

Subject Line: Growth equals confusion always

Hey [First Name],

Let me hit you with a truth bomb most people don't want to hear:

👉 The most successful people don't know what the f**k they're doing.

Not at the beginning. Not even most of the time.

Think about it:

Every world champion jiu-jitsu black belt started as a clueless white belt.

Every top YouTuber uploaded their first video not knowing a single thing about editing or algorithms.

Every successful entrepreneur launched their first business without a handbook.

Confusion, frustration, and "I have no idea what I'm doing" aren't signs you're failing. They're prerequisites. That's the price of growth.

And yet... here you are, maybe waiting until you have all the answers before you start. Waiting until it feels safe. Until it feels certain.

But here's the harsh truth: certainty never comes.

While you're waiting, someone out there with half your intelligence is making mistakes, learning on the fly, and getting results. They're in the arena. You're still in the stands.

Reading more books won't save you. Listening to another podcast won't save you. Only starting will.

So let me ask you,

👉 What imperfect step could you take today?

Because the imperfect approach always beats the perfect plan that never leaves your notebook.

Your choice: stay waiting... or step into the arena.

If you're ready to stop overthinking and start building, reply "arena" to this email—and I'll help you figure out your first imperfect step.

Thanks for reading

Talk soon