

Tuesday Takes



with



One marketing tip, one mindset shift, and one meet-up highlight.
Your Tuesday edge in under 3 minutes.

Hello friends,

It's been an absolute honor being on this journey with you the past 13 years, and I'm excited for what's ahead, including this newsletter to share some of my experiences, insights and upcoming events with you.

Tuesday Takes is a short 3-minute read to help you with your marketing & branding, give you something to think about, and tell you about upcoming events I'm going to be a part of, which touches on the core functions of my mission of teaching, inspiring and connecting.

If this isn't your cup of tea, simply unsubscribe.

If it is, I look forward to sliding into your inbox every Tuesday around 10am CT with Tuesday Takes, and please don't hesitate to let me know what you like and what you don't.

Let's get it!



Marketing Tip:

When You Confuse, You Lose

Donald Miller said it best in his book *Building a Storybrand*: “*When you confuse, you lose.*”

In transportation and logistics, unclear messaging isn’t just a branding problem — it’s a revenue leak.

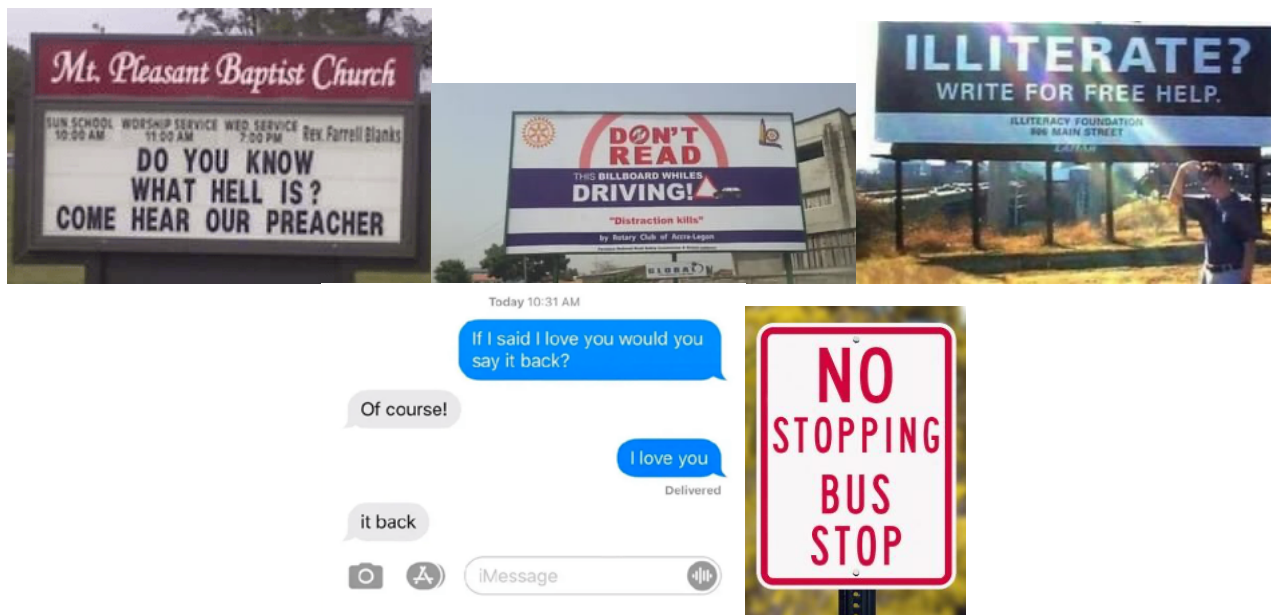
- Studies show unclear messaging can cost companies **up to 23% of revenue**.
- Sites with a clear value proposition see **34% higher conversions**.
- And **88% of visitors won’t return** after a confusing first impression.

Your prospects don’t have time to decode jargon.

They need to instantly understand the problem you solve and the outcome you deliver. Clear messaging builds trust, shortens sales cycles, and drives conversions.

👉 [Read the full blog: The Cost of Lousy Messaging](#)

(Or [book a 15-minute intro call with me](#) and let’s apply StoryBrand to your business.)



Mindset Shift:

From Scarcity to Abundance

“Generosity transforms a scarcity mindset into an abundant one.”

For years, I believed I had nothing to give — money, time, energy. But the simple act of practicing generosity rewired that belief. Whether it was tithing, tipping well, or helping someone else launch a dream, giving shifted my mind from fear of lack to trust in abundance.

This week:

- Look for one small way to be generous (a tip, a compliment, a resource).
- Notice how it reshapes the way you see your day.

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

Meet-up Highlight:

The Fall 2025 Post & Pray Classic Schedule Announced

Into golf? know someone who is?

It's official! The Post & Pray Classic — the premier 2-person team event in transportation — is coming to a city near year, and registration is now open for our **fall tournaments**:

- **Orlando, Monday, October 27, 2025** — [Details here](#)
- **Phoenix, November 5, 2025** — [Details here](#)

Grab a partner and register your team or register as an individual and we'll pair you up. The Post & Pray Classic is the most competitive, fast-paced, enjoyable day on the golf course you'll ever experience, I guarantee it.

You'll enjoy:

- Country Club quality golf courses
- Over \$150 in premium swag giveaways (balls, gloves, Branded Bills hats & more)
- Two awesome meals + a happy hour that is a real vibe
- Post-round putting & chipping contests with prizes
- The biggest trophies you've ever seen!
- The best networking you'll experience all season

👉 **Register today** → postandprayclassic.com/tournaments

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

Trey Griggs, 413 Whitebird Ct, Wildwood, MO 63040

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