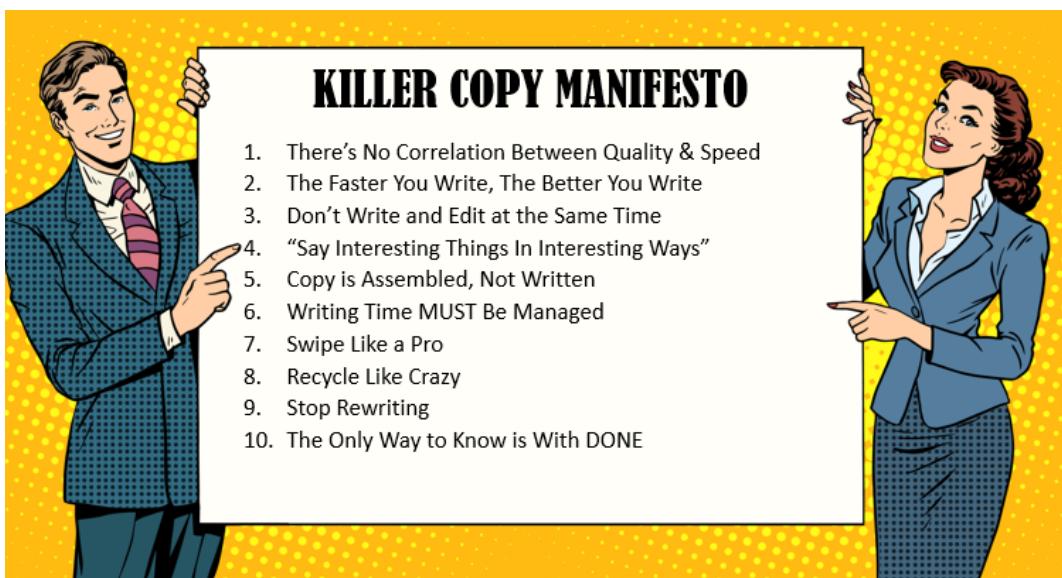


WKCF BONUS TRAINING - Mindset

So we're going to talk about mindset, because it's really important that you have the right mindset in order to write faster and better.

I'd like to start off and go through what I call the killer copy manifesto. And I think these are really important principles to embrace because they represent what it takes to write faster, and it's important to understand this and embrace these ideas.



For example, the first one means REALLY embracing there is no correlation between how long you spend on something and how good it is. You can spend years on something and it's not very good.

You want to make sure you get that out of your head that you're really making something better and better and better the more time you spend on it.

Because really, the faster you write, the better you write because you are writing from the heart. You're writing directly and from flow.

And you're not letting the editor in your head slow you down and change things on the fly. And second guess you every step of the way. That's why I constantly remind myself to stop trying to write and edit at the same time. You can't do both. It's two different types of skill sets. It's two different types of mindsets.

Writing is communicating as quickly and effectively as possible straight from the heart. straight from the mind, directly to the page.

Editing is taking something you've already created and reshaping it. It's an exercise of crafting something the already exists - making it tighter, making the argument more pertinent, making the point stronger.

You can't do that while you're writing and getting it down on paper in the first place.

So it's really important to just train yourself over and over again that you're not trying to write and edit at the same time. That's very important.

I love number four, because it's from Dan Kennedy, and it to me it's like one of his most valuable hidden gems. It's one of the best things I've ever read from Dan on his approach to writing and it had to do specifically with how he was able to be an effective copywriter.

“Say Interesting Things In Interesting Ways.”

This was buried in an interview. And when you're writing, instead of constantly editing, just have that phrase in mind. As you're writing, ask yourself, “Am I saying something interesting to the reader in an interesting way?”

Not in a way that's boring. Not in a way that's been said a zillion times before. But an interesting way, a way that captures and keeps attention.

That's a really important mindset hack to help you write better copy.

Number five is “Copy is Assembled, Not Written.” We all know about Eugene Schwartz, and he's amazing, a true copywriting legend. And he said this to copy is assembled, not written.

