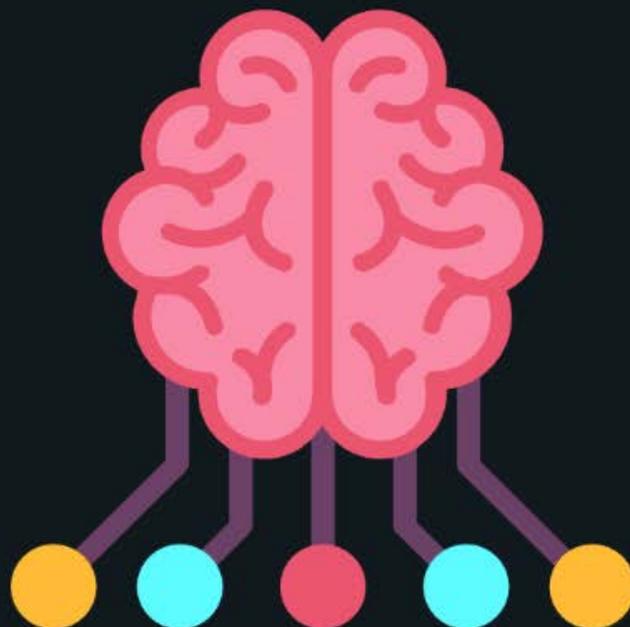


"Simple, Visual And Actionable Know How!"



GENIUS

Master Your Productive Mind

SIMON HODGKINSON



DIGITALWEBROCKET

MORE TRAFFIC, MORE LEADS, MORE CUSTOMERS

GENIUS

Master Your Productive Mind

Copyright © All rights reserved worldwide.

YOUR RIGHTS: This book is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website and company names sponsor, endorse or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.



WARNING: WE WANT TO HACK YOUR BRAIN!

In the world of business, where survival of the fittest is the rule, creativity and focus are essential...

... In fact, they are the 'must-haves' in every successful entrepreneur's toolset. Whether you are brainstorming your next big idea, creating content, developing software, designing websites or mapping out your next promotion campaign, the truth is **creativity**, **focus** and a **more powerful mind** will not only **put more cash in your pocket** – *It will set you apart from competition!*

If you have ever found yourself staring at the wall for hours of creative dry-spells, losing your focus or motivation just before the finish line, or if you just simply have a hard time getting into the right productive mindset to get things done – ***this is for you >>>***



Due to increasing demand from friends/partners asking questions like “*Simon, how’d you find it so easy to come up with so many successful courses/software/offers/ideas?*” I wanted to help you benefit from my partnership with a top publisher in the BRAINWAVE ENTRAINMENT industry with my own **unique suite of audio recordings** developed specifically for entrepreneurs. It’ll help you kick your productivity into high gear and like nothing you’ve experienced before!

[Click Here To Read More And Get Full Details](#)

Introduction... [Welcome Genius!]

“**Busyness**” is practically a disease today. We all cram as much as we can into our seemingly limited time.

Yet being busy isn't the same as getting things done.

Haven't you had a day where you felt like you didn't have a minute to spare, yet you still felt like you didn't accomplish anything?

Nearly everyone has. And there are many reasons for this, but the most important is **a failure to prioritize and focus on the tasks that will really make a difference.**

These are some of the common symptoms of busyness without productivity:

- You're constantly worried today about how busy you're going to be tomorrow.
- You're regularly annoyed that the people around you never seem to be as busy as you are.
- You spend your evenings (usually right before sleep) thinking about all the stuff you didn't get done today.
- You find it hard to pay attention during conversations because you're too busy thinking about all the things you must get done.
- You eat in your car. Snack on the move, or skip meals altogether.

If that sounds like you, try the ideas on the next page to free up time in your life and get things done before moving forward into the rest of this guide...

1. Prioritize. Decide what the most important tasks are to accomplish today. If you don't choose what you're going to do today, you're choosing to let the world decide your priorities for you. Dictate the direction of your day by deciding before the day even starts.

2. Notice how you're wasting time. Many times, we intentionally avoid doing what we know we should be doing. We don't want to make that difficult phone call or work on that report we've been dreading for weeks.

* We are all excellent at inventing other things to do that don't really have a lot of impact. Notice the things you do when you don't want to do what you should be doing. It might be cleaning your desk, checking email, or getting coffee. When you notice your 'stalling' behaviours, it's easier to catch yourself and get back on track.

3. Keep your to do list short. A good idea is to make a list of everything that really needs to get done, and then just focus on getting the top 3 or 4 things done today. That might not seem like enough but imagine what your to do list would look like today if you had been doing this exercise for the last 2 weeks.

* The [Pareto Principle](#) suggests that 80% of your work can be completed with 20% of the relevant actions. Focus on the most important stuff and you'll be amazed at how much you can get done.

4. Eliminate the excess from your life. Avoid spending your time on activities that are optional unless you genuinely enjoy it. That means you shouldn't spend your free time on that charity or club that doesn't really matter to you. Strive to eliminate as many of the non-meaningful activities from your life as possible to leave room for the meaningful things.

5. Limit yourself. If you only allow yourself a limited amount of time to work on something, you'll be forced to do the most important tasks first. The fear of not getting done in time will increase your efficiency.

6. Measure yourself. At the end of the day, ask yourself how busy you were. Ideally, you should have a full day, but you shouldn't have an endless list of tasks to complete.

Life should be full, but it shouldn't be busy. If you're too busy, it's likely that you're either spending too much time on things that don't really matter to you or you're spending too much time on tasks that aren't productive. Prioritize your day and your activities, stick to those items, and you'll enjoy getting more done in less time I guarantee it.

Just remember, everyone receives 24 hours each day.

There's a reason why some people are accomplishing much more than you are and are still able to be on time for all their commitments. *(Maybe they've already read this book?)*

The truth is you probably do have plenty of time to accomplish everything you need to do each day, but you just need to focus at a higher level.

That's why I created this guide. What you'll learn on these pages will help you make the most of your time by prioritizing, removing distractions, and learning how to focus.

You have all the time you need, if you're willing to make the necessary adjustments to yourself and your life.

**You have 24 hours each day.
Ensure that you're using them wisely!**

Before we really dive in let me share with you what I've found to be the most powerful productivity tip of all time – So here goes...

Always do the most important thing first.

How simple was that?

So here's why it's so important to do your most important task first:

1. You consistently get the most important things done. Of course, if you do the most important thing first each day, you consistently get the most important thing done. How many people can say that? Everyone else is avoiding the most important thing because it's often the least pleasant.

You don't have a lot of competition when you're willing to do the tough things. You'll leave everyone in the dust.

2. Only a few things really matter. No matter what you're trying to accomplish, most of the things you could be doing don't matter a whole lot. When you do the most important thing first, you're sticking with what matters and avoiding what doesn't.

3. Willpower is at a maximum earlier in the day. Your ability to do challenging things is greatest in the morning. You're fresh and your willpower is at its highest level of the day. Everything you do saps a little of your willpower, so do the most important thing first.

Leave the easier tasks for later in the day. You'll need less willpower to complete those easy things, so save them for those times you have less willpower to spare.

4. Your focus and energy are greatest earlier in the day. After you've been up for an hour or two, that's about as good as it's going to get. Do you know anyone whose focus and energy are best at 2:30 in the afternoon?

Do your most important work when you're at your best. Each task you perform takes a little out of your resources. Avoid putting off your important tasks.

5. Focusing on the most important task become a habit that can be used in every part of your life. This is a powerful habit to create. Imagine how much you will accomplish over the next year if you spend the first part of your day doing the most important thing.

Contrast that to how you live your life right now. It's easy to visualize the positive change this shift would have on your life right.

6. You can enjoy the remainder of your day. When you get the most important work done early in the day, you'll have more time left to enjoy your life. When you spend your time on things that don't matter a lot, you must spend more of it to make any progress.

Most of us make the mistake of putting off the most important tasks of the day, because they're often not enjoyable. However, you're at your best earlier in the day. When you do the most important task first, you're ensuring that it gets done. You can't run out of time if completing it is your highest priority.

Getting the most important thing completed each and every day is one of the best ways to guarantee your success.

Begin building this important habit. Maybe start by reading just one page of this book each morning and applying what you learn throughout the day, it will take your life to a new level of accomplishment. ***Let's Get Started...***

How To: Learn Like A Genius

I will learn with a purpose and have a system for doing it efficiently.

Genius is one percent inspiration and ninety-nine percent perspiration. - Thomas A. Edison

Genius is not so much about new ideas as it is about clarity of ideas. Two people can have the same idea yet it will be genius in the one and mediocrity in the other. - Kevin Solway

Learning is not a spectator sport. - D. Blocher

HOW TO

{ LEARN LIKE A } Genius



- flow + purpose + focus + efficiency x review = genius

1. I Will Slow Down
The Incoming Flow
Of Information

I DON'T NEED MORE KNOWLEDGE (BOOKS, MAGAZINES, WEBSITES, ETC.), UNTIL I DO SOMETHING OF VALUE WITH THE KNOWLEDGE I ALREADY HAVE.

2. I Will Have
A WHY

BEFORE I CONSUME INFORMATION OF ANY KIND, I WILL UNDERSTAND CLEARLY **WHY** I WANT TO CONSUME IT. **WHAT, SPECIFICALLY, AM I LOOKING TO IMPROVE OR CHANGE?**

3. I Will Look For
Key Ideas

I WILL LOOK FOR **KEY** IDEAS, STATEMENTS, AND STRATEGIES - ANYTHING THAT CAN BE **SUMMED UP** IN A WORD, SENTENCE, OR TWO SENTENCES, AT THE MOST.

