

VIDEO 01 OF 52

# Welcome to Mindful Mondays

The intro video. Chris welcomes viewers into a weekly ritual. Pure rapport-building with a soft, natural book mention. Trust is the currency of week one.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 1

## • ON-SET BULLETS

- You: 40+ years leading businesses, ~1,000 people across four states
- The goal: "The best way to reach a good ending is to have a good beginning" → flip to **p.v**
- What mindfulness really means: being fully present without being overwhelmed by circumstances → **p.v**
- Autopilot: "Autopilot can't take us to the end we're trying to reach" → flip to **p.vi**
- What's coming: 52 topics, one per week, short and practical — sustainable thinking, long-term vision, self-reflection
- Tone: Warm invitation — sharing, not selling. Trust is the currency of week one.  
→ Grab the full journey at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*Already on screen when it starts — no intro card. Pause before speaking. Let the silence work for a beat.*

### CHRIS SPEAKS

*"Most weeks start the same way for most people. You hit the ground running — and by Tuesday, you've already forgotten what you were running toward."*

## ● THE INTRODUCTION — 0:12–0:35

### DIRECTOR'S NOTE

*He leans in slightly — more personal now. Not pitching. Sharing.*

### CHRIS SPEAKS

*"My name is Chris Masiello. I've been leading businesses for over 40 years — thousands of people across four states. And a few years ago, during the hardest stretch any of us had seen, I started doing something every Monday morning that changed everything. I called it Mindful Mondays."*

● THE INVITATION — 0:35-1:05

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**DIRECTOR'S NOTE**

*Relaxed energy. He's not selling — he's inviting. This is the rapport moment.*

**CHRIS SPEAKS**

*"Every week I'm going to share one idea — one concept — that takes less than two minutes to hear, but that you'll carry with you all week long. Things like sustainable thinking, how to build your long-term vision, how to stop running on autopilot. These aren't just nice ideas. They're the same conversations I was having with my team in the middle of a pandemic — when people needed something real to hold on to."*

● CALL TO ACTION — 1:05-1:30

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**CALL TO ACTION**

*"I've turned 52 of those conversations into a book — one chapter for every week of the year. If you want the full journey, grab a copy at [chrismasiello.com](http://chrismasiello.com). But either way — come back next Monday. I've got something I think you're going to want to hear. Happy Monday."*

▲ **STRATEGIC NOTE**

Video 1 does two jobs: introduces Chris's voice and credentials without bragging, and gives viewers a clear reason to return. The book mention is soft but present. Don't spend week one's trust on a hard sell.

# The Story Behind Mindful Mondays

The origin story — pandemic, Zoom sessions, parking-lot real estate closings. The video that makes people feel like they truly know Chris. The single biggest trust-builder in the series.

▶ Landscape 16:9

▶ ~90-120 sec

▶ Drive book sales

▶ Email Wk 2

## • ON-SET BULLETS

- March 2020: running several businesses, ~1,000 people across four states — everything we knew just stopped → **p. vi**
- Essential business — kept going. Parking lot real estate closings: title officer with gloves, customer in car, signing documents → flip to **pp. vi-vii**
- The response: 10am + 4pm daily staff meetings just to process same-day changes → **p. vii**
- Every Monday morning: Zoom forum on mindfulness topics — "This became Mindful Mondays" → **p. vi**
- Still doing it: one-to-two-minute video distributed to the public to this day → **p. vii**
- The need hasn't gone away — more people feel that ground-shifting feeling now than ever → Full journey at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00-0:15

### DIRECTOR'S NOTE

*Fresh start — not a continuation of last week. He's setting a scene. Still, present, unhurried.*

### CHRIS SPEAKS

*"It was March 2020. I was running several businesses — about a thousand people across four states — and everything we knew about how to work just... stopped."*

## ● THE STORY — 0:15-0:55

### DIRECTOR'S NOTE

*Credibility and humanity together. The parking lot story is specific and vivid — let it breathe.*

#### CHRIS SPEAKS

*"We were classified as essential — so we kept going. We had title officers closing real estate deals in parking lots. Customers driving up, rolling down their window, signing documents in their car. In 2020. In America.*

*And I watched my team hold it together. But I could see the weight of it. So every Monday morning, I got on Zoom and we talked about something that had nothing to do with work — and everything to do with how we were thinking. That became Mindful Mondays."*

#### ● THE BRIDGE — 0:55-1:15

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#### DIRECTOR'S NOTE

*Pivot from past to viewer's present. Connect his story to their life.*

#### CHRIS SPEAKS

*"The pandemic may be over for most of us. But that feeling — of the ground shifting, of needing something real to hold onto — that hasn't gone away. If anything, more people feel it now than ever. That's why I turned those sessions into a book. 52 chapters. One for every week of the year."*

#### ● CALL TO ACTION — 1:15-1:30

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#### CALL TO ACTION

*"You can get the book at [chrismasiello.com](https://chrismasiello.com) — or just keep showing up here on Mondays. We're going one chapter at a time, together. See you next week."*

#### ▲ STRATEGIC NOTE

The origin story shows scale (1,000 employees, 4 states, 40 years), humanity (real pandemic moments), and purpose. The book mention here feels completely earned.

