A GIFT FROM TRACY LIBERATORE

KILL THE MAYBE

Three steps out of the coop. Do it in pen. Do it this week.

STEP ONE

Name it.

Write your maybe word for word. Then find the object you're hiding behind: the rebrand, the certification, the website, somebody else's name on your work. If it looks perfectly reasonable on paper, you found it.

My maybe, the exact sentence:

What I'm hiding behind:

STEP TWO

Price the coop.

What does one more year of not being seen actually cost you? Real numbers. Then put it next to the worst realistic thing that happens if you're seen.

One more year in the coop costs me (clients, income, people who needed what I know):

The worst realistic thing if I'm seen:

STEP THREE

Go first. Small.

One thing, out this week, with your name on it. Not a launch. Not perfect. A size you can keep doing. If live scares you, record it. If writing is easier, write.

The one thing I'll put out this week:

The day I'll post it:

WRITE THIS BEFORE YOU POST

A quiet response means not many people saw it. It doesn't mean I was wrong to be seen.

Then do it nine more times before you judge anything:

1 2 3 4 5 6 7 8 9 10

One time is a stunt. Ten times is a presence.