

# When Nothing Works

Frequency is a powerful strategy.

“When nothing seems to help, I go and look at a stone cutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it. Yet at the hundred and first blow it will split in two, and I know it was not that last blow that did it—but all that had gone before” (from James Clear in *Atomic Habits*).

The next message you write and send may be the final swing of the hammer.

Keep swinging.