



---

# THE ATTACK OF THE PICKLE PEOPLE

EPISODE #55 of a Daily Dose of Greatness Quest with Trevor Crane

## DAILY QUOTES

"I'm sorry I wrote you such a long letter. I didn't have time to write you a short one."

-Unknown

"You don't really know something until you know how to teach it and teach it well."

-[Trevor Crane](#)

## DAILY QUESTION

Q1: Where in your life do you need to SIMPLIFY your life?

Q2: WHY is that important to you?

Q3: What could SLOW you down or STOP you?

Q4: How can you make it FUN, so you FOLLOW THROUGH?

Answer these questions in your Success Journal, and then take an ACTION towards simplifying this area in your life... TODAY!

## DAILY CHALLENGE

Answer these questions in your Success Journal, and then take an ACTION towards simplifying this area in your life... TODAY!

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

[GREATNESSQUEST.COM](http://GREATNESSQUEST.COM)



---

## **SUMMARY**

On today's episode, I share about the things I learned from a workshop I did with my daughter's 5th grade classmates. We have actually made a book during that workshop and it's called **THE ATTACK OF THE PICKLE PEOPLE**.

I realized that it's really our responsibility to find out how to make what we want to share with the world really SIMPLE to understand. And the only way we're going to get there is through practice and repetition.

---

**DOWNLOAD MY APP ON YOUR PHONE:**

**Text the word: TREVOR To: 36260**

---

**Take Your Life & Business To The Next Level**

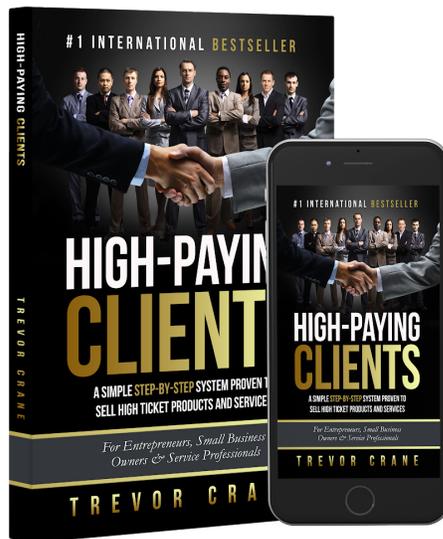
ONCE A Day. 7 DAYS A Week. 365 Days A Year.

**GREATNESSQUEST.COM**



## HERE'S WHAT YOU SHOULD DO NEXT:

Get a FREE COPY of my book, HIGH PAYING CLIENTS at: [trevorcrane.com/freebook](http://trevorcrane.com/freebook)



## ABOUT TREVOR CRANE

Trevor Crane is best known for 2 bestselling books, [The 7 Year Plan](#) and [The 6 Week Plan](#). If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, Trevor can help you craft a book that becomes your most powerful marketing tool, in 90-days or less. For details visit: [EpicAuthor.com](http://EpicAuthor.com)

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

[GREATNESSQUEST.COM](http://GREATNESSQUEST.COM)



---

## TRANSCRIPT

Man, oh man. Oh man, I love working with kids. Yesterday I got done teaching a super kids book writing course to my 11-year old daughter's 5th grade class. And today's topic is about the **ATTACK OF THE PICKLE PEOPLE**.

I know you're gonna love the show.

(INTRO - AUDIO)

So what is the **ATTACK OF THE PICKLE PEOPLE**? It is my daughter's new book that we wrote with 38 of her fellow classmates in 5th grade class. And I learned a ton during the creation of this story. What we do during this class is, I like to teach a workshop with my daughter. I've done this a few times now. And I lead the kids that are participating and this is either virtually or in this case, obviously it was her classroom. And we actually help them create a book while we teach them the process.

And here's why this is important for you to pay attention to today. Is that I learned that even though I've been doing this for a few times, I still kind of suck on making this simple. Because I believe that simplicity is the example of genius. Like, the more, the smarter you are at something you don't, **you don't really know something until you know how to teach it and know how to teach it well.**

And what I learned is a room full of 40 kids who are all about 11 years old can be a very confusing place. And I realized that my amazing skills at teaching kids, and my daughter and I've created this, we've got a book out that we teach people to to kids to write a kids book. And we've taught several workshops now. And my daughter teaches this with me. She was mostly silent at this training. She did about maybe 5-10 percent of it, but she was a little maybe embarrassed in front of her classroom.

