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Sumner County is there every step of the way, connecting people with the resources and hope they need to thrive.

At Williams Insurance Advisors, we believe in lifting up the community that lifts us all. That's why, for every referral we receive this month, we'll donate \$15 to United Way of Sumner County. Every donation helps fund vital programs and services that touch the lives of thousands of local residents each year. Let's stand with those working tirelessly to make Sumner County a place where everyone can succeed.

Together, we can build a stronger, more caring community—one act of kindness at a time.



BY David Williams

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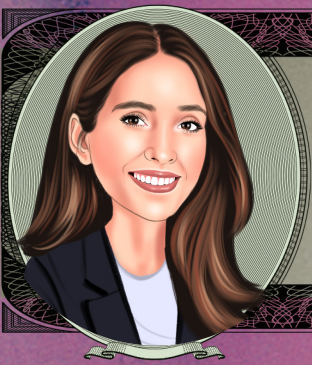
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LIFEWISE

UNBLOCK PART

BY Mayra Zambrano

Neither Jada nor Ronan expected a breakthrough when they arrived at their first national franchisees meeting for their new car wash business. Being away from the daily swirl of contracts, soccer schedules, and household noise, they figured it would be another business trip filled with name tags and numbers. Instead, the keynote session blindsided them.

The speaker was polished to perfection: bespoke suit, glossy shoes, posture that announced heightened confidence - and the hairstyle to go with it. Without a word, he reached into his jacket pocket and pulled out a thick stack of \$100 bills. The audience leaned forward, curious. What came next felt stranger. He paced slowly across the stage, side to side, sniffing the money, even kissing it with exaggerated pride. The ballroom grew uneasy. People shifted in their seats. Jada and Ronan cringed along with the rest. Three long minutes passed in silence until finally, he stopped center stage.

"Now pretend," he said at last, "that instead of cash, I was holding my grandson. Pretend you saw me kissing him, showing him off proudly. Would you still judge me?"

The room was quiet, and then heads shook. Of course not.

"But did you know," he continued, "that money, these *Franklins* you just cringed at, actually paid for a treatment that saved my grandson's life? Still feel the same way about my demeanor? Money itself is paper. Nothing holy. But neither is it shameful. It's a vehicle to freedom. To stop killing yourself for scraps while judging abundance in others. So why block your access to more?"

At that, Jada and Ronan looked at each other and whispered almost in unison, "Yep, I judged. He's talking to us!"

Does your relationship with money feel messy right now? That's because it's been

badly stained. But it's not irreversible. Jada and Ronan realized they had been living by a script written long before even starting their careers.

Block One: The "Get" Mindset. On the flight home, they replayed the keynote. They had been living in "get" mode, always racing for the next raise, the next project, the next bonus, the next contract. They were measuring life in "not yet's," and complete, real abundance felt consistently out of reach.

Block Two: Fear of Losing What Matters. At the heart of their hesitation was the fear that abundance would cost them something dear: family dinners, their kids' bedtime stories, their integrity, their substance. Four years of scout camp in high school, where they met, had convinced them that prosperity meant greed, pride, and that meant distance from what truly mattered. But the keynote speaker's story reframed it. Money hadn't replaced love - it had safeguarded it. And, as the subject of Block Eight (coming up) would prove, protection plays a major role in not losing what matters... keep reading!

Block Three: The "Not Enough" Trap. They often carried the weight of "not enough." Not strategic enough, not seasoned enough, not leader-enough. What if the car wash failed? What if they proved everyone right who doubted them? This invisible ceiling kept them hustling without satisfaction.

Block Four: Flawed at the Core. Closely tied to that trap was a subtler block: the suspicion that they were fundamentally flawed. They remembered freezing in strategy meetings; certain others could see through them. They dreaded networking, assuming people would recognize them as frauds. That belief drained confidence before abundance could ever show up.

Block Five: Loyalty and Abandonment. They also wrestled with loyalty fears. What if

earning more made them look arrogant to family members, to dear friends? What if it meant leaving people behind? They carried success like it was betrayal rather than proof of possibility.

Block Six: Burden of Success. They admitted they, too, feared the "burden" that came with prosperity. Bigger roles meant bigger demands. More income meant more responsibility and risk. They pictured abundance as a heavy anchor, not a sail.

Block Seven: Outshining Others. The keynote reminded them of this one the most. How often had they downplayed professional advancements at family gatherings, or sidestepped their small victories to avoid envy? Success felt like a candle they kept blowing out, worried its flame might make others uncomfortable.

Block Eight: Lack of Protection. And then finally, there was the silent saboteur most people never talk about until it's too late: lack of protection. Too many families build, save, and grind, only to watch everything crack under an illness, accident, or storm. Often for no apparent reason, they resist proper coverage, without which abundance leaks faster than it's earned. As agents, we see this truth daily: you can chip away at every mental block, but life will still throw curveballs. Strong coverage keeps the pursuit of true prosperity from being interrupted. Catastrophes are mere inconveniences. Franklin's pensive look here might just be his way of whispering, "I wonder if you have blocked this, too..."

