

Dear Friends,

Hope that summer has been good to you all. Had the pleasure of going to Gibraltar for my sister's wedding, it was lovely to be there in person and catch up with family. One thing that it made me realise was that the temperature in Scotland is just right for me – would struggle to get much done in the heat!

Previously I mentioned would share the best book about positivity that I have ever read and trust me, have read a lot of them. Drum roll ... well below here it is as my YouTube video of the month or feel free to check [my written summary](#).

YouTube Video of the Month



What I most like about the video is found at 4:05 in which dogs respond to barking on my electronic speaker. They settled quickly, no animals were harmed in the making of this video but is a nice example of light-hearted amusement!

It remains my belief, particularly when times are hard to make a deliberate effort to focus on being more positive, anything else is a red herring.

It was with great fascination that I stumbled across how a red herring, a term for a distraction that I have been using for years actually got it's name. People who didn't like fox hunts sabotaged these with red herrings! Before the hunt they would slit a herring's throat and smear blood across the field in an attempt to divert the hunt into a ditch. The hounds, that lead the hunt, would be distracted by the smell of blood and be sent in the wrong direction, hence the term red herring.

Don't know any more of the background – it may well be the people liked pheasants but really didn't like herrings!



Recommended Website

<https://lawsofux.com/>

UX = User Experience.

What a great website, well designed which has lots of succinct summaries about concepts relevant to user design.

Tweet of the Month



Have been reading a fair bit about 'building', funnels and internet marketing and it really does strike me that collaboration is key. This can be a win-win providing mutual exposure. Opted for this Tweet of the month as Mustafa has a few things to learn from about building in Twitter – consistently show up, be responsive to others and being willing to retweet a good idea!

Something completely different for you all now, have completed a self-imposed 200 push up a day challenge for 50 days earlier this year. Gyms were closed and it was one of the many lockdowns. Now have a fair bit of content to edit. The question is should I bother?

Keen for your opinion ... here is a link to a one question survey multiple choice question, appreciate your thoughts:

<https://forms.gle/hQqPjdyRA4WgUQcq6>

If the idea of seeing me 'flexing' with my top off for 50 days is very appealing or grossly unappealing and you want further influence this vote feel free to click here to [forward this newsletter to friends](#) so they can sign up and vote!

Until next time,

Chris



Chris Weatherburn

Get the most out of your life!

