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Before the “Tail End” catches you

It may already be here

Start Your Comeback: Before the Tail End Catches You

Some of you might be waiting for the perfect time to make your comeback.

Let me encourage you: the time is now.

I recently revisited a concept that really shook me—“The Tail End”—popularized by Tim Urban in a 2015 blog post on Wait But Why. Urban used simple visuals and hard data to reveal how many (or how few) meaningful moments we have left in our lives.

He showed, for example:

- As an adult, you’ll likely see childhood friends only a handful of times per decade—meaning you might be in the final 7% of time with them.
- You’ll only attend so many more baseball games, read so many more books, or take so many more family trips.

Then I came across another sobering insight—from Arthur C. Brooks, who reminds us, we only have so many birthdays left, so many summers, so many chances to change our lives. He calls this “future regret management”—recognizing the scarcity of time and making decisions today we’ll be proud of tomorrow.

This all hit me personally last weekend.

I played golf with two of my daughters and one of their friends. We laughed, told stories, enjoyed the sunshine and great tee of drives (well they did, my golfing skills are horrible) and somewhere between holes 7 and 8, it struck me:

How many more moments like this will I get?

One daughter is going into her junior year of college. The other will soon start high school soon. The “tail end” is already here.



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Here's the part that really hit me: I heard a stat that said by the time your kids are 18, you will have spent 98% of the time you'll ever spend with them in your life (something like that).

When I shared it with my wife, I (We) realized my/our summers with my college daughter might be over, we will only have one more with my son, and four with my youngest. It's not just vacations, trips, and experiences—it's having them live under your roof, hearing them move around, talk on their phone, play on the computer, and sit with you for a meal.

That moment became a reminder. Not just about fatherhood—but about life. You don't get unlimited chances to make your comeback.

That's why I created The Comeback Builder™—

The truth is:

- You only get so many birthdays.
- So many summers.
- So many moments to say, "I'm ready to live differently."

Your comeback doesn't have to be loud or flashy. But it has to begin.

Start yours today.

Because the tail end isn't coming someday—it may already be here.

Ready to help your audience rise again?

Book Bill for your next event, retreat, training, or fun time and give your group the spark they need to reset, rebuild, and rise.

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