Back home, they sat together at the kitchen table. The keynote hadn't just made them cringe and laugh, it had torn the wrapping paper off an uncomfortable truth: abundance IS about earning more - exponentially more. It's about expanding in worth, expanding in joy, expanding in love - all while practicing gratitude for the current reality as prosperity is continually built.

For Jada and Ronan, the code had been cracked. They understood that money isn't love, but it helps love endure. It isn't faith, but it strengthens the reach of conviction through action. It isn't the dream itself, but it funds the paving of the road toward it.

So, as you look at a messy *Franklin* here, you might imagine him sighing at our collective hang-ups. But if you look closely, doesn't he also seem like he's about to wink? Maybe that's his way of saying: clear the blocks, cover your bases, and let your earthly dreams walk through a gate that's finally open. **What you'll find on the other side is indeed yours - claim it!**



For the first time, they acknowledged their blocks by name. That alone made them easier to move. But it was what they chose to do next that mattered most. Here were the deliberate steps they practiced, and the ones you can try too:

Deep Reflection: Alone, and together, asking themselves tough questions about long-held money scripts.

Journaling: Writing the blocks down so they weren't shadows anymore.

Intentional Decisions: Making choices each day with awareness, no longer letting blocks drive.

Genuine Forgiveness: Of self, and of others, for any transgressions, to free up space.

Deep Gratitude: Counting the blessings already present, big or small.

Challenging Patterns: Pushing each other to step out of old cycles and into possibility.



September 25 marks **World Dream Day**, a reminder that dreams aren't about yachts or corner offices. They're about peace of mind, laughter at the dinner table, and the relief of knowing that tomorrow is abundant.

PROTECT & GUARD

Encouragement

Jar

By Mayra Zambrano



It doesn't take much to shift someone's outlook. A kind word, a small gesture, or even just showing up can give someone the spark they need to keep moving forward.

National Day of Encouragement, observed on **September 12**, is a reminder of how powerful those little acts can be. As your insurance agents, we've seen it firsthand - even small reassurances can bring people greater confidence and peace of mind. Here are five more ways to lift others up the whole month (and beyond):

Create an Encouragement Jar.

Every time a loved one experiences a little victory - finishing a project, helping someone out, or making it through a tough day - write it down on a slip of paper and drop it into a jar placed near them. Over time, the jar fills with dozens of quiet reminders of strength, courage, and progress. On hard days, they can reach in, pull one out, and remember that they've already overcome so much. There's something beautifully grounding about holding those words in your hand - proof that forward motion is happening, even when you can't feel it in the moment. And yes, every time insurance has come through for them should be in there, too. Each note after a claim is a reminder that we are here to empower you.

Share Your Genuine Belief in Their Specific Abilities.

People light up when they know someone truly believes in them. Instead of a general "good job," point out what you notice and connect it to their potential. Try saying, "The way you explained that idea was so clear - I know you can handle bigger things too." Sometimes your belief is the bridge they need until they find their own.

Recognize Effort, Not Just Results.

Big wins are worth celebrating, but the steps along the way are just as important. When you notice persistence - "I can see how much heart you've put into this" - it reminds them that the process matters, too. That kind of acknowledgment builds resilience when the finish line still feels far away.

Offer Perspective in Tough Moments.

When life feels heavy, support can be the hand that steadies someone. A gentle reminder that setbacks are part of the process helps ease the weight. And let's be honest - it's even easier to stay calm when you know insurance has your back. Sometimes the best reassurance is simply, "Don't give it another thought - that's already taken care of."

Make Support a Daily Habit.

The real magic happens when lifting others becomes part of everyday life. A quick text, another Encouragement Jar note about a past instance you just remembered, or a simple "you can do this today" can turn someone's energy around. When it's consistent, support becomes a reliable oasis, where trust, strength, and progress abound.

Small gestures of reassurance, when authentic, don't just brighten someone's day - they can quickly drive massive change. And honestly, that happens on both ends - the giver is as sure to experience greater self-belief as the receiver. Your words are insanely powerful! Just saying, in case you need a push pushing someone else today...



BAT TO BASICS

BAT Mayra Zambrano

AROUND THE CORNER

September 6 is Fight Procrastination Day - which is basically the calendar's way of calling us out for waiting too long to start. We procrastinate because we think, "I'll do it when I feel ready." The truth? That feeling rarely shows up on its own. Waiting to feel like it, waiting for circumstances to change, waiting for motivation to appear... that's procrastination's sweet spot.

That's why this month, it pays to have a **BAT** in hand. Not the kind from the ballfield, but **Behavioral Activation Therapy**. It's a proven strategy that flips the script: instead of feelings driving action, action drives feelings. You take the swing first - and the motivation follows after.