4. I Will Think
About It -
Visualize It

I WILL **THINK** ABOUT WHAT I LEARN AND HOW TO APPLY IT. I WILL **VISUALIZE** SCENARIOS OF ME USING IT.

5. I Will Use A
Knowledge
Capturing
System

I WILL CREATE A SERIES OF **KNOWLEDGE PAGES** (PERHAPS IN A NOTEBOOK) - **ONE TOPIC PER PAGE**

Health

Money

Dogs

I WILL CAPTURE NEW IDEAS AS **SHORT SENTENCES** AND ADD THEM TO THE APPROPRIATE PAGE AS BULLET POINTS (AND INCLUDE SIMPLE DRAWINGS WHEN NEEDED).

Health

- Idea
- Idea
- Idea

Money

- Idea
- Idea
- Idea

Dogs

- Idea
- Idea
- Idea

6. I Will Regularly
Review **CORE**
Knowledge

I WILL **REGULARLY REVIEW** ANY KNOWLEDGE THAT IS IMPORTANT TO ME, BECAUSE HAVING IT CLEAR IN MY MIND **IS THE ONLY WAY I'LL BE MOTIVATED TO USE IT.**

Make Knowledge Powerful

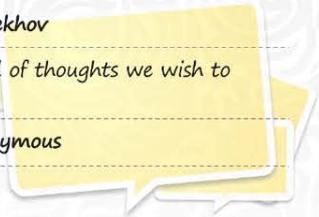
The difference is action!

Knowledge is of no value unless you put it into practice. - Anton Chekhov

To make a deep mental path, we must think over and over the kind of thoughts we wish to dominate our lives. - Henry David Thoreau

We are drowning in information and starved for knowledge. - Anonymous

To know and not to do is not to know. - Proverb



Knowledge Without **ACTION** Is Worthless



Knowledge should affect me - change how I think or what I do!

Choose Quality Over Quantity

A single idea that I think about and put to use, is more powerful than *100 ideas* that I discover and do nothing with.

IDEAS I'VE BEEN EXPOSED TO:
HOW MANY AM I REALLY USING?



Do I Lack Information Or Do I Lack Implementation?

I MUST DO MORE THAN:

- Highlight text
- Underline words
- Take notes...

I MUST:

- Improve
- Change
- **Do!**

I NEED TO BE **REMIND**ED MORE THAN I NEED TO BE **INSTR**UCTED



Everything has been said before, but since nobody listens we have to keep going back and beginning all over again. - Andre Gide

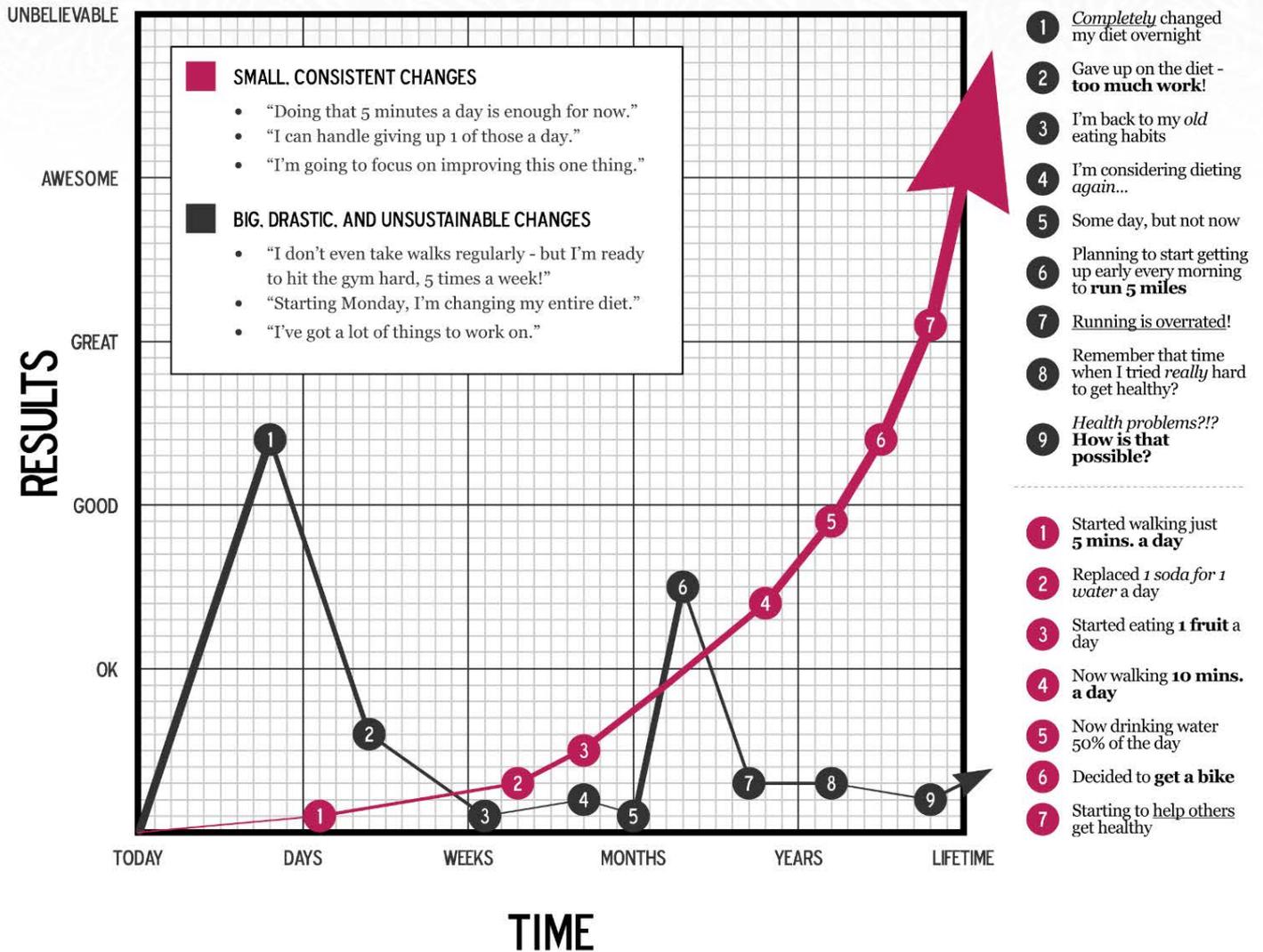
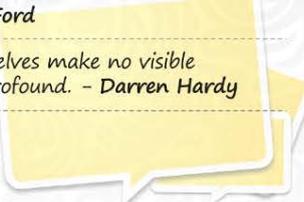
The Power Of Making Small Changes

Over time, a bunch of small changes compound to create a **BIG** change.

Nothing is particularly hard if you divide it into small jobs. - Henry Ford

Success is earned in the moment to moment decisions that in themselves make no visible difference whatsoever, but the accumulated compounding effect is profound. - Darren Hardy

Great acts are made up of small deeds. - Lao Tzu



* **Formula:** *Small Changes x Repetition (Over Time) = Success*

WHAT'S MY APPROACH TO LONG-TERM CHANGES IN LIFE?

BIG &
unsustainable

or

SMALL &
BELIEVABLE

12 Reasons To Take consistent Action

DISCOVER THE AWESOME POWER OF DOING, AND DOING SOME MORE!



It expands your possibilities

- Consistent action is essential to maintain and nurture most elements in life (money, your business, relationships, etc.). It's only when your subconscious believes you can properly handle what you currently have (through consistent action) that it will be open to allowing more into your life.

It unleashes your potential

- The more you create, make mistakes, adjust, improve, and give it your all, the more you learn, grow, adapt and thrive - these unleash your true potential!

It makes life easier

- The universe is a very, very, very active place (planets, rivers, oceans, wind, our bodies). To thrive within this *active environment* (to match it's flow), you have to work the way it works - you have to be a very, very, very action-oriented person!

It destroys fear

- Consistent action becomes a powerful force that can push you through barriers, roadblocks, and other obstacles (fears) that would normally seem impossible to break through.

How to achieve your goals becomes clearer

- The more you take consistent action toward an outcome you want, the clearer the path to achieving it becomes - like moving toward a target in the distance, which begins small and hard to see, but becomes clearer and more focused the closer you move toward it.

It helps you see distinctions

- Your comprehension and understanding of the world around you, how it works, and how to work successfully within it, increases. This is a sense or skill that can't be acquired simply by reading a book.

It impacts your beliefs

- Success after success causes you to deepen your belief that you really can create your reality.

You become a creation/energy machine

- Action creates more action. You'll find that sometimes, in order to be more productive, you actually

need less time relaxing (in order to recuperate), and more time doing! Taking consistent action puts your mind and body in a state where taking more action is natural and desirable.

It gives you the things you want

- In life, you get what you put in. If you want love, consistently give lots of love. If you want friends, consistently be friendly. If you want money, consistently provide value. It really is this simple.

It builds trust

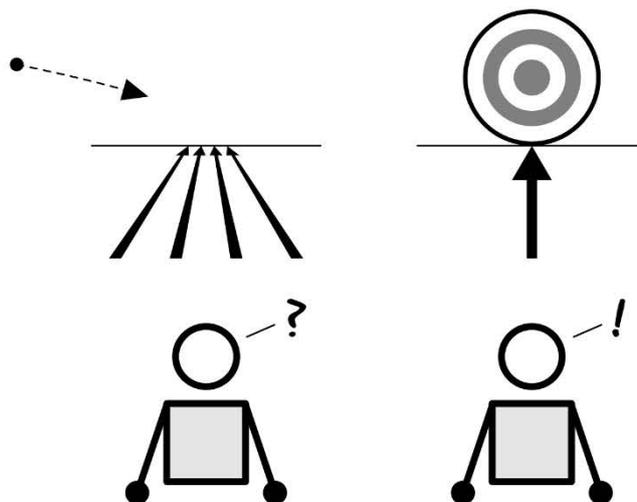
- When you become a person who takes consistent action, it reveals to others that *you are reliable, stable, and secure*, which increases their trust in what you say, do, and promote.