# Sustainable Thinking

First chapter video. The 60,000-thoughts hook. 95% of behavior comes from the subconscious — and here's what to do about it. This is the video that sets the template for all 52.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 3

## • ON-SET BULLETS

- "Sustainable thinking = the ability to maintain consistent thought patterns that produce the highest-quality outcomes" → flip to **p. 1**
- Dalai Lama: "In order to carry a positive action, we must develop here a positive vision" → **p. 1**
- 60,000+ thoughts/day; 95% of behavior from the subconscious — it runs on patterns → **p. 2**
- Meditation: 5-10 minutes of quiet to access the subconscious — "the juicy stuff is in there" → **p. 3**
- This week: catch yourself on autopilot — just notice it. Noticing is the first step.  
→ Find Chapter 1 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*Lead with the stat. It's surprising. Let it land before moving on.*

### CHRIS SPEAKS

*"You're going to have about 60,000 thoughts today. And 80% of them will be the exact same thoughts you had yesterday."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*A teacher, not a preacher. Accessible and curious — not lecturing.*

### CHRIS SPEAKS

*"Here's what that means: 95% of what we do every day comes straight from our subconscious. That's not a flaw — that's just how the mind works. It runs on patterns. It loves what it already knows.*

*But it also means that if we're not deliberately choosing our thoughts, we're running the same old program. Over and over. And wondering why things aren't changing.*

*I call the alternative — Sustainable Thinking."*

● THE PRACTICAL — 0:50-1:10

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**DIRECTOR'S NOTE**

*One thing they can actually do this week. Useful, not just interesting.*

**CHRIS SPEAKS**

*"This week, try one thing: catch yourself on autopilot. When you're driving somewhere and suddenly realize you've been thinking about something completely unrelated for the last five minutes — that's your subconscious doing its thing. Just notice it. Noticing is the first step."*

● CALL TO ACTION — 1:10-1:30

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**CALL TO ACTION**

*"In the book, I go through the three tools that actually rewire this — precision affirmations, visualization, and meditation. Chapter one. It sets up everything that comes after. You can find the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

▲ **STRATEGIC NOTE**

Video 3 sets the template for all 52: hook stat → core insight → one practical action → book CTA. This is where the funnel clicks into place.

# Creating Your Long-Term Vision

Vision without a map is a wish. The blank canvas concept — goals and values are the paints and brushes. Ends with a notebook exercise viewers can do today.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 4

## • ON-SET BULLETS

- "Goals and values are the paints and brushes we use to turn our blank canvas into a work of art called my life" → flip to **p. 4**
  - Vision = your north star. Compare real daily habits to it — not the story you tell yourself → **p. 4–5**
  - If your steps don't align with your vision, you'll end up lost (gym in the morning + Doritos at night) → **p. 5**
  - Exercise: top of page = your vision, bottom = where you are now, fill middle with 3–5 steps → **p. 6**
  - Dream big — measure in smaller pieces that build into the larger grand vision → **p. 6**
- Find Chapter 2 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*Start with a visual image. Give them something to picture.*

### CHRIS SPEAKS

*"Imagine a completely blank canvas. No color, no shape, no direction. That's how most people start their week — and if we're being honest, their year."*

## ● THE INSIGHT — 0:12–0:50

### CHRIS SPEAKS

*"Creating a long-term vision isn't just daydreaming. It's understanding where you want to go and working backwards from where you are right now."*

*Here's what most people miss: your goals and values — those are the paints and brushes. The vision is what you're painting. And if you don't know what the picture is supposed to look like, it's pretty hard to know if you're using the right colors.*

*The past has a way of paralyzing us. We expect the same outcomes because we've seen them before. But your vision isn't about what happened — it's about what you're deliberately choosing next."*

● THE PRACTICAL — 0:50-1:10

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**CHRIS SPEAKS**

*"Try this today. grab a notebook. At the top, write one vision you want for your life. At the bottom, write honestly where you are right now. Then fill in the middle — three to five steps. That's your map."*

● CALL TO ACTION — 1:10-1:30

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**CALL TO ACTION**

*"Chapter 2 in the book goes deep on how to make this actually stick — because thinking about it isn't enough. Try that notebook exercise this week. Happy Monday."*

▲ **STRATEGIC NOTE**

The blank canvas metaphor is instantly visual. The notebook exercise gives viewers something tangible to do before next Monday, turning a casual viewer into an engaged weekly subscriber.

# Mastering Your Priorities

Active vs. passive priorities. Most people have two sets — the ones they talk about and the ones their time actually reflects. The most shareable video of the six.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 5

## • ON-SET BULLETS

- Priority = a "condition" in your thinking that generates specific outcomes — not just a to-do item → flip to **p. 8**
- Two types: active priorities (deliberate) vs. passive priorities (what your habits actually show) → **p. 9**
- Example: want to be a morning person but binge-watching late — they're in direct conflict → **p. 9**
- Exercise: analyze 5 areas — personal growth, self-care, family, friends, work. Work is last on purpose. → **pp. 9–10**
- Tie priorities back to your vision from Ch. 2 — if they don't align, results won't either → **p. 10**  
→ Find Chapter 3 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### CHRIS SPEAKS

*"Here's a question most people don't want to answer honestly: are your priorities actually your priorities? Or are they just the story you tell yourself?"*

## ● THE INSIGHT — 0:12–0:50

### CHRIS SPEAKS

*"Mark Twain said, 'To change your life, you need to change your priorities.' And I think that's right — because most of us have two sets of them.*

