

Reinvestment and Gratitude

A Weekly Sunday Newsletter from Stilson Video Services



I spent a lot of money this week.

An opportunity arose that required a quick decision. I was faced with investing a significant amount back into the company before I felt entirely prepared to do so.

When faced with decisions like this, I try to look at it from the customer's viewpoint. It makes the process clearer. If I were a customer choosing to work with my company, would I want this investment to be made?

Of course I would.

So I made it.

Later in the week, a few smaller reinvestment opportunities followed — same decision process, same result. Despite my shrinking checking account, I feel renewed energy and focus about the possibilities ahead.

There were times in my business when I played it safe and passed on this kind of risk. That never felt right. It felt like settling — like quietly accepting that this was as good as it gets.

Now, I believe better days lie ahead, but bold action is required to get there. I'll do what's required to serve as many people as I can — with gratitude.

I normally choose a video-related topic for this newsletter. But it's Saturday night, and like many of you, I'm keeping tabs on the historical events unfolding around the world. It's a stark reminder of how fortunate we are to live in this country.

I keep an American flag near my door as a daily reminder not to take this for granted.

I feel deeply grateful to be able to start a business of my choosing and reinvest in it as I see fit. When you cultivate a sense of gratitude, your perspective shifts. Problems begin to look more like opportunities.

It's not just my opinion — there's neuroscience behind that.

Stress and gratitude can't dominate the nervous system at the same time. Gratitude shifts the nervous system away from chronic stress and engages regions of the brain associated with reward and emotional regulation. It activates dopamine and serotonin pathways — the same systems involved in mood stability and motivation.

Gratitude doesn't eliminate difficulty. But it changes how we interpret it.

Tonight, I'm praying for people affected by conflict around the world, including our service members and innocent civilians. Nobody knows exactly how this will turn out, but evil has been confronted, and the whole world can be grateful for that.

Lives are important.

Our mission is to connect them to future generations the best way possible.

Finally, if you have a topic you'd like me to write about, let me know at stilson@stilson.com and I'll add it to the list.

— Bill Stilson
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