



**CHRIS WEATHERBURN**

Get the most out of your life!

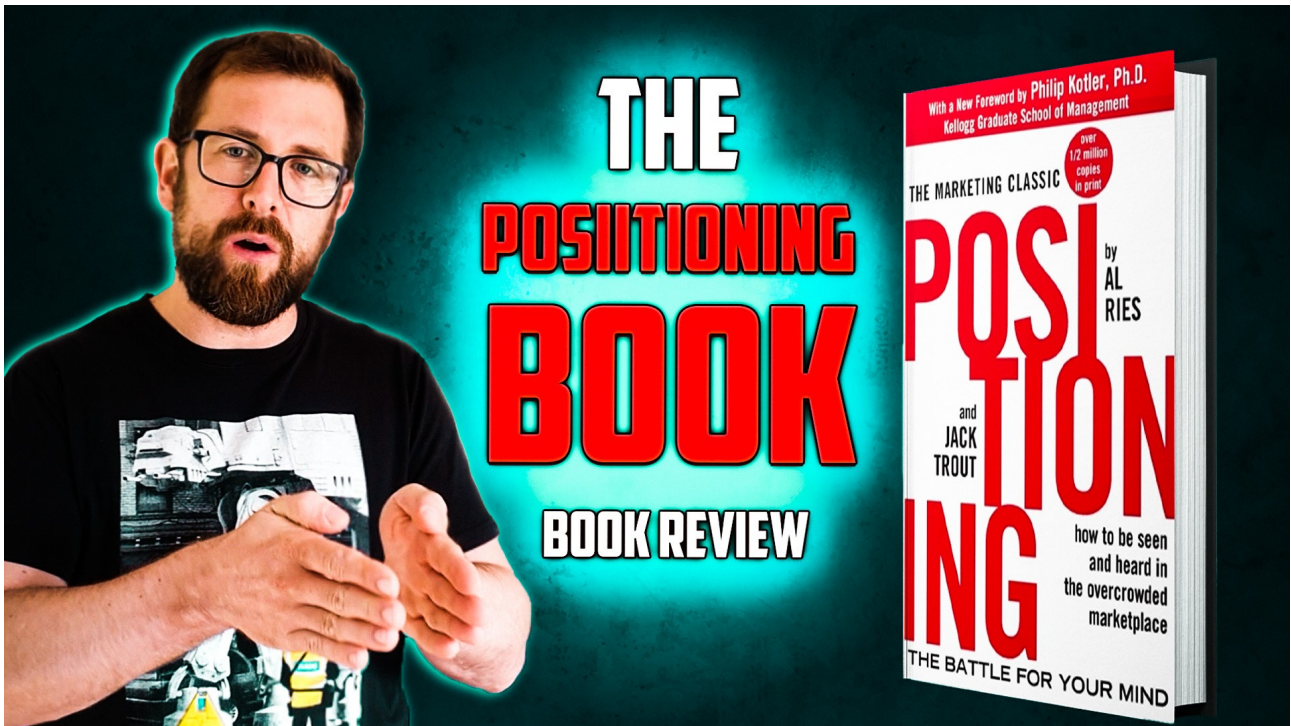
Dear Friends,

It has been a great summer, with heat waves, drought warnings then thunderstorm warnings across the United Kingdom. I hope you have all managed to have some well-deserved time off.

Sustaining motivation is a challenging and it is worth reminding ourselves that we are a 'human-being' not a 'human-doing', productivity isn't the be all and end all. My struggle lately is that a handful of friends have actually given up their jobs and are much happier as a consequence of this. Personally, I have about five jobs and although I like these, and want to continue these, looking at others enjoying themselves does make it harder.

Therefore, I looked at ways to sustain motivation. The [Harvard Business Review has some suggestions](#) which include focusing on enjoyable tasks, effective rewards, harnessing the influence of others and thinking about the progress you have achieved can help. Of interest giving advice helps you, as this allows you to produce plans that you could follow yourself.

