

Day 9 - [Impulse vs. Repeat vs. Splurge Products](#)

Day 10 - Today

Blush! You took your first steps yesterday :)

I think that means you're ready to learn my favorite productivity weapon. These are the nuclear codes of getting sh*t done.

It's how I juggle all the things I have to do, without getting stressed out.

I call it the **powerbox**.

I thought I invented the power box, and it was genius. I was right and wrong. It is genius, but I didn't invent it. It turns out it's called an Eisenhower Matrix.

Right now I'm juggling so many things. My day job. My podcast. The new startup fund. The all access pass content. Etc..

So today, i woke up and realized that I needed to refresh my powerbox to make sure I know how to prioritize today's tasks.

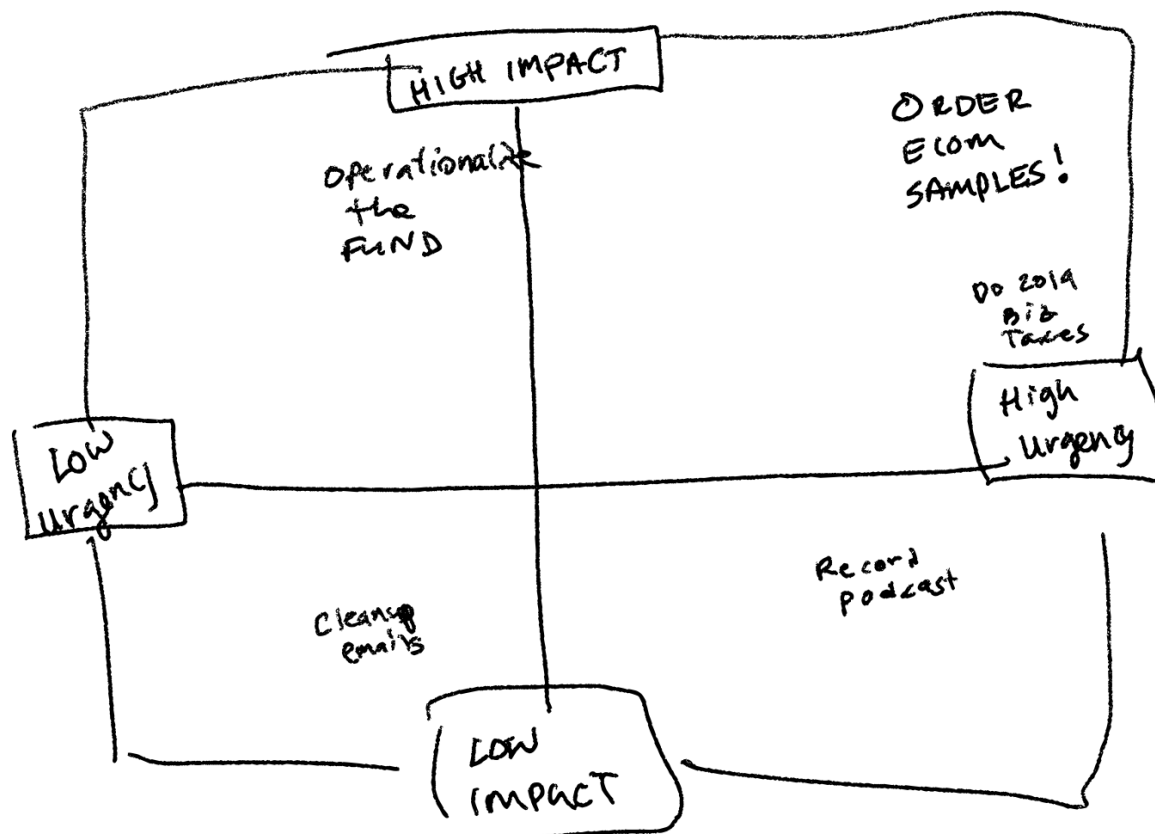
Alright blushie - grab a crayon, let's draw an example powerbox.

Here's how it works. Make a cross on your page (like an X and Y axis)

The Y axis is **impact**, the X axis is **urgency**.

Now start thinking off all those "to dos" in your head, and put them in the right spot, depending on the impact/urgency for each.

