

(Lesson 2) 10 Vital Questions To Ask Yourself Right Now

“Wait, your company’s called TURNDOG?” he asked me, quizzical eyes staring back. “What the hell is a TURNDOG?”

I get this question a lot, and my guess is, you’re rather curious too...

The Story of Turndog goes all the way back to when I was 17-years-of-age. Young and with my life ahead of me, I dedicated a great deal of it to rugby. Playing it... watching it... devouring it in all forms... I LOVED rugby. I still do, and although I no longer play (*because I’m a wimp*), it remains close to my heart.

But what does rugby have to do with Turndog? Well, your second lesson in this Free Course is all about asking the right questions and focussing on YOUR story. Turndog’s a big part of my tale, and I’m certain there are one or two quirky quirks in yours, too.

WHAT THE BLOODY HELL IS A TURNDOG?

The Story of Turndog began with my former teammate, Luke. A rather large ginger-haired guy, Luke stood at over six-feet-tall at the age of thirteen. Always big. Always tough to tackle. Always a tad weird!

“Yes, Turndog. Pass. Pass,” he said one cold Wednesday night. What began as a normal training session forever changed my world.

Who is Turndog... What is Turndog... Why are you so weird, Luke???

Our teammates asked questions like these all night, and in good nature, ribbed us all evening long. But here's the thing: **the nickname, TURNDOG stuck.**

No longer known as Turner, Turndog transformed me, and what began as a rugby-thing, became a general-life-thing. Friends called it me. I used it for usernames and email addresses (*my first? Turndog_18*). It manifested into an alter ego. This, after all, occurred during my coming-of-age years.

At sixteen-years-of-age, I was shy and awkward. By eighteen, I came out of my shell. I drank and spoke to girls and fell in and out of love every weekend. It was just a nickname, but so much more.

Fast forward ten years, and Turndog played a much smaller part in my world. Few people called it me anymore, but when it came to creating my own company, only one name sprung to mind: **TURNDOG.**

My alter ego. A name that stands out. A word with great meaning. A brand with limitless potential.

WHAT'S YOUR STORY?

In your last email, I shared my manifesto crafted from my own memory essays. I hope you took part in the challenge, and created a few of your own memory essays. **If you did, answering these 10 Vital Questions will be much easier.**

The aim now is to help you embrace and understand Your Story, because before

you look at other examples, and **CREATE** everything, you must first delve deep into your inner world. You have 90% of the answers, but like most people you ask the wrong questions... you focus on the wrong aspects... your preconceptions rule, and blind you from what really matters.

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This Free PDF asks the type of questions I throw at my clients. It isn't about creating and sharing a story you **THINK** you have to. I see this from big companies all the time, and the results suck!!! All it tells me is Brand Storytelling is becoming popular, and lots of people are jumping on the bandwagon. Surprise-surprise this creates nothing but mediocrity - *and defeats the entire purpose along the way.*

It's all about **YOUR** Story, and unless you embrace this now, everything else you create throughout this Free Course will be worthless. After all, a simple, silly nickname helped guide me towards a memorable brand. People ask me about it. They're interested in the story. Some people screw their nose up at me, but this is fine. **Not everyone will like your story, either.**

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

These 10 Questions only scratch the surface, but I encourage you to answer

them all. Don't flick through them, either. Spare an hour in your day, remove all distractions, and *really think* about them. Allow your mind to wander and touch on those memory essays you created. Your true, unique story doesn't live on the surface. It's deep within you, and shares all those quirky quirks.

Whether it's you, your business, whatever... it doesn't matter. You have to dig deep and ignore those preconceptions built up over time, **and these 10 Questions help you achieve this**. So, I challenge you to answer them, and if you face any difficulties along the way, Hit Reply and ask away. I'm here for you, you wonderful misfit :)

I hope you're enjoying this Freebie Course so far, so be sure to look out for your third lesson in a couple of days.

Keep it cool, TURNDOG

PS: Are you finding value in this Free Course? Everything is free and yours to consume, but if you'd like to Tip Me and help keep Kid Turndog in clothes, you can do so **HERE**. Around ?? hours went into this course, and I'm delighted to share it with fine folk like yourself for free. But we all have bills to pay, so if you can spare a dollar or two, please do :)