*There are your active priorities: the ones you consciously set. And there are your passive priorities: the ones that creep in when you're tired, distracted, or just on autopilot.*

*Wanting to be a morning person, but watching a show until midnight — those priorities are in direct conflict. Your subconscious doesn't care which one you say matters. It only sees what you actually do."*

● THE PRACTICAL — 0:50-1:10

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**CHRIS SPEAKS**

*"This week, look at just five areas: personal growth, self-care, family, friends, and work. Ask yourself honestly — what does the evidence of your time say you're actually prioritizing in each one? Not what you intend to. What the record shows."*

● CALL TO ACTION — 1:10-1:30

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**CALL TO ACTION**

*"Chapter 3 in the book has an exercise that makes this very concrete — and I think it'll surprise you. But start with just those five areas this week. Happy Monday."*

▲ **STRATEGIC NOTE**

Active vs. passive priorities is one of the most practically useful ideas in the book. This is the video most likely to be shared and drive direct book purchases.

# Mastering Your Thought Process

Metacognition — be the director of your mental movie, not a passive viewer. One of the most quotable concepts in the book. By week 6, the audience is warm and conversions peak.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 6

## • ON-SET BULLETS

- Success comes down to mastering your thought process — what to do with the thoughts that bombard us → flip to **p. 11**
  - Flip the script: "I'll never make my sales goal" → "I can meet this sales goal" → **p. 12**
  - Metacognition = thinking about what you're thinking about. Be the director, not the audience. → **p. 13**
  - "Thoughts are like weeds — if you don't pull them out, they take over the garden" → **p. 13**
  - Gabby Bernstein: "I am responsible for what I see" — your thoughts and words are what you see → **p. 14**
- Find Chapter 4 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### CHRIS SPEAKS

*"Most people treat their thoughts like they're carved in stone. Whatever shows up must be true. Must be real. Must be listened to. But what if you could be the director of that movie instead?"*

## ● THE INSIGHT — 0:12–0:50

### CHRIS SPEAKS

*"There's a term for this: metacognition. It just means thinking about what you're thinking about. And when you start doing it, everything changes.*

*Here's what it looks like in practice: a thought crosses your mind — 'I'll never make that goal.' Most people just accept that. They give it a seat at the table. But a good director says, 'That's not the performance I want in this scene.' And they flip it: 'I'm already on my way to that goal.'*

*Thoughts are like weeds. If you don't pull them, they take over the garden."*

● THE PRACTICAL — 0:50-1:10

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**CHRIS SPEAKS**

*"This week, every time you catch a thought that pulls you backward — that says you can't, or you're not enough, or it won't work — flip it. Out loud if you have to. Act like the outcome is already decided. Because your subconscious genuinely doesn't know the difference."*

● CALL TO ACTION — 1:10-1:30

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**CALL TO ACTION**

*"Chapter 4 in the book goes deeper on this — including the Jack Canfield story that made me believe this stuff actually works. You can get the book at [chrismasiello.com](http://chrismasiello.com). Happy Monday."*

▲ **STRATEGIC NOTE**

"Director of your mental movie" is visual, memorable, and quotable. Six weeks in, the audience is warm — this is when book conversions peak.

# What Is Personal Growth?

Personal growth isn't a destination — it's a way of moving through life. This video redefines the term and replaces Hollywood's "big reckoning" myth with something more honest and more useful: lifelong curiosity.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 7

## • ON-SET BULLETS

- "Personal growth is when we live in a consistent state of lifelong curiosity where we are never an expert and always a learner" → flip to **p. 15**
- It's not big lightning-bolt moments — it's the small details and tiny curiosities every day → **p. 17**
- "With more knowledge comes a realization of how little we know — and we're never going to know all of it" → **p. 16**
- Insatiable curiosity: seek out the novel nuances, even when things seem confusing or wrong → **p. 17**
- Key points summary at the end of the chapter → **p. 18**  
→ Find Chapter 5 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00-0:12

### DIRECTOR'S NOTE

*Open with the contrast — the Hollywood version vs. the real thing. Slightly amused tone. He's seen both.*

### CHRIS SPEAKS

*"We hear the phrase 'personal growth' all the time. But I think most people have the wrong picture of what it actually looks like."*

## ● THE INSIGHT — 0:12-0:50

### DIRECTOR'S NOTE

*The library metaphor is the emotional core. Let it breathe. Warm and curious — not self-help-y.*

#### CHRIS SPEAKS

*"The movies give us these dramatic moments where someone has a reckoning, and they're changed forever. That can happen — but it's a terrible strategy to wait for it.*

*The way I see it, personal growth is when we live in a consistent state of lifelong curiosity — where we're never the expert and always the learner.*

*I think of the mind like a library. Every experience, every conversation, every challenge — you're adding a book. Some are dusty. Some you'll revisit. But they're all there, and they're all yours.*

*And here's the interesting part: the more you learn, the more you realize how much there is left to learn. That should excite you. Because it means the journey never runs out."*

#### ● THE PRACTICAL — 0:50-1:10

##### DIRECTOR'S NOTE

*Keep it small and doable. The word "curious" is doing a lot of work here — help it land.*

#### CHRIS SPEAKS

*"This week, instead of waiting for a breakthrough, just stay curious. When something confuses you — get interested in it rather than frustrated. That's growth in real time. No lightning bolt required."*

#### ● CALL TO ACTION — 1:10-1:30

##### CALL TO ACTION

*"Chapter 5 in the book goes deep on this — what your personal library looks like and how to keep adding to it deliberately. It's one of my favorite chapters. You can grab the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

##### ▲ STRATEGIC NOTE

This video serves as a reset point — Videos 1-6 built the relationship and delivered four chapter concepts. Video 7 reframes what the whole series is about. The "never the expert, always the learner" positioning also makes Chris more relatable: he's not lecturing, he's on the same journey. That shift deepens viewer trust heading into the next nine videos.

