

# The Turnbull Times

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## We're Going To The Moon

Coming off our 5th Impact Club® Coeur d'Alene event September 13th where we donated \$11,300 to The Children's Village the high was amazing, but as Tab and I were driving home we got into the conversation that seems to follow every event.

"Why doesn't everyone join?"

Instantly my mind starts to race with ideas.

People are skeptical by nature.

Some people have the select few charities they like to support, and unfortunately others don't have the means or desire to donate.

Originally when we set out on the recruiting trail to get member commitments we had a "lofty goal", get 100 members, which would equal \$10,000 donation per quarter.

Before launch I thought it was possible, but didn't quite believe that it would happen because I can be a skeptic myself, or realist

however you want to put it. But low and behold after the first event we knocked on the door with 91 members, and surpassed our goal of 100 members by reaching 110 the next event.

Since then we have plateaued out and it has left me at a crossroads.

1. Accept that's just how it's going to be.
2. Or, Shoot for the stars, and continue to believe in the mission that we are just getting started.

In my constant journey of reading, and listening to podcasts the notion of a "Moonshot" was brought to my attention by Space X Founder Peter Diamandis. He describes a Moonshot as going 10x bigger, not just 10% like most of society.

So I asked myself, what's my Moonshot?

After some deep thought, and putting the self talk to rest I had a moment of clarity.

1,000 Impact Club® Coeur d'Alene members = \$100,000 per quarter.

Yes I believe that we as Impact Club® Coeur d'Alene can do that and I'm sure many of you are thinking that I'm probably drunk saying that, but I'm not...

Then I start scribbling ideas of my vision, and how we can get there down in my notebook.

Kootenai County alone is home to nearly 158,000 residents.

Surely one out of every 158 people can commit \$1.10 per day to give back to their community.

If each member recruits 1 friend, 1 parent, 1 co worker our reach will start to become exponential. We would rise to 226 members. Then in the next year if each member recruited one friend, one family member, one coworker we would be at 452 members and so on.

The most challenging part to the moonshot is it simply can't be achieved alone.

No way.

Take John F. Kennedy's bold "moonshot" back in May of 1961 for instance. It was then when he announced that man would walk on the moon by the end of the decade and he received the support from the nation to pursue that moonshot.

On July 20th, 1969 Apollo 11 accomplished the mission.

Further have you ever heard of Loon?

It was another "crazy" idea that came about through "X", AKA "The Moonshot Factory" where they are helping connect the entire world to the internet. Believe it or not there are still billions of people around the world that are being left behind in this

technological revolution. Loon is out to solve that problem.

They launch a network of balloons along the edge of space delivering connectivity to those in areas where their infrastructure either doesn't exist or has been damaged. So far they have helped connect 200,000 displaced people in Peru after nasty storms and helped connect the people of Puerto Rico after Hurricane Maria decimated the island back in 2017.

All off an idea that nobody should be left out of the technological revolution...

In order to be successful in business this day and age you have to set your sights high, and be able to pivot on a minutes notice.

Do you see what all these "Moonshots" have in common?

At one point it was just a crazy idea, but with determination and true believers those dreams and visions became reality just as one day we, as Impact Club® Coeur d'Alene will stand on a stage, and present a \$100,000 check surrounded by 1,000 true believers that we can accomplish the "unthinkable". Just as we did by putting man on the moon & launching balloons that provide internet service.

**Don't forget that "the day before something is truly a breakthrough, it's a crazy idea." – Peter Diamandis**

PS. Impact Club® as a group just surpassed 1 million dollars donated around the world in total!



**EVENT #6:**  
**DECEMBER 13th, 2018**  
**PADDY'S 6:30-7:30**

# IMPACT CLUB™

ENTREPRENEURS. PHILANTHROPISTS. LEADERS.



What an amazing event we had on September 13<sup>th</sup>! We heard stories from three amazing charities (Power of the Paw, SPAN, and The Children's Village). At the end of the night in a close call it was The Children's Village who secured Impact Club® Coeur d'Alene's 5<sup>th</sup> event donation of \$11,300!

