



THE
FULTZ FACTOR

A FREE FIELD GUIDE

21 Reminders

to live larger, laugh louder, and lead better

Live Large. Laugh Loud. Lead Better.

Steve & Melissa Fultz · thefultzfactor.com

LIVE LARGE

#1

The long way home with the windows down isn't slower. It just costs more in gas and pays more in the rest of your day.

LIVE LARGE

#2

The trip you keep saving for gets cheaper the longer you wait. Your knees get more expensive.

LIVE LARGE

#3

The friend you keep meaning to call is doing the exact same thing about you. One of you has to break the standoff. Might as well be the one who's reading this.

LIVE LARGE

#4

The dinner that takes 90 minutes instead of 30 is not lost time. It's the only kind of dinner anyone remembers.

LIVE LARGE

#5

Anytime you can be the one who suggests the thing instead of waiting for someone else to suggest it, suggest the thing. You'll get used to it.

LIVE LARGE

#6

The lake. The mountain. The beach. The coast. Any of them. Once a year minimum. Find the way.

LIVE LARGE

#7

The conversation you're dreading is almost always shorter than you expect and lighter on the other side. The version of it in your head is the long one.

LAUGH LOUD

#8

The first sign your business is healthy is when the phone stops ringing on Sunday. The second sign is you check it anyway. The third sign is you stop checking.

LAUGH LOUD

#9

Anytime someone says “must be nice” about your trip, your weekend, or your dinner, invite them to the Tuesday before, when you and your spouse were both yelling at the printer.

LAUGH LOUD

#10

There are two kinds of vendor emails.
The ones that say “quick question” and
the ones that aren't from a vendor.
There is no third kind.

LAUGH LOUD

#11

Our home office is a kitchen table, two laptops, a printer that hasn't worked since 2019, and a calendar from the dentist. We've never been more productive.

LAUGH LOUD

#12

Every real business problem in America happens at 4:47 PM on a Friday. The fake ones happen Monday at 9:02 during a scheduled call.

LAUGH LOUD

#13

A customer called yesterday and asked to speak to the owner. I told her she was speaking to him. She paused, then asked if there was anyone else. Fair.

LAUGH LOUD

#14

Anytime an accountant calls you in March, something is wrong. Accountants only call in March, October, and the day after you signed a lease you didn't tell them about.

LEAD BETTER

#15

The order of your weekly agenda tells your family what you really value. Put their items first or admit you don't.

LEAD BETTER

#16

When someone shows you proof, ask which angle they didn't shoot from. The angle they hid is the one that matters.

LEAD BETTER

#17

The five most dangerous words in any team are “we’ve always done it that way.” Said by anyone. About anything. Including by you, three times last week.

LEAD BETTER

#18

Your team's confidence isn't measured by whether they call you. It's measured by how they call you. Apologetically means they're afraid. Casually means they're winning.

LEAD BETTER

#19

The hardest leadership move is subtraction. Killing the meeting. Cutting the report. Stopping the habit. Most of what you wish you had time for, you already have if you'd stop doing the wrong thing.

LEAD BETTER

#20

If you can't say what someone is actually paid to do in one sentence, they can't either. Start there.

LEAD BETTER

#21

The week the business almost broke you is the same week the marriage either saved you or didn't. The marriage isn't a thing on the side. It's the thing.



THE
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That's 21.

Three a month from here on out, slightly longer, with the same goal. Live a little larger. Laugh a little louder.

Lead a little better.

Don't save these for a special occasion. Today is fine.

Live Large. Laugh Loud. Lead Better.
