to be coming apart a little, and vice versa. That number is the canary in the coal mine. I also love to hear suggestions to improve my intimacy with Jesus from the other members. I think I've taken every suggestion I have gotten because they all work. With my brothers' advice I've drawn nearer to Jesus, and He's drawn nearer to me.

#### ***How Has Iron Forums improved your life?***

Iron Forums has improved my life by filling gaps I was missing sorely without even knowing it before I attended



*The Powell Family: Nathan, Finley (4), Kari, Jonathan (2)*

the first one. I have great friends and a wonderful wife, but my friends and my wife can't understand many of the issues I bring to Iron Forums because they don't have the same life experience and type of responsibility (quality, not quantity) that we have. I desperately needed men I could trust to fight with me and for me by praying, admonishing, listening, and advising. I particularly needed considered, trustworthy advice on the most vital problems I have grappled with in the last several years. I found all of that here, and couldn't find it anywhere else.



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