My question to you is who will be next?

We are in the midst of upgrading our "Amplification" process (aka nomination) to where charities will register through [www.impactclub.com](http://www.impactclub.com) and members can just click a button to amplify them. The challenge is now getting in touch with the charities so they know to register. Please if you know of any local non-profits that could use a donation of \$11,300 or more please send them my way.

# **“Tie Your Shoes” : A Case Study of 427 Dragonfly Dr.**

I was reading a story recently on the late John Wooden. The greatest college basketball coach ever who led UCLA to 10 national championships in just twelve seasons.

When I hear statistics like this I usually start diving down the rabbit hole.

How in the heck did he do that?

What was his approach?

As I was reading that story it jumped off the paper at me to what made Coach Wooden so successful.

Even in dealing with some of the best college players in the country, who have been playing basketball since they were in diapers he always started the first practice of every season from the ground up.

Literally.

Before the team would even touch a basketball he started with the most basic fundamentals. He would start by showing the players how to put their socks and shoes on. Literally.

How to keep their socks tight. How to lace their shoes to prevent blisters.

It truly sound ridiculous, but it was the fundamentals that Coach Wooden

believed in, and he wasn't going to have a team making fundamental mistakes.

Neither will we.

## **The Situation**

Recently I was privileged to have the opportunity to sell my friends Matt and Sylvia's home to help accommodate their growing family. After consulting another agent on possibly listing their home Matt called me up, and I could hear the concern in his voice...

“We had “Sally” over here to give us a value for our home, and she suggested to just throw it on the market for \$205,000 and get it sold!” Matt said. “The market is hot!” she followed.

Nothing about this sounded right to Matt or Sylvia. They are bright people who knew that there was untapped equity potential in their home and had heard about our documented approach which is all about avoiding the fundamental mistakes in selling real estate.

I confirmed with them that yes, the agent was probably accurate in her price of the home at the time, and that they would most likely sell it quickly, but I also could see the opportunity that was at their fingertips.

## **The Decision**

Do they fire sale their home because the market is “hot” and there are lots of buyers, or do they go through our proven approach, get a game plan to get the most out of their home, execute

it, and avoid tripping over their shoelaces going in for a layup?

They knew that with a little bit of elbow grease, some creative updating, and a little bit of effort they could get much more for that out of their home.

Before I walked out the door that afternoon I was lining up our stager to come do her analysis of their home.

Before we knew it we were putting together a well outlined game plan for getting the most money out of their home as possible.

### The Execution

Like most this wasn't an overnight transformation.

They had work to do, and quite a bit of it.

They painted their cabinets.

They refinished their countertops giving them an updated feel of granite without going through the expense of installing new counter tops.

They painted the interior.

They installed new flooring.

The list goes on, but what's important is they believed in the game plan that our team helped them put together,

### The Result

When it came time to list the home we went on the market at \$235,000 and

were able to accept an offer close to the asking price and had the Zinke's moving into their new home in just 40 days.

With following the fundamentals, tying their shoes per say, our approach was able to help the Zinke's generate over \$20,000 on the sale of their home than if they had decided to "just list it for \$205,000" As-Is.

The best part is though the Zinke's were our first clients for our new program we

launched to make even more impact on our community which is called "The Give Back Pact". We have pledged to donate 5% of our profits from home sales to local non-profits that our own clients get to choose.

The Zinke's decided that our donation of \$565 would go to

The Inland Northwest Sids Foundation who promotes safe sleep habits for our little ones.



“

*Cole made sure we knew what was happening step by step by always keeping us informed on all our questions and concerns that we had.*

*I can't thank Cole enough for all the help and information we received while selling our house and buying a new one. I have used a different broker for a purchase of a house before finding Cole as a broker and the difference of experience, virtuouse guidance, and prompt communication Cole provided makes him my first call when looking for a broker.*



**Matt Zinke, Coeur d Alene ID**

*On behalf of Cole Turnbull*  
REALTOR<sup>®</sup>, Lic# SP4053  
Professional Realty Services Idaho  
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## Build Your Tribe with Dr. Ryan Bones of Beyond Bones Chiropractic

Coeur d'Alene's "native and favorite son" Dr. Ryan Bones saw this town on Apple Maps, he soon caught a flight and fell in love with Coeur d'Alene and hasn't turned around, instead he has made his mark.

