

**THIS IS MY STRATEGY.**

**THERE ARE MANY LIKE IT, BUT THIS ONE IS MINE.**

**MY STRATEGY IS MY BEST FRIEND. IT IS MY LIVELIHOOD.**

**I MUST MASTER IT AS I MUST MASTER MY LIFE.**

**WITHOUT ME, MY STRATEGY IS USELESS.**

**WITHOUT A STRATEGY, I AM BUSY—BUT BROKE.**

**I WILL EXECUTE MY STRATEGY TRUE.**

**I WILL AIM STRAIGHTER THAN DISTRACTION, DOUBT, AND THE ALGORITHM.**

**I WILL SHIP BEFORE MY PERFECTIONISM SHIPS ME TO TOMORROW. I WILL...**

**MY STRATEGY AND I KNOW THAT WHAT COUNTS IN THE MARKET  
IS NOT THE POSTS WE BLAST, THE NOISE WE MAKE, NOR THE APPS WE HOARD.**

**WE KNOW IT IS THE RESULTS THAT COUNT. WE WILL CONVERT...**

**MY STRATEGY IS HUMAN, EVEN AS I AM, BECAUSE IT IS MY LIFE'S WORK.**

**THUS, I WILL TREAT IT LIKE A PARTNER. I WILL LEARN ITS WEAKNESSES, ITS**

**STRENGTHS,**

**ITS STEPS, ITS SEQUENCES, ITS METRICS AND ITS MESSAGE.**

**I WILL KEEP MY ASSETS CLEAN AND READY, EVEN AS I AM CLEAN AND READY.**

**WE WILL BECOME PART OF EACH OTHER. WE WILL...**

**BEFORE GOD (AND MY COFFEE), I COMMIT THIS CREED.**

**MY STRATEGY AND I ARE THE BUILDERS OF MY BRAND.**

**WE ARE THE MASTERS OF OUR CALENDAR.**

**WE ARE THE SAVIORS OF OUR FUTURE SELVES.**

**SO BE IT, UNTIL IMPACT IS MADE, REVENUE IS STEADY,**

**AND THERE IS NO PANIC—ONLY PEACE (AND PAID INVOICES).**