It creates balance

- Like pedaling a bike - consistent action creates balance in your life, making it easier to navigate all the things you need to take care of to be successful and happy.

Without it, there is chaos, disruption, and struggle

- Where there's a lack of consistency, there is pain and struggle (heartbeat, droughts, etc) - there's no way around it.



CLARITY COMES FROM ACTION, NOT THOUGHT - MARIE FORLEO

Capture Your Tasks Effectively

3 SIMPLE WAYS TO TURN YOUR TO-DO LIST INTO A DONE LIST



'Video' <--- what does it mean?!?

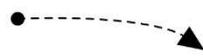
- Pick up a video?
- What is a video?
- Where can you watch a video?
- Who knows!

Guess what - your brain doesn't know either

- Your brain looks at this single word, wondering what to do with it

If this is how you capture tasks, stop it

- The number of unanswered questions about a task placed on your to-do list like this will affect your ability and desire to complete it:
 - Presentation?!?
 - Trip?!?
 - Proposal?!?



VIDEO



Pick up video?

What is a video?

Where can you watch a video?

Here are 3 ways to turn to-do's into done's

- **Verbs** - These signal to your mind and body that it's time to get into 'action mode'
- **Details** - These provide clarity and remove resistance to taking action
- **Deadlines** - These increase your level of motivation to take action

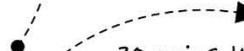
Capture tasks the right way

- **Example:** 30 mins: Write a blog post about how to turn a to-do list into a done list:
 - Write - Is a verb that describes the action required to complete the task
 - Write a blog post about... - Provides details about the goal of the task
 - 30 mins - Gives the task a mini deadline to fuel taking action on it



VERB

30 mins: Write a blog post about how to turn a to-do list into a done list



DETAILS

30 mins: Write a blog post about how to turn a to-do list into a done list



DEADLINE

30 mins: Write a blog post about how to turn a to-do list into a done list

CHALLENGE/NEXT ACTIONS

Update your to-do list, or begin a new list following these guidelines for each action item on the list:

- **Begin it with an action word (Words)** - Create, make, review, write, record, organize, etc.
- **Be specific about what needs done (Words)** - So specific and detailed that you could hand the task off to someone else and they would know exactly what to do
- **Include an estimated amount of time it will take to complete** - A close estimation is good enough



Batch Similar Tasks Together

HOW TO USE FLOW TO RAMP UP YOUR EFFICIENCY



Our lives are full of varied tasks

- In a single week, we might: *write* a little, *plan* a little, *call* a few people, *manage* a few projects, record some videos, and so on...

Task switching destroys efficiency

- Each time you switch tasks in a single day you lose valuable mental focus (you have to enter a new mindset) and physical momentum (having to change your tools and environment) - this *destroys efficiency!*

Try batching tasks

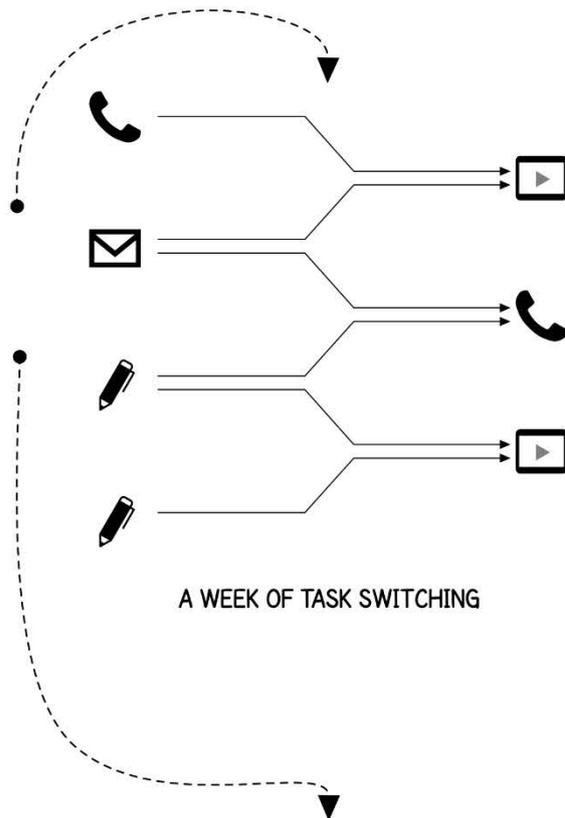
- Instead of working on tasks from different areas of your life or business, spend large chunks of each day - perhaps an entire day - working on similar tasks

Here are some task-batching examples

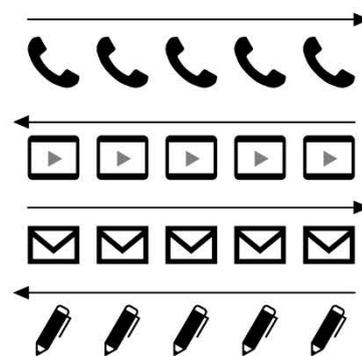
- **Calling** - Call customers, clients, friends, and your mother in a single block of time
- **Email** - Read and respond to most email (other than the most urgent) within a single block of time
- **Writing** - Write several articles and/or blog posts in one sitting
- **Content creation** - Spend an entire day doing nothing but writing/producing several sections of content for a product you're creating
- **Recording** - If you record and post video content, create as many videos in a single day as possible
- **Managing life** - Run errands, buy groceries, and handle other household tasks within a single block of time

Why task-batching works

- Even though you may be doing slightly different tasks, the mindset and tools for doing them are similar, which allows you to *efficiently flow from one task to the next*



A WEEK OF TASK SWITCHING



A WEEK OF TASK BATCHING

CHALLENGES/NEXT ACTIONS

- Analyze your life/business, then figure out how to work on similar tasks within a designated chunk of time during your week
- Create *theme days* to help you organize batching tasks - designate specific days or parts of those days for specific kinds of tasks. For example:
 - Tuesday's all-day theme could be writing
 - Wednesday afternoon's theme could be email
 - Thursday and Friday's all-day theme's could be content creation



Clear To Neutral

END TASKS BY SETTING YOURSELF UP FOR SUCCESS THE NEXT TIME



Small hurdles create resistance to taking action

- Small hurdles that stand in the way of starting a task can often slow you down or prevent you from doing that task:
 - You probably won't cook at home if you have to clean dishes (hurdle) first
 - You probably won't exercise if you have to find your shoes and clean your clothes (hurdles) first
 - You probably won't pay your bills if you have to find, open, and organize (hurdles) them first

Clearing to neutral eliminates these hurdles

- Clearing to neutral means that when you finish a task, you take a moment to set things up to easily begin that task the next time you do it

What clearing to neutral means in practice

- Cleaning what's been dirtied
- Replacing what's been used
- Putting back what's been moved

Why now is the best time to plan for then

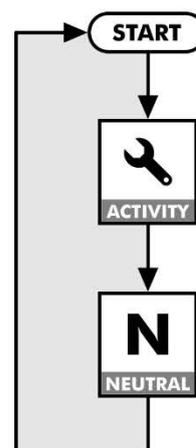
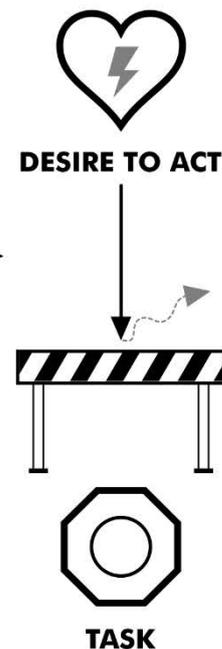
- **Momentum** - You still have momentum and energy from doing the task this time - you're already moving
- **Clarity** - You're especially clear about what needs to be in place for next time

Ah... the benefits

- **Freedom** - There's freedom from knowing you've set yourself up for success to complete important tasks in life
- **Time and energy** - It takes a lot less time to clear to neutral than it does to deal with the consequences that come from putting important things off when you don't

CHALLENGE/NEXT ACTIONS

- When you:
 - Cook something - *you clean up your mess*
 - Wear something - *you wash it or hang it up for next time*
 - Empty something - *you fill it back up*
 - Eat out of something - *you wash it*
 - Sleep in it - *you make it*



create A Do-Not-Do List

EASILY SAY NO TO TEMPTATIONS AND DISTRACTIONS



Steve Jobs: Smart guy

- He once said: 'Deciding what not to do is as important as deciding what to do.'

His point? Get clear or get consumed

- A lack of clarity about what you don't want to do makes it easier to allow temptations and distractions into your life

Our brains tend to take the path of least resistance

- It's easier to allow than it is to analyze

The problem: Allowing drains you

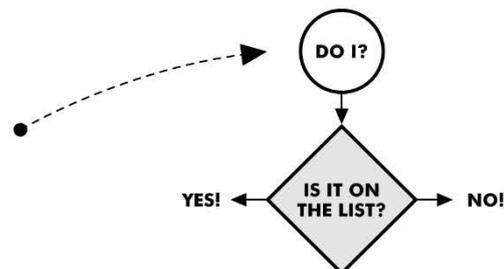
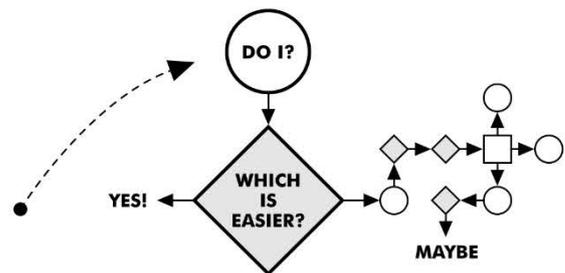
- Once you've accepted a distraction or time-sucker into your life, you need to use your time, energy, and resources to process or deal with it

The solution: Creating a 'Do-NOT-Do' list

- Simply create a list of specific tasks or distractions that you refuse to allow to disrupt what you're currently doing

Why it works

- A Do-NOT-Do list removes the need for your brain to analyze temptations and distractions as they come in, making it easier to just say no!