And this totally helps you in getting past the whole notion that you're engaged in some kind of artistic endeavor, and that your writing must flow uninterrupted from start to finish.

It frees you from that notion and gives you permission to work on little bits and pieces of a sales piece and different sequences. It's almost like how a movie is assembled. In Hollywood, they don't shoot it start to finish. They shoot different scenes at different times. Then, at the very end, the director assembles all the pieces together.

You're really a project manager, you're really the director of this copy piece. You are taking the different pieces, different elements that you've created and examining each to see how you can edit it, make it better, make it stronger, make it more effective. And then you place it in its right position. So it's an assembly process.

Number six – “Writing Time MUST Be Managed” – is so important. Because none of us really *likes* writing. I haven't met any writer who likes to write. Most people like having written, but they don't like the process.

So you have to force yourself to create to create deadlines. You have to force yourself to say "I will get this done by x time."

Every professional writer talks about the importance of deadlines, every single one, and so you too must manage your time.

You must have time allocated for writing, and it's not willy nilly, waiting for the muse to hit.

It's, "This morning I'm going to finish these 10 bullet points" or maybe it's 15 headlines or whatever you've assigned yourself and given yourself a timeframe for finishing.

Number seven is "Swipe Like a Pro" and I'm a total believer in always grabbing anything you can that looks like a great piece of copy to learn from before starting to write.

Of course I don't mean stealing their headlines. Or stealing their intro. You NEVER steal their stuff, but you look at what they're doing and you analyze it.

I think a great example, which is not copy per se, was what I saw at Funnel Hacking live a couple weeks ago, as well as at a Jeff Walker event PLF live event a few years back. What I saw executed in terms of the entire event was a sales letter from start to finish. The entire event was orchestrated to persuade you, to compel you, to convince you that the offer at the end was the absolute best thing for you in your life.

Jeff Walker's PLF Live was really the first time I'd ever been to an event that was so well done in that way. It became obvious as I was watching it, and being emotionally manipulated, that I was able to understand what was going on. The entire event was a sales letter and it was extremely well crafted.

What I learned from that was not only the info being taught, but the formula used to structure an entire event in that manner. And now I have the formula, or at least elements of the formula, that was being used. Same with Funnel Hacking live.

So, the next time you go to this kind of event, make sure to take notes to capture the elements of the formula being used.

And THAT is what you want to do when you're swiping like a pro. You're not just knocking off headlines. You're understanding the logic behind it, the system behind it.

Number eight – "Recycle Like Crazy" – comes directly from Dan Kennedy. He's written some stuff on how to write faster. Ben Settle has written some stuff on writing faster. I've read everything I can about writing faster. And recycling gives you such an advantage when writing copy.

This is particularly true if you're writing copy for yourself and your own programs – where you have a backlog of useful information to dive into and leverage. It's true when you're writing copy for a consistent client, because now you have material that has been used before and you can just plop it in.

When I do emails, I never write an email from scratch. I always start with something. You should never start with a blank page, always have something in place – even if it's 180 degrees out of whack for what you really wanted. Having something there is so valuable and helps you get started.

Number nine is “Stop Rewriting” - which means you have to let it go at some point. Most of my career as a copywriter has been in very high pressure scenarios where you have intense deadlines over and over and over again. And I didn't really have a chance to rewrite it forever. Or I was put basically doing my own stuff and I wanted to get out the door to generate some income and I had to get it done.

So having the ability to put the brakes on yourself and say, “I can keep tweaking this forever but it's nice to just get done.”

And that's the only way you know.

Which is number 10 – “The only way to know is done.”

The only way you will know how good it is, and how effective a piece is, is by getting it done –actually getting it out the door.

So that's the Killer Copy Manifesto, these 10 principles. I don't just throw them up there. I really believe in them. I believe in this stuff. I think it's really important. And it's worth embracing and worth thinking about.

One of my favorite quotes on the subject of writing comes from like an author named Rex Smith, who said, “Writing is easy. You just open a vein and bleed.”



Which I love. I found a good graphic for this, which I'm pretty happy about. It's a little gross, but it's a good graphic.

