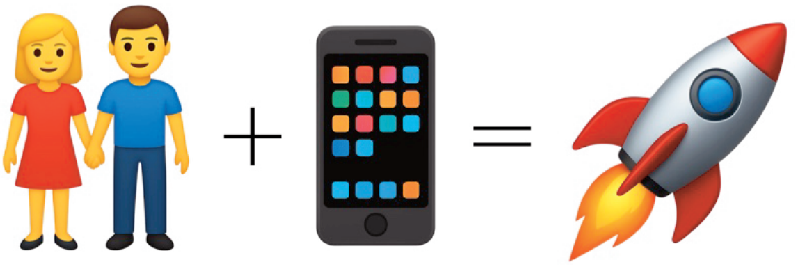
TEAM OF MENTORS

VIRAL LIFE LESSONS



How Social Media Advice Can Change Your Life

ANDREW K. BOTT

Team of Mentors

Viral Life Lessons

Andrew K. Bott

A Note to the Reader

If someone shared this PDF with you, or if you found it online:

I am thrilled it's in your hands. Knowledge and mentorship should be accessible. I fully support the free sharing of this book and am genuinely happy you are reading it!

If you find value in these pages:

If this book helps you, inspires a change, or serves as a mentor when you need one, I would be incredibly grateful for your support. Creating this work took a significant amount of time and resources.

If you are in a position to do so, you can **"buy me a coffee"**

or contribute what you feel the book was worth to you:

Venmo: @Andrew-Bott

or buy the physical copy: https://www.AndrewKBott.com

Regardless of whether you donate, thank you for reading. I hope these lessons serve you well.

Team of Mentors: Viral Life Lessons

Cover and interior visual design by Andrew K. Bott

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The Team of Mentors Playlist

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Introduction

Don't tell my students,

I'm a Professor with a secret life as a serial doomscroller.

I've spent thousands of hours on social media, plumbing its depths for the most life-changing advice, mindsets, and viral trends to break you out of your comfort zone and improve your life.

I've used my experience over the last 15 years in academia, startup consulting, psychological training and my own journey facing fears and overcoming challenges, and condensed it into this book.

The most critical piece of advice you need to hear is:

Nobody is going to come save you.

Nobody is going to knock on your door and hand you a million dollars, or solve your deepest fears and insecurities for you. Nobody is going to make your dreams come true—you have to do it yourself.

And if you want to change your external reality, you have to change your internal mindset first.

But now that we have that out of the way, there is a kind of freedom in knowing that you have complete control over the rest of your life.

If you find the right team, with the right mindsets, and you take action, you can accomplish your dreams and change your life.

That is the goal of this book, to provide you with a team of mentors to support you, for whatever stage of your journey you need them. I'm excited for you to be on this journey with me!

* * *

Over the last 15 years I've consulted with hundreds of business owners with the goal of helping them create change in their lives and companies. The most consistent issue I see time and again is something that has plagued humanity ever since we gained the ability to imagine the future. It gave us the ability to plan ahead, to plant seeds for next year's crops, and to create a future that would be better for our children, but it also chained us to our darkest thoughts and fears.

Hidden in these pages is the secret to how you can transform your life, build new capabilities, and take on new skills you never thought would be possible for yourself or for your company. I've included real examples from business owners, viral content creators, award-winning actors, and best-selling authors to make sure you have a wide range of supporting evidence to break down the walls you have in your own mind. The walls stopping you from taking that next step forward.

So. What is this incredible secret?

First, to stop hallucinating. Or more specifically, to use your hallucinations to accomplish your goals instead of your hallucinations using you.

And second, to harness the expertise of the experts on social media. To learn how to emulate their success so you can achieve it in your own life.

That's what **Team of Mentors** has set out to accomplish.

Sound good? Great, let's begin.

— Andrew K. Bott, March 9, 2026

CHAPTER ONE

The Library of Alexandria in Your Jeans

Visual Design by Andrew K. Bott

Most people look at a smartphone and see a distraction. An addictive, vibrating, beeping, demanding machine that's melting our brains and destroying the creative thinking of our children.

I look at it and see the Library of Alexandria.

Key Takeaways from this Chapter:

- Transform your smartphone to your greatest tool
- Master curation to defeat information overload
- Identify your root goals first
- Turn passive consumption into active knowledge

For thousands of years, knowledge was a luxury. It was much more important to survive.

* * *

It's only a recent development over the last 20 years that has ushered in a new era of information-overload. The invention of the smartphone.

In the smartphone age, all the past barriers have been flipped on their head.

