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Frozen, OTR, and the Tortoise and the Hare

I think I officially hate winter.

Thanks to this fantastic weather, I've had to temporarily shut down the Mystery Machines until we consistently reach temperatures above lows of 15 degrees. Anything below that, and the drinks start to freeze and even crack. Because of that, we'll most likely be back up and running in mid to late February.

That said, we will be having the grand opening of the OTR Mystery Machine, located right outside of Al's Delicious Popcorn, in mid to late February. That opening ceremony will also mark the re-opening of all the Mystery Machines. What an amazing day that will be. (unfortunately, this means, I have disbanded the Pricehill location, which was the lowest performing machine /:)

This time away from managing the machines has given me the chance to zoom out, think about the long-term vision, and take care of some miscellaneous things. A few fun updates: a very mysterious new backdrop will be added to the Liberty Center Mystery Machine, and I'll finally be removing the wood planks underneath that machine. What I'm most excited about, though, is that I finally have a proper storage space for drinks. No more letting them freeze on my front porch or smacking my shin against a Diet Coke crate while stumbling through the living room at 3 AM just trying to get a glass of water.

Another exciting update is that the Mystery Machine social media pages are really starting to grow, especially Instagram. That's probably because it's the app I enjoy the most out of the four major platforms. On Instagram alone, we're reaching around 2 million views each month and getting a steady stream of new followers and DMs. People are asking to join the

movement, become franchise partners, get hired, or share new ideas.

Many of them have also subscribed to this newsletter, so this part is especially for those who just joined.

Right now, we're focused on optimizing and ironing out a few operational details before expanding into new markets. We've seen strong performance so far, but we want to make sure our stocking, servicing, and location partnerships are fully dialed in so we can scale the right way.

The kid in me wants to say, "Yes! Let's do it. YOLO. Jersey Shore?! Wait... that's perfect. Let's do it now." But after 1.5 years of running a business, I've learned that slow and steady really does win the race. When you try to do too many things at once, you end up doing all of them poorly. I'd rather focus on one goal at a time, grow the business intentionally, and grow personally alongside it. As I grow, especially financially, I'll be able to take bigger and bolder leaps.

Until next time,
Mystery Man



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