TANGENT daily

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BUSINESS NOTE

Wasting potential as a deliberate business choice

Justin Welsh argues in a short essay that a person could likely accomplish more than they do, and asks whether more is actually the right goal. The post treats unused capacity as something a person may choose to leave alone rather than a failure to correct.

For a seller of printables or print-on-demand goods, that argument supports a smaller catalog made carefully instead of a rushed one. A single well-made planner for one season, such as a fall meal planner, can be finished and photographed properly before the next idea begins.

Source: Justin Welsh, I hope you waste some potential.
https://justinwelsh.me/essays/potential