Instead of access to only our local communities, we have access to everyone in the world. Instead of limited knowledge, we have the entire collected knowledge of humanity in our pocket. The world's knowledge is at your fingertips.

It's pretty spectacular, right?

If we live in such a privileged era, why is it that you still feel stuck, unsuccessful, or that you could be doing *so much more* than you are?

With the world's knowledge in our pockets, why don't we all feel like modern philosophers, able to conquer every personal demon, achieve every personal goal, and accomplish more than Alexander the Great? After all, his mentor was Aristotle— and we have access to thousands of books and videos on how Aristotle thought and analyzed.

So why don't we all *feel* like Alexander the Great, if we have the same teacher? Because today, the barrier isn't access, it's about wading through the mire of information. In other words, you're doing it wrong!

When everyone has access to the greatest thinkers, philosophers, artists and athletes, our biggest problem is information overload. So what's the solution? Curation.

Rather than try to learn from everyone, to digest every single bit of advice, philosophy, or techniques, you have to choose a select few. You can't follow every fad, buy every new self-help book, or be swayed in whatever direction the wind is blowing.

You need a select group of mentors to solve the specific issues

you're facing.

What are the Steps?

Choose a few, well-curated mentors based on your goals. Filter out the rest. Deeply learn about their mindsets and approaches. Apply their thinking to the problems you face, and take action. Chapter 2 will explain how to do this in more detail, but that's the gist.

If you're already thinking that sounds like too much work, can I just say, at least you don't have to climb a mountain to learn from the masters. You can do it from home!

Today the only thing stopping you is distraction. You are carrying Aristotle, Steve Jobs, the Dalai Lama, Taylor Swift, and Marcus Aurelius in your pocket. You just need to learn how to use your phone correctly.

You are not going to gain ancient wisdom by playing Roblox or Words with Friends. Your team is already here, **waiting for you to call a meeting**.

This book is about how to stop scrolling and use your phone to accomplish your dreams. All you need is a team of mentors.

The Problem with Curation

But there's a problem. You can't just pick your favorite celebrities and hope for the best. Your mentors need to be carefully selected, validated, and directed to assist with your specific and current goals.

If you don't proceed with caution, you could end up in exactly the same place you are now—with lots of dreams but not much follow-through.

This problem is the reason I created the Team of Mentors framework.

* * *

First, I spend a large part of the book giving you the ability to choose the right mentors and condense their knowledge into core mindsets and approaches. Later, you can emulate these chapters with your own mentors—I'm just giving you the tools. Chapters like "The Day One Soul," "The Coffeeshop Mentality," and "The Alter Ego" will help you build these skills and expand your knowledge.

Second, you've got to identify the true, root goals that match with your dreams, otherwise you won't be able to choose the right mentor. For example, if you say your goal is to be a rock star, I may ask you if that's your *true* goal—or if your true goal is popularity, traveling the world, or maybe just making a living by playing guitar. Your mentor will drastically change as we update your goals to their most basic level. Chapters like, "Chase Your Dreams," "Help Your Future Self," and "Reducing Cognitive Load" will provide you with a deeper understanding of yourself.

Third, you need to overcome some obstacles. There's not much point in having a mentor if you're too afraid to listen to them or take actions, so I spend some time in this book giving you critical tools like Chapters on "Cringe Mountain," "The Alter Ego," "Rejection Therapy," and "Death Ground." With these tools, and others, under your belt, you will be able to take the advice of your mentors and activate yourself!

Just remember, without taking action, this framework is just entertainment. At a certain point, sooner rather than later, you have to break out of Information Overload (Chapter 10), leave the comfort of basecamp to begin hiking up Cringe Mountain (Chapter 7) and take action.

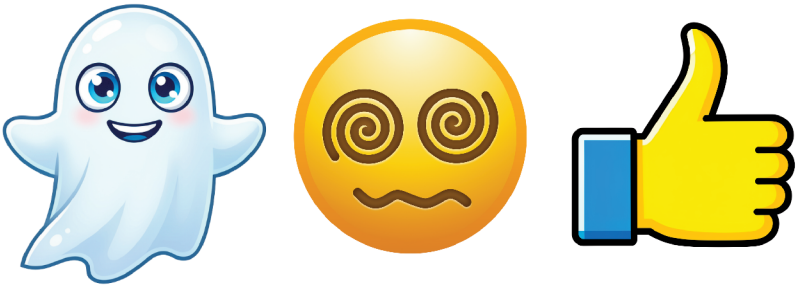
I've combed through thousands of social media videos navigating angry cats, laughing babies, and influencer vlogs to bring you some of the greatest minds currently living in your pocket.