Here's mine for today:



This exercise makes it really clear what to do. I start in the top right. Then I hit the bottom right. Then I hit the top left.

When i was running bebo, it was very common to feel overwhelmed, overloaded, or like i was drowning in shit to do, so i used this to help me figure out what to prioritize

/alright, now you know how to use powerboxing to bucket your tasks, and not get stressed out.

So for today - the highest impact / highest urgency thing to do is to narrow down ecommerce ideas so that I can order samples (which might take a month to arrive). If you wanna hear me and ben discuss that in a 7-min call we had this morning, [click here](#).

I looked at my list, and I'm not loving any of my ecomm ideas. I don't have that rush of conviction that one of these is a winner.

Hmm.

Fuck, ok going to take a snack break.

Back from snack break - realized it's time to come up with some more ideas and use my phone-a-friend lifeline.

Friend #1 - Nathan from Sourcingify.

Nathan is the founder of sourcingify, his story is crazy. In high school, he became a foreign exchange student in china to improve his manadarin. While in China, he started buying/selling small knockoff items from chinese markets on ebay..and then graduated up to the real game - sourcing real products from manufacturers and selling them in the states.

His company, Sourcingify, helps source products for businesses. And he himself has run multiple 7 figure ecommerce stores. If he can't help us, nobody can.

I don't really know Nathan, but he listens to the podcast so I feel like a cold email will work. I ask Ben to reach out for me, while I brainstorm more ideas:

An hour later, we do a phone call. Here's Nathan's take:

- A couple of your ideas (some from the new list and some from the old list) are good (eg. kids play couch)
- The apple cider vinegar gummies idea is good, but food formulation/supplements take time
- Would avoid doing things that a lot of dropshippers are doing (eg. theragun competitor)

He has a few ideas of his own:

- He's been travelling a lot (road tripping) and saw the need for "inflatable car beds" or "car tents" - maybe we could even brand these as companion accessories for specific cars (eg. Ford F150 or Tesla) - [here's an audio snippet of us talking about this idea](#)
- A chair or desk massager, for people working from home and sitting all day
- Car police-radar detector (as discussed on the podcast)

And some things to think about:

- Sourcing lead time - since this is a timed challenge, need to pick products that we can source quickly. His team is expert at this, and he's offered to help
- Margin (target 70%+ gross margin)
- Competitive landscape

OK - felt really good about Nathan & sourcify. Cool guy, really happy to help. I'm def gonna use Sourcify for the quotes/sourcing phase once we pick our product idea.

Friend #2 - Alex - founded a big co in the beauty ecomm space

Next - we hopped on a call with our buddy Alex. Alex is a whiz kid who's last company did tens of millions a year in ecommerce revenue.

[Here's an audio snippet from our conversation](#).. And some of the biggest takeaways:

- Don't be married to facebook ads. He's had a lot of success w/ influencers and is down to help us if we go that route.
- One option is to partner with an influencer and launch the brand to their audience directly. This has worked well (eg. Rihanna launching Fenty to her audience, or Kylie Jenner's lip line)
- One idea - Silk bed sheets. He just bought some, and it's getting rave reviews.. High price point, high perceived value.
- Of all our ideas, he likes the kids couch the best, but is concerned about shipping since it's going to be like \$30-40 shipping to get it to a customer.

Alright - that's the execution deep dive for today. Brainstorming with friends.

We have a few more calls lined up tomorrow, a bit of research to do... and then will decide which products to get quotes/samples from after that.

until tomorrow,

shaan

How'd you like Day 10? We read every single piece of feedback and working the

How'd you like Day 10? We read every single piece of feedback and working the comments into the coming days :)

[Excellent](#) | [Good](#) | [Meh](#) | [Do Better](#)

Missed a post? Get 'em here:

Week 1 - [Recap](#)

Day 6 - [How 1 Tweet Turned Into \\$1.5M](#)

Day 7 - [Sometimes You Need To Be A Worker Ant](#)

Day 8 - [What do vacuums, gummies, and chalkboards all have in common?](#)

Week 2 - [AMAs, Audio Experiments, & Sunday Mailbag](#)

[Unsubscribe](#) | [Update your profile](#) | 300 Broadway St, San Francisco, CA 94063