

it's over /3/ **gambling on empty**

Last week our president talked **to** a guy who **runs a** company in L.A. **that** seemed **like** they wanted to give us money. That guy **hasn't returned** our calls **in a while, either**. This is **an old story** this year; every time someone wants to give us money, their **stock** in some other company slides 53,000 points and **suddenly** they're not **interested**. **The irritating thing is, things** looked good **for a while**, and I think I **pretty much blew** the opportunity.

I **got started** too late; I spent money unwisely – **although to my credit**, we never spent \$5,000 **on** a goddamn office chair. My spending mistakes were strategy mistakes, which is a **much more** painful category than just **recklessness**. I thought it'd be “cool” if we did X, thought it would “**eventually work**” if we just **kept doing** Y, **gambled on getting** another round of investment before the money **ran out, neglected** to budget money for promotion, etc., etc., **until I wished I'd never had** this idea in the first place.