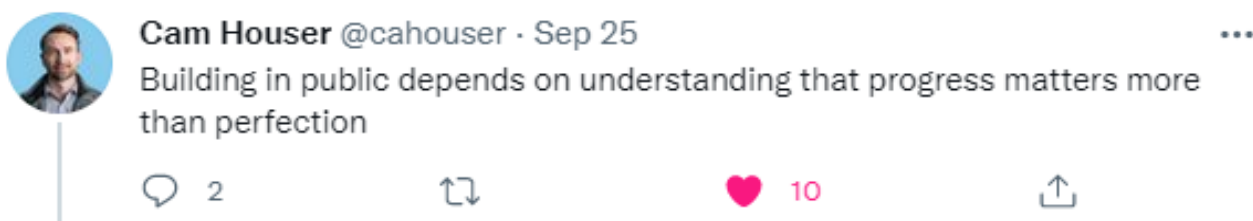


Dear Friends,

Wow – it's October already! Over the months I have gradually been learning more about video editing and am optimistic to think my YouTube videos are slowly improving as a consequence. The challenge am facing is the more I learn about video editing, the longer producing each video takes. If I get to the point when I am being overly critical of my own videos this can lead to inaction.

### Tweet of the Month



This tweet resonated with me, as am very aware that I need to accept 'good enough' otherwise I simply won't make any more videos. I would suggest that this goes for not just YouTube videos, in life in general trying to avoid being a perfectionist - particularly when it comes to submitting university assignments :)

Two of my goals for this year were to make regular video book summaries on YouTube, aiming for one per week and to keep going with this monthly newsletter. To be fair, am just about managing this but sustaining momentum can be challenging. I think the key is careful planning. Time is finite, life is short and so we must prioritise about what we actually want to do.

A good way of taking action, after you have decided what you want to do, is then to forget about other potential options. It seems obvious but if you spend too much time thinking about other things that aren't your main goals this will also lead to inaction. So, make a decision and stick with it!

To achieve goals it is important to break them down into achievable small action points, factor the time into your planned week to do these action points. This could relate to anything - studying for an exam, learning a new language or skill. The thing is you need to first decide what is most important for you then prioritise.

Feel free to reach out and let me know what you are prioritising in your life.



If you liked the book [Influence](#) by the same author then you will love this one. This was a long video based on a great book, perhaps I went over the top with the number of slides but I have summarised the key learning points, there are just so many. Here is a [link to my website for a full written summary](#) of this great book. The book suggests embedding reporters with US soldiers in the Iraq war was a tactical part by the US government. The predominant media message to the public was that you should be paying attention to the conduct of the war, not the wisdom of it. This reminds me of how general practitioners are currently being portrayed in the UK media, tactically no doubt by the government and spoils Twitter as well!

Hope that has given you all food for thought, enjoy October, take care and will see you next time,

Chris

### Recommended Website

[www.patatap.com](http://www.patatap.com)

This website is fun and also worth checking out on your phone. Typing makes noise and colours appear, completely useless but entertaining!



# Chris Weatherburn

Get the most out of your life!