These lessons are designed to help you stop treating your phone like a toy, and start using it as a weapon against your own limitations.

Now, let's get started.

CHAPTER TWO

The Power of Hallucinating



Visual Design by Andrew K. Bott

Your Brain is Not a Camera

Most people are mistaken about how their brain works.

Your brain is *not* a camera recording the world around you. Rather, it is a *projector* that overlays your mindset and subjectivity on the world around you for every second of your existence.

You don't actually experience reality. Your brain is constantly filtering things out, hallucinating outcomes, and making up the rest.

If you don't believe me, pull up the video "**Selective Attention Test**" on YouTube. And don't cheat by looking at the comments first!

It's a world-famous awareness test from Daniel Simons and Christopher Chabris that shows how much we filter the world

around us. It's just an example, but I want to emphasize that you do this all the time—imagine if you noticed every single detail of everything, at all times! You would be a mess. You wouldn't be able to read this chapter if every sound, everything in your peripheral vision, every passing thought, every sensation of your body—your heart beating, your lungs breathing—had your complete and total focus.

And without hallucination, you couldn't plan for the future or imagine potential outcomes of your behavior.

These are critical tools, and they are muscles that you already have! Our goal is to help you stretch them, control them, and use them to build your Team of Mentors, and the life you want.

Key Traits this Mentor Inspires:

- Hallucination is humanity's superpower
- Choose your software instead of running on default
- Rewire your brain for mindset shifts
- *Simulate* to summon your Team of Mentors!

The Involuntary Muscle

You already hallucinate every time you imagine your boss's reaction to your work, a partner's anger when you forget your anniversary, or any outcome for something that hasn't happened yet. You are simulating the world around you all the time.

The following chapters are designed to help you actively control this muscle, harnessing its power for yourself.

Self-censoring is a great sign, it means you have some powerful simulation software inside your mind! Great, we can use that.

I'm a firm believer that mental simulation is one of humanity's great superpowers. It's what enables us to imagine a future, to plant crops that we'll sow next year, to invent and create. But when it runs

wild, it can really screw up your life.

> "**If you're censoring yourself in any way, it's because you're afraid of other people's opinions.** Me too. You have to say, let them. Let them think, say, and feel however they're gonna feel, because my life is my responsibility and I gotta focus on what I can control."
> — Mel Robbins, Best-selling Author (Instagram @melrobbins)

Step one is to begin to transform involuntary reactions into intentional ones. How? Interrupt your current thought processes.

Pattern Interrupt

Mel Robbins gives a great example of a pattern interrupt—a way to introduce a *break* in your current thought patterns. Instead of challenging what you imagine about the world around you, let them think whatever they want. Continue on your path anyway. The moment you try to fight them, you give them the power.

Another example of a pattern interrupt comes from an old story attributed to the Buddha.

A man approaches the Buddha and begins hurling insults and curses at him. The Buddha stays calm, which infuriates the man further. Eventually after tiring himself out, the man asks why the Buddha isn't reacting.

The Buddha responds with a question, "If you buy a gift for someone, and that person does not accept it, to whom does the gift belong?"

The man replies, "It would belong to me."

The Buddha then explains, "In the same way, I do not accept your anger and your insults. They remain with you."

The lesson is: Whatever you give your energy to will grow. If

you respond and react strongly to your hallucinations, it will be a battle! If you let them go and refocus, they will die for lack of oxygen

Interrupt unhelpful patterns of thought however you need to, whether its the Let Them theory by Mel Robbins, the non-acceptance of the Buddha, or just recognizing when these thoughts happen and letting them drift away.

Let these dark hallucinations die from lack of attention.

Next, with all the additional time that you have, transform your extra mental bandwidth into a tool.

Practice Intentional Simulation

You're already doing the work, its just for the wrong team! Right now you're using all of your simulation powers to hallucinate negative outcomes—or maybe you're spending time dreaming of positive outcomes. Whether you are imagining good or bad things, simply imagining them is only the first step.

Step two is to simulate the midsets of people who have already accomplished your goals, habits, or life. The fact is, they've already done it! If you can learn to emulate them, you can do it too.

But you have to go beyond simply reading quotes, or reading their books, you have to dive deep into their habits and actions, and regularly converse with them.

That's where the Team of Mentors framework comes in.

Over the following chapters I will introduce you to key modes of thought and mindsets of mentors that will help you grow your ability to simulate your own boardroom—filled with the five mentors you most need right now.

