



**CHRIS WEATHERBURN**

Get the most out of your life!

Dear Friends,

There are endless opportunities to explore in life and particularly with the power of the internet it can seem like there are constant things that you must be doing. What a great time to live, in which you can stream awesome music anytime, yet people often get FOMO along with burnout. Making content feels at times like shouting into a void, adding to an already busy schedule but yet can be rewarding. One trick is to make a realistic schedule, stick to it and be quite brutal with an awareness of Parkinson's law of time management – a task fits the time you allocate it.

So today it feels like Autumn, currently there is a storm is outside, I had set my goal to make this newsletter today, didn't have a Tweet of the month lined up and then I saw this ...

### **Tweet of the Month**



What a beautiful picture from [@W1ll\\_Anderson](#)

It is great to hear from old friends, thanks for reaching out with the suggestion to make a podcast – you know who you are ;)

Previously I had thought about how to make a podcast after responding to what I assumed was a spam message on LinkedIn inviting me to be interviewed for a podcast on book publishing. This was to discuss what it is like being an author, having never actually published a book I thought why not see if I can get on this anyway!

At the time of the podcast it was a bit nerve racking, particularly as I didn't make it home on time, so had to stop in a car park and have this call recorded to be added to the internet forever. Just as the podcast was about to start recording my son turned the music on in the car and I had to get out and run around 400 metres so it certainly wasn't without challenges.

If you critically analyse how people make podcasts one tactic is to interview well known interesting people, with set questions and if you are lucky they may then bring some of their audience with them. However one has to be well known to do this. Am very aware this newsletter should perhaps have 'exclusive' in the title somewhere. However, I have thought about it and why not?

What are the downsides – the main one I can think of is time to make this that could be spent on something else and also potentially could take people away from my YouTube channel. Let's be honest if it is fun to do the first potential downside will take care of itself and in relation to the second one I have zero control over who may or may not view my YouTube channel. Busy people may prefer listen to podcasts more than watch YouTube, these are different audiences. Therefore am deciding to dip my toe into podcasting on an extremely part time basis, aiming to just make one podcast episode and see how it goes.

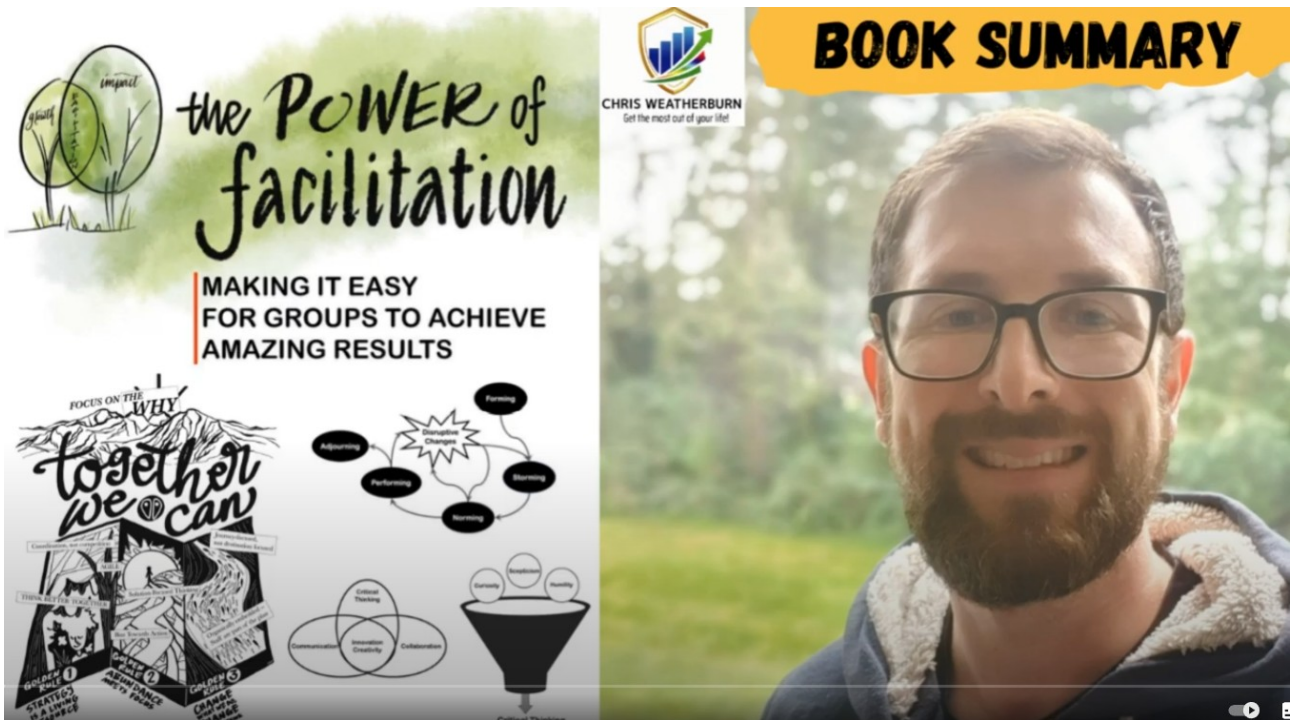
My main side hustle priorities will continue to be:

1. YouTube – aiming for weekly content
2. Website
3. Newsletter – monthly - thanks for reading this :)

So how can I fit a podcast in – well the aim will be to just reuse some of the audio content from YouTube book summaries and just see how it goes. I also plan on using freelancers on Fiverr when needed, a great website if you want to hire freelancers from all over the world.

The main thing am hoping to gain from a podcast is a good learning experience doing this. My guiding principles will be aim for good enough and set a very firm time limit so I can't procrastinate.

**YouTube Video of the Month**



I opted for this video, in part as I think I did it quite well keeping it concise but mainly as one of the author's of this book wrote a very nice comment on YouTube containing the words 'Awesome book review'. What goes on behind the scenes managing a YouTube channel is that you tend to just review and block comments relating to a 'local people looking for action'.

Enjoy November, take care and will see you next time,

Chris

### Website of the Month

<https://uigradients.com/#Parklife>

If you ever want to select a colour scheme for a website or a poster this allows you to select great blended colour schemes.



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