Just like insurance, **BAT** works best when it's in place before you need it. You don't wait for a problem to show up to get covered - you stay equipped so you can keep moving smoothly, no matter what curveballs life throws.

1. Think "outside-in."

You can't always control how you feel, but you can control what you do. Step up to the plate and take action. When the bat connects, your mood will catch up.

2. Build your "Rulebook of You."

Notice the activities that leave you energized or accomplished. Write them down. Those choices become your personal playbook - the ones that reliably move you forward.

3. Align actions with values.

Values are the bigger picture - things like health, growth, or connection. Pick actions that honor them, and you'll be making progress that feels worthwhile instead of just staying busy.

4. Stick to the plan, not the mood.

Moods are unpredictable. Left unchecked, they'll pull you into stalling or giving up. That's where protection matters. Just as we remind you of insurance coverage so your bigger

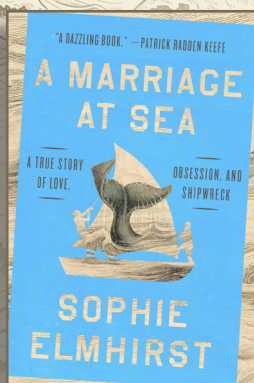
plans don't get interrupted, **BAT** keeps you steady. When the game changes unexpectedly, your bases are still covered, and you can keep running.

So yes, procrastination wants you to wait. But **BAT** reminds you to swing first. And with September also marking **Self-Improvement Month**, there's no better time to practice. Stay equipped, trust your plan, keep your eye on the ball - and that worried face is ready to turn into a smile after you send one soaring out of the park.



A MARRIAGE AT SEA

A BOOK BY SOPHIE ELMHIRST



With summer entering our rearview, the return to routine can sometimes feel less like a rhythm and more like a rut. So, if you've ever dreamed of quitting your job, selling everything, and sailing off into the sunset with your soulmate...maybe read this book first. Spoil alert: Shipwrecked! Starving! Stuck!

In *A Marriage at Sea*, Sophie Elmhirst serves up a true story so wild, so romantic, so borderline insane, it feels like fiction - but every jaw-dropping

moment actually happened. In 1972, British couple Maurice and Maralyn Bailey decided the daily grind just wasn't for them. So naturally, they bought a boat and headed for New Zealand. Easy, right? Cut to: a breaching whale, a destroyed yacht, and two very seasick dreamers floating in the middle of the Pacific Ocean on a rubber raft with almost no food, no water, and, thanks to Maurice's ridiculous decision, not even a radio.

What follows is 118 days of saltwater, starvation, squabbles, and survival, where the only way out is through. Elmhirst writes with

crisp, vivid brilliance, turning this salty saga into a page-turning marvel. You'll gasp, laugh, cringe, and fall a little in love with this oddball couple and their wildly codependent resilience.

Maralyn is a total legend: resourceful, calm, and somehow still optimistic as Maurice spirals into existential gloom. She baits water, catches fish, keeps hope alive, nurses her husband, and basically saves both their lives without breaking a sweat - or at least never letting anyone see her do it.

This isn't just a survival story. It's a whip-smart look at marriage, freedom, and the strange things we do when we're desperate to escape. Think *Into the Wild*, but with fewer canned beans and more awkward silences.

Bottom line? *A Marriage at Sea* is gut-wrenching, maddening, tender, and completely unforgettable. It's a meditation on obsession, escape, and what happens when the only one left to argue with is your spouse. You'll finish it feeling grateful for dry land, indoor plumbing, and maybe - just maybe - the person next to you on the couch.



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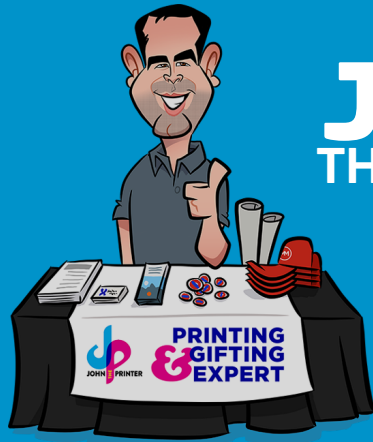


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LAST MONTH'S RIDDLE ANSWER: "ROLLERCOASTER"

The longer you wait for me,
the shorter I last,
Feed me your courage
and I'll hold you fast.
I'll capture your terror
and sell it with pride.
Your panic preserved
for the world outside.
I'll steal your breath
and return it in pieces.
The moment I end,
the rush hardly ceases.
WHAT AM I?

Winner will be announced on our
Facebook page by **mid-Sep.** Stay tuned!

THIS IS WHAT WE MEAN BY
'YOUR FANTASY
FOOTBALL
DREAMS
ARE PROTECTED'



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