



Hello friends,

This week marks one of my favorite weeks of the year! It's Ryder Cup week, and it's the weekend of our Suke Strong Charity Golf Tournament to raise money for ALS patients. So far we have raised 1/3 of our goal of \$3,500, and I'm looking forward to eclipsing that goal in the coming days!

Would you consider [making a donation of \\$10, 25 or \\$50](#) to help us reach our goal. It's a tax-deductible donation, and all the money raised goes to a neighbor who has been diagnosed with ALS in the past year. I really appreciate your support!

Alright, let's get to this week's takes.

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Marketing Tip:

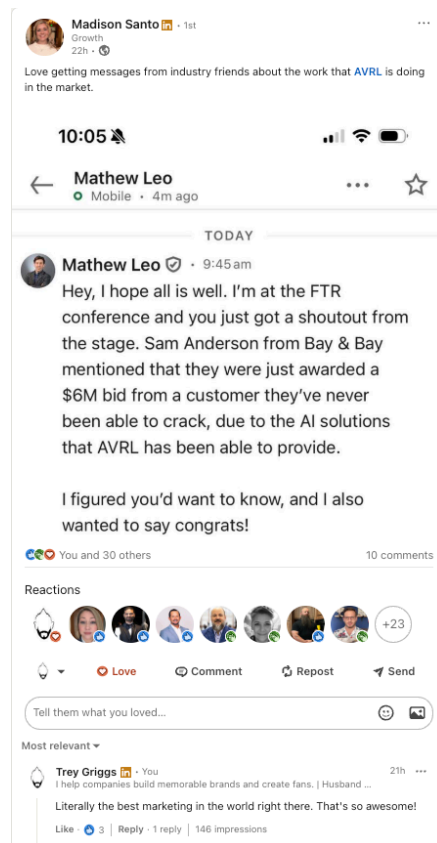
Don't Chase Customers; Create Fans

As I was scrolling LinkedIn recently, I came across this post by Madison Santo of AVRL, who shared a recent DM she received from a connection who was at a conference and heard an AVRL customer singing their praises from the stage.

Now this is great marketing!

What are you doing today to create fans instead of customers?

If you'd like to read more about this, [check out this recent blog summarizing the Fans First framework.](#)



Mindset Shift:

Find Your Tribe

“You are the average of the five people you spend the most time with.” ~ Jim Rohn

The people you spend time with either lift you up or pull you down. It really is that simple.

When you have a tribe, people who believe in you, challenge you, and push you toward better, growth becomes natural. As the ancient Hebrew proverb states, "As iron sharpens iron, so one person sharpens another."

On the flip side, being around those who drain your energy, who complain more than act, or who dim your vision feels like carrying water uphill. It wears you out.

This week, take a hard look around. Who are the five people you spend the most time with? Are they helping you grow or keeping you stuck?

Spend more time with those who believe in your purpose. Set boundaries with those who do not.

Your tribe influences your mindset, shapes your growth, and ultimately helps define your future. Choose wisely.

👉 Want me to share more of these mindset shifts like this with your team? [Book me here](#).

Meet-up Spotlight:

Every September since 2013, we have set aside one day to honor a member of our family, Joan Suchar. Joan was a woman of incredible perseverance who passed away in 2019 from ALS. She was a fighter and never wanted charity, but she gave us permission to start this tournament in 2013 to support her financial needs if we promised to keep helping others after she was gone.

We kept that promise. Since 2019, this tournament has raised more than \$320,000 for 25 ALS patients and their families.

This year I am asking you to join us. Sacrifice one meal or one coffee and donate that to our mission. If everyone gave just \$10 or \$25, we would hit our goal today. ALS is incredibly expensive, and every dollar raised eases the burden for a family in the fight. Thank you for considering a donation.



Make a Tax-Deductible Donation

Alright, that's a wrap for this week's takes. Now go make a difference out there — and I'll be back with three more takes next Tuesday.

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