



# Tuesday Takes

with



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

Hello friends,

What a great weekend! Cooler temperatures, NFL football is back, U.S. Open tennis finals were solid, and I was able to spend quality time with my family. I hope you had a killer weekend too!

As we approach the start of fall, take a moment and acknowledge what you're grateful for this past weekend. As Zig Ziglar used to always say, "The best attitude is an attitude of gratitude."

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



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Since 2022, I've been creating testimonial content for clients—and every time, I'm blown away by what their customers reveal. Sure, they share the expected positives (and a few areas to improve), but the real gems are the unexpected benefits my clients didn't even know they were delivering:

- *"My team is less stressed now that we automated our AR."*
- *"We don't have to keep people late anymore because efficiency has improved."*
- *"I don't spend nearly as much time recruiting because our recruiter knows us so well—it's a huge relief."*

When I share these insights, my clients are often surprised—and thrilled. Why? Because they've just gained new value propositions straight from the source. That's marketing gold.

The takeaway: **talk to your customers**. Ask about their experiences, their wins, and where you can improve. Better yet, bring in a neutral third party to dig deeper—customers often open up more when they feel truly free to be honest.

It's feedback you'll never regret hearing. Your best marketing copy is just a phone call away.

👉 Want more on this? [Check out my recent blog on the power of testimonials.](#)

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## Mindset Shift:

### What Is Your Why?

For the past 12 weeks I've been in a leadership cohort with my friend Dusty Holcomb, and he challenged us from day one: *"You can't lead others until you learn*

*how to lead yourself.”*

That hit me hard. I'm spontaneous and creative—great traits—but not always disciplined. I knew I was in the right place to grow.

Then Dusty asked: *Why do you exist?*

I realized I didn't have a clear answer. Without a north star of purpose, life just... happens. Over these 12 weeks, I've been wrestling with that question and developing my own authentic "why."

So let me ask you: how would you answer it? Take time to wrestle with it—it's one of the most powerful exercises you can do.

And if you'd like to be part of a leadership cohort like this, [reach out to Dusty](#). It's transformative.

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

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## Meet-up Spotlight:

### Are You Ready For Some Football?

Did you just start humming the Monday Night Football theme? My bad.

Here's what's up:

- **4th Quarter** — our weekly sports show with Cale Pearson, Tommy Werdine, and me — streams **Wednesdays at 4pm CT** on the [B2B Transportation YouTube channel](#).
- Josh Lyles is heads-down building SalesdashCRM, so we're **holding open auditions** on-air for a temporary co-host. Got spicy NFL or CFP takes? **Reply** and throw your name in.
- We're also running a [weekly NFL Pick 'Em](#). Join in and see how your picks stack up; we'll shout out the top score on the show.
- [Next week's show card is up on LinkedIn](#) — mark your calendar and jump in live.

And finally...

**Go CHIEFS!**

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## BONUS Meet-up Spotlight:

'Manifest: The Future of Freight' Is Right Around the  
Corner



## The Future of Supply Chain & Logistics is Here

- 7,200+ Attendees
- 2,000+ Shippers
- 1,500+ Startups & Investors
- 400+ World-Class Speakers
- 60+ Countries Represented



Register Now & Save an Additional \$200

Since its inception, I've been a media partner and panel host with Manifest to help it grow from 1,500 attendees in 2022 to an anticipated 7,000 attendees in 2026. It's the only event in transportation that brings everyone together, making it a can't-miss event for me and so many of my industry friends.

If you plan on attending and you want to get in on **an additional \$200 off** the early-bird pricing, register BEFORE SEPTEMBER 13TH (so by Midnight this Friday) and pay only \$1,695 per ticket (discounts applied at checkout from the WOTS landing page).

**What are you waiting for?**

**REGISTER NOW**

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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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