

# Accessing the Other Side of Average

I like this title. I like the alliteration and the fact that it demonstrates what is going to happen when we read this chapter. We're about to *access something that is beyond the norm*. Nice. Although, keep in mind it's the *other side* of average that people are interested in reaching.

There is a starting point that cannot be overlooked as it pertains to winning and thriving at the highest level of excellence. The first sentence of any chapter or any book needs to jump up and grab the reader by the collar. This sounds like the beginning of a dull academic thesis. Be very clear and specific as to what you want the reader to gain from this chapter/book.

What is that starting point? That starting point is realizing that there is something far greater, more exhilarating, and extremely more rewarding on the other side of average. OK... I'm left thinking "What is the starting point?" A realization? It seems to be greater, more exhilarating and more rewarding than where I am now but what exactly is that *something*?

The only benefit of average is mediocrity. This is redundant. Surrendering to mediocrity is an act of robbing yourself from peculiarity. This line doesn't make sense. "an act of robbing yourself from peculiarity" sounds like if I give in to mediocrity I will be taking something away from myself that is odd. It will make you blend in rather than stand out. In life, standing out is how you'll win. It's how you become a difference maker.

How do you get to the other side of average? You start by moving away from the crowd. So does that mean I have to be alone? When giving analogies like this it needs to be more specific. "Moving away from the crowd" is quite general and can be used to describe a number of different concepts.

This *What is this?* will come with the challenge of releasing yourself from any thoughts that lead you to believe that you MUST fit in. It is a challenge to release ourselves from thoughts that limit us in any way. This is a good point. Try to write it in a way that helps the reader understand the *experience* of releasing limited thoughts.

Maybe give an example from your life or someone you know that clearly demonstrates the actual thought process and thereby the experience of releasing limited thoughts. For example, we all have a part of our consciousness that is aware of things going on around us as we do something else. We're talking to a friend but we're aware of the traffic noise behind us and the sun beating down on our neck. You could suggest that we use this part of our consciousness to watch our thoughts as we go through our lives. Especially, when we are feeling peer pressure. I hope that makes sense.

That you must do whatever the next person, the next business, the next group is doing. There is no way that you can be different by being the same as those in your surroundings. "There is no way that you can be different by being the same as those in your surroundings." Let's think about this statement. What exactly do you mean by "different" and "same" in this concept? And what about the "surrounding"? Often times people need to "be the same" so they can get along with others in a work situation or play effectively on a sports team. If being the "same" means following the business process everyone else does in the office and running the same direction on the field as your teammates... that's a good thing. If "different" means being different just for the sake of being different then that's ineffective. The terms you're using are very general. I would say try to be much more specific in how you want to get these ideas across. The notion of being different and standing out is not new. So, if you can describe to your readers *the process of differentiating themselves* they will get more out of it.

Moreover, moving away from the crowd will also present the challenge of finding absolute confidence within yourself. Confidence is the force that drives you away from the crowd. Confidence strips away from your heart the desire to fit in and replaces it with a yearning to stand out. In these 3 sentences you've used the word "confidence" 3 times and the term "moving away from the crowd" twice and then ended it with a "yearning to stand out". Much of the writing is very redundant in nature. Your readers will lose interest quickly.

Without confidence, you won't feel that you belong outside of the crowd although you do. Without confidence, the crowd will become your method of validation. Without confidence, you will make the crowd your whole identity, thus making you unable to see yourself as an individual...and that is dangerous. It's dangerous because submerging yourself in a crowd steals the oxygen you need to breathe individually. Again, a lot of redundancy here without really saying anything concrete. I like the concept of how it's *dangerous* to *submerge* yourself in a crowd. Explore this more.

Once you're away from the crowd and flowing in your individualism, be very sure to protect and nurture the confidence that makes it possible for you to exist outside of the crowd. \*\*\* "be very sure to protect and nurture the confidence that makes it possible for you to exist outside of the crowd." Yes!! This is a very important point. The *protection* and *nurturance* of our confidence and individuality can not be stressed enough. It's a proven fact that whatever receives the proper *nurturance* is guaranteed to grow. This is an awkward sentence. What is the "*whatever*"? Is it all living things? Seeds? Babies? Life? The more specific you can be the more clarity and insight you will pass on to your reader. This is applicable to your self-confidence as well.

