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KEEP ON TRUCKING

How Kierra Henderson Built Her Multimillion-Dollar Empire

For years, many people have wondered if education is vital to achieve business success. You might think education and experience are necessary to succeed in a particular industry, but that's not always the case. Many entrepreneurs without formal education have left a mark on their respective industries and started businesses such as Apple, Facebook, Google, and Virgin Group. And Kierra Henderson, better known as the Trucking Guru, has recently added her name to the list of prominent successful entrepreneurs who never finished high school.

Henderson was born in Dallas, Texas, the oldest of eight children. She faced adversity countless times during her youth, ultimately leading her to drop out of high school. But the odds continued to stack up against Henderson as she became a teen mom and found herself in trouble with the law, earning herself a felony. To give herself and her daughter a chance at a better future, Henderson turned her life around and started working at an AT&T location in Dallas.

AT&T proved to be a good fit for Henderson, as she won several awards and regularly earned her management team's recognition. However, the company outsourced her job overseas, leaving Henderson scrambling to find something new. A friend told her to get into the trucking industry. She knew nothing about trucking but figured it was worth a shot. She did research, found a local trucking company that was hiring, and applied to be a transportation planner.



This company wanted someone with experience and a bachelor's degree, two things Henderson did not possess. So, what did she do to overcome this obstacle? She lied, claiming to have a degree and even making up a former employer to make herself more hireable.

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Preparing for 'What-if' Scenarios

HAVE A SOLID PLAN IN PLACE

One of the things you can count on in business from day to day is the unexpected. So, the best thing we can do is to prepare as much as possible to reduce the impact of out-of-the-ordinary events.

It begins with understanding where your risk is at within your organization. While discussing "what-if" scenarios can be a bit uncomfortable, it's essential. You can outline what those events might be, including the probability of them happening and their impact on your company. From there, you can come up with a playbook to outline what steps you would take.

It can be tempting to push off the conversations and say you'll cross that bridge when you get there. But what if the bridge is gone? We urge our clients to at least discuss what contingencies they have in place. In many ways, this exercise is like the fire drills we all went through in school. We heard the practice alarm go off, and we all walked out as a group and practiced meeting outside. We could take a similar approach by creating a calling tree or another way to communicate. For example, if the heat at the office isn't working or the weather is too bad, we can quickly communicate with our team and make alternative plans. What if we fell prey to a phishing scam and our system was hacked? We'd need a list of steps to take to deal with that.

We should look at our highest-priority items when planning for those "what-if" scenarios. We know we won't have to fix everything at the same time. Instead, we can plan the key steps we need to take first, which include assigning different people to take on various tasks or aspects.

Another essential aspect in all of this is to brainstorm together. In that way, you can each bring various perspectives and experiences to the group, play off each other, and develop a more comprehensive approach to best



serve your entire company. Someone in sales may look at things differently than someone in operations, and each perspective is valuable.

As part of *our* *playbook* approach to handle "what-if" situations, we have established different "tickets" outlining the steps to respond. When we run through an unexpected event exercise, we let the dust settle, address the situation at hand, and do whatever is needed to fix the problem or identify what outside help we need. Then, the last step in the ticket is to assess how well the response process worked and to decide if we need to make any updates. Like everything, preparing for "what-ifs" (and dealing with them) is an evolution where we constantly improve.



As always, please reach out to us with any questions you may have. In the meantime, we wish you every success in 2024.

BUSINESS LESSONS FROM RYAN REYNOLDS

How to Keep Your Marketing Relevant in Record Time

How is the “Sexiest Man Alive” in 2010 also a genius businessman? Ryan Reynolds has appeared in countless movies and, even more recently, advertisements from his own business ventures. From gin brands to sports teams, Reynolds has made billion-dollar deals and has no plans of slowing down. If he wanted to, the actor wouldn’t need to get in front of the camera ever again!

However, while his star power definitely has an impact on his marketing, it’s his strategy that gets people talking and buying. Reynolds co-founded his advertising agency, Maximum Effort, in 2018 and has been churning out some powerfully effective advertising. How? A little technique called “fastvertising.”

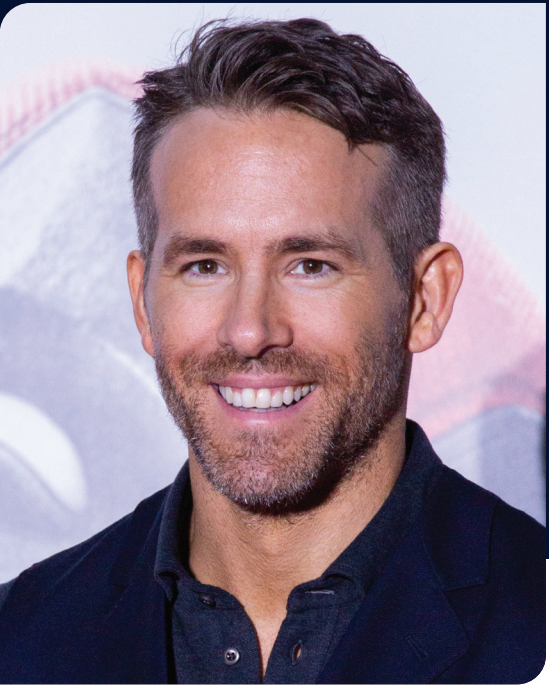
Reynolds’ Success With Fastvertising
Fastvertising involves utilizing rapid-speed news outlets and social media platforms. To be successful with this type of marketing, you need to be quick on your feet, and we mean **quick**.

