



BLUEPRINTS
FOR TOMORROW®

A Kosher Steakhouse's Company Story

August 2018 Newsletter

Company Stories are critical to every business. I do not mean a Mission Statement or Value Proposition; I mean a company story. Tell others who you are, what values you foster, and why it's worth doing business with you.

I was recently in New York City and took my family to an incredible Kosher steakhouse on Wall Street. When we got to the restaurant, we entered through a private elevator that took us to the main dining room. The ambiance was palatial. The décor and wall art cost well into the millions. As the elegantly dressed hostess brought us to our table, we passed the most impressive 2,000 bottle wine collection. All of the guests were wearing their Saturday night best. The tables were set with beautiful linens, fine china and flatware. The food and experience were second to none.

Two days later, I bought a steak sandwich wrapped in a brown paper bag from a kosher food cart in Brooklyn Heights. I sat on a park bench and ate my steak sandwich with a 100 pigeons that just became my best friend. To my surprise, it was equally as tasty and enjoyable to the meal that I just had at the fancy steakhouse.

Before I left town, I was still craving one more good Kosher meal (since my options are more limited in Scottsdale, AZ). My wife and I walked right past the food cart in Brooklyn Heights, got on the subway, and went back down to Wall

About Us

Blueprints For Tomorrow is a nationally recognized financial services company that specializes in business contingency/succession, key employee retention, and retirement planning.

We work directly with closely held businesses to create customized strategies and solutions to prepare for the unexpected. As a third-generation company with over 40 years in the industry, we have had the pleasure of serving over 3,000 business owners and their families across the country.

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Street. We spent well over another \$100 each on a steak meal that was less enjoyable than the sandwich from the food cart at 1/15th of the cost. What happened? I had bought the fancy steakhouse's story. I went back there for the overall feeling that it gave me and the experience that it offered.

What story are we telling our prospects, customers, and clients? What reason are we giving them to work with us, for us and/or to buy from us? How can we set ourselves apart from the competition?

We Prepare Business Owners for the Unexpected

It takes a lifetime to build a business and it takes a moment for it to fall apart. All it takes is an unexpected death, an unforeseen illness, or a key personnel departure. Business owners must understand the possibilities, prepare for the risks, and plan for their continuity and succession. Protecting the business means protecting the families that depend on it. The financial stability is interconnected. We understand this because we live it ourselves. - **Founder, Nathan S. Sachs, CLU, ChFC, CFBS, CTP**