The young doctor of chiropractic graduated from the University of Nebraska and received his Doctorate in Chiropractic from Parker University in Dallas, Texas. He has set the tone for innovative business strategies locally, and he is involved in any and everything in our community.

But his success wasn't so easy. When arriving in Coeur d'Alene Ryan knew no one and with the goal of building his dream here, Dr. Bones had to get his name out there.

Ryan decided to fill his schedule with every event, and every meeting and introduce himself to anyone and everyone. Months later when he opened Beyond Bones, he was fully booked with 100 plus clients and scheduled for weeks.



Ryan was very strategic with his blank slate and chased after an ever raising bar build the business he has now. However, his impact on Coeur d'Alene and the Chiropractic Industry doesn't stop at Beyond Bones. Ryan is also Co-Owner of Chirosushi a group of doctors in chiropractic who can collaborate on various business, and technology improvements in the industry, as well as Ascension Consulting with his wife Cassidy. Ryan works hard at developing his businesses for the betterment of the chiropractic industry in Coeur d'Alene and beyond. He deeply cares about the truth behind health. Throughout his career, Ryan has delivered two Ted Talks discussing his passions and is involved on the Coeur d'Alene Chamber.

If you wish to find out more about Ryan and Beyond Bones, Chirosushi, or Ascension Consulting. Head to Ryan's Facebook page, or head to <https://gobeyondbones.com/>. Beyond Bones is also located in the Riverstone business complex in Coeur d'Alene.



## When Life Gives You Lemons, Make Lemonade with Theresa Wild of Matt's Place Foundation

When Matt Wild was diagnosed with ALS, he and his families lives were changed forever.

Shortly after being dealt the news Matt decided that he wanted to help those who suffer from the horrible disease as well as their families. So, Matt and Theresa decided to start Matt's Place Foundation which helps families with ALS by raising money for home improvements and much more.

One of the biggest struggles for families battling ALS, is the difficult task of remodeling their home for the needed supplies that these patients need. The condition requires hundreds of thousands of dollars with medical bills and remodels.

The goal of Matt's Place was to help those families with those needs. They started with helping a family put in a wheelchair ramp and continuing to make a huge impact on our community.

For starters they reached out to their family, friends and rest of the community. "It's all about relationships, you build those relationships through life" Theresa said. "Matt has created those types of relationships from growing up in the Coeur d'Alene" community and family and friends responded when the foundation reached out.

Today, with the help of various builders, community members, volunteers etc. Matt's Place was able to finished building the first smart home designed with ALS Families in mind. The home is completely ADA accessible, with wider hallways, wheelchair access, and larger bathrooms. The home is equipped not just for improving the care of the patient but also to comfort the rest of the family as well. The home is amazing and they have plans to build more homes just like it.



The statistics for ALS are grim, and Matt's Place is out there to make a difference, by helping ALS families enjoy the years that they have instead of only feel the pressures of the debilitating disease.

Most recently Matt's Place was the recipient of Impact Club Coeur d'Alene's 5th event donation of \$11,000 for the work they are doing in the community.

# The Turnbull Times

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## October Edition

**About the Author-** Cole Turnbull is an entrepreneur and relentless innovator of the real estate industry. He is the creator of the "Value Driven Approach to Sell Real Estate". Fortunate enough to be one of the few who were born and raised in North Idaho. Cole Enjoys spending time in the great outdoors, and is an avid Seahawks and Sun Devil fan.

Cole also supports many great national charities too, such as: National Foundation for Transplants, St. Josephs Foundation, Boys and Girls Club, Movember Foundation, Forward Assist Foundation, Rocky Mountain Elk Foundation among others. Being a committed philanthropist he hopes to raise/donate over \$10,000 to local charities each year.



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