CHALLENGE/NEXT ACTIONS

- Create a Do-NOT-Do List:
 - Grab a pen and a piece of paper
 - At the top of the paper write, *I avoid doing these things*
 - Write down 5-10 activities you refuse to allow to tempt or distract you:
 - Turning on and responding to app notifications
 - Browsing the Web between 8am - 4pm
 - Answering calls from unknown numbers
 - Writing emails more than 3 sentences long
- Review your list regularly - put it by your desk
- Update it occasionally when new temptations or distractions begin to disrupt your work

I AVOID DOING THESE THINGS

- _____
- _____
- _____
- _____
- _____
- _____

Become An Imperfectionist

DON'T ALLOW PERFECTIONISM PREVENT YOU FROM DOING AMAZING THINGS



Why embrace imperfectionism

- **Most people will never notice your mistakes when you make them anyway** - When you enjoy something (music, a movie, a book) how often do you notice the mistakes? The creator would tell you that they're there, but you don't notice them. Others won't notice yours.
- **Perfectionism gives life to procrastination** - Perfectionists find it easy to reason: Perfect is unattainable, so why even start - so they rarely do/create things of value.
- **Perfection is often in the eye of the beholder** - What you see as imperfect could very likely be something that other people love... you would be surprised at how true this is.
- **Life is nearly always a rough-to-refinement process anyway** - You had to crawl (and fall) before you could walk (imperfection). If you had waited to begin walking until you could do it without falling, you would have probably never walked at all.
- **Perfectionism is life in the slow lane** - When you slowly create because you want to be perfect along the way, you move through life at a slow and unsatisfying pace.
- **Perfectionism causes unpleasant backlogs in life** - Because of the pace that most perfectionists move through life, they often feel overwhelmed and 'paralyzed' about taking action and making decisions, so they don't do either very much. As a result, they often feel 'buried' by everything life continues to throw at them.
- **People often connect better with someone who is imperfect** - A person who makes mistakes and who isn't afraid to allow others to see them, seems more human and approachable than an overproduced perfect personality that seems too unreal to be human.
- **Perfect may be far from perfect** - It's crushing to spend weeks, months, or even a year to create something 'perfect', only to discover that others don't like it. It's better to quickly create and share imperfect things and let *others* tell how to improve them.
- **Striving for 'perfect' makes you unhappy and miserable** - Because of the impossibly high expectations that go with it, perfectionism keeps you in a constant state of frustration, restraint, uncertainty,

and disappointment about everything you do - *this drains the joy out of many of life's best experiences.* Embracing imperfectionism is liberating!

Realize that striving for perfection and striving for excellence are not the same

- Perfection is impossible. Excellence is doing the best you possibly can, which is possible!

Just create, do, SHIP IT!

- You may flub what you say
- You may misspell a word
- It may not look like it does in a book
- You may have a blemish or two
- Someone will probably say something bad about it
- There's someone out there that will do it better
- You may wish you had learned more tips, how tos, and strategies
- It may not be your best work
- It will probably be incomplete in some way
- There's likely lots of room for improving it
- There will be imperfections about it that drive you insane
- But **CREATE IT AND SHARE IT WITH THE WORLD ANYWAY**, because done is better than perfect!

The recipe for doing **amazing, imperfect** things (The Pareto Principle)

1. Make it, say it, or do it as excellently as you possibly can in a *reasonable time* (usually 80-90% of perfect)
2. Ship it
3. Learn from your mistakes and feedback, then refine
4. Repeat Steps 1-3



Do Something Significant First

USE THE ROLLER COASTER EFFECT TO POWER THROUGH YOUR DAY

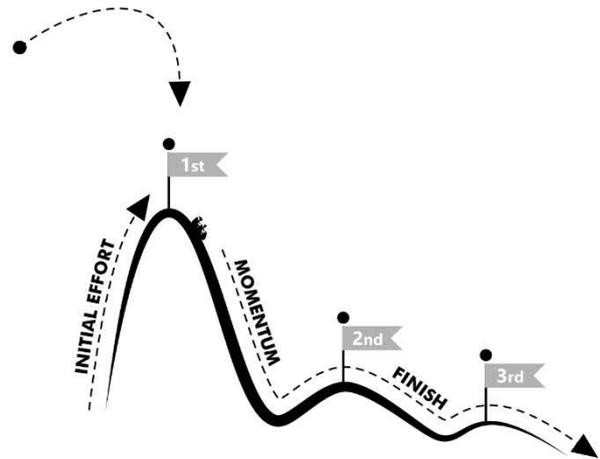


What is the 'roller coaster effect'?

- Think of how a roller coaster works:
 - **The first hill is a doozy** - It takes a lot of time, energy, and effort to get over it - least fun part of the ride
 - **After the first hill, momentum kicks in** - Once you've overcome the first hill, the rest of the hills are easier to go over due to the *momentum* generated from getting past the first hill

Successful, productive days work the same way

- The order in which you complete tasks each day has the same effect
 - **The first task is a doozy** - When you do something significant first each day, it's going to be hard, take a lot of energy, and probably not going to be much fun
 - **After the first task, momentum kicks in** - Completing a significant task first *builds momentum* for completing the rest of your tasks more easily

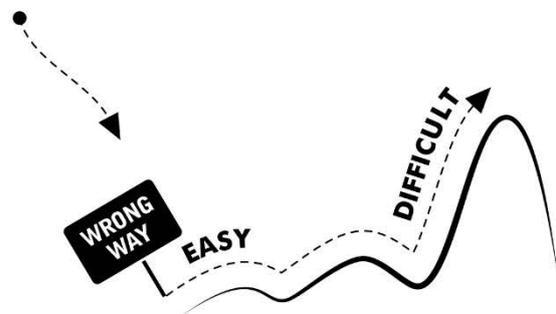


The effect of going the opposite direction

- **On a roller coaster** - The might easily get over the first few hills, but the last big hill would be virtually insurmountable due to a lack of momentum
- **During your day** - You might easily complete several small tasks, but by the end of the day, you'll lack the momentum to complete the big task that still needs done

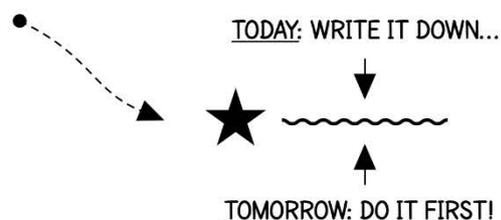
Significant tasks to do first/small tasks to avoid

- **Significant** - Putting together a presentation, writing and publishing a blog post, or recording and editing a video or two
- **Small** - Reading the news, checking Facebook/Twitter, watering the plants



CHALLENGE/NEXT ACTIONS

- For the next 3 days in a row, work on something **significant first** - something that may take a lot of time/energy, or something you just don't enjoy doing
- Pay attention to how using this strategy affects your overall productivity



Find And Fix Your Weakest Link

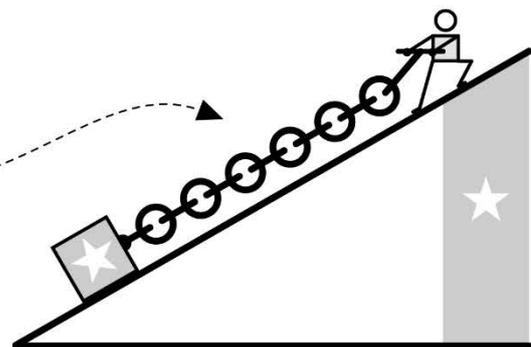
MAKE THE 1 CHANGE THAT WOULD HAVE THE BIGGEST IMPACT



Your ability to succeed is like a chain

- Your life is made up of a lot of various elements that come together to help define your overall ability to be successful in life - think of these individual elements as *links in a chain*:
 - Your habits** - What you eat regularly, what you buy, when you go to bed, nervous habits (biting your nails)
 - Your processes** - How you hire people, plan your day, manage your money, relationships, business
 - Your character traits** - Your attitude, outlook about others, ego, level of confidence
 - Your skill level** - Things you regularly do, but could do better with some training or delegate to someone else
 - Your sources of influences** - Your friends, their attitudes, and what they believe/talk about, or what you feed your mind regularly, and its tone/content
 - Your beliefs** - Change is hard, failure is bad, etc.
- The collection of links (elements) form a chain, the strength of which represents your overall ability to be successful

HABITS, PROCESSES, TRAITS, SKILLS, BELIEFS

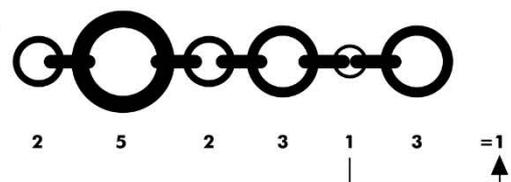


Not all links are equal, and it matters!