# Possibilities

The size of your possibilities is determined by the size of your thinking. This video shows viewers how to stop artificially limiting themselves — and how Walt Disney's impossible bet became the world's most visited theme park.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 8

## • ON-SET BULLETS

- Key question: "How good can it get?" — the answer depends entirely on how you're thinking → flip to **p. 19**
- "How we choose to view things determines the amount and quality of the possibilities we have" → **p. 19**
- The assumption trap: we decide how much we can do before figuring out how to do it — that's backwards → **p. 20**
- Expanding your view creates a feedback loop — possibilities compound across all areas of life → **p. 21**
- Walt Disney: 27,000 acres, 51 landowners, nothing there — built Disney World on pure vision → Find Chapter 6 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*Start with the question. It's deceptively simple. Pause for a half-beat after asking it.*

### CHRIS SPEAKS

*"How good can it get? That's not a rhetorical question. The answer depends entirely on how you're thinking."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*The key is the assumption trap — he's calling something out that everyone does. A little knowing, a little wry. Not preachy.*

#### CHRIS SPEAKS

*"Here's something I see all the time — and I've done it myself. We decide how much we can accomplish before we even figure out how to go about it. We make assumptions that put a ceiling on what's possible before we even start.*

*'I didn't go to the right school.' 'The market's too crowded.' 'That's not for someone like me.'*

*Those aren't facts. They're narrow thinking disguised as realism.*

*The physicist Susan Larson studies quantum timelines, and the question she always asks is: how good can it get? The short answer is — as good as you want it to get. If you take an expansive view, things can get pretty amazing. If you take a narrow one, the best you'll get really isn't very good at all."*

#### ● THE PRACTICAL — 0:50–1:10

#### DIRECTOR'S NOTE

*The Disney example is brief but vivid. Let the scale of it land — 27,000 acres, 51 landowners, nothing there. Then connect it back.*

#### CHRIS SPEAKS

*"Walt Disney purchased over 27,000 acres from 51 different landowners in the middle of nowhere. No roads, no infrastructure — nothing. Built on a vision that most people would have called impossible.*

*His quote was: 'It's kind of fun to do the impossible.'*

*This week, catch the moment when you're about to limit yourself — and ask: what if that assumption is just wrong?"*

#### ● CALL TO ACTION — 1:10–1:30

#### CALL TO ACTION

*"Chapter 6 gets into how our thinking creates a feedback loop — and how possibilities compound when you start looking for them. It's a short chapter with a big idea. Find the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

#### ▲ STRATEGIC NOTE

The Disney example does double duty: it's memorable and shareable (viewers will repeat it), and it gives Chris a concrete story to tell rather than abstract concepts. This is the kind of video that gets clipped and reshared independently of the series — good for top-of-funnel reach.

## Self-Reflection

Self-reflection isn't about self-criticism — it's a discipline of seeing yourself clearly. This video makes the case that honest observation, without judgment, is the engine of every meaningful change.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 9

### • ON-SET BULLETS

- "Self-reflection is the discipline of seeing yourself as you truly are and not what you think yourself to be" → flip to **p. 22**
  - Observation and judgment can't happen at the same time — they're opposites → **p. 24**
  - Michelle Kwan: "Work hard, be yourself, and have fun" — and stay truthful → **p. 23**
  - Edison didn't fail 1,000 times: "the lightbulb just had a thousand-step process to success" → **p. 23**
  - The cycle: observe → truth → flex → adjust → repeat → **p. 25**
- Find Chapter 7 at [chrismasiello.com](http://chrismasiello.com)

### ● OPENING HOOK — 0:00–0:12

#### DIRECTOR'S NOTE

*Start with the honest admission that we all like to think about ourselves. Light, self-aware. Then pivot to why it's actually hard.*

#### CHRIS SPEAKS

*"Let's be honest — we all like thinking about ourselves. What's harder is seeing ourselves clearly."*

### ● THE INSIGHT — 0:12–0:50

#### DIRECTOR'S NOTE

*The observation vs. judgment distinction is the key idea. It's subtle but powerful — make sure it lands before moving on.*

#### CHRIS SPEAKS

*"Self-reflection is the discipline of seeing yourself as you truly are — not as you think you are, or as you'd like to be.*

*And the word discipline matters there. Because it requires two things that don't come naturally: truth and no judgment.*

*Here's what I've found: you can't be in a state of honest observation at the same time you're judging yourself. They're opposites. Judgment says 'this was right or wrong.' Observation just asks, 'what actually happened, and what can I learn from it?'*

*Thomas Edison was asked what it felt like to fail a thousand times inventing the lightbulb. He said he didn't fail — the lightbulb just had a thousand-step process to success. That's self-reflection without self-destruction."*

#### ● THE PRACTICAL — 0:50-1:10

##### DIRECTOR'S NOTE

*The process is simple: observe, find the truth, flex, adjust. Give it rhythm. Not a lecture — more like a coach giving a quick framework.*

