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Brutal Honesty & The Comeback

A letter from 1974 sent by a season ticket holder

This is a letter from 1974 sent by a season ticket holder to the Cleveland Browns, complaining about paper airplanes being thrown in the stadium.

The response from the law firm is not polite. It's not softened. In fact, it's blunt — even a little crude. And that's exactly why I love it.

It's a reminder of something we've almost lost: brutal honesty.

These days, we code our language, soften our feedback, and sugarcoat our answers — not just to others, but to ourselves.

The truth is, the first step in any comeback or making a big jump in growth is being brutally honest with the most important person in the process: you.

Because let's be real...

- Most comebacks don't fail from lack of effort.
- They fail because we lie to ourselves.
- We sugarcoat the truth.
- We downplay the damage.
- We avoid facing the hard, ugly, uncomfortable facts.

Here's the brutal truth:

If you can't be radically honest about where you are right now, your "comeback" will just be a shinier version of the same old mess.

When I work with individuals and businesses on their comebacks or going to the next level, we start in the same place: The Mirror Test.

Ask yourself:

- Where have I been coasting instead of pushing?
- What am I pretending is "fine" that's actually holding me back?
- Which habits, patterns, or excuses am I protecting because they're comfortable?

Answer these honestly — even if it stings — and you'll give yourself the gift of a clean foundation.



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From there, you can build something stronger, smarter, and far more sustainable.

That's why I created The Comeback Builder™.

It's not fluff or hype. It's about facing the truth, getting clear on the next 90 days, and taking consistent, focused action — in your life and in your business.

Your comeback starts in the mirror. Be honest. Be relentless. Build it.

CLETUS G. ROETZEL (1889-1972)
SAMUEL C. ANDRESS
JOHN H. ULMAN
GEORGE W. ROONEY
RICHARD E. GUSTY
DUANE L. ISHAM
KENNETH R. MILLISOR
K. RICHARD AUGHENBAUGH
TIMOTHY G. IRELAND
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RUTH I. MOORE
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STEVEN M. NOBIL
JAMES M. STEPHENS
JAMES L. RENCH

November 18, 1974

RECEIVED

NOV 19 1974

Cleveland Browns

The Cleveland Browns
Cleveland Stadium
Cleveland, OH

Gentlemen:

I am one of your season ticket holders who attends or tries to attend every game. It appears that one of the pastimes of several fans has become the sailing of paper airplanes generally made out of the game program. As you know, there is the risk of serious eye injury and perhaps an ear injury as a result of such airplanes. I am sure that this has been called to your attention and that several of your ushers and policemen witnessed the same.

Please be advised that since you are in a position to control or terminate such action on the part of fans, I will hold you responsible for any injury sustained by any person in my party attending one of your sporting events. It is hoped that this disrespectful and possibly dangerous activity will be terminated.

Very truly yours,

ROETZEL & ANDRESS

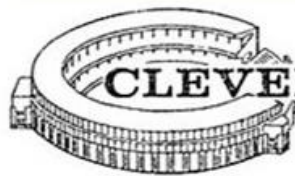
By *Dale O. Cox*
Dale O. Cox

**BRUTAL
HONESTY
&
THE COMEBACK**



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CLEVELAND STADIUM, CORP.

CLEVELAND STADIUM • CLEVELAND, OHIO 44114

Phone: 781-5600

November 21, 1974

Dale O. Cox, Esquire
Roetzel and Andress
20th Floor
One Cascade Plaza
Akron, Ohio 44308

Dear Mr. Cox:

Attached is a letter that we received on November 19, 1974. I feel that you should be aware that some asshole is signing your name to stupid letters.

Very truly yours,

CLEVELAND STADIUM CORP.

James N. Bailey,
General Counsel

JNB:bjn

cc: Arthur B. Modell

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.

Bill Young

303.668.1782

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