- While all links in your chain are important, they're not equally strong - there is currently one link in your chain that is weaker than the rest, and prevents you from reaching your full potential
- It's also the one link that, if improved/fixed, would have the biggest impact on your overall ability to get significantly better results - more than any other link

The problem with strengthening our strong links

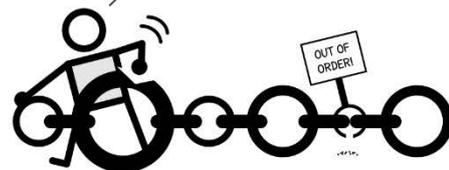
- When we're good and something, we tend to spend a considerable amount of time getting better at it, *thinking* that doing that will improve our overall results
- This is like strengthening already strong links in our chain - it has very little impact on improving the overall strength of the chain (your ability to achieve success)
- When weak links remain weak, the overall ability of the chain doesn't improve*



CHALLENGE/NEXT ACTIONS

- Write down 3-5 things you think it could be your weakest link, then pick one - just one (don't strive for perfection)
- For the next 30 days, commit to improving that weak link consistently in *small ways* - Use Google to discover tips, ideas, strategies, and how to's that will help
- Once your weakest link is improved for an extended period of time, find the next weakest link and fix it

I've got to keep this one strong and shiny



Get It out of Your Head

ELIMINATE THOUGHT-HOPPING AND THE RESISTANCE IT CREATES TO DOING



C'mon...why write it down?!?

- Some people like to minimize the idea of writing ideas, lists, and goals down on paper (or digitally) for 2 main reasons:
 - **Speed** - They feel it's quicker to keep it in their head and only control-freaks have to write everything down
 - **Recall** - Given time, they're confident that they can recall any item in a moments notice, so why write it down

What are their results?

- They easily get stress when they think about their week ahead
- Their goals are dark, fuzzy, and full of unknowns
- Feel anxiety about doing simple tasks like grocery shopping

Here's the truth...

- Taking consistent, massive action requires clarity - clear thinking, clear ideas, and clear goals

'Thought-hopping' creates resistance

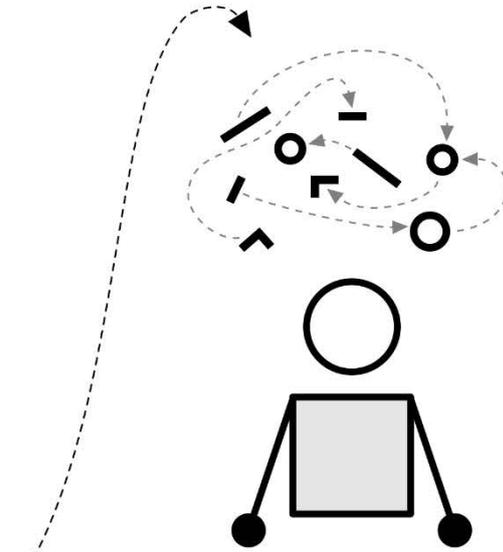
- When ideas and thoughts aren't written down and you go to access them, your brain instantly starts hopping around from thought-to-thought, 'trying to put all the pieces together'
- **This is not clear thinking**, and it often causes confusion and resistance to *doing* on many levels

'Thought-hopping' melts your brain (kind of)

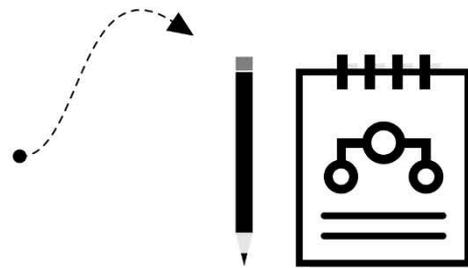
- A mind that gets stuck in a mode of 'thought-hopping' often becomes an environment where substantial ideas, strategies, and goals can't take hold of and thrive

To be a person who gets things done - get into the habit of writing it down!

- Get ideas, lists, plans, and goals out of your head and down on paper



THOUGHT-HOPPING = RESISTANCE



WRITING IT DOWN = ACTION

CHALLENGE/NEXT ACTIONS

Do any one of the following:

- Write down 1 list (grocery list) and use it
- Spend 5-10 minutes doing a simple brain dump of everything you want to accomplish this week then spend the week doing those items and marking them done!
- Take 5-10 minutes to write all the steps you use to perform a task you do regularly (record a video, write a blog post, pay your bills) and use that plan



How It Works: Clarity

HOW CLARITY WORKS IN CONTEXT OF GETTING THINGS DONE



Your brain likes the path of least resistance

- When given a choice of what to do, your brain often chooses the option that can be started and completed with the *least* amount of resistance (time and hassle)

A lack of clarity creates resistance

- When your brain isn't clear about a task and how to complete it, that lack of clarity creates confusion, which leads to resistance to doing it
- A confused mind always says no!

Why procrastination and goofing off win

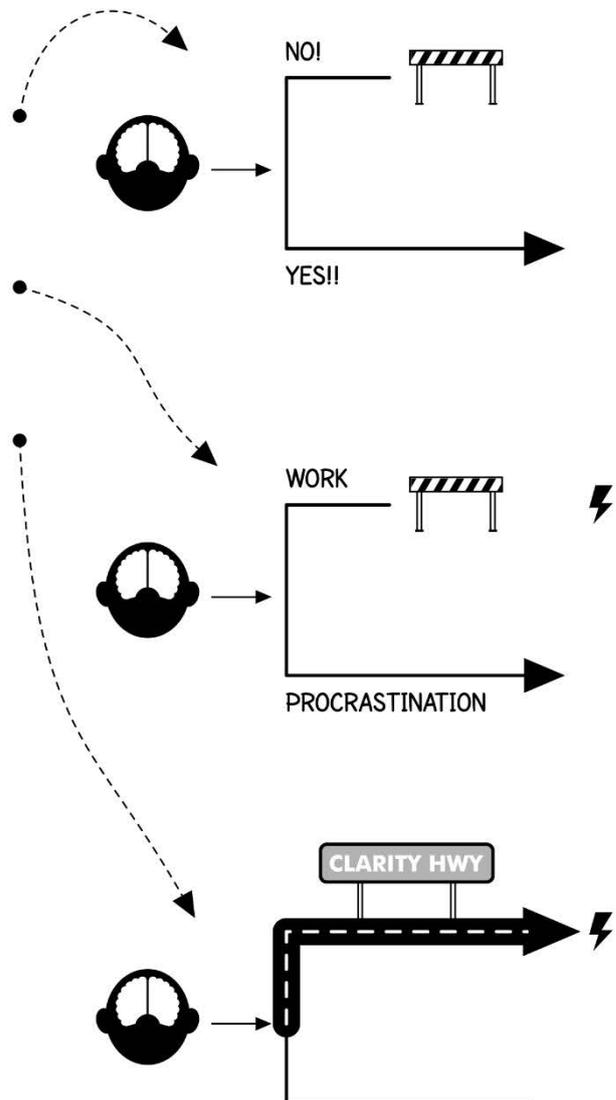
- Procrastination and goofing off are *always* easy, so if there is resistance and confusion to starting and completing tasks (due to a lack of clarity), guess which option will likely win?

Clarity creates a superhighway to taking action

- Getting clear about what you need to do and how you need to do it is like laying down an open and direct superhighway to your desired outcomes
- It removes fear and resistance and it gives you the confidence to take action 'with your foot on the gas', which minimizes your desire to procrastinate and goof off

WHY THIS MATTERS/HOW TO USE IT

- **If you can't see ideas and information in an instant, you need more clarity** - Lists, plans, goals, etc. should always be in a form that you can instantly review and analyze them.
- **If you avoid interacting with something in your environment because you don't know how to, you need more clarity** - Books, folders, and papers should be neat and organized (not in disorganized piles), to the point where you easily know where to find something when you need it.
- **If you don't know the next action you need to take with an item, you need more clarity** - An overall goal you should have with any tasks, projects, or decisions is to be as clear as you possibly can about the very next action you need to take with it.
- **If you think, plan, and speak in generalities, you're not thinking clearly enough** - You should be as specific and detailed as possible in how you think (see it clearly), plan (capture it clearly), and speak (say it clearly) - this helps strengthen your overall 'clarity muscle' - which will have a positive impact in helping you get things done!