#### CHRIS SPEAKS

*"This week, when something doesn't go the way you intended, resist the urge to either defend it or tear yourself apart. Just ask: what actually happened? What would I do differently? Then adjust. That cycle — observe, truth, flex, adjust — is where real growth lives."*

#### ● CALL TO ACTION — 1:10-1:30

##### CALL TO ACTION

*"Chapter 7 goes deeper into how to build this as a genuine habit — and how to stay honest without being hard on yourself. That balance is everything. Find the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

##### ▲ STRATEGIC NOTE

This video is particularly strong for professionals going through transitions — career changes, leadership challenges, personal setbacks. The "observation vs. judgment" framing is a genuinely useful idea they won't have heard before. Pair this email with a personal story from Chris if he has one — "I used this when..." adds authority and relatability simultaneously.

# Abundance and Scarcity Thinking

Two people can face the same situation and have completely different outcomes — based on nothing more than how they're looking at it. This video breaks down the mindset that makes the difference between fear-driven choices and forward momentum.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 10

## • ON-SET BULLETS

- "How we choose to look at things is the defining factor of whether we are in scarcity or abundance" → flip to **p. 26**
  - Scarcity: never enough, competitive, hoarding, suspicious of motives — and those signals come back to you → **p. 27**
  - Abundance: feeling secure enough to take risks, clearly seeing the steps forward → **p. 28**
  - Henry Ford: "Whether you think you can or think you can't — you're going to be right" → **p. 27**
  - Action steps at chapter end: determine your mode, reframe if in scarcity → **p. 29**
- Find Chapter 8 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*Lead with Henry Ford. It's punchy and instantly recognizable. Deliver it like a truth, not a quote recitation.*

### CHRIS SPEAKS

*"Henry Ford once said: 'If you think you can, or think you can't — you're going to be right either way.' That's not just a motivational poster. It's literally how the mind works."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*Paint both pictures clearly — scarcity and abundance — without being preachy about either. He's seen both. He's been in both.*

#### CHRIS SPEAKS

*"There are two fundamental ways to look at the world — from scarcity or from abundance. And they produce completely different outcomes.*

*Scarcity thinking says: there's not enough. Someone else's gain is my loss. Hold on tight. That leads to fear-based decisions, hoarding, suspicion — and it sends out signals that come back to you as more scarcity.*

*Abundance thinking says: there's always more. The pie is growing. Collaboration makes everyone stronger. And big risk is possible because the environment supports it.*

*Every single thing we use — the phone in your hand, the coffee in your cup — exists because someone decided to take a risk. They believed the world had room for it."*

#### ● THE PRACTICAL — 0:50-1:10

##### DIRECTOR'S NOTE

*The three action steps are clean and direct. Give them room. This is the chapter's actual exercise — worth slowing down for.*

#### CHRIS SPEAKS

*"This week, ask yourself honestly: which mode am I operating from right now? If you're in abundance — great, what's the next move? If you're in scarcity — what's one assumption you can challenge? Because the view you take determines the options you have."*

#### ● CALL TO ACTION — 1:10-1:30

##### CALL TO ACTION

*"Chapter 8 in the book goes into how to actually shift from scarcity to abundance when you're stuck in it — including some patterns I've watched derail otherwise smart people. It's worth reading alongside this video. Find it at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

##### ▲ STRATEGIC NOTE

This is one of the highest-resonance topics in the book for Chris's audience — business leaders and entrepreneurs who face resource and competitive pressures daily. The scarcity/abundance frame is immediately applicable to business decisions. This video is worth repurposing as LinkedIn content with a specific business example from Chris.

## Doing the Work

Good ideas don't build anything. The right mindset doesn't either — by itself. This video is about the part most people skip: the actual work. And why putting it in upfront is always better than paying for it later.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 11

### • ON-SET BULLETS

- "Nothing will work unless you do" — you can't do new things in the old way and expect different results → flip to **p. 30**
  - Living to survive is actually harder than living to thrive — the effort is there either way → **p. 31**
  - Health example: a little effort every day now, or pay the bill with interest later → **p. 32**
  - Sartre: "We are our choices" — passive choices are still choices → **p. 32**
  - Put the effort in upfront, or pay it back later — that's the math of doing the work → **p. 31**
- Find Chapter 9 at [chrismasiello.com](http://chrismasiello.com)

### ● OPENING HOOK — 0:00–0:12

#### DIRECTOR'S NOTE

*Direct and honest. No softening. This is Chris at his most practical — he's seen too many people with great ideas and no follow-through.*

#### CHRIS SPEAKS

*"You can have the best idea in the room. The clearest vision. The right mindset. And still nothing changes — unless you actually do the work."*

### ● THE INSIGHT — 0:12–0:50

#### DIRECTOR'S NOTE

*The "survive vs. thrive" framing is key. Then the personal story from early in his career — this is authentic Chris, not theory.*

#### CHRIS SPEAKS

*"Here's the thing about work: you're doing it either way. You're either working to survive – just keeping up, putting out fires, staying afloat – or you're working to thrive. Deliberately, with purpose, toward something.*

*I figured this out early in my career. I could either put the effort in upfront and build something, or I'd spend twice the energy later trying to fix what I neglected.*

*Think about your health. A little effort every day compounds into a life where your body works for you. Skip that, and eventually the bill comes due – usually at the worst possible time and at three times the cost.*

