

Sunk Cost Fallacy

I'll tell you what.
Come back down to the station tomorrow with a demo tape.
If I like it, I'll pass it on to the next guy in line.
Just make it simple and easy.
Nothing complicated or long.
If you're going to make it in this industry, you need to learn how to be accessible.
The audience doesn't want to be challenged.
They want to be entertained with something familiar and safe.
Don't ever think they'll have your back because they won't.
You have to be willing to do what it takes.
Even if it means selling your soul and the very fabric of your being.
Or everything you believe.
There is always somebody else in line behind you waiting to take your place.
The second you step out of line you're finished.
That's just the way it is.
You can't fight it.
Why resist?