

#198: Efficiency or Effectiveness?

Most people focus on just efficiency, which is a bad mindset.

For example, a story Andrew mentions:

Two rednecks are buying watermelons, and selling them on the highway with a big sign. (outreach) Then they hurry back and buy melons again and again. (efficiency) However they're selling them for the price they bought them for, meaning they're not profiting. (bad effectiveness) One of them suggests to buy a bigger truck, to carry more watermelons. (more efficiency) This doesn't address the actual problem, which is ineffectiveness.

Takeaway: Work on effectiveness before efficiency.

#199: War mode

War mode is a state of mind you go into for 2-3 days every month. You set a small goal for yourself, and you work like crazy until it is finished. Very little sleep (3-4 hours) and frequent brain resetting is necessary to not become insane. This "war mode" goes back to our caveman days.

You should sleep for 6-7 hours in your normal cycle.

Takeaway: Go into war mode each month from now on, and sleep 6-7 hours regularly.

#200: Learn to love the arena

There are 2 kinds of people:

The spectator: Watching as others succeed, so they can feel tiny bit of it without putting in work (Video Games, Football fans etc.) They are also critics.

The man in the arena: He faces the struggle. It doesn't matter if he fails, he put himself out there and struggles. This is the person the spectators critique, but they will be forgotten. A man in the arena who fails will still be remembered more than a spectator.

Takeaway: You have to become someone who likes being in the arena, as it will improve your productivity.

#201: Warrior wisdom from Musashi

Miyamoto Musashi: person living in feudal Japan and author of the book of the five rings.

He once said: “When you’re in a swordfight with your opponent, your goal is to cut him down. Whenever you hit, strike or parry him you should think about cutting him down. If you think about hitting, striking or parrying him, you will never be able to cut him down.”

The same goes for copywriting. It doesn’t matter if you follow a DIC strictly, you have to focus on the end goal. Which is to get them to buy/opt-in/click.

Takeaway: Focus on the end goal and don’t get too stressed about how exactly you should write the copy, as long as it gets results.