*Sartre said it simply: 'We are our choices.' That includes the passive ones. Not deciding is still deciding."*

#### ● THE PRACTICAL — 0:50–1:10

##### DIRECTOR'S NOTE

*Practical, immediate. What does "doing the work" actually mean in one concrete area this week?*

#### CHRIS SPEAKS

*"Pick one area of your life right now where you've been waiting – for the right moment, the right information, the right feeling. Ask yourself: what would 'doing the work' look like today? Then do that one thing."*

#### ● CALL TO ACTION — 1:10–1:30

##### CALL TO ACTION

*"Chapter 9 is about making 'doing the work' a mindset, not just an action – so it becomes automatic instead of a battle. I walk through how to build that, and what gets in the way. Find it at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

##### ▲ STRATEGIC NOTE

This video is the antidote to the more aspirational early videos – it grounds the series in accountability and action. Pairing it at Week 11 (after 10 weeks of relationship-building) means the audience is ready to hear it without feeling lectured. Chris's credibility as a 40-year company builder makes this land with particular authority.

# Why Extra Effort Matters

100% effort keeps you standing still. This counterintuitive idea — that "giving it your all" is just the floor, not the ceiling — changes how Chris's audience thinks about performance, relationships, and everything in between.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 12

## • ON-SET BULLETS

- "100 percent is actually the least amount of effort" — it maintains but doesn't advance → flip to **p. 33**
  - Scuba: neutral buoyancy is weightless and wonderful — but you can't stay there, conditions always move you → **p. 33**
  - Lombardi: "Perfection is not attainable, but if we chase perfection we can catch excellence" → **p. 34**
  - "Hundred one percent or greater is what is required to move forward" → **p. 34**
  - Action steps: do what's required + a little extra; exceeding 100% makes for "highly enriched outcomes" → **p. 35**
- Find Chapter 10 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*The counterintuitive hook is the whole point. Let the surprise register. Don't rush past it.*

### CHRIS SPEAKS

*"We're all told to give 100%. But I want to make the case that 100% is actually the minimum — not the goal."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*The scuba analogy is Chris's personal story — it should feel genuine and specific, not like a textbook example. He loves diving; let that show.*

#### CHRIS SPEAKS

*"I've spent a lot of time scuba diving, and there's something called neutral buoyancy — when you're perfectly balanced underwater. Completely weightless. You can just look around and take it all in.*

*But here's the thing: you can't actually stay there. Conditions change. Something always moves you.*

*That's what 100% effort looks like. It's equilibrium. Neutral. You're not sinking, but you're not going anywhere either.*

*100% maintains what you have. 99% and you're sliding backward. It takes 101% — that extra fraction — to actually move forward.*

*Vince Lombardi put it this way: 'Perfection is not attainable, but if we chase perfection, we can catch excellence.' That's the idea."*

#### ● THE PRACTICAL — 0:50-1:10

#### DIRECTOR'S NOTE

*The house example is concrete and relatable. The practical ask is simple: one more thing than required.*

#### CHRIS SPEAKS

*"Think about moving into a house. The furniture fills the space. But the pictures on the walls, the books on the shelves, the small touches — those make it a home. That's extra effort. Doing one more thing than you have to.*

*This week, find one moment where you've done enough — and ask what one more thing would look like."*

#### ● CALL TO ACTION — 1:10-1:30

#### CALL TO ACTION

*"Chapter 10 gets into why this compounds — how extra effort in one area tends to raise the bar in every other area as well. It's a short read with a real impact. Find it at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

▲ **STRATEGIC NOTE**

The "100% is neutral" idea is highly shareable and conversation-starting – it contradicts conventional wisdom in a way that makes people want to repeat it. This video is a strong candidate for paid promotion if Chris wants to drive reach, as the counterintuitive framing stops scrolls. Lombardi's quote adds cultural credibility.

# Thriving Outside Your Comfort Zone

The most dangerous place you can be is exactly where you're comfortable. This video maps out the three zones – comfort, stretch, panic – and makes the case that staying neutral is the same as moving backward.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 13

## • ON-SET BULLETS

- The pandemic showed us: within weeks we adapted to entirely new routines we never thought possible → flip to **p. 36**
- Three zones: Comfort (familiar, mind atrophies), Stretch (best learning zone), Panic (sink or swim) → **pp. 37–38**
- Stretch: "we can see the bridge from what we know to this new circumstance, allowing us to learn" → **p. 38**
- "No one ever accomplished anything while being comfortable" – comfort zone = guaranteed rollback → **p. 39**
- Key points summary in the book → **p. 39**  
→ Find Chapter 11 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*The provocation is intentional — "the most dangerous place." Let it be a little surprising. Then explain it.*

### CHRIS SPEAKS

*"The most dangerous place you can be isn't out of your depth. It's exactly where you're completely comfortable."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*Walk through the three zones clearly. The comfort/stretch/panic framework is simple but needs a sentence each. The pandemic reference makes it tangible.*

#### CHRIS SPEAKS

*"Think about what happened during the pandemic. We were all yanked out of our routines overnight – and somehow, within weeks, found new ones. That's a demonstration of how fast we can actually adapt when we have to.*

*There are three zones. Comfort – where everything is familiar, your mind is on autopilot, and you're learning nothing new. Stretch – where things are harder, a little unfamiliar, but still within reach. That's where the real growth happens. And then there's Panic – so far outside what you know that it can shut you down, though occasionally it's not the worst place to visit briefly.*