Over time, you will become more confident in your ability to imagine conversations with these mentors, get their advice, and provide you with actionable next steps.

* * *

Rewire Your Brain

If you're someone who finds this difficult, I want to give you a tool you can try. This will help you break old patterns, and even change the way you process the world around you.

Be delusional.

I'm not saying to run around screaming at imaginary phantoms. I'm just asking you to harness a little delusional energy sometimes. Online we call this **delulu**, and it can be a great way to begin to make your mind more flexible.

One example is imagining everyone is attracted to you. That neighbor who is complaining about your lawn? It's because they *like* you. That person on the sidewalk, giving you a weird look? It's because they wish you would ask them out.

This pattern-interrupt will help to add elasticity to your mind, allowing us to mold it into new mindsets as we continue learning the Team of Mentors framework.

> "You really do have to live life thinking that everyone's sexually attracted to you… It actually protects your energy. So say someone's walking down the street and they give you a greasy look. Are you giving me a greasy look because you wanna *you know what* with me?"
> — Anthony Voulgaris, Viral Content Creator (TikTok @undiagnosedanthony)

Another tool is to just do the opposite of what you would do. If you start behaving the opposite of yourself, who knows what awaits?

The opposite method is a powerful way of seeing how many of your beliefs and mindsets are actually limiting you and your growth. Isn't it possible that many of the assumptions you have about the world are incorrect?

We like to think that we're right, but the truth is, so much of the world is seen through our little lens of subjectivity that it's

completely possible you are wrong about many things!

Test it out. Use the opposite method to add flexibility to your thinking and to realize how little you actually know.

> "**What if I just see what happens if I do the opposite of what I wanna do right now?** So if I would want to stay in, I would go out… It was literally amazing, and that launched me into the rest of my life, where the next year I ended up moving to Los Angeles and completely changing the trajectory of everything I've ever experienced… So if something bad happens to you, which I can promise you one thing, it will, just try experimenting with the **opposite method** and let me know what you think."
> — Kailee Sapphire, Subconscious Health Coach (TikTok @alchemybykailee)

Your Team of Mentors

Now that we have given you more control over your hallucinations, and helped you add flexibility to your mind, now you need to use your newfound power to build a team of mentors around you.

In other words, you actually have to take some action—otherwise this is just a book you're reading for entertainment!

Step three is to imagine an empty boardroom with 5 chairs. Each for one of your mentors.

Once you fill these chairs, you can enter this room any time to consult with them, receive their wisdom, and get their advice on your next action steps.

The only way for you to internalize their mindsets is to choose the right mentors, study their *actions* (not just their words), and to regularly imagine conversations with them in your boardroom.

* * *

In Chapter 12 I have a section on using artificial intelligence for your boardroom, in case you need a jumpstart. But honestly? You don't need it. We've already proven that you are a powerful hallucinator!

Think of this boardroom as your safe space to brainstorm solutions to your most pressing problems. But for it to be effective you have to choose the *right mentors*, and also choose the *right problems*.

By having these regular, ongoing Team of Mentors board meetings, you are going to slowly expose yourself to the masters of the skills you want to learn.

Here's a basic structure to simplify this process:

1. You are the Chief of Staff of your own mind. First, **identify the core problems you are facing**, that way you can hire the staff to help overcome them.
2. **Choose your Team of Mentors.** Research their mindsets, approaches, and especially look at the actions they take—often the most skilled people don't know why they are successful! You may have to emulate what they *do* instead of what they *say*.
3. **Mentally simulate regular conversations with your team** in your boardroom, ideally every day. Have your mentors assist with your goals.

Five Mentor Rule: Limit your team to five mentors at a time. If a mentor isn't providing a real mindset shift or helping you solve a current core problem, fire them. Your boardroom is prime real estate.

Now that you have the process to follow, I'm going to spend the next few chapters introducing you to my favorite mentors. They will give you the critical skills you will need to hack your current reality.

My mentors are highly specialized—each one will give you a critical lesson that you need in order to put the lessons of this book into action!

* * *

That's right, I'm using the Team of Mentors framework to make sure the Team of Mentors is successful :-)

As you read the following chapters, start adding mentors to your mental boardroom. As you continue, it's okay to switch them out, put one mentor closest to you, or to get rid of them entirely.

But remember, if you don't actively run your simulation, nothing changes.

This isn't YouTube or TikTok. You can't just read, put in no work, and expect results. So as you read, begin to fill your boardroom with the mentors that resonate with you.