Be committed to making cautious strides toward remaining confident. Cautious and confident in the same sentence do not seem compatible. Try using a different term to describe *how to remain confident*. You can accomplish this by encouraging yourself during high moments and low moments, not being afraid to walk alone, and by reminding yourself that you were not created to conform to or be confined in the crowd. Again, this sentence conveys a very important concept but you haven't given us specifics. "encouraging yourself" "you were not created to conform to or be confined in." These are important concepts that can't be over emphasized enough. However, there are many books and authors who state similar things. The ones that stand out are the ones with a very *distinctive viewpoint* in their writing. The terms you use here are too broad and general for the reader to glean their own lessons from.

The bottom line, when you really put some thought into it is, you have to discover what makes you unique. The one thing that makes everyone the same is the fact that we are all human. There are countless things, however, that makes each of us different. Those differences are what makes us our own unique individual. Wrapped within your individualism is your unique purpose, your distinct reason for being on earth, and a passion that belongs to your soul. “*Wrapped within your individualism is your unique purpose, your distinct reason for being on earth, and a passion that belongs to your soul.*” YES! *THIS* is what people are searching for. They want to find their purpose, their distinct reason for being, and their passion. Unless you can give your reader more specifics they will not appreciate what you're trying to say here. Your concepts are very sound. However, they're not distinct and detailed enough for the reader to see how they will play out in their own lives. *Show* them the path to their passion. They will follow.

***Do you see why getting to the other side of average matters so much?***

There is another step to the process of relocating from a place of what is average. This step is just as important as separating from the crowd and finding the confidence to stand alone. The step is: identifying what the standard in your surroundings *are* and then, discover a way to take it a notch higher. Yes, standards are very important. Make sure key points like these are highlighted as special sections with prominent headings. eg. The Next Step: Setting & Keeping Standards

When *you're* no longer a part of the crowd, *you're* able to evaluate the crowd from *the* outside. *This* allows you to see things from a much broader perspective. *When you're* no longer *of* the crowd, you have the ability to create something different. *You can create YOU.* \*\*\**This was one long run on sentence. Many times a point can be made stronger by keeping the sentences short. I've made some corrections as an example. \*\*\*“based on what is average for them.” This sounds like a judgement. Readers don't want to feel like their author is judging them or anyone else.*

This doesn't equate to comparing or competing. The goal of realizing what is the norm of the crowd isn't so much about being like them or becoming better than them. Instead, it's about being able to set your aim higher. Separation from the crowd gives you the ability to do something different, something new, something fresh. That's what accessing the other side of average is all about.

“The goal of realizing what is the norm of the crowd isn't so much about being like them or becoming better than them. Instead, it's about being able to set your aim higher.” This is a very important distinction. It illustrates what *standards* are. However, the phrasing is awkward and once again the concept is too broad.

You have the seeds here of what could potentially be a good book of guidance and encouragement. However, I can't help but think the author is still wrestling with finding their own individuality. There really are no specific tools and techniques for the reader to take away and use immediately. When a reader picks up a book like this they're looking for answers. They want to know exactly how to become more confident and set themselves apart from the crowd... *right now*.

*Show* them the internal process of what it means to be confident. What does it *feel* like to be confident. What is the *journey* like toward being more confident. Even very confident people have doubts sometimes. *How* did they overcome those doubts? What was the *thought process*? What *action* did they take? *Why* is it so difficult for so many to become more of themselves?

Once these questions are answered within the author's mind the readers will be right there... wanting more. I encourage you to keep writing and refining your technique.

I would also suggest pursuing a greater understanding of correct grammar. Know how to use the tenses of verbs. Meaning, when and how to use verbs in the past, present and future tense. Sometimes there are different verb tenses within a single sentence.

I hope this helps. I wish you all the best in your writing endeavors.

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