Play for the Name on the Front of Your Jersey

By Michele Peterson

Many coaches across multiple sports have told their teams some version of, "Play for the name on the front of the jersey, not the name on the back."

See, the player's name is on the back of the shirt. The team is on the front.

This is all about getting in the proper mindset … leaving your ego behind and working for the good of something bigger than yourself.

So what *is* the name on the front of our shirts as copywriters? Knowing this is critical.

Is it our clients?

It's certainly important to write copy that actually helps the client reach their objectives.

But perhaps the name on the front of our copywriting jersey isn't a "who" at all, but rather a "why."

What's the "why" driving *your writer's life*?

Is it a desired lifestyle? Things you want to provide for your family? A difference you want to make in the world?

You have to find your "why" … the something bigger than yourself that you're "playing" for. Name it, and wear that name proudly on the front of your jersey.

My "why" is to live abundantly — able to afford life's luxuries for my family, give back philanthropically, and fund a very comfortable retirement. One person I know wants to fund adoptions from Russia to "save" as many children as she can. Another wants to own a huge ranch and rescue abandoned or abused animals.

Once you dig deep and identify your own "why," you can keep it in your mind for continued inspiration and motivation as you go the distance and emerge as the successful champion that you are.

So now that we've been through Spring Training, we're ready for the season opener.

Leave me a comment describing the name on the front of *your* jersey.

Let's all knock it out of the park at least once this year!

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2 Responses to "Play for the Name on the Front of Your Jersey"

I love this idea. I once won a contest for RNA. It wrote 'IT TAKES PATIENTS TO LOVE AN RNA'.. All the nurses in Alberta wore that T-shirt.

Guest *(Write to live Write of life Do it)* – over a year ago

Michele - this whole series has been so motivating - and helpful. Appreciate the guidelines and advice in all of them. And I'm designing my very own t-shirt! Thank you.

JudyB-Raleigh – over a year ago

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