But what I realized is that it's really our responsibility to find out how to make what we want to share with the world really simple to understand. And the only way we're going to get there is through practice and repetition.

Last night, I was watching some videos on YouTube. My wife's out of town right

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

**GREATNESSQUEST.COM**



---

now so I've got a couple of days to myself. Which just means I stayed up all night and doing a little bit of homework. And I was trying to pretend I was doing homework.

Actually I was. I was watching some videos from different people on YouTube that I follow because I wanted to track their storyline. And Casey Neistat is a pretty popular guy on YouTube. You should check him out, if you haven't done so already. You probably have already seen his videos. If not, then you can follow his channel and then you'll get a lot of values from it.

What I was doing is, I was following Casey and I was trying to find out the storytelling things that he puts into his videos. Because his videos on average get 1 to 3 million views. And you'll oftentimes post for a long time. He's posting one video a day and now he's posting maybe 3, 4 or 5 a week, something like that. So he puts a lot of videos out there.

And I don't know if you know this, but when you get that many views on YouTube, YouTube likes to pay you. So they'll pay you money for that. And yet they call them a vlogger, so a video, blog or vlog. And I was studying with Casey and he was really helping me help you and help my clients and help these kids **simplify a message** and make sure that **stories have clarity**.

And there's this magic with how to tell a story that interest people, that captures their attention in a way that they actually like to consume as well. And it's an art and a science.

And here's my challenge for you today is, actually I'm going to start with a question for you. Where in your life are you being too confusing? Where in your life actually, here I'll ask a better question. Where in your life right now, do you need to simplify your life? Maybe it's personal or professional? Where do you just have too much complexity, there's too many things going on and it would just benefit you and everybody else if you go down to some really simple clarity in what you're sharing with the world or in just what's overwhelming you right now. Where in your life you need to simplify?

And then, question number 2 is: Why is it important for you to actually create some simplicity here?

And I just spent all day with one of my assistants. And she, her name is Karen and

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

**GREATNESSQUEST.COM**



---

she helps with our personal business. And she helps with my, she's my executive assistant right now in our publishing, with our publishing company, Epic Author Publishing. And Karen and I worked for a long time today to further simplify just the signup process for people to join our super kids book workshop. It took us hours to come up with this. We overcomplicated it. It's so simple and yet it took a long time for us to actually get this done.

There's a quote I heard a long time ago and I actually don't know who this is from so I'm going to put in unknown as the who, but I heard it about people who write. So imagine a letter being written and there's this phrase that I like to use it is ***"I'm sorry I wrote you such a long letter. I didn't have time to write you a short one."***

Because it actually takes time to make things simple. And when you and I are starting something new or we want to improve on whatever we are doing, or you find an area of your life that you want to improve, it's going to take some time. You can find an area of your life you want to make simple, you're gonna suck at first.

Even though I've written the book, even though I've taught this work, push up to other kids before, even though it's just 5th grade kids, I still found that we had many ways that we should have done it to make it even easier and simpler. Because I saw the kids eyes roll back in their head or them just get confused when we were teaching.

And the only way to get there, what Casey Neistat was saying is the only way to become a master storyteller, the only way to master any craft is just through **CONSISTENCY**. And I tried to teach that on a regular basis. I find it If I do something daily is the only time that I really have any chance of mastering it. That's why I exercise daily. That's why I now have my daily podcast. Then do several other things that are daily commitments so that I can make sure they improve.

So now the follow up question. I said question number 1: **Where in your life do you need to simplify?** Question number 2: **Why is it important?** Question number 3 is: **What's slowing you down or stopping you?** What's slowing you down or stopping you from taking this overwhelming, confusing part of your life? The area that you need to simplify and just what's slowing you down or stopping you? Are you distracted by YouTube videos? Is it you don't have time enough in the day? Are you out there looking for a job? Are you buying things on Amazon? Are you visiting, spending too much time

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

**GREATNESSQUEST.COM**



---

on Facebook? I don't know what your distractions are or what's getting in your way but it's important that you know.