## YouTube Video of the Month

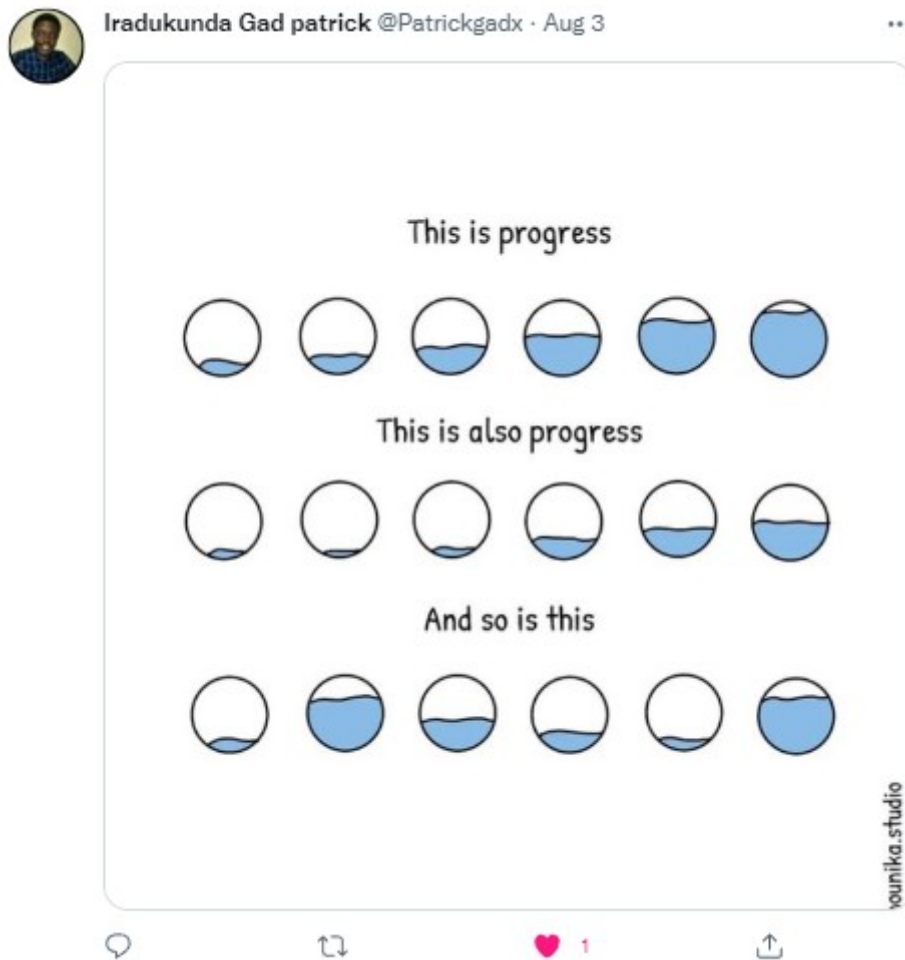


In my last newsletter I shared my first video that was professionally edited. The above video was edited by someone else, am happy with both videos but probably prefer this style. What do you think? It is good to get different people's thoughts about how to edit a video and any useful feedback would be appreciated.

I really liked this thumbnail, but it has a low click through rate at 3.4%. I thought about changing it, then I looked at it again and noticed the typo – perhaps that was lowering the click through rate. I have therefore modified it slightly on my YouTube channel.

The lesson is you get what you look for in life – in this case errors or cool colours!

