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THE ACHIEVER

Featuring

flodesk

Good morning. 🎵 "It's the most wonderful time of the year..." 🎵

INSPIRATION

"Impossible is just an opinion."

– Paulo Coelho

SOCIAL CAPITAL

Build a powerful network

Cherry Picking The Gurus



Tony Robbins, Gary Vaynerchuk, and Tim Ferris. Three popular influencers who claim the title of an *expert* in leadership, entrepreneurship, mindset, and a host of other topics that high achievers like to study. While these men have the credentials to back up what they say, it does not mean we have to agree with every single piece of advice they bestow upon the masses.

The point of following people like them is not to blindly follow everything single thing they say. If you do that, not only will you not end up like them, but you most likely won't really end up anywhere. This is because not every single piece of wisdom you read applies to you and your goals. It is perfectly acceptable to listen to a podcast or watch a video and proclaim that you disagree with what was just said.

For example, Gary Vaynerchuk loves to tout how many hours in the day he works. He has to work this schedule because of the number of brands he owns and projects he has open. However, what if your main focus is being a freelance graphic designer? You only need to work until your projects are complete. One could argue that you are recharging your brain to keep producing high-quality work by resting and sleeping.

The point of following influencers and thought leaders is to cherry-pick and selectively choose their advice. Find out what works for your current situation and apply it. If the advice does not help you achieve your specific goals, then don't follow it. Always keep an open mind, take what you need, and leave the rest for someone else who can benefit from it.

THE FIRST STEP

Seize the opportunity

The Checklist



There is very little gain in beating yourself up because you never started. The key is to look towards the future and understand you still have time. As exciting as the idea of finally launching your idea is, it might be overwhelming as well. Thinking about all the things you have to accomplish is enough to stop some people dead in their tracks.

- **What are you selling?** Determine the product or service you want to sell. If you have multiple, choose only one to start.
- **Who are you selling to?** Identify who you will be selling this product to and how you will reach them.
- **Choose a website template.** Too many people get overwhelmed by the idea of starting a website. Go to WordPress and select a free template that fits your needs.

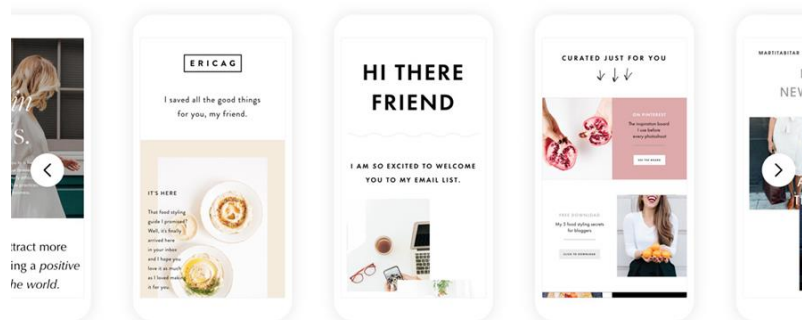
- **When will you work on this?** It is key to figure out when during the week you will work on your new company. It is up to you to block out that time each week and stick to that routine.
- **What do you need to begin?** What is stopping you from writing about your products on a website and then sharing it with your target audience? Make a list and begin completing those tasks.

Yes, starting a side hustle will be a complex journey, but starting is not as daunting as people think. As long as you tackle this initial checklist, you will have what you need to get going.

ACHIEVERS' ARMORY

Equip yourself with proven tools & tactics

Going With The Email Flow



Some marketing professionals like to say that e-mail marketing is dead. However, studies show that is not true. However, you can argue that generating sales via e-mail marketing campaigns is becoming increasingly harder. This is because our inboxes are often flooded with messages encouraging us to buy something from someone. Like it or not, sales emails are becoming white noise and slowly losing their impact.

[Flodesk](#) is an e-mail marketing platform that is aiming to disrupt this type of marketing tactic for good. They do this by helping small business owners create e-mail messages that people actually want to open and read. They provide an easy-to-use drag-and-drop tool that allows anyone to create engaging emails to tell your

brand story and inspire your target audience to take action.

One of their key functions is landing pages that are built to convert prospects into leads and finally into customers. Their landing page layouts are based on proven methods and best practices to give you the best chance of capturing the information you are looking for. You can craft automated e-mail campaigns based on the actions of the user. For example, they will get one type of e-mail if they fill out your form and a different version if they do not.

Tools like these are best experienced first-hand. To learn more about Flodesk and explore the ways it can enhance your marketing efforts, [click here](#).

HEALTH & WELLNESS

Stay healthy in the hustle

10 Tips To Avoid Burnout



Burnout occurs when we are overworked and become too stressed to continue our normal routine. When we are burnt out, we no longer feel passionate about things like achieving our goals, personal development, or that idea we want to launch. The ideal solution when this happens is to take a break.

However, it is not always that easy. You can become burned out right in the middle of your busy season. You may want to take a few days off but then a client pops in and needs an urgent project to be completed. The hard truth is, the world doesn't really care if you are

burnt out. Here's a list of 10 quick but powerful tips for avoiding this condition in the first place.

1. Get at least 7 hours of sleep each night.
2. Stop to eat three meals a day.
3. Drink plenty of water.
4. Avoid checking emails after dinner.
5. Schedule time with family and friends.
6. Take a break from staring at the computer.
7. Don't eat lunch at your desk.
8. Use your vacation days.
9. Avoid marathon workdays.
10. Don't spread yourself too thin.

SELF-DISCOVERY

Unleash the Achiever within

Make The Advice Your Own



There is no shortage of advice out there on how to be successful and achieve your goals. A piece of common advice that thought leaders give people they never met is to wake up at 5 am every day. This advice seems pretty straightforward on the surface, but it's also tough to follow for some people based on their schedule and natural inclinations.

Waking up at 5 am is not for everyone. However, this does not mean you should throw the advice away and assume it was not meant for you. The key is to make the advice your own. When someone tells you to wake

up at 5 am, they are actually advising you to wake up a little earlier than you normally do. They suggest that by doing this, you may have a better start to your day.

High achievers often advise people to cut out negative people from your life. However, if those negative people are related to you, it won't be that easy. Once again, we should try to make this advice our own. Instead of trying to cut someone out, knowing it is impossible, try to limit your contact with that person. Determine what triggers them to be so negative and try to avoid talking with them about that topic.

Thought leaders and influencers give advice because they want to help people get to where they currently are. However, blindly copying their advice word for word won't work because you are two different people. You have different circumstances surrounding you and the different goals you are trying to reach. The key is to keep an open mind and absorb the advice being given. Then examine your current situation and find a way to make it your own.

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FUN STUFF - TRIVIA

Which mission put the third man on the moon? Answer below.

NEWS BREAK

Stay informed

- Sony's [PlayStation 5](#) has reportedly become the best-selling game console in the U.S. by breaking all-time unit and dollar sales records in November.
- Last week, Elon Musk said he [has moved to Texas](#) after selling his Bel Air homes earlier this year. Hewlett Packard Enterprise ([HPE](#)) and Oracle ([ORCL](#)) are also [relocating](#) their headquarters to Texas.

- [Several people](#) stabbed and 33 arrested as 'Stop the Steal' protesters and counterprotesters clashed in Washington, DC on Saturday.

1% BETTER

Improve each day

Call someone you haven't spoken to in 6 months or more and wish them a Happy Holidays.

Trivia answer: Apollo 12.

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Today's newsletter was brought to you by [Sofia Mezzasalma](#), [Kyle Grappone](#), and [Darrin Maconi](#).

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