By the way, this is a part of the process that we go through with our kids and I go through with our authors is what are the distractions and things that are getting in way the things that could slow you down or stop you. And I asked the kids in the classroom to go ahead and give us some of those and they mentioned sports and video games and school and homework and a variety of things. It's important to know what the things are that are going to potentially get in the way.

And then, question number 4 for you. And that my challenge for you today is just ask and answer these questions, put them down in your journal and your success journal and then commit to doing something towards moving something forward. You know, you need to actually take some action. the beginning part would be write these down and answer the questions.

So I'll give you a question number 4 is: How do you, now that you know what you want, the area of your life you want to simplify, you know why it's important you have an idea of what's going to slow you down or stop you and get in the way? Now I want you to go one step further and design something that is fun, like a fun reward system for you so that you finish. Like what is it that you can set up that is a better win for you.

I like to do this. I think on one of our podcasts here, we called it **consequences and rewards**. And I like to set up both. So on this final one, and when we win for question number 4 is: **How do you make this fun so you can finish?**

Like, I don't know about you, but I love having fun. You know, I like to enjoy the process. If I'm doing something that sucks, I still try to find a way to have fun. I don't like to do dishes. But if I have to do dishes, and sometimes I do because the kitchen is crazy and my wife is busy. And she doesn't always clean up after herself. And we have kids. And we have people over and then they're just there. And I don't have the assistant to clean that maybe one day I gotta do it.

So I do it with a smile on my face. I play music, I find a way to make it fun. I find a way to make a lot of the things that I don't like in my life fun. And if I find myself not getting stuff done, because it sounds like I'm just such a finisher. And so I do everything. I don't have any problems which is complete baloney.

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

**GREATNESSQUEST.COM**



---

Okay, so I do the same exercise myself today I've gone through the similar process of my gosh, even though I don't want to do it even though it's going to take a lot of time I sat down with my assistant and we figured out a simpler system to go ahead and roll people into our super kids book workshop program.

By the way, you can just message me on social media and if tell me that you want to potentially become a super kids book author or have a kid that you'd like to get enrolled in our super kids but program. Oh my gosh, you've got to check it out. Go to [superkidsbooks.com](http://superkidsbooks.com). You should be able to find the details there about becoming an author and you can just message me personally, and I'll go ahead and invite you to the next virtual book workshop we have. It's normally \$127 and we write a book during the program. and then we publish the book.

So everybody who's part of it, all these kids that were there yesterday and their book is called **Attack Of The Pickle People** which is where that comes from. Today exactly The Pickle People will become a published book because we created it during that class and you guys could join us. I think we discounted it. We have a huge discount right now. It's like 27 bucks. And you can join, you can either pay \$127 or you can join our membership program and it's 27 bucks.

You become a published kids book author. And I teach you. You get access to our course. There's all kinds of cool things. Kids are given scholarships every month that we have in our program. So it's pretty cool. At any rate, hopefully you got some value from today's episode of the **Attack Of The Pickle People**. Actually, I thought I'd talk more about that today but I didn't. Instead I talked about simplicity and the importance of these questions.

My challenge for you today, go ask and answer those questions. Put them in your journal and make sure you do something. Do something today towards towards making your life in that area that you chose simpler. Alright, take some action.

**I can't wait to see you tomorrow on a daily dose of greatness quest.**

To get even more awesomeness, which means all my best stuff, download my app by texting **Trevor** to **36260**. It will show up right on your cell phone.

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

[GREATNESSQUEST.COM](http://GREATNESSQUEST.COM)



## GET TREVOR'S NEW BOOK

<CK 'HC'K F=H9'H<9F= <H'6CC?s

Dcg|h|cb 'Mti fgY'Z5g'5b '5i h cf]mã5HfUVME i U'jZYX '@YUXgž'6i ]'X'Mti f '6fUbXžUbX' :bVWYUgYs  
Mti f :bVtã Y''''''YZZcfhYgg'n'l

Go to: [trevorcrane.com/writeabook](http://trevorcrane.com/writeabook)

**YOUR MESSAGE MATTERS**

**EPIC AUTHOR PUBLISHING**

**BLANK PAGE TO BESTSELLER IN 90 DAYS OR LESS**

EPICAUTHOR.COM

**Take Your Life & Business To The Next Level**

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

[GREATNESSQUEST.COM](http://GREATNESSQUEST.COM)