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## Pivot, Prioritize, and Push Forward

Good thing I love basketball because running a business lately has felt like pivot after pivot after pivot.

After some reflection, I've decided to hit the pause button on the Mystery Boxes for now. I realized I need to take a step back, learn more about Search Engine Optimization, and dive deeper into online shopping avenues like TikTok Shop, live shopping, Shopify, and more. I'm also considering some tweaks to pricing and, most importantly, focusing my energy on the product that's producing results right now.

The website will be back, no doubt about it. I just need to get my priorities straight first and not rush into things just because it sounds cool. So hang tight. The Mystery Boxes will make a comeback, even better than before.

### **Mystery Machine Momentum**

On the bright side, the Mystery Machine itself is doing awesome. As expected, business picked up with the Creamy Whip opening for the season. We had a few hiccups with the breaker box (classic opening week stuff), but that's all resolved now and the Mystery Machine is officially powered up 24/7.

It's crazy to think that we're still just getting started.

The big plan has always been to use social media as a super tool to drive traction, customers, curiosity, and expansion to new locations. And while there's been some success, I'll be real with you: it's way harder to go viral than I thought, even with something as cool as the Mystery Machine. Or maybe it's just that I'm still learning how to play the game. Posting reels, shorts, TikToks... it's a different ballgame. But I'm committed to getting better. It's only a matter of time and consistency.

### **Next Step: New Location**

Now, the next big goal: finding the Mystery Machine's next home. Ideally before summer hits full swing. I'm actively searching, but if you know of any spots or have connections that might fit the vibe, let me know. We're all in this life thing together. Thanks for being on the ride with me. More to come soon.

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Until next time,  
Mystery Man



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