CHAPTER THREE

The Day One Soul

Visual Design by Andrew K. Bott

Inspired by:
Matthew Hussey, Best-selling Author & Relationship Strategist
Eckhart Tolle, Best-selling Author & Spiritual Teacher

The life you just inherited

Imagine waking up into your life right now. This morning when you got out of bed, it was your first day on Earth and in this body. Before now, you were a soul floating through the universe just *waiting* for your chance to get out of the void and into a world— and now, you're finally here.

Now, your job is to make the most of this life.

Sure, you remember all the years that this body has lived, but they just don't seem to matter as much, because this is your first time

in this body, and you're excited about the unlimited possibilities.

Forget the experiences and baggage this body has. As a new soul, what does it matter what came before? Instead, today you're waking up in this body, along with all the opportunities and problems that come with it.

Your only job is to make the most of the time you are given.

Does that provide a different perspective on things you've carried with you for years, or even for decades? Baggage that has held you back, fears you don't want to repeat, or failures that you haven't wanted to face?

How does it feel to start fresh—letting go of the fears, regrets, mistakes and burdens that hold you back from being your full, true self?

Key Traits this Mentor Inspires:

- Wake up as a new soul in your current life
- Observe your thoughts, you are not your baggage
- Detach from your pain-body triggers.
- Small actions today change your entire future
- You're at halftime, the game isn't over

The Phoenix

One of the most powerful concepts that helps me break patterns when I feel trapped is the story of the phoenix.

When a phoenix feels the burdens of age, it does not stay weighed down by them. Instead, it dies by bursting into flames and is soon reborn from its own ashes.

If you really want dramatic change, and to bring yourself to the next level, you may need to emulate the phoenix! We discuss this more in Chapter 9, but the quick version is—Sometimes the old

version of you has to *metaphorically* die if you are going to grow, change, or make significant progress towards your goals.

For example, someone who is unhealthy or overweight cannot keep the exact same habits, and also have life-changing progress. It seems extreme, but many meaningful changes require you to say goodbye to the old version of yourself.

You cannot find a happy, fulfilling relationship if you keep the same habits that resulted in you *not* having one.

You can't become a musician if you keep the same habits of watching Netflix instead of practicing.

You can't be a writer if you spend all your time dreaming of writing, but not actually sitting in front of the page and writing.

If you want to make incredible progress instead of incremental progress, you will have to say goodbye to these old versions of yourself for the sake of the body you are now inhabiting.

The Morning Reset

What did you do wrong for the last year, or ten years, that led you to where you are today?

Now that you are starting fresh inside this body, you can stop thinking about that. Instead, just WAKE UP! Have some coffee. It's a new day!

Regardless of how many problems you have in this new life, if today were your first day, you would still be grateful to be alive. Think of how much you can accomplish.

Consider the butterfly effect.

Every time-travel movie warns about the risk of any small action —how it can drastically change the future. Our hero must be very careful, otherwise the entire future will be altered! Even small changes can mess up future timelines.

* * *

Now apply this same logic to your life and the world around you.

Even very small changes you make today can drastically change your future. Don't underestimate how great an effect you could have.

Just like the butterfly effect, your every action has the potential to dramatically change the world. Don't let that opportunity pass you by.

You're Only at Halftime

There's a quote I love from Gary Vaynerchuk. It goes something like "There is no such thing as losers, there are only people who are currently losing!"

Past failures truly do not matter as long as they don't hold you back from trying.

If you're 40, 50 or even 60 years old, you are at halftime! How dare you act like the game is over.

And if you're younger, you can literally do anything, change everything, and recreate your life every year for the next ten or twenty years while you figure things out.

> "So forget the last 29 years that have already happened. You, this brand new soul, is waking up this morning into Steven's body at 29 with whatever his opportunities are and whatever his problems are. Your only job is to make the most of that life. I find this fascinating as a concept because it takes away all of the baggage… It would be awesome. You'd be so happy for the opportunity."
> — Matthew Hussey, Best-selling Author and Relationship Strategist, speaking on "The Diary of a CEO" (TikTok/Instagram @thematthewhussey)

* * *

Zero-Baggage Morning

The idea is, an inherited life is a *gift* to someone who just arrived.

And frankly, we *all* have psychological residues from our past experiences. Maybe this mentor will help remind you that you are not your body!

You are the observer, the soul inside your body.

Think about it, you are not your eyes, or your hands, or your feet. You would still exist if you lost a leg. You are also not your thoughts. Instead, the true *you* is the awareness behind your thoughts.

