



BRAVERY BRIEF #001

Roast a Whole Chicken Without Touching It

Choose to do this on your own as a *Solo Drop* or join us inside the *Bravery Drop*.

1 The Challenge:

Solo Drop: Take a raw whole chicken and transform it into a golden-brown trophy.

Bravery Drop: Do it all without the "ick" of touching raw poultry.

2 Delicious Uncertainty Level : Moderate

Solo Drop: Get over the "ick" and salmonella-paranoia and there's a high chance of success.

Bravery Drop: No dealing with "the cavity," or the dread of an undercooked center or burnt skin.

3 The Intel:

Solo Drop: The hard part? Placing the whole chicken in the grocery cart. Yuck!

Bravery Drop: We'll share what to look for and help you get over that first hump.

4 Safety Net

Solo Drop: Give yourself a 30-day window. Don't let this sit in the back of your mind indefinitely.

Bravery Drop: We'll check-in as your accountability buddy. We've got your back.

5 The Benefit

By facing the "gross" and the "unknown" head-on, you build a specific kind of kitchen-bravery that carries over into the rest of your life.

I'M READY, LET'S COOK!

Solo Drop

FREE

Use this brief to complete the challenge in the next 30-days.

Bravery Drop

\$9

We've done the research, built the safety nets, and mapped out the steps for "Zero-ick" price.

The No-Regrets Guarantee

If you follow the intel inside the **Bravery Drop** tackle the bird, and don't feel a genuine "I actually did that" when you pull that pan out of the oven, email me. I'll send your money back. Just don't stay in the armchair.

JOIN THE
[BRAVERY DROP](#)