

The Brutal Cost of Overload and  
**How to Reclaim  
the Rest You Need**



A STORYBRAND  
RESOURCE

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Before diving into this PDF, learn the “why” behind this exercise in one of two ways. Either:

1



Read the blog post

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2



Listen to the podcast episode

[Episode #40](#)



## What does white space look like?

For Juliet, the concept of white space is broadly defined, because the idea is that your mind is free to wander and think about what it wants. It might look like:

- \*5 minutes of quiet reflection after a meeting to consider what was discussed
- \*Turning off the radio on your commute home to ask yourself meaningful questions
- \*A one-minute pause when a situation angers you to understand and control your response
- \*A 15-minute walk around the block with your phone turned off
- \*90 seconds of quiet ahead of a conference call to think deeply about the needs and challenges of the person you're about to speak with

## What is stealing our white space?

Juliet and her team have identified four main forces or “thieves” that steal our ability to integrate white space into our work lives and home lives. The good news is that each of these thieves has an antidote. It’s as simple as asking a question -- something that interrupts the natural paths these forces have worn out in our companies and in our lives.

### **For Drive:**

*“Is there anything I can let go of?”*

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### **For Excellence:**

*“Where is good enough, good enough?”*

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### **For Information:**

*“What do I truly need to know?”*

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### **For Activity:**

*“What deserves my attention?”*

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## Your next step

Juliet has gifted StoryBrand podcast listeners with the first three lessons of her online course. To get access to these lessons for free (a \$47.50 value), follow these steps:

1. Visit [storybrand.com/whitespace](https://storybrand.com/whitespace)
2. Click Register (top right).
3. Add the “Introduction to WhiteSpace” module to cart, and then go to cart.
4. Click the scissors icon (right side of the screen, under Apply Coupon Code) and enter the code: **STORY**
5. After you click OK on the green pop-up, your cart will be empty.
6. Click MY DASHBOARD (top left of the screen).
7. Click the play button (right side of the of the screen, under View).
8. Enjoy!

*SPEND 2 DAYS*

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