Every picture tells a story.

So in writing isn't easy.

It is work and it's often really hard work where every word you produce can be a painful exercise in frustration and despair.

But you've got to want it. You've got to want it.



Now, as I mentioned earlier, nobody really wants to be writing because it's like it's a lot of work. It's not as hard as digging ditches, but it's work for sure. And everyone wants to be a writer, but what you really want are the results.

When you finish something, you get that feeling of accomplishment. There's great joy. When you've written something and you hold it up and go through it, it's really it's like you've given birth and it's an amazing feeling.

So that's the result you have to want. You have to want that result so badly that you're willing to drop everything else to make it happen. You're willing to stop surfing the net, you're willing to not watch the ballgame, you're willing to give up stuff, because the result is what empowers you to keep typing now.

Now the result that you want could be just as simple as a paycheck. You know, maybe I just want to make some money. Or maybe you want to change the world with your product. I mean, that's a big one too.

But I think having that want, having that desire, is critical to writing faster.

Because I don't believe you can get started as a writer and keep going if you don't have that hunger, because otherwise there's too many other things that are more fun than writing.

You hear a lot of wannabe writers saying things like, "I have to wait for the muse to come down." Or "I have to wait until I'm in the right mood." And I don't believe in any of that stuff. I don't believe that stuff about having to have your environment setup such a way, or you have to have the right kind of music, or you have to have the right kind of lighting.

That's all cool. I mean, whatever works for you, I guess.

But you've got to be careful that you don't allow that to be an excuse. If you can't have everything in place perfectly, then I can't write. Your mindset should be that no matter what's in place, "I'm going to finish this thing".

So when you sit down to write, think about what it is you really want. That's more powerful than anything else that might distract you.

There's another tip I want to talk about and it's FILL YOUR TANK.



This is an extremely valuable "write faster" tip from Dan Kennedy. And again, I give Dan so much credit for how much I've learned about copywriting and marketing and business. He's just a giant and this is a tip he had in one of his talks on writing faster, "you need to fill your tank."

By that he meant you always need to be researching, reading, watching, absorbing everything that's going on around you and the culture in the world. You have to constantly be filling your tank, immersing yourself with current trends.

Eugene Schwartz talks about the journey that people go through in their life, that endless parade of prospects. You want to know what's going on in their lives. So you need to fill your tank regularly with life. If you don't, if you have an empty tacky tank, you've got nothing to draw upon and you wind up just

rehashing old ideas. You need to keep filling your tank and your subconscious with new things, new ideas and new ammunition.

So keep your tank full. Keep your life full. That's Dan's advice and I think it was really worth sharing today.



Practically perfect coffee. This is a little thing. I'm a big fan of musicals. I love musicals. One of my favorite musicals is Mary Poppins. And in Mary Poppins, there's a scene where she gets the kids and she pulls out a tape measure.

And she measures up Michael and he's "stubborn and suspicious" and Jane, who's "prone to giggles."

But they measure Mary and she's "practically perfect in every way."

And this is something that writers need to overcome, which is the whole practically perfect in every way conundrum. We try to live up to a standard of practically perfect copy about every time we start writing.

This is really painful because you want to make it perfect before you send it out the door. And that can infect your entire writing process. The whole notion of not editing and writing simultaneously goes out the window, because you write out the first sentence and then you look at it and then you erase that first sentence. And you write a few new words and you backspace them out and you change some words. And then you stop, you edit, you write. Stop, edit, write. Stop, edit, write.

It's just crazy trying to get one stinking sentence down.

Nothing looks good to you. And you just think everything sucks and you have to totally start over.

Forget about it.

You'll never write practically perfect copy. That is just an impossible standard to aim for. What you want to do is strive for practically DONE copy.

It's done. Finished. Good to go, even if it's not perfect. That's an important thing to wrestle with and embrace. It's good to go even if it's not perfect.

Microsoft was known for shipping products before they were perfect. Microsoft Windows 1.0 was definitely not perfect. Windows 2.0 was definitely not perfect. Windows 3.0 was the best of the bunch so far and actually did pretty well. They were willing to get it out the door into the market to see how the market reacted and build upon that information.

