TANGENT daily

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BUSINESS NOTE

Change the conditions before you judge the result

Justin Welsh argues in a short essay that a poor result often reflects the conditions rather than the person, and that the conditions should be changed before any conclusion is drawn. He puts it plainly: "Before you decide you're bad at something, make sure you change the conditions."

A seller whose printable planners sit unsold can treat the listing as the condition to change rather than the product. Rework one variable at a time, such as the cover image or the title, and keep a dated journal page for each version so the next attempt has something to compare against.

Source: Justin Welsh, Maybe you're one away.
https://justinwelsh.me/essays/one-away