Once something goes viral and becomes part of the cultural zeitgeist, it’s time to join the conversation and swiftly create an ad that plays into this trend. Reynolds has become an expert at fastvertising and showed everyone how it’s done when he released his Aviation Gin commercial.

Do you remember that disastrous Peloton holiday commercial from 2019? The commercial had everyone talking — for all the wrong reasons, as many criticized the ad as sexist. The Peloton commercial featured an already thin woman receiving a Peloton exercise bike from her husband, encouraging her to lose weight. The woman then devotes herself to daily workouts and thanks her husband. It’s a scene seemingly pulled straight out of the 1950s!

Everyone was talking about the poorly made commercial all over the internet, with headlines pointing out the ridiculousness, one after the other. To ride the wave of frenzy this ad caused, Reynolds and his agency pushed out a sequel to the saga. Starring the same Peloton ad actress, Monica Ruiz, Reynolds’ commercial features the woman drinking martinis with her friends, obviously upset over her marriage. Of course, the martinis are made with Aviation Gin!

Maximum Effort was able to conceptualize the ad’s plot, hire Ruiz, produce the video, and release it to the world in only 72 hours. As a result, the topic was still hot, and the gin commercial went viral. The “Deadpool”



actor’s new ad garnered over 10 million views on X (formerly Twitter) and more than 6 million views on Aviation’s YouTube channel. It’s clear that the advertisement’s success directly led to his \$610 million deal selling Aviation to Diageo.

But Reynolds wasn’t done just yet. He teamed up with fellow actor Rob McElhenney to purchase a fifth-tier Welsh soccer team, Wrexham AFC, for \$2.5 million. The sports team seemed a complete waste of time and money, but the two knew they could revive the forgotten team.

Surprisingly, they did! Reynolds used his studio to create a docuseries highlighting the team’s history and the inspiring process of resurrecting the team. As a result, the team gained a massive following, countless sponsorship deals, and increased ticket sales.

The Essentials of Fastvertising
Clearly, the key to succeeding at fastvertising is releasing content as quickly as possible. You need to be able to plan, produce, and release an on-topic commercial in less than three days. Any longer, and the trend loses its virality, and your ad loses its relevancy.

But before you move at lightning speed, you need to actually be in the know. Follow trending hashtags, videos, news headlines, and whatever other new sensation hits the cultural scene. Once you spot something that **everyone** is talking about, it’s time to get started. It seems like we can all learn a few things from Ryan Reynolds!



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This company didn’t look into Henderson’s background and offered her the job. Unfortunately, the work would prove more difficult than Henderson anticipated. She messed up continually but was aware of her mistakes and decided to come in early and stay late to learn the job and improve. This helped her immensely, and before she knew it, she had earned an operations manager position with the same company.

Over time, she learned that becoming an owner-operator would net a much higher salary, so she learned how to dispatch and started doing it on her own time. After she raised enough funds, she decided to buy a truck and partner with a trucking company to bring in more money. One truck became two trucks, and two trucks quickly became four. She kept adding to her fleet, obtaining exclusive government and major corporation contracts. Now,



Henderson’s fleet consists of 116 trucks and has brought in more than \$100 million.

Because Henderson’s business has reached new levels of success, she’s branching out to help other entrepreneurs make their mark in the trucking industry. In 2021, she launched The Truckin’ Millionaires Tour, where she offered training and coaching to educate people on self-sufficiency in the trucking industry. She even hosted a huge convention in Dallas in October 2023 called the TTG Fest, featuring over 13 guest speakers who discussed trucking, the transportation industry, and entrepreneurship.

Henderson’s story proves your past does not determine your future. Even if you dropped out of school, made mistakes, and found yourself in legal trouble, you can still turn it around, find a new passion, and reach new levels of success. Don’t let any obstacle block your progress!



WHAT DID MAYANS CONSIDER TO BE ‘MODEL’ LOOKS?

Beauty and fashion trends come and go throughout the years, and some even make a comeback. The ancient Mayans also sought to be beautiful, but their practices were different compared to modern standards. Let’s take a look at what beauty meant to the Mayans.

- Mayans shaped and filed their teeth to sharp points and drilled holes through the center of their teeth to insert gems.
- Mayans carved into the skin to create 3D tattoos.
- Mayan families bound the heads of their infant children between two boards while the skull was growing to achieve a long and narrow cranial structure, resembling their most prized crop, corn.
- Mayans attempted to create crossed eyes because they considered them beautiful. They put a band around the heads of children with a bead suspended right in front of their eyes until the children were permanently cross-eyed.
- Mayans added specially designed artificial nose bridges that were often multicolored and decorated with gems to achieve larger noses, which emulated their avian gods.

Beauty is influenced by cultural values, and the Mayans invested a lot of time, energy, and creativity to achieve their vision of beauty, even if that vastly differs from today’s standards.