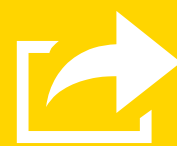


**SETH GODIN**

# There's always room for Jello and here's what it looks like when a phrase goes on forever

November 07, 2012



The first time was youthful bravery--I was playing hockey with people far better than I (not older, merely better) and they slammed me into the boards. That's something almost heroic, at least when you're twelve.

No, the second time was two days ago. I finished a delightful breakfast with a friend and as I walked out of the restaurant, I focused on the door to the street and the weather outside--and completely ignored