So get it written, get it done, get it out there.

And that's how you make the magic happen.



Okay, we are going to go through the “ Minute Copy Challenge.”

I don't know how many of you guys actually did this from the course. Because I think it's such a good exercise and so valuable, I thought we'd do it again today.

So, you need to sell me on your product or service. You will get five minutes and three very powerful words. And you must start this little letter you're going to write with one of the words. And you can add a suffix, but start with one of the words. Then use the other two words somewhere in the first paragraph.

Those are the rules and sell me on your product or service.

Okay, you have five minutes. If you want to handwrite it, that's cool. If you want to open up a Word doc or Google Doc, whatever. And I'm going to give you the three words and when I say go, read those three words start writing like crazy.



Racehorse Bonanza Crafty

Sell me on your product. Sell me on your service.

All right, stop. You know what? I want you guys all to unmute yourselves. I'm just finding this too weird, I'd rather have you interacting. It's weirding me out.

Okay, I want volunteers to read what you wrote. Who wants to go first?

Okay, go for it, Shawn.

"Did you know saving for retirement is a bit like riding a racehorse. When you first climb on you enter the starting gate. This is when you sign up for your 401k then the gate opens and it's like a bonanza you're screaming along hoping you make it to the finish line without any mistakes. I help people come up with crafty ways to get themselves to the finish line without those mistakes."

Not bad. Not bad at all. Not bad at all.

Next, Michael? Y'all go on.

"Crafty writing performs like a racehorse to generate a bonanza profits for your business. I create promotional pieces like ads, emails, and web landing pages to create interest in sales for your products and services."

Okay, that's a great first sentence. Ted, you want to go?

"Race horses are bred to do one thing and one thing only - compete. What are you bred to do? Are you here to do your very best using all you possibly can, being as crafty and as resourceful as you possibly can? Are you driven to grab a large Bonanza from life or driven to tolerate more of the same? Apply

now to the Fifth Quarter Projects Continuing Education Career-Changing Program - compete like a racehorse."

Not bad at all? Not bad. Very good, very good.

Did you notice though, when you had a real deadline and had to use some interesting words, did it make it a little easier or at least kind of charge up the batteries a little bit?

And having a real deadline like that is powerful, even if it's short. It's amazing what you can get done in five minutes. This is something that I rarely talk about, but I'll admit I'm as just prone to this as anybody. You know, like, I've only got five minutes, I don't know what I'm going to do. But sometimes I go write a couple bullet points. I can do something in five minutes. And if you just, if you just said to yourself, "I've got this time and I'm going to find a way to use it" then you CAN use it and you can be pretty effective.

So somebody asked where I get the graphics – they come from www.DepositPhotos.com and the contributor is studiostoks. I think I pay 10 bucks a month abd I get far more downloads than I've ever used, they're like a buck apiece or whatever.

Now in five minutes, a lot of people can write around two thirds of page. If you can do two thirds of page in five minutes, that's 400 pages in 50 hours. That's legit, I actually double-checked my math on that. So you can do a lot five minutes at a crack.



My whole notion about my experience from Microsoft, is that you want to get into ship mode. This is a mindset that I think is so important for writing copy. It's much more than just writing copy. It's being a marketer in charge of campaigns, because you really should think of yourself far more than just being somebody who's cranking out one letter. You want everything you do to be part of a larger sequence.

I think Dan talks about the importance of the three step sequence. I totally believe in that everything should be a sequence, everything should be a project.

So it's important to think of yourself as a project manager and getting into what I call "ship mode." I because I was a project manager at Microsoft and I spent years going through the training and how to manage software development projects and working with people. I'm going to give you some tips from that.

So first, the big one lesson of Microsoft is that if you don't ship it, they can't buy it. If you don't ship it, they won't ever buy it. A project that's half finished or is still not done.

Anybody can get something 90% done. We can take the bullet train in California, for example, I don't think has anything close to 90% done. I heard it's not going to get done until the next century, that's what they're saying now. Billions and billions.