*Oliver Wendell Holmes said it perfectly: 'A mind stretched by new experiences can never go back to its old dimension.' Once you stretch, you stay stretched."*

#### ● THE PRACTICAL – 0:50–1:10

##### DIRECTOR'S NOTE

*The comfort zone = neutral connection from last week's video is intentional. Reinforce the throughline.*

#### CHRIS SPEAKS

*"Comfort is neutral – like 100% effort. You're not going backward, but you're not going anywhere either. And if you stay there too long, you actually start to slide.*

*This week, identify one thing you've been doing on autopilot – and introduce one small variation. Just one. That's the stretch zone in action."*

#### ● CALL TO ACTION – 1:10–1:30

##### CALL TO ACTION

*"Chapter 11 goes deeper into why we're afraid of the unknown – and reveals it's usually not the future we're afraid of at all. It's the past. That shift in understanding changes everything. Find the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

##### ▲ STRATEGIC NOTE

This video creates a satisfying throughline with Video 12 (both use the "neutral" frame) – regular viewers will feel the series building a coherent philosophy rather than disconnected episodes. The comfort zone topic is perennially high-engagement on social platforms; this video will likely perform above average in organic reach.

## Building Competence

Not knowing what you're doing is actually the first step toward mastery — not a problem. This video maps the four stages of competency that every learner moves through, and shows why even Einstein started at square one.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 14

### • ON-SET BULLETS

- Hierarchy of competency: 4 stages from "unconscious incompetence" to "unconscious competence" → flip to **p. 40**
- Stage 1: don't know what you don't know. Stage 2: know you don't know. Stage 3: know, but must think. Stage 4: muscle memory. → **pp. 40–41**
- Envision the four stages as a pyramid — each level builds on the one below → **p. 40**
- What causes panic today becomes stretch tomorrow, then comfort — the zones keep shifting → **p. 41**
- Reflection questions in the book (worth reading aloud): pp. 41–42 → **p. 42**  
→ Find Chapter 12 at [chrismasiello.com](http://chrismasiello.com)

### ● OPENING HOOK — 0:00–0:12

#### DIRECTOR'S NOTE

*The Einstein reference upfront establishes that this framework applies to everyone — including the people we'd never imagine struggling with something new.*

#### CHRIS SPEAKS

*"There's a framework for how every human being learns anything new. And Einstein had to go through it, just like the rest of us."*

### ● THE INSIGHT — 0:12–0:50

#### DIRECTOR'S NOTE

*Walk through the four stages with an example if possible — or keep it clean and abstract. The key is making each stage feel recognizable. Viewers should be nodding along.*

#### CHRIS SPEAKS

*"There are four stages of competency, and they apply to everything – learning an instrument, a new role, a new skill, anything.*

*Stage one: Unconscious Incompetence. You don't know what you don't know. You're completely in the dark – but you don't even know it yet.*

*Stage two: Conscious Incompetence. Now you know you don't know. That's progress. You're clumsy, you're awkward, but you're aware.*

*Stage three: Conscious Competence. You know what you're doing, but you have to think about every step. You can do it – but it takes real effort.*

*Stage four: Unconscious Competence. It's muscle memory. You do it without thinking. That's mastery.*

*Think about driving a car. Every one of us started at stage one. Most of us are now at stage four without realizing it."*

#### ● THE PRACTICAL – 0:50–1:10

#### DIRECTOR'S NOTE

*The permission slip framing is reassuring and important. End with the questions – Chris can pause briefly for emphasis.*

#### CHRIS SPEAKS

*"I call this framework a permission slip. It tells you exactly how the process works – so you don't have to be afraid of being at stage one or two. It doesn't mean you can't do it. It means you've just started.*

*Ask yourself this week: what am I working to get good at? And where am I in those four stages? Knowing where you are is how you figure out what to do next."*

#### ● CALL TO ACTION – 1:10–1:30

#### CALL TO ACTION

*"Chapter 12 applies this to personal development specifically – and has a set of questions I'd encourage everyone to sit with. The chapter is short, but the questions stay with you. Find the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

▲ **STRATEGIC NOTE**

This video is particularly effective for audiences who've been hesitating to start something new — and that's a large portion of Chris's readership. The four stages framework is simple enough to remember and repeat. The "permission slip" language is memorable and distinctly Chris — worth making sure that phrase comes through clearly on camera.

# Understanding You!

Your brain is running ancient survival software in a modern world. This video explains why your body can't tell the difference between a sabre-toothed tiger and a stressful email — and what to do about it.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 15

## • ON-SET BULLETS

- "There's no one exact formula — our individuality creates such a wide range of outcomes" → flip to **p. 43**
- Metacognition: "being aware of what we are thinking and able to identify patterns in our own behavior" → **p. 44**
- "Our body has only one way of reacting to a sabre-toothed tiger and sitting next to a family member you don't like" → **p. 45**
- Studies on performers: top performers and nervous amateurs have the same feelings — they just label them differently → **p. 45**
- Getting rid of fear completely isn't realistic or healthy — it's hardwired for a reason → **p. 44**  
→ Find Chapter 13 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*The tiger image is vivid and a little funny — let the slight absurdity of it land. Then pivot to the serious point.*

