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Will You Share Your Heart?

A Business Lesson from Outer Space

Why Customer Stories Are Your Best Marketing Tools

The Small Secret to Big Success

The Good News!

5 Ways to Increase Your Family's Fitness

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WILL YOU SHARE YOUR HEART?

This Mother's Day, Consider Other Perspectives



When I think of my mother on Mother's Day, the first images that comes to mind are after her stroke, which left her in a wheelchair. This memory may be strongest because she was in this state for her last seven years of life, but it was also the first time we became close. The stroke changed her. All the superficial things she used to worry about no longer mattered. Now it was about survival, and a scrappy survivor she was.

That reminds me of the parable of a young man with a beautiful, untouched heart and an older man with a heart full of holes and scars. At the start of the story, the young man thinks that his heart is superior because it *looks* perfect, even though both hearts beat the same. He looks at the older man and says, "Your heart is a mess!" But then, the man reveals that each hole in his heart represents a piece that he has given away, and every scar shows a spot where someone else has given *him* a piece of *their* heart.

"Sometimes I give a piece of my heart away and the other person doesn't return a piece of theirs," He says, "When you give love, you are taking a chance. The results aren't always perfect, but even though there are holes in my heart, I think that giving love is still beautiful." The older man's speech touches the young man so much that he gave the old man a piece of his own heart.

As the parable teaches us, love isn't always easy, nor is it equal. What is important is that we love others and appreciate the love given to us. In your relationship with your own mother or someone else in your life, you may find yourself at a similar crossroads. I had a choice when it

came to my mother. I could accept her just as she was and love her despite our differences or hold a grudge. I chose the former, and I don't regret it!

My mother's stroke taught me much about her and myself. I'd drive three hours to visit my mother in the nursing home each month for the weekend. We spent hours playing cards and board games together, which was something I never liked doing. However, it was something she always loved to do and something she still could do. I would often use the opportunity to test her mental sharpness, and she knew it! When she got tired of me testing her, she let me know, and we would move on to more relaxing games. On occasion, I came out on top, but most of the time, she kicked my butt, and it made her smile! (That's a big memory!) It made me smile, too, as I really enjoyed that time with her.

If you are lucky enough to have your mother nearby, I hope you'll use this Mother's Day to let her know you love her and give her a big hug! It's something I can no longer do with my mother.

-Deb Matz



as "leading an active lifestyle." And remember that exercise can be fun and a great way to get in more family time.

Here are five easy ways to incorporate more movement into your family's day.

- 1. Create a walking ritual.** Start walking around the neighborhood before or after dinner each night. Aim for a 20-minute stroll.
- 2. Have a dance party.** Clear some space in the living room, make a playlist with everyone's favorite tunes, and boogie down for as long as you have the energy.
- 3. Turn chores into games.** Dirt has invaded from outer space and must be eliminated. Set the scene with your kids, grab your tools, and get to work removing the enemy while having fun.
- 4. Incorporate simple exercises into screen time.** Start by making up fun names for exercises like situps or jumping jacks. Then, challenge each other to see who can do the most during your favorite show's commercial breaks.
- 5. Get fit in the great outdoors.** Cleaning up the yard, planting and maintaining a garden, or just running around outside are all great ways to get in more movement.

May is National Physical Fitness and Sports Month. As a parent, you probably know exercise is important for your children's physical development. It helps build healthy bones, muscles, and joints and reduces the risk of developing diabetes and other diseases later in life.

But did you know that physical activity also has many mental and behavioral health benefits? It's been shown to improve children's cognitive skills and concentration, boost their self-esteem, and reduce symptoms of stress, anxiety, and depression.

One of the best ways to encourage healthy behaviors in your children is by modeling them yourself. Studies have found that more than 80% of adolescents and adults are not getting enough aerobic activity, showing that children often follow in their parents' footsteps and that exercising together can benefit everyone.

You may be thinking it's hard enough just to get yourself to the gym, but Stephen Virgilio, author of "Active Start for Healthy Kids," encourages parents not to limit themselves to traditional forms of exercise. Instead, think of exercise more broadly

GET FIT WITH YOUR FAMILY
5 Easy Ways to Get Everyone Moving

A BUSINESS LESSON FROM OUTER SPACE

While Making Plans, Dream Big!



Children today dream of where and when they can travel in space, while their grandparents were wondering how and if space travel was possible. The Russians were the first to travel in space with NASA, the only U.S. space program, close behind. Today, young people can regularly watch as Elon Musk with SpaceX, Richard Branson and Virgin Galactic, Jeff Bezos with Blue Origin, and others space programs move people and equipment to and from space.

It is hard to believe it was only 60 years ago this month that Alan Shepard piloted the spacecraft Freedom 7 116 miles above Earth's surface. His trip only lasted 15.5 minutes, but it was groundbreaking. He dared to do what no American had done before and opened up a new world of possibilities. The space program exemplifies the power of imagination, courage, and innovation, and this power is within each of us if we choose to harness it.

Many understand Shepard's drive to push himself. That gnawing feeling in our guts tells us to do more with our lives and find our "purpose." It has driven humans to harness electricity, build skyscrapers, implement mass production, develop mind-controlled prosthetics, and create the internet, and it can inspire any of us to be the greatest version of ourselves. Maybe your aspirations are simpler, like spending time with your loved ones. Whatever the goal, it's your internal drive that pushes you to excel. It comes from within, it is not an external force. Sure, a good motivational talk can get you excited, but that flame quickly burns out without the internal drive or "mojo."

