



Hello friends,

Hard to believe, but this week marks the official end of summer. Labor Day is upon us, neighborhood pools will be closing here in the Midwest, and the kids are all back in school.

It also means football is back, cooler weather is imminent and the holiday movies are closer than we think. The final months of 2025 are straight ahead and, no matter what this year has been like for you, let's commit to each other right now to make the most of the next four months together.

Would you do me a favor? Would you forward this newsletter to one friend in your circle who needs to hear what's in it? Life is about helping others every chance we get, and if someone comes to mind as you read this week's takes, send it with a note of encouragement.

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



Marketing Tip: Testimonials Trump Features.

Customers don't buy features—they buy outcomes.

A TMS bragging about 'document imaging' is fine, but a customer saying, *'We cut our billing time in half and grew our margins by 4% as a result of implement document imaging'* will actually move the needle.

Stop leading with what you do. Start with what your customers say about you.



According to Wisernotify.com, 92% of buyers read reviews and testimonials before buying, and 72% of customers trust a business more after reading positive reviews

and testimonials

I've had the privilege of helping countless clients capture their customers' stories, and the one thing I notice is that a customer will often share about an outcome my clients didn't even realize, and it's changed how they view the value of their business.

I have a few samples of testimonial videos and social media graphics [in my portfolio](#) to give you some ideas of what you could create with your customers. I also have information to help you create your own testimonials I'm happy to share with you. It just might be the one marketing deliverable your sales process has been missing this whole time.

If you'd rather chat and explore some ideas together, simply [book a 15-minute intro call with me](#) and let's get creative with how to put your customers in a position to help you sell.

Mindset Shift:

Stack Small Wins

"I used to be an all-or-nothing kind of guy when it came to changes. That way of thinking only lead to guilt and shame instead of focusing on progress over perfection."

We all get into ruts from time to time. Sometimes it's because of seasons we're in--like coaching every sport known to man when our kids are young--and sometimes it's simply a string of poor choices. Making changes can feel overwhelming and difficult, especially if you've given up too many times like I have.

But there's a better way. Instead of thinking you have to do everything or you can't do anything, simply identify what a few small wins would look like. It may be taking a walk at least once a day instead of sitting at your desk too long. It may be choosing a salad for lunch when everyone around you is eating a footlong sub. It may be turning your phone off by a certain time each night to be more present with your family and to give you mind a chance to rest before bed.

This week:

- Write down 1-2 wins you'd like to accomplish this week, and how often you want to accomplish them
- Tell someone close to you about these wins and ask them to check in with you.
- Write it down in a journal or on a post-it note on your desk every time you accomplish a win this week.
- Give yourself grace if you fall a little short, and learn to value progress over perfection.

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


Meet-up Highlight:


Lean Solutions' Chicago Pickle Ball Tournament is a Really Cool Idea You Can Copy

I've said for years that regional events have the power to create a better ROI with your marketing dollars than most deliverables, and now that we are on the back-end


of COVID meeting restrictions and too much technology in our lives isolating us from others, in-p

When I saw this creative meet-up idea Nick Strober announced on LinkedIn, I knew I had to share it. What a creative way to




Nick Strober  · 1st

Vice President at Lean Solutions Group

1w · 


Excited to attend Let's Rally: LSG Pickleball Tournament & Social on September 18 in Chicago! Who else is looking forward to joining us for this event?


[#Pickleball](#) [#Chicago](#) [#LetsRally](#) [#LeanSolutionsGroup](#)



Lean Solutions Group


171,557 followers

3w · 



Thu, Sep 18, 6:00 PM - 10:00 PM CDT

Let's Rally: LSG Pickleball Tournament & Social

 Chicago, US

View event

Regional events are a powerful way to grow your business, and it just takes a little creativity and the willingness to put yourself out there. If you live in Chicago and you enjoy connecting with others, sounds like this pickleball tournament is going to be a really fun event. Go check it out and use it as a brainstorming session for your team to think of opportunities to do something similar. And be sure to say hi to Nick and Co., and do whatever it takes to bring home that hardware!

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.