

We've Hit a Snag

A: Ok I think we are ready to launch our new website on Monday. I am so excited!

B: What??? No way! We aren't even close to ready. The colors aren't perfect and the spacing isn't right and I'm not sure if the buttons are in the right place. It has to be right before we launch it.

A: **Come on, you are such a perfectionist** and I'm tired of this. Your perfectionism holds us back every time. We have an amazing product and we have to get it out into the world. If we stay paralyzed with perfectionism (ya know) no one will be able to benefit from it. **We have to put ourselves out there and launch it!**

B: I don't know. This is hard for me. **When I was a kid, I was always praised based on results,** not based on just doing things and taking action. I think it could hurt us more than help us if we

Key Vocabulary Phrases

1. "Come on, you are such a perfectionist."
2. "We have to put ourselves out there and launch it!"
3. "When I was a kid, I was always praised based on results..."
4. "I think our potential customers could be really critical of us..."
5. "It looks like we've hit a snag..."
6. "...the worst thing we could do right now is stall."
7. "Well if we put out an unprofessional image I'll get really down on myself."

launch the site and there are mistakes and it doesn't look professional.

A: But it's good enough for now. Remember, it's not about the website, it's about the product and we want to help people.

B: **I think our potential customers could be really critical of us** if they get the feeling that we're unprofessional.

A: **It looks like we've hit a snag and the worst thing we could do right now is stall.** Come on, we have competitors right on our heels! What's the worst that could happen if we launch the imperfect version now?

B: **Well if we put out an unprofessional image I'll get really down on myself.** It will be embarrassing and hard to bounce back. We might damage our reputation permanently.

A: Ok I don't know if I can work with you anymore. Maybe we need a coach or someone to help us. I know someone we can call.

B: Ok fine make the call but we're not launching the site today.

Key Vocabulary Phrases

1. "Come on, you are such a perfectionist."
2. "We have to put ourselves out there and launch it!"
3. "When I was a kid, I was always praised based on results..."
4. "I think our potential customers could be really critical of us..."
5. "It looks like we've hit a snag..."
6. "...the worst thing we could do right now is stall."
7. "Well if we put out an unprofessional image I'll get really down on myself."