

## Rally With the Power of RE

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You don't always get it right the first time or the second time! A stumble and fall doesn't have to keep you down. Get back up stronger with the power of RE: REvise, REinvent, and REdo. Just look at these famous RE achievements.

- **REvise:** When Stephen King started writing *Carrie*, he typed three pages, crumpled them in frustration, and tossed them out. His wife rescued the pages, suggested revisions to his approach, and a legendary tale came to life. After rejections from dozens of publishers, Doubleday acquired *Carrie*, which became a best-selling media franchise and a lasting slice of pop culture.
- **REinvent:** YouTube began in 2005 as a dating website where users could post videos of themselves. Live action soulmates were a no-go, but the idea of posting videos took off, so the founders made it easier to post videos of all kinds—even cute cat ones. Google bought YouTube in 2006 for \$1.6 billion in stock. In 2020, users uploaded more than 500 hours of video every minute, and YouTube raked in nearly \$20 billion in ad revenue, alone. How's that for reinvention?
- **REdo:** Thomas Edison tested more than 3,000 designs for lightbulbs. When asked about his lack of results, Edison replied that he had lots of results: several thousand ideas that *wouldn't* work. Edison famously said, "When you have exhausted all possibilities, remember this: you haven't." If you're reading this in a lit room, you know how Edison's redo went.

You're not perfect, but with a deep breath, a confident smile, and the power of RE, you can REvise, REinvent, and REdo your way to greater success!