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## NEW YEAR'S BUBBLES

As we get ready to start a new year, some of our plans will be crossed out from our wish lists, and many others will be added on. After all, next Sunday marks a completely fresh start.

January 1st has its power. Some people will start a diet. Others will enroll in a new class. There are even those who will start writing a book – or a script (if that is your case, we've got you!)

Unfortunately, according to an UK [research](#), 2/3rds of people will abandon their New Year's resolution within a month...

So, before thinking about that new plot for a tv series / film / book, how about trying to finish the project that you have been half-trying for months (maybe years)?

Consider this newsletter your extra push to keep trying until your important projects are ready to go! (Let's keep in mind that AVATAR: THE WAY OF WATER, took 12 full years to get to the screens and just hit [\\$1 billion globally](#) on its sophomore week).

So, there you go: if a project means something special to you, don't give up!

When Steve Jobs received the first iPod prototype, he thought it was bulky. In front of the Apple engineers, who guaranteed him there was no way to make it more compact, he walked to the office's fish tank and threw it in there. As the iPod drowned, bubbles came out of it. Jobs then told the engineers that if there were air bubbles, there was space to make it smaller.

Do you have bubbles preventing you to finish your next big project? In order words, do you have space for improvement? Let us help you get to perfection – as we have been doing for more than two decades with hundreds of clients!

In 2023, our mission is to help you create emotions through storytelling.

Happy New Year!  
Laura