

ATTENTION WHORE

Building your influence with your personal brands stories!

The Shit you fcked up...

The biggest mistake you've made in your life, and/or business...start physically where it happened...were you in your office? What do you remember about that day? How did you feel? The smell in the air, the chills down your spine...etc. Is this a funny story, or an inspiring fck up?



Who were you then? Describe your look/vibe/style!

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The Shit you fcked up...cont

Would you go back and change anything from this mistake? If so what? If not, why wouldn't you?



What's the biggest lesson here? Why, looking back, was this a blessing...and a message not a mess?

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The Shit you fcked up..cont

What do you want others to learn from your mistake?



Ask for the engagement...What was their biggest mistake in business/life/whatever scenario related to what you just talked about!