How often do you wonder about your own thoughts, "Where did that anger come from?" or "Why did you react that way?" The reason you're questioning them is because you are not your thoughts anymore than you are your leg. You are the observer behind your thoughts.

Your thoughts may have an emotional scar, causing your thoughts to race ahead and protect you, but that isn't you deep inside—just as an old scar on your arm isn't you.

And in the same way, you are not a combination of all of your experiences. You are the one observing your life and experiences, the soul inside the body. Not the body itself.

And your body carries with it an accumulation of all the experiences—both wisdom and burdens—that it has gone through in this life. Some of them are useful, and some of them are holding you back from achieving your life's purpose.

Eckhart Tolle refers to this emotional baggage in his book "A New Earth: Awakening to Your Life's Purpose" and "The Power of Now" (Instagram/TikTok @eckharttolle).

He defines them as *pain-body*, an accumulated energy field of old emotional pain, trauma, and negative thought patterns inside your body and mind that build up over time.

* * *

Pain-body triggers negativity, drama and conflict often unconsciously, and your job as a new soul is to *notice* when the pain-body is triggered, recognize that the annoying salesman calling you is *not* your childhood bully, and stopping yourself before you let all your triggers get pushed and you scream into the phone.

Not that I've experienced this before, it's just an example.

The reactive or angry behavior that you sometimes act out is not *you*, it's your pain-body, and as a new soul waking up today in this body, there may be some baggage to contend with!

That is okay.

The important thing is that you— the watcher, the listener, the observer in this body— understand that these triggers are not *YOU*, they are psychological residues from your past experiences. They do not define you or define your potential for the future, they are merely problems to deal with and address while on your path to your life's purpose.

But think of the incredible opportunities ahead of you!

Now that your soul has a body, you have all of these years in front of you that you can build on, and change, and retry, and design to maximize your time in this world.

If today was your first day, how would that change your approach to life?

The Clean Slate Soul

The goal of this book is to assist you in your journey through this new life, filled with both opportunities and problems you have to deal with.

So much of success is just a war of attrition, where the most powerful thing you can do everyday is just show up and be persistent.

* * *

Just like this chapter, each section of this book contains the advice of a mentor whose viral social media advice I expand on, each with their own approach, designed to help you reframe your thinking. Some will challenge you, make you think, and others will change the way you approach your fears or pursue your life goals.

ALL of them are incredible mentors, who you can add to your quiver and ask for support or advice when you need them.

Just like you, one day I woke up and realized that I needed a team of mentors to help me on my new journey. This book is designed to create that team, and to help you address anything that's holding you back from your ideal life.

Let's design your team of mentors to help you reach the next level.

CHAPTER FOUR

Chapters 4-12 are waiting for you!

Are you ready to Stop Paying the "Distraction Tax"?

You've just seen how to begin curating your digital world. But the most viral, life-changing lessons are in the chapters ahead. Don't let your phone go back to being a source of 24/7 noise—turn it into your greatest asset.

Get the Full Guide Now

Visit https://www.AndrewKBott.com to buy the eBook or physical copy and finish the journey.

- **Master Your Feed:** Learn the specific frameworks to turn "doomscrolling" into "mentorship".
- Immediate Access: Download the eBook instantly and start building your "Team of Mentors" today.
- Expert Insights: Apply the research-backed strategies I use as a Business Professor and researcher to reclaim your focus.

"Your phone holds the collected knowledge of humanity. It's time you learned how to use it."
— Andrew K. Bott

About the Author

Andrew K. Bott is a Business Professor at Yavapai College and a researcher dedicated to the intersection of human behavior, strategic innovation, and emerging technology. With over 15 years of leadership experience across academia and the private sector, Andrew has spent his career decoding the hidden drivers of success.

As the founder of **MeetFounders** in London, Andrew collaborated with hundreds of venture capital firms and entrepreneurs to analyze the psychology behind elite brands. It was this deep dive into the *startup mindset,* combined with his background in Industrial & Organizational Psychology, that led to the **Team of Mentors framework**: a system for turning digital noise into a powerful engine for personal growth.

When he isn't teaching or researching, Andrew is likely found at a local coffee shop or exploring trails in Tucson, Arizona. He holds a Master's in Entrepreneurship from City St. George's, University of London, and a Bachelor's in Industrial & Organizational Psychology from California State University, East Bay.

Andrew is seeking literary representation and publishing partnerships for the *Team of Mentors* series. Connect with him at AndrewKBott.com