

Hi David

This took about 45 minutes....I'd normally work on something like this longer and usually put things away and come back later and iterate .... out of time on this

Best regards from The Gentle Island  
PEI, Canada

Bryan  
Ebb and Flow Studios

## Hook

I just want to tell you a little story about an event in my life that was a life changer for me. I had been raised to respect my elders and take all authority seriously and without question.

I was in my second year of college, working the summer as a log jockey in the woodyard of the local paper mill to help pay my tuition for the coming year. It was 2 AM, pitch black out and the roaring monster that was the 150 foot tall log stacking conveyor ground to a halt. **Little did I know that my life was about to change forever.**

## Setup

I was raised in an industrial town where the paper mills reigned king. My dad had helped build the mill he then worked in for the rest of his life, and he and mom instilled in we kids a love of reading and learning that has remained with us all, along with **respect for our elders and authority**. I, the oldest took all that very seriously, while my **siblings had slightly contrary ideas** at times while we were growing up, **questioning authority at every turn**.

I took my first 'real' summer job very seriously : the small photo business I'd started had been earning me pin money with seemed trivial in comparison to being employed by the biggest mill in town.

## Parachute

After the machinery stopped screeching, and my **Crew Boss** stopped cussing, he **ordered me** and a wiry little coworker up the stacker, which was now jammed tight with tons of four foot long sections of logs. " But, I asked a little timidly, is that safe .... what if things turn back on ..... " I was **interrupted by the roar of his trusted bellow** " .... **impossible, there are all sorts of fallbacks and safeties, up you go ....** "

Authority spoke, gave direction and I responded. Ten minutes later I was sitting in an adrenaline cloud at the base of the far side of the machine in total darkness wondering what went wrong. I had been forced to jump down the side of the entire log pile when somehow the machinery that was a fail proof system that my boss totally had confidence in failed me miserably. It ended up a summer student even less experienced than I had been left ‘ on the switch ‘ and mistook a signal from my group leader.

## **Transition**

So much for blind faith in my trusted authority. I learned one of the most important lessons of my life that day. My slightly rebellious sister’s later reaction to my mishap was

“ why didn’t you question him a bit more ?

Strike any sort of a chord with you ? Have you repeatedly headed down rabbit holes by following commonly accepted expert advice on how to build your business only to find yourself no closer to your goals ? If so, and you want to really move forward towards your vision you need to examine every bit of advice you receive and decide for yourself if it makes sense for you, your business and your goals. If it doesn’t feel right, question it.

## **The Sell and Tie**

That lesson I learned a long time ago has stood me in excellent stead in my interactions over many years with Consultants and other advisors, and I’m ever watchful not to accept and act on bad advice. If it sounds unsound, question it. If your gut tells you its not right it likely isn’t.

If you would like the benefit of more of my hard won insights on not getting trapped in rabbit holes as you move your business towards your vision, I want you to check out my article here at ..... : it gives you more of the framework that I’ve used in achieving my life goals and see if what I have to share makes sense to you.