### CHRIS SPEAKS

*"Your brain is still running survival software built for a world with actual predators. And it genuinely cannot tell the difference between a sabre-toothed tiger and a difficult email."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*The top performer / nervous amateur distinction is the most practical takeaway — make sure it's clear. "Same feelings, different label" is the key line.*

#### CHRIS SPEAKS

*"There's a part of your brain — the amygdala — whose entire job is fight or flight. It's hardwired in all of us, and for good reason. It kept us alive.*

*But it's working with ancient programming. A stock price drop. A difficult family situation. Speaking in front of a crowd. Your body has one response for all of it — the same one it would have for a tiger in the wild.*

*And here's something fascinating: studies on performers show that top performers and nervous amateurs have the exact same internal feelings before going on stage. The difference is the label. Top performers call it excitement. Amateurs call it nerves.*

*Same feelings. Different story. Completely different outcome."*

#### ● THE PRACTICAL — 0:50-1:10

##### DIRECTOR'S NOTE

*Simple, actionable reframe. The awareness piece — just noticing the pattern — is the practical step. Don't overcomplicate it.*

#### CHRIS SPEAKS

*"This week, when you feel that familiar spike of stress or resistance, pause for just one second. Name it. And then ask: is this actually dangerous, or is it just unfamiliar? Your brain doesn't know the difference. But you do — if you take that second to check."*

#### ● CALL TO ACTION — 1:10-1:30

##### CALL TO ACTION

*"Chapter 13 goes into how to use this understanding to get out of your own way — especially in high-stakes moments. There's a framework in there for recognizing your default patterns and choosing something different. Find the book at [chrismasiello.com](http://chrismasiello.com). See you next Monday."*

##### ▲ STRATEGIC NOTE

The "excitement vs. nerves" reframe is one of the most practically useful ideas in the book for Chris's audience — business leaders who navigate high-pressure situations regularly. This video is well-positioned to generate replies and conversation in the email channel. Consider adding a P.S. in the newsletter: "What's something you've been calling 'nerves' that might actually be excitement?"

# Mindset

Your life is a mirror of your thinking — with a time delay. This milestone video (end of the first batch) brings the series back to its core: the state of your mind is the one thing you can always control, and it shapes everything else.

▶ Landscape 16:9

▶ ~90 sec

▶ Drive book sales

▶ Email Wk 16

## • ON-SET BULLETS

- "The one prevailing constant is our mindset, the state of our minds and how much control we have over it" → flip to **p. 46**
- Two questions: "What am I supposed to learn from this?" vs. "Why do I have to go through all this?" — one moves you forward → **p. 46**
- "Whether you believe it or not, you're ready to have the experience you're having" → **p. 47**
- Flip the script: "I can't believe this is happening again" → "I've been here before. What did I learn?" → **p. 48**
- "We're in control of the talk track that's always running in our minds" — unless we take control, it can lead somewhere dark → **p. 48**  
→ Find Chapter 14 at [chrismasiello.com](http://chrismasiello.com)

## ● OPENING HOOK — 0:00–0:12

### DIRECTOR'S NOTE

*This is video 16 — the close of the first batch. Tone should feel slightly more reflective and grounded. Chris is speaking from experience here, not theory.*

### CHRIS SPEAKS

*"Everything we've talked about over the past few months comes down to this: the state of your mind is the one thing you can always control. And it shapes everything else."*

## ● THE INSIGHT — 0:12–0:50

### DIRECTOR'S NOTE

*The "life is a mirror with a time delay" line is the most powerful in the whole chapter — save it for the end of this section. Let it land fully before moving on.*

#### CHRIS SPEAKS

*"I've always believed that a regret is the worst thing you can have. Pain and discomfort pass. But quitting — that stays with you.*

*One of my core beliefs is that the teacher arrives when the student is ready. The circumstances we find ourselves in aren't random. They have something to teach. We can either ask 'what am I supposed to learn here?' or we can ask 'why does this keep happening to me?' One of those questions moves you forward. The other keeps you stuck.*

*Albert Einstein, of all people, said: 'I have no special talents. I am only passionately curious.' If that's Einstein's answer, it's good enough for the rest of us.*

*Here's what I know: your life is a mirror of your thinking. And there's a time delay. What you're thinking right now is building the world you'll live in tomorrow."*

#### ● THE PRACTICAL — 0:50-1:10

##### DIRECTOR'S NOTE

*End this section with the two questions side by side — the victim question vs. the learner question. Pause between them. Let viewers feel the difference.*

#### CHRIS SPEAKS

*"This week, when something doesn't go the way you wanted, notice which question you ask. 'Why is this happening to me?' — or — 'What is this trying to teach me?' That one shift in question changes everything about what happens next."*

#### ● CALL TO ACTION — 1:10-1:30

##### CALL TO ACTION

*"Chapter 14 closes with a simple truth: if you want a different world tomorrow, start with different thinking today. That's the book. That's what this whole series is about. You can find it at [chrismasiello.com](http://chrismasiello.com). I'll see you next Monday — and for many Mondays after that."*

##### ▲ STRATEGIC NOTE

Video 16 is the natural milestone moment — end of the first filming batch, 16 weeks of consistent content. The email for this week can afford to be a stronger book purchase ask than any previous week: viewers at this point have had 16 Mondays of value from Chris, and the relationship is well established. Consider making the subject line A/B tested: "Your life is a mirror of your thinking" vs. "16 Mondays in. Here's what I want you to know."