But regardless, anybody can get something to 90% done. But you have to get it across the finish line. If you don't ship it, they can't buy it.

So here's some ideas on how to get that last 10% done.



First is a mindset thing, and you guys just experienced it, that **you will finish on time**. We you had a goal of five minutes. Perfect. And you will finish on time.

So it's really important to drive a stake in the ground as to what your deadline is and what your objective is when you want to get this thing out the door. So commit to it. It's not like "well, maybe I'll get it done. Maybe I will, you know, but I won't commit to it."

No. It's like you're going to have an event, so put down the money and rent the room. That kind of that sort of forces the issue, you're going to make it happen. Buy the ad space, you're going to have to have it done. Buy an email blast from whomever, it's got to be done by that date, no matter what.

So you will finish on time.

Prioritize ruthlessly. And this is so important that in looking over your project and your letters or your emails and the whole mix of the campaign, the whole mix of the funnel. You want to look at what matters most to you and really need to know what's the most important thing.

I like to throw these into three buckets:

- Gotta haves.
- Want to haves.
- Nice to haves.

You prioritize the gotta haves ruthlessly that that's the first thing you make sure happens.

Track daily. You want to track the progress you're making daily.

Unless you're writing a fairly short piece, most projects take a little bit longer than a day. Most campaigns take a little bit longer than a day. You want to assess yourself (and assess your team if you're managing a team) and your progress daily.

Know what's going on. Know what's being handled. Know what's being accomplished. Never accept from anyone, "oh, I'm 50% done" or "75% done" or "I'm 90% done." There is no percentage of done. It's either done or not done, because you can't track 75% done or 50% done. It's impossible.

Pester constantly. For almost my entire career in the software industry, and when I worked at Microsoft, I tended to be the corporate pest and I wound up tracking a lot of projects. For close to four decades I've been tracking projects of one sort or another.

And the important thing about that is that you have to micromanage in terms of what they're doing. That doesn't mean you need to nitpick at everything, but you do need to be on top of what's going on.

And you need to be getting statuses constantly, constantly pestering people to get a clear picture of what exactly is happening.

Kill your darlings. You must be willing to kill your darlings. This is so important when you get down to the end of the project. That when you may have to kill some of the want to haves, not the gotta haves. The gotta haves, you have to find a way to make them happen. But you may have to kill some things that you really want.

Maybe you really wanted to do a five minute VSL - Video Sales Letter - to throw on your landing page. So maybe you just determine you can get that done with copy, even though you really wanted that VSL you just don't have I don't have the cameraman on the team right now, or whatever, it just didn't come together.

It's not coming together. And if things aren't coming together, and it's going to slow you down, it's going to hold you back from shipping, CUT IT. Even if you really want it, cut it.

Ship It. Make sure you ship it. Get it out the door. It won't be perfect. We talked about Mary Poppins. It won't be perfect. But get it out the door. Ship it. This is so important.

Post Mortem. We did this at Microsoft over and over again. If you have a team, you get the team together and you talk about what went right and what went wrong. If you have just yourself, take a moment and make some notes as to what you learned from the whole process.

It's really important to do this. Because you always want to learn from the process. Make sure you document it. It's so useful, it's so handy – having this post mortem written down helps make sure you don't make the same mistakes.

NEXT! And then finally, just move on to next. Whatever the next thing is, make it happen. Don't agonize over the past. Go on to the next thing.

Now this is an important thing that I think is really valuable, it's a template that I have for managing a project like a webinar or doing a webinar series and I'm going to go through this. I'm going to give put the template I'm going to send this out to everybody in the group.

And we're going to go through it real quick.

