

Story scaffolding

key words	doodles
<p>... build(s) up to an unbearable level</p> <p>chase distractions</p> <p>put your ass on the line</p> <p>enticing requests</p>	
<p>shut off all other options</p> <p>saying yes to ...</p>	
<p>over-commit</p> <p>feel too scattered</p> <p>commit to ...</p> <p>leave room in your life to ...</p> <p>throw yourself completely into ...</p> <p>take on too much</p> <p>the way out</p>	
<p>compare pros-and-cons</p> <p>blow you away</p> <p>say no to ...</p> <p>be supposed to do sth</p> <p>out of habit or obligation</p> <p>clear off 12 days in your calendar</p>	

Derek's story [adapted from www.sivers.org]

In 2012 my own psychological pain of not producing had **built up to an unbearable level**. I had loudly announced Muckwork, my brilliant new business idea, in 2008, but never finished making it. I had loudly announced Songtest, a free open song contest idea, in 2009, but never finished making it.

I started many times, but each time decided to **chase some other distraction** that didn't **put my ass on the line**, instead. There are always more emails to answer, always more things to learn, and always more people with **enticing requests** for me to help them achieve their dreams. (Each one swearing it'll be just an hour of my time, tops.)

To make it worse, I was living in distracting Singapore, surrounded by so many interesting people. And with a short flight I could be in 16 countries for under \$200. So I decided to do my version of the Steven Pressfield cabin. I moved to New Zealand. I **shut off all other options**. Time to finish what I started. I still answer my email. I still get a hundred requests a week, but now it's easier to say no to all of them, since I'm not local.

It's not the nicest mantra, saying "no", "no", "no" all day, but it is a reminder of why I'm here. There's another level beyond that. It's **saying yes to one thing, and no to absolutely everything else**.

Those of you who often **over-commit** or **feel too scattered** may appreciate a new philosophy I'm trying: *If I'm not saying "HELL YEAH!" about something, then say no.* When deciding whether to **commit to** something, *if I feel anything less than, "Wow! That would be amazing! Absolutely! Hell yeah!" - then my answer is no.* When you **say no to** most things, you **leave room in your life to** really **throw yourself completely into** that rare thing that makes you say "HELL YEAH!"

We're all busy. We've all **taken on too much**. Saying yes to less **is the way out**.

Examples:

I was hiring someone for a long-term project. There were many candidates. I **compared pros-and-cons**. Nobody **blew me away**, but I felt I had to choose one of them. Instead, I **said no to** all, and began the search again in a different way. That turned up someone absolutely amazing who is ideal and I'm psyched to be working with.

I **was supposed to** go to three music conferences in the next few months. They were spread out around the world and would have taken many expensive days in planes and hotels to be there. I had said yes to all of them **out of habit or obligation**. But I realized I wasn't feeling "HELL YEAH!" about them, so I cancelled all three. They're a little disappointed but I was able to **clear off 12 days in my calendar!** 12 days!! Do you know how much I can do with 12 free days? Maybe I could get Muckwork launched! Now that is a "HELL YEAH!"

In other words: **No more "yes". It's either "HELL YEAH!" or "no".**