How It Works: Distractions

REALIZE THAT THERE ARE NO SMALL DISTRACTIONS



There are no 'small' distractions

- There's often a misconception that some distractions aren't a big deal because *they take less than a minute* to handle:
 - Checking notifications
 - Answering 'quick' questions from co-workers
 - Responding to an email
- **The truth:** All distractions - *big and small* - have a huge impact on your overall productivity

It has less to do with using time, and more with destroying flow

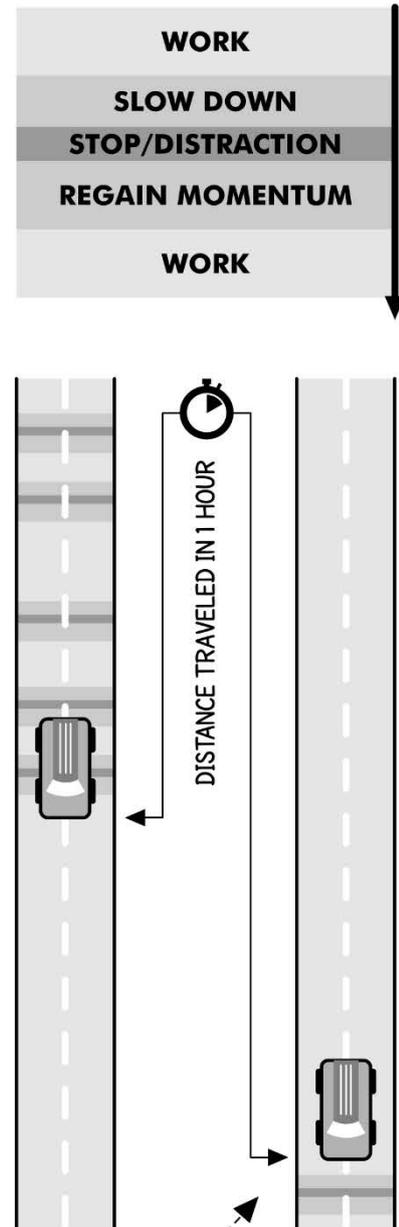
- The impact that a distraction has on your ability to get things done has less to do with the length of time the distraction and more to do with the way it disrupts the flow of what you're already doing
- Each time you stop what you're currently doing in order to handle even a *small* distraction, there are 3 factors that come into play:
 - **The time it takes to slow down** - The time it takes to switch from what you're currently doing to handling the distraction
 - **The length of the stop** - The length of the distraction
 - **The time it takes to regain your momentum** - The time it takes to regain the 'speed' you were working on the task prior to the distraction.
 - This is often the most devastating factor of all
- Depending on how many distractions you allow to happen, this process can be repeated many times throughout your day, slowing your forward progress down considerably
- This is similar to driving your car in-town and stopping constantly for a few seconds at every *Stop* sign

It's better to keep your foot on the 'gas'

- This is opposed to simply being able to keep your foot on the gas - stopping every hour to handle a batch of 'distractions' at once, and getting back on the road again

WHY THIS MATTERS/HOW TO USE IT

- **Refuse to give into distractions** - including 'small ones' - unless absolutely necessary (if it can be taken care of later, as many things can, then do that) - set aside time each day to deal with these kinds of tasks (a **Break Away Session**).
- Don't destroy other peoples' momentum by creating distractions that can be dealt with at a later, more appropriate time!



How It Works: Procrastination

UNDERSTAND HOW PUTTING THINGS OFF IS PUTTING YOU BEHIND IN LIFE

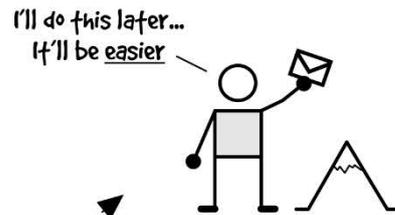


The birth of procrastination

- Emails go unanswered - you'll do them later
- Paperwork piles up around you - you'll take care of it later
- Important projects are completed at the last minute

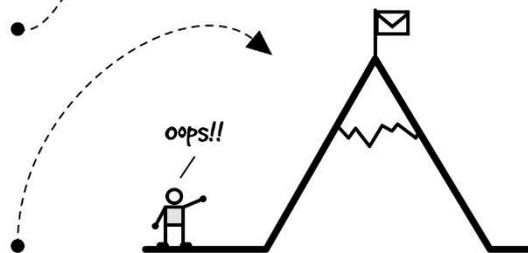
Why you do it

- There are several specific reasons for procrastination, but often times it comes down to one overriding factor:
 - You don't like the feeling of discomfort that comes from doing the task now - you're tired, there are other things to do, you can't do it perfectly right now, etc.
- You fool yourself into believing that you'll feel better (more comfortable) about doing the task later, so you put it off



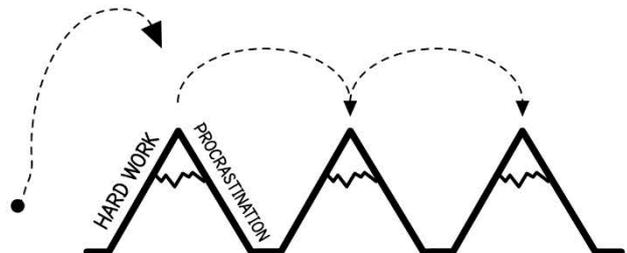
Putting things off creates 'mountains'

- When you put things off, you essentially build a 'mountain' in your life that you **WILL** eventually have to climb and overcome
- The more - and longer - you put things off, the **bigger** the mountains gets
- As the mountain gets bigger, your level of discomfort about doing grows, and the mountain continues to grow - and the vicious cycle of procrastination feeds itself



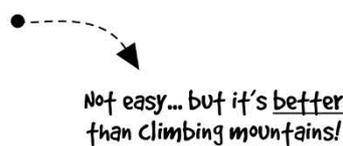
Eventually, you have to climb the mountain

- At some point in the future, you **WILL** be forced to climb the mountain you've created (take care of everything you've been putting off) - it will be **hard**, **exhausting**, and even **painful**
- After climbing the mountain, a skilled procrastinator will see that everything in front of them is **downhill** - this is when the building of the next mountain begins
- The cycle continues...



A better way - walking over small hills

- There is a **whole** lot less discomfort in walking over small hills - just doing tasks as they need done
- You will speed through life at a **much faster** pace and accomplish **so much more!**



WHY THIS MATTERS/HOW TO USE IT

1. Identify an area in your life where you're building mountains (your bills, emails, tasks around the house, etc.)
2. Commit to eliminating that mountain, then set aside a specific time to regularly manage that part of your life **more consistently**
3. Move on to eliminating a mountain in another area of your life



How To Handle Your Morning Email

GO AHEAD - CHECK YOUR EMAIL IN THE MORNING... BUT DO IT THIS WAY



NO email in the morning is a good idea

- Because answering and managing email often requires *a lot* of time and mental energy (thus takes you away from creating, developing, and shipping *new* stuff), it's usually best to put off taking care of it until you've completed something significant first

NO email in the morning is a bad idea

- The reality is that we live in a world where delays in responding to an email can cost time, money, and resources - sometimes in a big way

Here's a more balanced approach

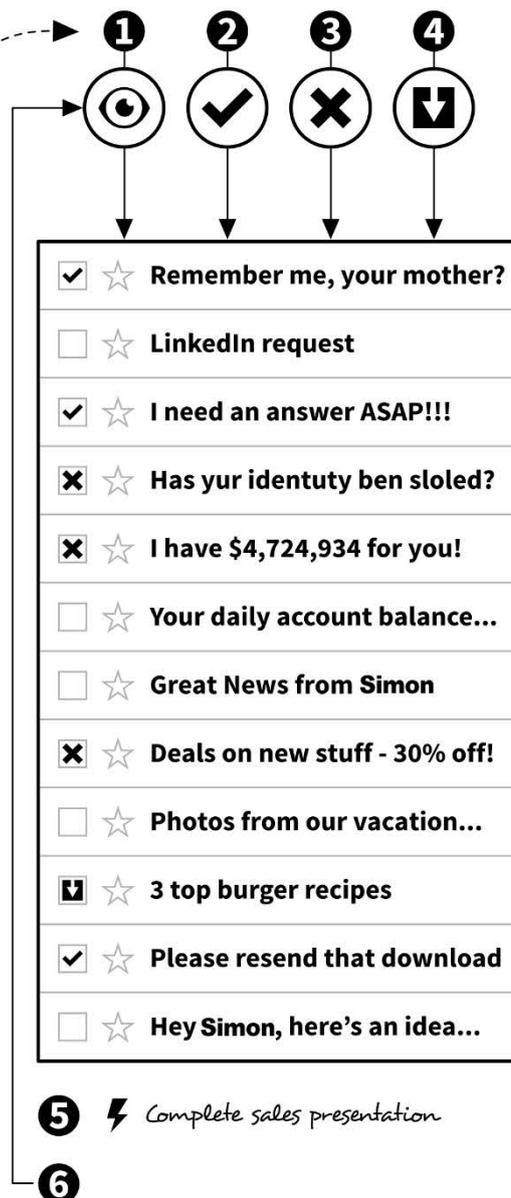
- Here's a simply 6-step process that's a good compromise
- Depending on how many emails you receive, this can often take less than 5-10 minutes:
 1. Do a quick scan of your emails first thing in the morning
 2. Respond to URGENT emails only - those that require a response as soon as possible
 3. Delete what's junk
 4. Archive what needs archived
 5. Do something significant
 6. Come back *after* completing doing something significant and work in your inbox for a while (or save it for later)

In a nutshell...

- Answer urgent emails only
- Do something significant
- Come back later to take care of everything else

CHALLENGES/NEXT ACTIONS

- Open your inbox right now and do a practice run of the process described above
- Use the process described about for the next 7 days to see if it enables you to manage important emails *without* getting sucked into doing more. If it does - stick with it. If you just can't help but stay in your inbox once you're there, then not checking your email at all in the morning may be a better option.



Just Start

FIND THE MOTIVATION TO TAKE ACTION ON ANY TASK



Starting a task is often the hardest part of doing it

- Give a task attention, and your brain begins to think of the time, energy, and resources it will take to complete = *resistance*

Resistance becomes procrastination

- You rationalize: I can't do this BIG task *today*, but I can tomorrow

Tomorrow, the process is repeated...

