Notes from the Village

Building the trust network around your health data, one update at a time.

#6 We're Not Selling Socks

We're selling Time, Trust, Talk, Control, and Connection (3Ts and 2Cs). Responses to my question, *Would You Pay?* continue to roll in. One said they'd never paid for a health app. Not once. But she listed what she does pay for: file storage, a password manager, gym membership, and Consumer Reports. To make her point, she told a story about someone selling socks. Thirty-six dollars a pair, with built-in tick protection, the kind of thing you'd send with a kid to summer camp. The obvious objection: who pays thirty-six dollars for socks? The answer reframed the conversation: *Nobody's buying socks. They're buying peace of mind* for the four days their kid is in the woods. Then she asked, "What is TMOH actually selling?" See her verbatim response here.

We're not selling socks. We're not selling the vault. We're selling the 3Ts and 2Cs.

3Ts and 2Cs

Time to learn, to plan, to navigate, to decide. The clock isn't our enemy; it's about accepting when our time is wasted.
Trust can take a long time to build or happen quickly. You know in your gut when it's missing. Most digital health tools have a trust deficit. Without trust, my brain freezes and my heart closes. Not a good place to make decisions from.
Talk is real conversation. There is nothing like a face-to-face verbal exchange and making decisions together.
Control is about power and feeling in charge. If I feel like an ant about to be crushed, I'm not acting in my best interest.
Connection is the human lifeline. Like when somebody greets you as you cross a threshold or has been where you're going. Our Village is connection.

Ask

Is this a valid response? Does it land? What's missing? How would you tell this story?

Pitch

We need your brain and experience. Please join our village at https://TrustMyOwn.Health. We're building an ecosystem around a personal health data vault you own — your records, wearables, personal health journal, all in one place, organized so you can use it to get what you need, when you need it. Never sold without your explicit permission, ever. Always portable. Bring your lived experience and help us build this village together.

Onward,
Danny