TASKS	TARGET DATE	OWNER Notes
PLANNING PHASE		Get Everything In Place to Start Campaign
Identify Key Team Members and Roles	12/7/2022	Nail down exactly who does what for each step
Establish Overall Schedule for Launch	12/8/2022	Nail down key dates and milestones, including LAUNCH DATE and CART CLOSE
Create Core Offer	12/8/2022	Nail down special offer that you're selling - Price, Features, payment plan, guarantee, bonuses, etc.
Identify Lists You'll Target for Promotion	12/9/2022	Identify who you want to target to get them to sign up for the Webinar
Identify Physical Mailing List for Promotion		Figure out who to target with Postcards
Identify Email List for Promotion		Figure out who to target with Emails (assume you have a house list)
Nail Down Core Technology for Launch	12/9/2022	Final URLs, Webinar, Hosting, email CRM, etc. Identify where we'll host all pages CRM to handle shoppingcart and email blast functionality Nail down which Webinar System to use
Nail Down Final URLs to Be Used During Webinar	12/9/2022	Identify all the links you'll be using Opt In Page URL Confirmation Page URL Sales Page URL Sales Page Confirmation URL
Identify Tags in CRM for Campaign	12/9/2022	Identify the Labels inside CRM for the different lists to be used/created Create /Identify LIST Tag Create OPT-IN Tag Create BUYERS Tag

This is a template that I use. I use Microsoft Excel, and you can use whatever tool you want. Google's got something I know and I'm a Microsoft guy, but I wanted to share this with you so you understand the thinking that goes into producing a campaign or a larger product that's something bigger than just a sales letter.

Because it's really important, I believe, in creating killer marketing machines that are built on a ton of different components. So it's not just one thing. Russell Brunson says you only need one funnel. Well, a funnel has got a lot of different pieces to it when done right. And this is how you collect all the thinking about this.

So there's different phases in a project. You want to have like a planning phase, and this is everything you need to start the campaign. You want to think about who is on the team and who's doing what.

You want to have like an overall schedule for it. You want to nail down the key dates, the milestones, including the day you're going to launch and the date you're going to close the cart.

Again, this is for like a more like a product launch, or like a webinar type thing – this will work for Jeff Walker's PLF type project for sure, but this type of thinking is applicable to just about anything.

You want to make sure you create the core offer. This is so important to have this nailed down. You want to have it all nailed down at the very beginning - the price, features, payment plan, guarantee, bonuses, all that stuff.

You want to make sure you identify the list you're going to target.

And note also what I have here, in the headings. Along with the tasks, I have a target date, the owner, and notes. At a minimum you should have this sort of thing. Who's going to do what?

For example, in this case I'm going to identify the overall schedule, create the offer - that's going to be me. Now you might have Ted identify the list. Core technologies, that might be Michael.

Regardless, you want to list exactly who's doing all this stuff in your spreadsheet in your project plan.

Obviously, you want to know who you're going to target via emails. You want to nail down your technologies.

People often just kind of wave their hands over this stuff. You want to have all this stuff laid out, like what URLs are you going to use? Where are you going to host things? What CRM are you going to use? You want to have all that nailed down?

If you're going to do a webinar, you nail down what system you're going to use.

Make sure you nail down all the URLs this is so important to all the links you're going to be using the opt in page the confirmation page, there's a sales page, confirmation page, confirmation for the order, etc.

A lot of CRMs do tags because you're what you're going to be doing is you're putting people in different buckets whether they've opted in and whether they bought. So there's your "House List" – that's everyone on your list. Then we have the "Bucket List," people who opted in. And you use the buyer's tag to create your "Buyers List," these are the people who have actually bought.

So you want to know how are you going to label them inside your email system or whatever you're using.

That's your planning phase. You want to have all that stuff nailed down right at the very beginning.

Then you get into like the pre launch phase which is the creating the webinar, creating the slides during the handout, reviewing the slides.

Now this is extremely important - you want to set aside time to review work. I've basically given this task here a day, but as you see, there's about six days between creating the first draft of the slides and the final draft of the slides. So you want to allocate time in your project plan for reviews.

Then you want make sure you configure all the technology, all the stuff you identified earlier – you want to have an opt in tag, you've got to create the opt in box, the code for the opt in box, and that kind of stuff.

This is kind of techie forgive me if this is overly techie, I think at least somebody's going to find this interesting.

You want to write the auto responder email and get it set up.

