

(Lesson 5) How To Stay on Top of Your Epic Story

I once had a mentor who smiled at me all the time.

It wasn't because I'm funny or a charming son-of-a-gun. Oh no, it was one of those smiles that said, "Oh Matthew, you do make me laugh with all your dreams and ideas and sky-high ambitions."

You know the type of smile I mean, right? The kind that politely reminds you to stay focussed and stop wandering off track.

"You love coming up with ideas, which is wonderful," she'd say. "Your ideas are what make you, you. BUT, you have to actually implement some of them, push forward when times are tough, and sell... and hustle... and work your butt off."

Wise words that have stuck with me, and whenever I start a new project, and inevitably wander from the righteous path (*dreaming of a new project, a new idea, something sparkly and eye-catching...*), I think about Phillipa's wise-wise words.

IT'S TIME TO GET ORGANISED!

In the last few days you've thought about your past, unearthed your true story, found other people who inspire you, and set some awesome objectives to work towards. That's a whole lot of work, and all the while you've slept, ate, worked on other projects, drank with friends, read, watched TV, and lived your life.

You're eager to start creating your story, I get it. We begin this process in

the next email, but first it's time to take a few minutes to breathe.

Just like I lose focus on new projects and exciting ideas, you easily forget about all the hard work you've done, because you're excited to craft your story and start sharing it with the world. But remember, this is your one-and-only story, and it's unique to YOU. Give it the care and attention it deserves, and save yourself some sanity at the same time.

That's right, it's time to create a few spreadsheets and tables (*I didn't say this whole journey would be a laugh-a-minute*)

WHAT AND HOW TO ORGANISE

Like I say, you've done an awful lot of late, and in between the work you've done on your story, you've worked on other projects, slept, ate, and lived your awesome life. If you're anything like me, you've forgotten some of the stuff you've done. It doesn't make you a bad person. It simply means you're human.

This is why I created a Discovery Checklist, to ensure you're ready and raring to go before starting the Creation Process.

**>> DOWNLOAD YOUR FREE
CHECKLIST HERE <<**

However, it isn't a mere tick sheet, because those things are worthless. Instead, it asks you to spend a little time **THINKING** about everything you've done. This is

the most important part of the download, because you need to ensure you understand your story before you create it. So long as you understand what it is your creating, everything else settles into place.

In terms of organising your thoughts and staying on top, **I recommend making a specific document for Your Discovery Process.**

For example, I LOVE Evernote and use it religiously each day. Creating a new note named 'Discovery Process', you can add each completed task on your **Discovery Checklist Download**, and have all the information you need in one handy place.

> Your Memory Essays < Your Answers from the 10 Question PDF > Your Favourite Examples from the 21 Brilliant Storytelling Examples Book < Notes on each Story You Like (*what you liked, didn't, could implement yourself...*) > A Table of Story Examples You Found Yourself < Notes & Links About Each One (*what you liked, didn't, etc...*) > Your Aims & Objectives

Over time, as you create your story, you'll find yourself updating this sheet. Overall, it becomes a Mecca of sorts, housing all your story's key info. **But above all, you have something to look at in times of need.** Trust me, questions and issues will pop up as you go along your story-based journey, but things you unearth during the Discovery Process answers most of these.

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

Your challenge on this occasion is to do the above. I know the **Discovery Checklist** asks you to write certain things down (*rather than type*), but I encourage you to keep everything within a digital hub.

Chances are, all you need to do is copy and paste so this shouldn't take long. I use Evernote for such things, but you could use a Word Document, Google Docs, Your Website, another Note-Taking App, and a whole bunch more. **Use whatever you're comfortable with.**

In my experience, your Discovery Process evolves over time. As such, a digital home makes updating things much easier!

And that's it for another email. I truly hope you're enjoying this Free Course so far. As always, if you have any questions, please hit reply and ask away. I'm here to help and guide, so don't be shy ;)

In the next email, we start the **CREATING PROCESS**, which is where the real fun begins. **BUT**, Discovering your process - *in my opinion* - is the most important part of all. Please take the time to understand your story on deep levels now, rather than glossing over an email and challenge like this. A step like this is easy to overlook, but it makes your life much harder further down the road.

Speak soon, you wonderful misfit, TURNDOG

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PS: If you're an Entrepreneur, Business Owner, Savvy Marketer, Freelancer, Artist, or Writer, you may like to join me on a wonderful journey I'm currently

taking. My book, *The Successful Mistake*, is all about overcoming failure and embracing success. 150+ amazing entrepreneurs are part of this, and I encourage you to join hundreds of other readers and learners as I write this book, and share EVERYTHING with you. Join this adventure for FREE here >> [**Bit.ly/successfulmistake**](https://bit.ly/successfulmistake)