

ON RUNNING YOUR OWN BUSINESS

Every project is a portfolio decision.

Why "is it worth it?" is the wrong question to ask about a single piece of work.

THE WRONG QUESTION

Asking if one project is "worth it" treats it like it lives in a vacuum.

It doesn't.

THE BETTER FRAME

**You're not making
isolated decisions.**

**You're building
a portfolio.**

STRINGFEST ANALYTICS

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HIGHER-UPSIDE WORK

Take swings here.

New offerings, bigger clients, content that opens doors a year from now.

Some won't pay off, and the upside justifies the risk.

REPEATABLE WORK

The steady base.

Recurring engagements, talks you've given before, the newsletter you've written eighty times.

Without it, every higher-upside bet feels like a survival move.

WHERE IT BREAKS DOWN

When every project demands the same level of attention.

Lower-yield commitments crowd out the strategic ones, because whatever you take on always replaces something else.

THE REAL COST

It's not just the hours.

- **The projects you didn't take.**
- **The rest you didn't get.**
- **The thinking time you lost.**

STOP ASKING:

"Is this project good?"

START ASKING:

"Is this good for what I'm building?"

READ THE FULL POST

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