I want to make very clear, you don't have to be doing all this stuff. You can have your team do it. But if it has to be done, it's got to be listed somewhere in your plan.

So Shawn might be the guy creating the HTML for the pages. Michael might be writing the squeeze page copy. Ted may be doing final edits, as well as working on writing copy, creating the postcard, etc.

Make sure you have all this stuff listed.

Think about all the stuff that has to be done to hook things up – you want to make sure everything's hooked up and connected. You want to make sure someone's been assigned to create the promotional emails, the confirmation emails, the sales emails, and so on.

Make sure you test everything. Make sure opt ins work, that the data is captured correctly. Make sure that the thank you page displays properly. Make sure the autoresponders works. You want to test the entire sales process – that the sales page work and it puts people into the buyers tag. That the thank you page displays. And if you have it set up for automatic shipment of physical goods, make sure that happens.

So you want to test everything before you go live.

Now you're in the launch phase.

Here's how you lay out your campaign. You need to exactly what your campaign is start to finish.

For the whole list, everybody gets email one. Email two goes to the whole list except for the opt ins. Email three. Email four.

Identify when you're going to send everything on a day by day basis. Know exactly when and where to send things. When you'll send reminder emails to the opt ins. When you'll have the follow ups, because you have people who didn't buy – so you'll need to keep selling to them. Push, push, push until the cart closes.

And when the cart closes at midnight, take down sales page.

When I worked at GKIC we did this something like this. I've done this kind of plan for other people. I did something very similar to this at Microsoft. Now at Microsoft, I used Microsoft Project, but you can do this with Excel.

I think this is so important to have in place, which is why shared this with you.

I'm going to stay.

You've Got This...



So, there's two points I have to make with this.

And the first one is a story.

I at a Jeff Walker event and some young lady walked up to me. She knew I was a copywriter and she really wanted me to write copy for her. She said, "Can you please please please write copy for me?"

Now, she was in a market that I really didn't resonate with. I'm not really a woowoo guy. I'm pretty logical, pretty conventional. I'm not very woowoo. But she was into this field that was very woowoo and it was just not my just not me, not my cup of tea.

And I realized that I would not just be able to do it. Because you know, you've got to work on projects that you're passionate about, and I could not find passion for that project.

But she told me her story. And she told me how what she was selling changed her life and how it changed the lives of other people. And she was practically in tears. She was so persuasive, so passionate, so clear, so concise, so compelling, that I said, "Stop! Just record that and edit it a little bit. And you've got your sales letter."

Because she had it. She knew her customer inside and out. She knew her product inside and out. She loved her customers. She cared so much about them and really wanted to help them. She cared so much. And she knew she had the solution. And for them, she had the absolute best thing on the planet.

So she was the best person to write that copy. She just didn't believe she could. And I told her, "I know you can. All you have to do if you can't type it, talk it and have somebody else edit it. But you have got this."

And the “you’ve got this” thing also boils down to an insight I got from Funnel Hacking live where a woman who is a very successful entrepreneur, hugely successful. She’s one of the one of the last speakers, she talked about how she had she has been experiencing all this stress recently, because she’s doing so many things. She’s doing so many things. She’s just overwhelmed and every day is overwhelmed, overwhelmed, overwhelmed, and then she had this realization...

That overwhelm is an addiction.

She was addicted to it.

She was addicted to the feeling of overwhelm, the sense of powerlessness, the sense that everything’s outside my control. The sense that I’m not obligated, because it’s outside my control, because I’m overwhelmed.

And instead she changed her thinking. Realizing it was an addiction, instead of saying, “I’m overwhelmed,” she said, “I’ve got this. I’ve got this.”

And that was a moment for me in a big way. Because I’m as vulnerable as anybody.

“I’ve got this.”

And you’ve got this. You can do this. You can make it happen. Embrace that concept. And if you can’t, just try it on for a while. Just like you’d try on a shirt. Try that idea on for a while. Embrace it, see how it feels. See how it might work for you.

“You’ve got this.”

So that’s pretty much what I had to share today.