- Tomorrow, the task looks just as big - if not bigger

The cure: Just do something small

- **Need to write a blog post** - Type some nonsense on your keyboard
- **Need to pay bills** - Open one bill and look at it
- **Need to clean the garage** - Throw one thing away
- **Need to call several people** - Enter the number of one person

Similarity and simplicity are the best small actions

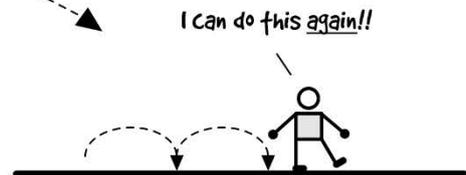
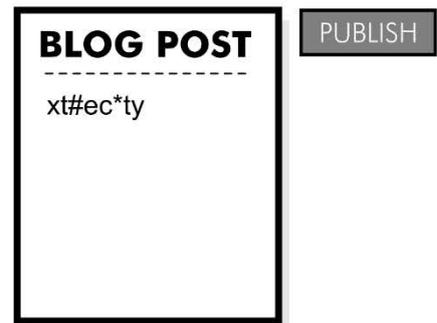
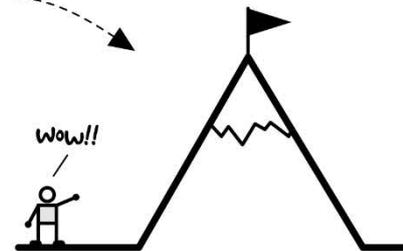
- The best small actions get your mind and body to think/act in simple ways that are similar to those needed to complete the actual task

Why just starting works

- **Small is doable** - Your brain *believes* that small can be done, so its resistance to doing the task drops
- **It creates momentum** - Once you've started, it's easier to just continue taking action
 - Newton: *Objects in motion tend to stay in motion*

CHALLENGE/NEXT ACTIONS

- Think of 3 tasks you've been putting off
- Identify the smallest thing you can do to start each one
- Do those small things



Learn The Art of Saying 'No'

LEARN HOW TO SAY A SIMPLE WORD THAT CAN FREE UP YOUR TIME



A lot of people have a hard time saying 'no'

- They feel it's mean to say, risky to their career, or that they're capable of doing whatever is asked of them (lack humility)

Saying 'yes' too often can lead to problems

- You are more likely to experience stress, burnout, and even depression from the feeling of overwhelm it creates
- Quality can suffer

It's OK (sometimes great) to say 'no'

- People respect when you're honest with them
- It's much better to have a polite no than a reluctant yes
- Saying 'no' when you need to helps you accomplish more of what matters to you

It's easier to say 'no' when you have a really strong 'yes'

- A really strong yes is crystal clear idea of what is of high priority and value to you - something so desirable that it makes it easy to say no to things that will keep you away from achieving it.

Use a simple 'response template' to be nice, kind, and strong about it

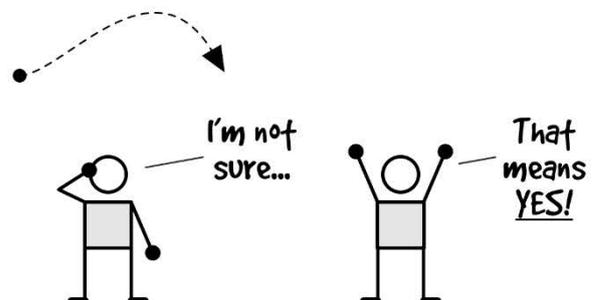
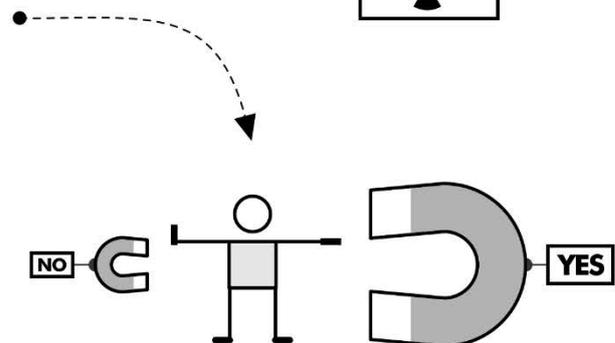
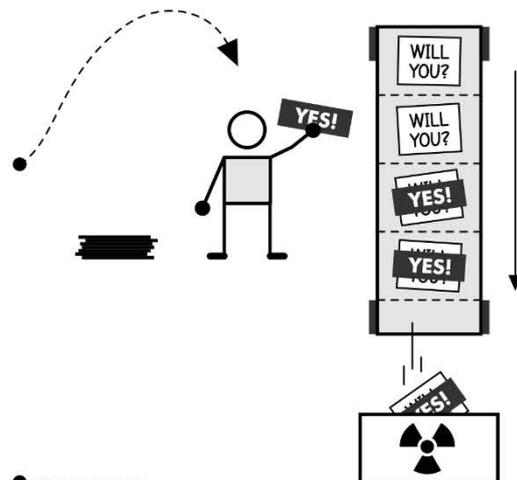
- **The gratitude** - 'I really appreciate you inviting me to [their request],...'
- **The reason** - '...but I'm already committed to [your yes].', or '...but that's not really my area of expertise.'
- **What I can do (optional)** - 'I do know someone who could help, here's their contact info...'
- **Well wishes** - 'I hope you have a lot of success with it!'

Make it strong!

- Avoid giving a weak 'no', such as, 'I'm not sure', or 'I don't think I can'
- Make sure you're very clear about saying 'no'

CHALLENGE/NEXT ACTIONS

- Practice saying the elements of the 'response template' (above) out loud several times - get so good at it that it simply flows from your lips!
- Enlist a partner to throw at you potential requests that you can practice saying 'no' to
- Say 'no' when you should!



Manage Your Errands List Efficiently

MAKE YOUR ERRANDS MOBILE, FLEXIBLE, AND SHARABLE



There are challenges paper-based errands lists

- They're stationary - Even forgot yours on the fridge?
- They're cumbersome - Ever had one grow so long that you needed to start another list - so you now had two lists to manage?
- They're restrictive - Ever try to manage a list used by multiple people - your spouse, kids, or roommate?

It's time for an upgrade

- There is a better way!

The 3 essential ingredients of an effective errands list

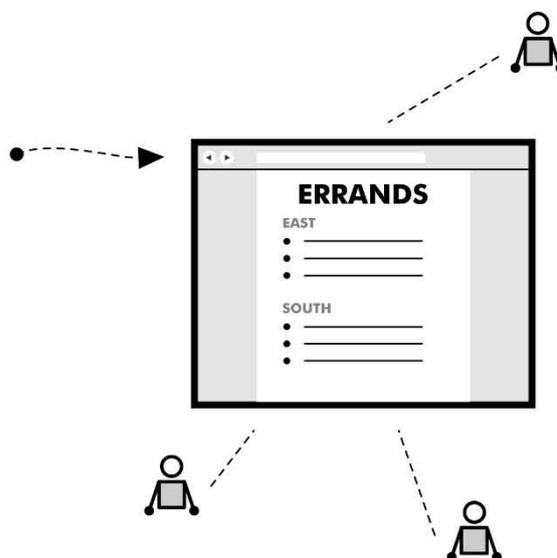
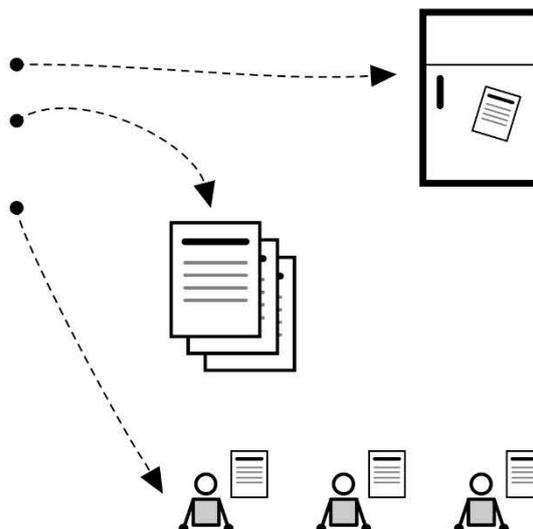
- **Mobility** - You need to be able to access it no matter where you are - in your car, at a meeting, etc.
- **Flexibility** - It can't be restricted to the physical limitations of a single piece of paper
- **Accessibility** - If you're part of a family or group, it needs to be accessible to everyone to add, delete, or edit items

How to create an efficient errands list

- **Create an online document** - Using a service such as Google Drive, Evernote, Office 365, etc.) create a text document and name it *Errands List*
- **Capture your errands as bulleted items** - Optionally, organize the bulleted items in sections based on location (East/West) or store (bank, groceries, etc.)
- **Share it** - Share the document with others who will use it and briefly explain to them what it is and how you want them to begin using it
- **Bookmark it or create a shortcut to it** - To easily access it later

CHALLENGE/NEXT ACTIONS

- Follow the steps above to create an errands list that is mobile, flexible, and sharable



Master Your Projects

CAPTURE AND MANAGE YOUR PROJECTS USING THIS SIMPLE FRAMEWORK



The challenge of starting a project

- Due to all the elements that are part of most project (action steps, people, reference content, etc.), they can initially seem overwhelming
- Overwhelm can lead to procrastination

Use this simple framework to avoid overwhelm and master your projects:

- **Create a document** - Paper or digital
- **Name and date it** - Start by giving the project a name and specifying its overall date of completion
- **Break it down** - Break the project down into these sections: *Actions, Reference, and Processes*
 - **Actions are things that become to-dos** - Create as many as possible initially (don't strive for perfection), but always have at least the next one ready to go
 - Remember to include action words, details specifics, and deadline
 - **Reference contains information to help get the job done** - Names of people, ideas/brainstorms, links to relevant online tools, articles, or videos, as well as strategies, pictures, etc
 - **Processes are the step-by-step systems you use to get elements of projects completed** - For example, if the project involves writing a book, you may have a specific step-by-step process for writing chapters, editing, etc.
 - Capture each process in a step-by-step that you can reuse later:

Yes, this will take time

- Creating this document may take 20-30 minutes of your time - it's worth it

Keep things updated

- This is a 'living' document, meaning it will constantly be updated and refined as time goes by

CHALLENGE/NEXT ACTIONS

- Take a project you're currently working on an structure it using this framework

PRODUCTIVITY COURSE 101

COMPLETE BY SEPT 1

ACTIONS

- Plan...
- Create...
- Test...
-
-

REFERENCE

- Bob Jones - 555-1212
- Turn this into book?
- www.digitalwebrocket.com
- Drawings or vectors?!?

