

Dear Friends,

## 🎯 The Skills You Don't Know You Need

I've been making YouTube videos for quite some time now, and one of the things I enjoy most is the continuous learning that comes with it. Behind every project is a collection of skills that I didn't have when I began—and often didn't even realise I would need.

Recently, I've been working on something completely different: a series of occasion-themed joke books.

At first glance, YouTube videos and books might seem unrelated. However, I've found myself applying many of the same skills:

- YouTube thumbnail design = book cover design
- YouTube keywords and descriptions = book metadata and discoverability
- Video titles = book titles

The old saying is that you shouldn't judge a book by its cover. In reality, people do. If a cover doesn't catch their attention, they may never discover what's inside.

This led me to create **Dr Crikey** – a cheerful owl doctor who appears across the books and helps tie the whole range together. You may not know that the owl also features on the logo of the Royal College of General Practitioners, where it symbolises wisdom and the night visits made by family doctors.

One lesson keeps appearing, regardless of the project:

### **Give people something they want.**

It sounds obvious, but it's surprisingly easy to forget.

I didn't learn these skills because I wanted to publish books. I learned them because I was making videos. The books simply gave me another place to use them.

Whether you're creating a book, a presentation, a service, or sharing an idea, success often starts by understanding what other people need, value, or enjoy.

Sometimes demand exists whether we notice it or not. The challenge is learning how to spot it.

## YouTube Video of the Month



You'll be pleased to know this is my final video covering *The Right Kind of Wrong*. In it, I share some of the most powerful examples from the book and what they taught me about learning from failure.

More videos are on the way, but at the moment I'm particularly excited about developing the Dr Crikey books. I like the idea of creating gifts that help people celebrate an occasion, raise a smile, and become something worth keeping rather than throwing away.

Speaking of which, I've recently published both a Father's Day book and a First Father's Day book. If you're still searching for a gift idea, feel free to take a look.

### The Betari Box

I recently came across a concept called the Betari Box.

In simple terms:

**My attitude affects my behaviour.**

**My behaviour affects your attitude.**

**Your attitude affects your behaviour.**

And so the cycle continues.

What we do really does affect those around us.

Show up with enthusiasm and positivity, and people often respond in kind.

I've been thinking about an additional element:

## The Weatherburn Box

Your behaviour doesn't just affect one person. It influences how they interact with others as well.

In other words, our actions create ripples.

A word of encouragement, a useful suggestion, sharing a skill, or simply showing enthusiasm for somebody else's efforts can have a far greater impact than we realise.

Perhaps changing the world starts with making one person's day a little better and letting that positivity ripple outward.

It's a useful reminder that expertise is rarely developed in isolation. Most progress comes from observing others, asking questions, and maintaining a beginner's mindset.

If you're currently learning something new, keep going. The skills that seem unrelated today may become exactly what you need tomorrow.

## X of the Month



**Dr Crikey**  
@DrCrikeyJokes



Make Father's Day funnier with Dr Crikey.  
Terrible jokes. Silly wisdom. The perfect gift for dads who pretend they don't love dad jokes.

🔍 "Dr Crikey Father's Day Joke Book" @amazon  
[#FathersDay](#) [#DadJokes](#) [#FunnyGift](#) [#DrCrikey](#)



A little reel of one of Dr Crikey's books that I plan to share across various platforms.

## Website of the Month

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

There are currently ten Dr Crikey books available.

If you're in the UK, you can instead visit: [www.drcrikey.co.uk](http://www.drcrikey.co.uk)

### Final Thought

The "wiser" I get, the more I realise that success is rarely about having all the answers.

It's about staying curious.

Learning from others.

Sharing what you've learned.

And recognising that small actions often have bigger consequences than we imagine.

The skills you don't think you'll need today may turn out to be the ones that open doors tomorrow.

Have a great month,

Chris



**CHRIS WEATHERBURN**

Get the most out of your life!



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