Reaching your full potential will always involves some risk. For Shepard, he knew the Freedom 7 could crash, but he was willing to take the chance. Now, there is no need for you to put your life in danger, but when you let fear of failure, insecurities, or ego control your decisions, you hold yourself back from reaching your full potential and your goals.

Why should you care about being your best self or striving to achieve audacious business goals? It makes life fun, interesting, and rewarding. It also forces you (and your teams) to be more than you are today. It starts with an idea, dream, or goal. Then, you need a plan, courage, and commitment to see your endeavor through. As you take action, you find you have to take some risk. That's where the courage comes in. And don't be surprised when you receive pushback from those who love you. They'll be afraid of change, but don't let it hold you back.

Your big, bold aspiration does not have to be space travel. It could be opening a second office for your business or learning to love like the young man in the cover story. If you falter, remember that results are not your only measuring stick. What matters most is the journey, who you become, and how you impact other people along the way. And if you could use a partner to keep you on track, you know where to find us!

HOW YOU CAN USE CUSTOMER STORIES *To Make a Killer Marketing Campaign*

Stories are one of the oldest forms of communication. For as long as there has been language, people have used words to spin yarns and convey ideas. Today, when it comes to marketing your products, stories emotionally impact your customers in a way that mere facts never could.

How do stories do this? According to behavioral economist and author Peter McGraw, memories are built on associations. When you form a habit, routine, or ritual, you're essentially creating a new set of associations. Using stories, you can show how customers who use your product or service incorporate it into their rituals. If others see that your product has a benefit, they might be compelled to do the same.

Before sharing testimonials of customers using your products willy-nilly, however, there are a few tips that might help you curate the stories your customers share and see.

Make your customers the center of the story. Many businesses make their product or their brand the hero of the story, but this isn't the most effective way to grab your customers' attention

through storytelling. Instead, focusing on your customers, their rituals, and the success they've achieved can resonate a lot more powerfully. Of course, you'll want to make it clear how your product helped them achieve success.

Meet your customers where they are. Find a way to get customer feedback on the products and services your business provides. What do they like about your product? How have those products and services helped them the most? Incorporating this information into your storytelling campaign can also ensure that those stories resonate a lot more with your customers.

Ditch the jargon. Always remember to keep your stories short, to the point, and accessible. No customer is going to be interested in reading an eight-page white paper or listen to a testimonial that they can't understand because it's so full of industry jargon. That's the beauty of good storytelling — it can impact anyone, transcending industries.

SO, YOU HAVE A BIG HAIRY AUDACIOUS GOAL ... NOW WHAT?

The Small Secret to Big Success



On Page 2, I told you all about Alan Shepard, the first American in outer space. Like others in the NASA space program, Shepard dreamed big — beyond what others thought was a reality. He personally took a huge risk to achieve the dream of leaving Earth behind. He even walked on the moon in 1971! For people like Shepard (and perhaps you), dreaming is the relatively easy first step toward an accomplishment. The hardest part is taking action. Shepard took bold action and was even willing to put his life on the line.

Fortunately, a business owner's risks are not life-threatening, but they surely impact their personal lives and financial resources. Maybe this is the reason many business owners try to do too much right from the start and get burned out and frustrated. It's an attempt to swallow the elephant-sized goal whole with very few results.

No matter whether it's space travel or any big audacious goal, small, manageable, and repetitive actions need to be taken to reach big goals. Think of W Clement Stone's analogy of "small hinges swing big doors." The space program developed out of the intercontinental ballistic missile program, which began after WWII in fear of what the Russians were capable of doing. NASA went through a series of small, well-thought-out, and tested steps that eventually compounded into BIG results. Not only could they shoot missiles across the globe, but they also found they could send objects into space.

Science backs this up. Social scientist BJ Fogg, who founded the Behavior Design Lab at Stanford, has done 20 years of research on the topic and dives into this concept in his book "Tiny Habits: The Small Changes That Change Everything." Fogg reveals that small repetitive tasks will enable big breakthroughs in your personal, professional, or business goals. If you focus on your dream rather than the path to get there, you could become overwhelmed. But zeroing in on the path, small step by small step, will lead you to victory.

So, if you want to make progress on the big doors of your dream, break the task down into smaller tasks and work on them consistently. What simple tasks can you do every day that will drive your best results? Dedicate yourself to implementing them with consistency every day.

Think of the small tasks like a penny that is invested and doubles every day for 30 days. Each day, your efforts build upon your prior day's work. Like the invested penny, by day 10, it's only worth \$5.12. That result doesn't seem to reward you for all your effort to date. By day 20, the value will grow to \$5,242.88, and you are starting think you are not progressing. Be patient. On day 25, you have accumulated \$167,772.16. You're gaining traction but wonder if your efforts will ever pay off. You persevere though the doubt, and five days later, you now have earned \$5,368,709.12. That is the power of compounding interest, discipline, and patience.

Create tiny habits, and you will succeed! Who knows, you might even shoot past your goal to lofty heights.

Business owners, if you need help staying the course with small repetitive task, learn more about our coaching program at www.dljtaxservices.com under coaching.

The Good News

"Be strong. Be brave. Be fearless. You are never alone."
-Joshua 1:9

BRAIN BREAK

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Solution on Pg. 4

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