



CHRIS WEATHERBURN

Get the most out of your life!

Dear Friends,

Happy New Year hope you have all had a great festive season and start the year in great health.

At the start of the year I won't just write the 'usual' stuff about goals, how important they are and how to achieve these. However, the start of the year is a good strategic time to plan your goals and think about what matters to you. Personally, managed to just about achieve a YouTube book summary per week for 2021, to be honest I didn't count them. This took a bit of planning and I am keen to keep going with this. In addition, it is an aim of mine to try to repurpose some of the content as podcasts and look forward to exploring this more throughout 2022.

You may have read about the 1953 Yale Goal Study in which a cohort of students were followed up and the 3% that had written wrote written goals achieved more financially than all the other students combined. Am sadden to say that this study never in fact occurred.

If you don't achieve all your goals that is fine, practice some self-compassion but the main thing is that you tried and I believe it is worth having some goals to work towards.

YouTube Video of the Month



SCOTLAND
Perfectionism

44 views • Premiered on 10 Dec 2021

3 3 DISLIKE SHARE SAVE ...

This video differs from my usual as am not summarising a book! Instead am mentioning my thoughts on perfectionism and the downsides of this trait. The idea for this video occurred when searching for key words about a different video and noting that 50,000 people search YouTube every month for “Perfectionism” and there is ‘low’ competition for this term. Most of my videos I try to target the title to low competition but there are around 4,000 searches per month. Unlike usual, I checked out the competition videos, in honesty I wasn’t overly impressed. It was easy enough to make this and find content by searching my website. You may want to check out the end of the video with the outtakes!



Call to Action: Please forward this email to your friends to sign up!

Tweet of the Month



Marcus Baw @marcus_baw · 45m

The First Rule of Catering without Horrifying Small Children:

Do Not Give The Food A Disney/Pixar Name.



Selected this tweet, simply because I thought it was funny.

All the best for 2022,

Chris

Website of the Month

<https://archive.org/web/>

This website takes snapshots of websites overtime. When I last checked was glad to see it has saved www.chrisweatherburn.com nine times up until 29th November (my sister's birthday – happy belated birthday). If you are interested in how websites evolve overtime this is a great site to explore.



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