



Tuesday Takes

with



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

Hello friends,

September at our house means one thing: firepit season. There's nothing better than ending the day out back, roasting marshmallows, and swapping stories with my teenage daughters while the sun disappears behind the trees. Those are the moments I want to bottle up and keep forever.

What about you? Fall has a way of creating space for simple joys — Friday night lights, a hike on the trail, or a backyard BBQ with friends. Don't miss it. Make the memories now.

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



Marketing Tip:

Subject Lines Are the Bouncers, Stories Are the Party

Let's be honest: most cold emails are the marketing version of soggy fries. Nobody asked for them, nobody wants them, and they get tossed before the first bite.

Here's the fix: think of your **subject line** as the bouncer at the club. If it's boring, nobody's getting in. If it's clever, curious, or just a little unexpected, the rope gets lifted.

But once they're inside? That's when you've got to throw a party worth staying for. And nothing keeps people around like a good story.

Instead of saying, “*We improve shipper efficiency,*” try this: “*One shipper told me they finally made it to their kid’s soccer game because we saved them four hours of late-night fire drills every week.*” That’s a story people remember — because they see themselves in it.

👉 Subject lines get the open. Stories keep the eyeballs. Put the two together, and suddenly your cold emails are less like spam... and more like a party invite people are glad they didn’t miss.

Ready to stop sending cold emails that feel... well, cold? Let’s warm them up with subject lines and stories your prospects will actually remember.

[Book a quick call with me here](#) — I promise, no robot-sounding pitches included.

Mindset Shift:

Be an Encourager

Here’s the truth: everybody’s going through something. We usually don’t know what it is, but it’s there. Stress at home, pressure at work, personal battles no one sees.

And that’s where encouragement becomes powerful. A quick word, a short text, a “hey, you’re doing great” moment can be the spark that flips someone’s day around.

On top of that, encouraging others tunes your heart to gratitude, which studies show boosts resilience, reduces stress, and even improves physical health.

This week, be on the lookout for someone in your world you can encourage. It costs nothing, takes less than a minute, and the ripple effect is always bigger than you realize.

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

Meet-up Spotlight:

My Annual ALS Fundraiser is Back, and I Need Your Help

WOULD YOU HELP ME RAISE \$3,500 FOR ALS PATIENTS?

Suke Strong

F O U N D A T I O N



This week, I'm spotlighting something bigger than a business event: our annual ALS GoFundMe fundraiser. Our goal is to raise **\$3,500 by September 27th**, the day of the annual Suke Strong Charity Golf Tournament here in St. Louis. Each year we give all of the money raised to an ALS patient and their family facing daunting out-of-pocket financial challenges, which includes the following stages of the disease:

- **Early stage:** ~\$31,000 per year.
- **Mid-stage:** ~\$51,000 per year.
- **Late stage:** ~\$122,000 per year.

Here's the challenge: if everyone reading this gives just **\$10–\$25**, we'll blow past our goal with ease.

Every dollar counts. Every gift makes a difference. Let's do this together. 💪

Make a 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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