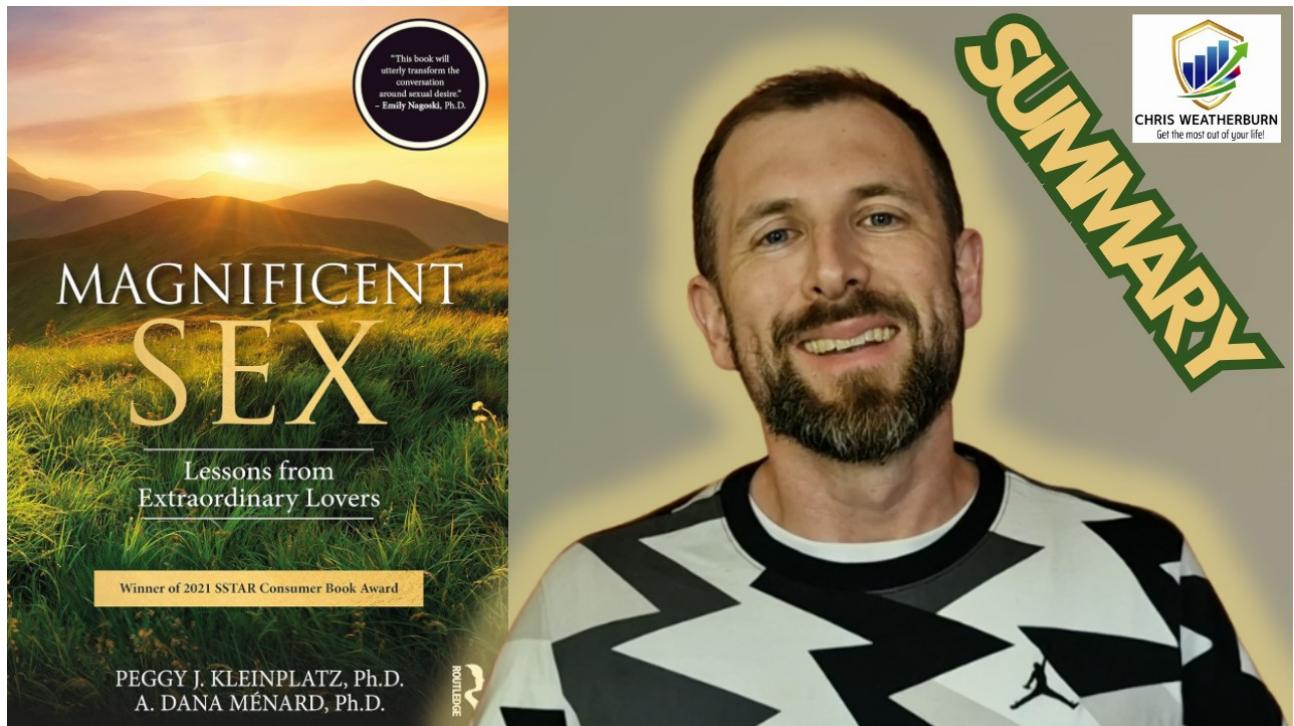


Dear Friends,

Gamification is a process in which you can turn a process into a game with small challenges that encourage you to participate. Companies do this well, for example Duolingo has become increasingly gamified over the years, following your friends on this language learning app. But advertising companies are able to take advantage of this very well. An example is loyalty coffee cards. Some of them will give you a card which you need to obtain a certain number of stamps for a free coffee, but the first one is already stamped. Why don't they just give a card with one less stamp? It is because knowing that you've made progress towards a goal helps sustain momentum. Don't just let companies take advantage of this fact and instead use this yourself to make progress towards your goals!

### YouTube Video of the Month



Last month I have only made this book summary video, so I had to select it. I have been away in Paris, and it took some organising having to book tickets to various things up to 60 days in advance. I achieved my own goal of driving round the Arc De Triomphe which was fun.

This video is a bit of a fail! After I painted the room recently and it makes me look jaundiced. However, failing is part of the learning process and it is important to laugh off low level mistakes, if you want a laugh do watch the end of the above video.

## X of the Month



[https://x.com/RandomTheGuy\\_/status/1962040085815435353](https://x.com/RandomTheGuy_/status/1962040085815435353)

This is a nice little video which might bring a smile to your face. I don't think it is possible to change the greeting selections.

## Website of the Month

<https://join.upwork.com/m5G9EH2>

Upwork is a fantastic website if you are looking to hire a freelancer, above is my referral link. I moved away from a rival freelancer website as Upwork has lower fees. For this recommendation alone it is worth forwarding this newsletter to your friends so they can sign up by [clicking here](#).

Have a great month,

Chris



**Chris Weatherburn**  
Get the most out of your life!