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BUSINESS NOTE

Justin Welsh on the ordinary moments

Justin Welsh argues in "Your hidden big break" that ordinary moments matter more than most people assume. The post presents that idea as the real source of a big break rather than a single dramatic event.

A seller of printables can apply this by building products around the small, repeated moments of a buyer's week instead of chasing one big launch. A printable weekly meal planner, for example, serves the ordinary task of deciding what to cook on a Tuesday night.

Source: **Justin Welsh, Your hidden big break.**
https://justinwelsh.me/essays/hidden-break