TANGENT daily

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BUSINESS NOTE

Asking someone else can change the outcome

Herbert Lui writes in "Gut checks" that telling another person what you are working on often surfaces a suggestion you would not have reached alone, as happened when his wife pointed out he could use the whites of the eggs he already cooked instead of buying a carton. He calls this practice a gut check and argues that life is a team sport.

A seller stuck on a product idea can run the same check by describing the concept to a friend or a fellow seller before building it. Someone who keeps making planners for every season might hear that a simpler weekly meal prep sheet would sell better, and that single conversation can redirect a whole month of work.

Source: Herbert Lui, Gut checks
https://herbertlui.net/gut-checks/