

1. Your Attitude dictates your altitude.

You are vibrating right now. I don't mean that in some woo-woo hippie dippie way. I mean there are electrical currents running through you right this second. Shaping your life.

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2. How you do anything is how you do everything. Maybe you've heard that saying before. Maybe you haven't.

Either way, It's a profound statement. But how do you actually implement it into your daily life?

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3. Last week I listened to a Joe Rogan podcast and heard a sentence that made me want to punch the scientific community in the testicles.

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4. ARROGANT EMAIL WARNING:

What you're about to read will make me sound like an arrogant wanker.

That's ok.

I just wanna show you what you can do when you understand how to do email differently than everyone else

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5. Time for a story you probably won't read.

It's too long. Too personal. Too sad. Too happy.

It involves a boy. A wolf. A man who cried.

I don't expect many people to read this. I wrote it more for myself than anything else.

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6. Right now you have a list of things that you know, if you did them, would make you more

munney...

Make you happier...

Improve your health...

But you're not doing them.

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7. Today is really a better day than Christmas. At least in my opinion...

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8. What.

Why.

How.

Those are the three underlying pieces to achieving any goal.

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9. This could be taken as an over simplification...

...but I believe there are 2 main reasons why copywriters and marketers aren't making as much money as they should. (And why you're working WAY too much.)

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10. I basically never talk about this.

Even some of my closest friends now don't know this about me. I'm gonna talk about myself for a few sentences here...but I promise it's actually all about YOU.

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11. This message isn't for everyone. In fact it's not for most people.

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12. I can't personally eat an ice cream cone because of my crohn's disease.

But I really wanted one yesterday...

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13. I used to define entrepreneurship as guilt.

I felt like every second I wasn't "doing something" or "growing" I was dying.

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14. I spent most of my life trying to be perfect.

When I was 3 years old my dad told me I was supposed to win Wimbledon. (Which is the most prestigious professional tennis tournament in the world. And when I was a kid, no Englishman had won Wimbledon in about 70 years.)

So it's safe to say the pressure was on from a young age.

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15. I don't know where you're at in your career right now but if you write copy for other people (or want to) then you should read this.

See, most copywriters will never make more than \$10k per month.

It's for a couple simple reasons.

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16. Do you have goals?

Do you write them down?

If not, you probably should.

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