## Tweet of the Month



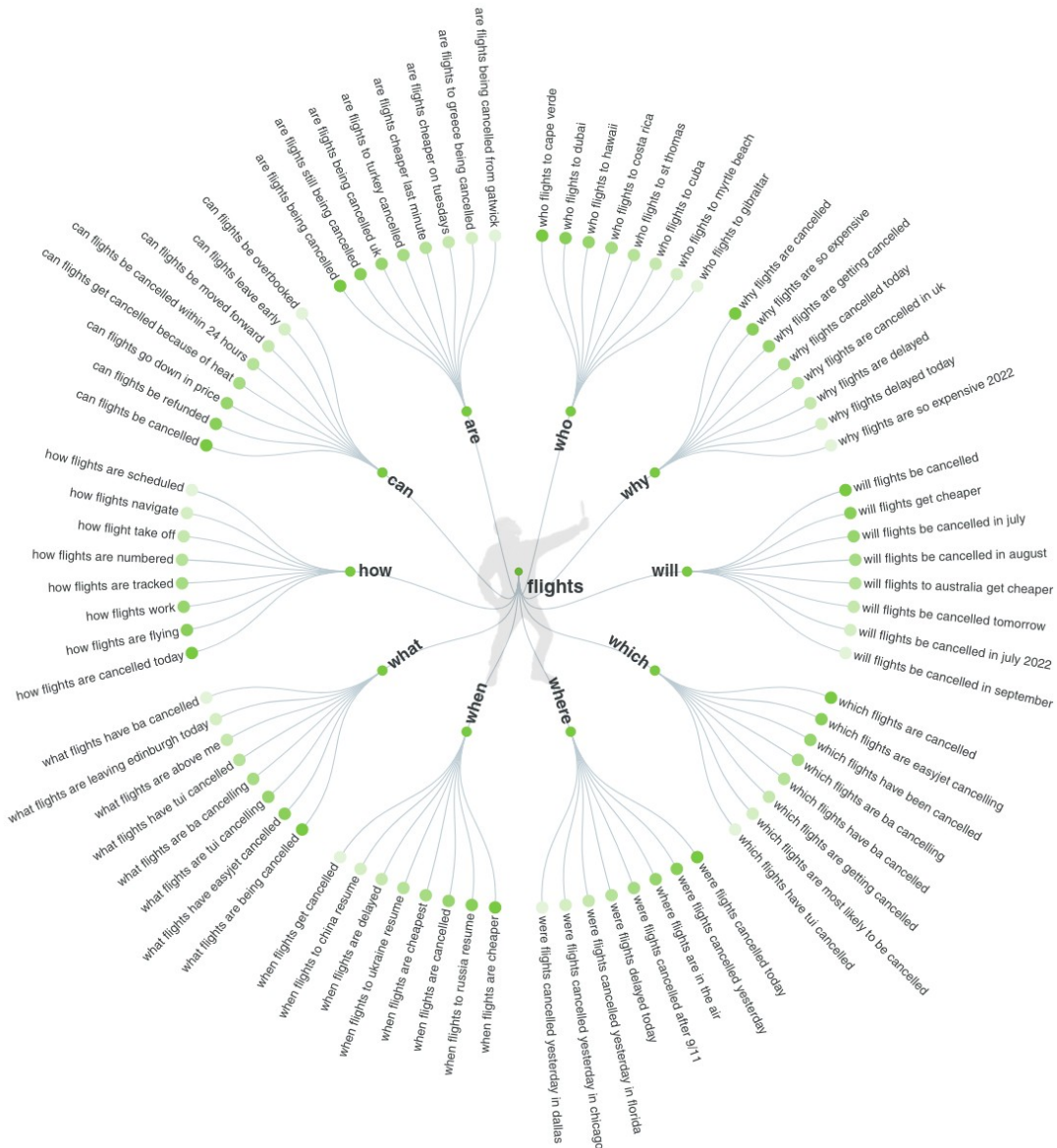
I saw this Tweet as a WhatsApp status and thought it would be great for Twitter. [@Patrickgadx](#) kindly shared it on Twitter. The infographic neatly shows the need expect non-linear progress.

Fancy doing me a favour and forwarding this newsletter for one of your friends to sign up **by [clicking here](#)**?

## Website of the Month

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

If you are into Search Engine Optimisation (SEO) or want to plan a new online business, it is worth considering what people actually want. This might differ from what you believe or want to make. You can do some light touch research readily with this website to discover what people are asking about any topic.



Above is a cool diagram the website produced when I put in 'flights', displaying 80 questions people are asking about this topic. The website gives several similar diagrams with prepositions and comparison. Fun to explore even if you aren't planning on making an online business!

Take care of yourselves and look after each other,

Chris

