1. Identify a problem you are facing (bad outcome/symptom)

I find it easy to delve into cheap dopamine because the results from copy appear far off in the distance after many many months of arduous struggle. So "what's 30 minutes" or "I'll do it tomorrow" doesn't sound unreasonable.

2. "Walk the factory line"

I have "figured out" everything I can/should do, but I have done almost none of it. I am nowhere because I have no track record I can use to land clients that will show me personal results from copy.

3. Ask "why" until you find the root causes. Use outside resources if needed.

Why does this feel far away?

- When I attempted shopify the results were instant, and if I had a payment gate working I would have seen money. Not 100's of angry comments on my facebook page.

Why is far away bad?

- I don't want to spend months struggling before I see money.

Why don't you want to wait for money?

- I am living paycheck to paycheck right now, not far away.

Why are you living paycheck to paycheck?

- Because all my previous businesses failed.

Why did all your previous businesses fail?

- Because I made obvious mistakes like thinking crooks don't crook everyone, or that you need to have a payment gate setup if you want to run shopify before you blow all your savings making sure people will want to buy.

Why did you make obvious mistakes?

- Because I am more afraid of slipping into nerddom than missing some details?

Why are you afraid of nerddom?

- Because nerds think sucking at socializing is a further sign of their genius instead of their ineptitude.

Why do you think paying deeper attention to details will make you a nerd?

- Because I never miss subtle details so I ignore some on purpose.

4. Create or update your strategy and tasks to solve the problem and get your outcomes

Pay attention to details. If you aren't a nerd, you won't become one.