PROCESSES

When I create a video, I will:

- Choose a topic
- Write a simple script
- Set up my camera & test
- Record the video

When I post a video, I will:

-

20-30 MINUTES

Nurture Your 'Daily Seeds of Potential'

USE POSITIVE EMOTION TO FUEL YOUR DAILY POTENTIAL



Every day, you wake up with incredible potential

- You have the potential to use each day to do *amazing things!*
- What you *choose* to do with this potential is up to you - that's why it's called *potential* and not *certainty*

Think of your potential as 'seeds'

- We'll call them '*seeds of potential*'

Your seeds need the right conditions to grow and flourish (produce fruit)

- They need to be treated with care, or nurtured - *especially* early in their existence (in the morning)

Feeling and expressing positive emotion is essential

- Expressing thanks and gratitude
- Reviewing and getting excited about your goals
- Having a positive conversation

Positive emotions gives your seeds life and energy

- Positive emotions are like sunshine and water - feeling and expressing them cause your seeds to grow throughout the day

Negative emotion is poison

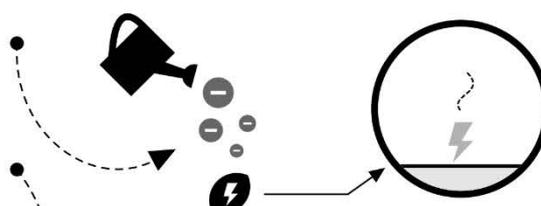
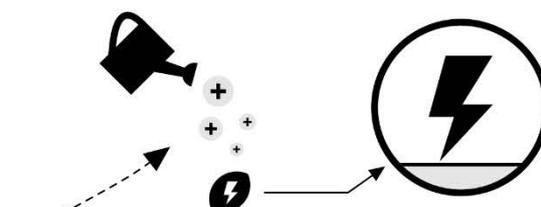
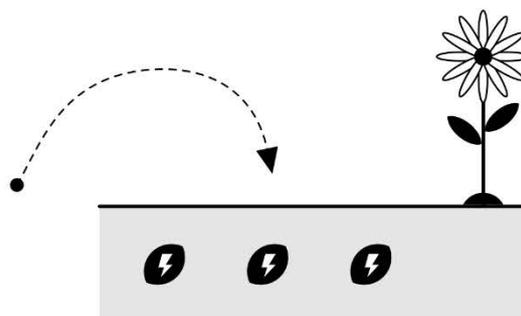
- Frustration, anger and stress - *especially early in the morning* - *destroy these seeds and their ability to blossom and grow into something amazing*

Avoid these negative emotion triggers

- Watching the news
- Complaining - about your life or others
- Getting angry and upset about minor inconveniences

Protect your mornings

- Unleash your daily potential by starting each day with the best (positive) thinking and emotions



CHALLENGE/NEXT ACTIONS

- For the next 3-7 days, commit to expressing nothing but positive emotion in the morning



Plan Tomorrow, Today

DON'T START YOUR DAY UNTIL IT'S FINISHED ON PAPER - JIM ROHN

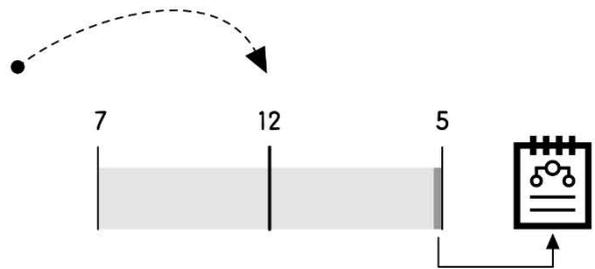


Here's how to spend the last 5 minutes of each day:

- **Plan for tomorrow** - Create a simple task list (using some of the strategies you've learned in other lessons) that represents a plan for what you want to accomplish tomorrow

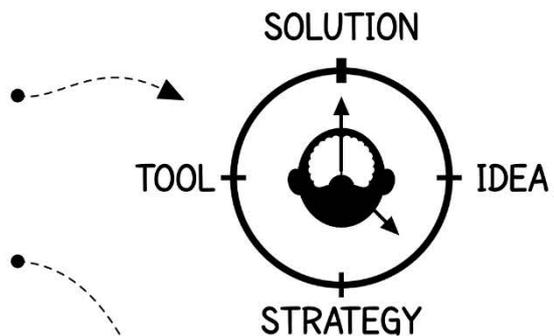
Do it **today** - NOT tomorrow!

- Planning your day in the morning may seem like a rational thing to do, but *it doesn't have the same impact*



Why do plan tomorrow, **today**?

- **It gives you more control** - Because the tasks you add to the list can't be done until tomorrow, it's easier to create a plan with a *rational mind* - not under the pressures of reacting to unplanned events that start many days
- **It activates your brain's power to find answers** - When you show your brain, in advance, exactly what you want to accomplish, it has time to work in the background to find solutions, creative ideas, and strategies that help you accomplish those things the best way possible.
- **Tomorrow doesn't weigh on your mind** - When you create, in advance, a plan for tomorrow, the anxiety of thinking about what you need to do longer weighs on your mind - you realize that everything is in place to make tomorrow a success, and *it feels mentally and emotionally freeing*

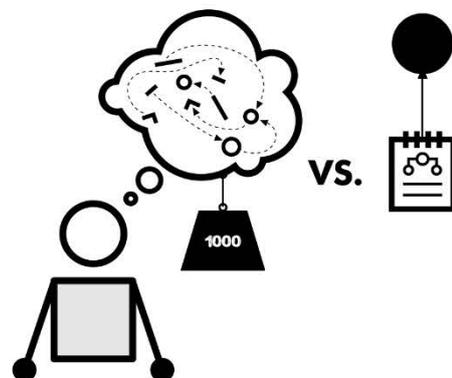


When you fail to plan...

- It is a really bad idea to change into tomorrow totally unprepared, so **don't do it!**

CHALLENGES/NEXT ACTIONS

- At the end of today, spend 3-5 minutes creating a simple action plan (things you want to get done) for tomorrow, then let it go.
- At the beginning of the next day, quickly review your plan, and *get to work!*



Stop collecting Distractions

SHIFT YOUR MINDSET FROM COLLECTING TO DOING



Distractions are poison to getting things done

- They slowly and subtly rob your life of the time, energy, and resources needed to do an be your very best

You know that distractions must go!

- It's obvious, and you know it

Could you be your own worst enemy?

- It might seem a bit absurd to think that you could be *intentionally* collecting distractions that poison your productivity - but it's possible!

Do you intentionally collect distractions? Let's find out...

- Do you look for apps to fill specific needs or to simply kill time?
- Does browsing Netflix win over being productive?
- Are you more prolific and pinning and bookmarking than you are visualizing, brainstorming, and planning your goals?

But aren't these harmless fun?

- Not if they're regularly distracting you from doing things of real value

What's getting more of your valuable time each week?

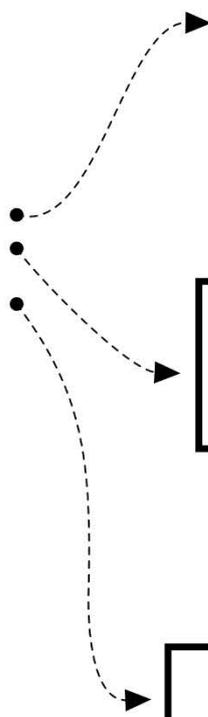
- Collecting or doing?
- Stop and do a personal audit of your week's activities

Replace the poison with something amazing

- When you dramatically cut the flow of distractions into your life, your desire and ability to create amazing things will naturally grow in its place

CHALLENGE/NEXT ACTIONS

- Take a *Post-It Note*, and write on it: *Did I spend more time yesterday creating or collecting?*, and place it somewhere you can easily access it before you start your work day.
- For the next week - at the beginning of each day - evaluate what you did more of the day before by asking yourself that question. This will raise your awareness of what you're doing, and help you manage the habit of collecting distractions.



Think Before You Click

A SIMPLE MINDSET TO AVOID WASTING YOUR VALUABLE TIME



Clicking links: One of the biggest 'rabbit holes'

- Let's do the math: 20 links a day x 5 minutes a link = 100 minutes a day x 365 days a year = 36,500 minutes a year, or 76 8-hour days

Each click is an investment

- You 'pay' something in the form of your time and attention. What's the value of what you are getting in return?
 - Pain/misery
 - Drama
 - Despair
 - Nonsense

What effect does this have on you?

- Often stirs up negative emotions and/or negative conversations, which drain your ability to think, feel, and create positive things of value.
- Is it worth it to you?!?

Think before you click

- Instead of losing and wasting a lot of your valuable time due to clicking links impulsively, have a simple strategy (see below) to weed out the nonsense and negativity

But don't you need to be informed?

Being informed and being inundated are two different things!

Less clicks = more awesomeness

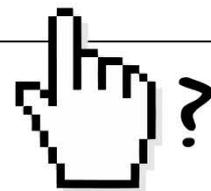
- With a strategy to minimize the time you click on low-value links, imagine the amount of time that becomes available to you
- What if you were able to recapture 1/2 of what we started with, or 38 days, for taking high-value action - you could do something amazing with an extra chunk of time that size!

TODAY'S HEADLINES NONSENSE

- [A Story FULL Of Misery, Pain, And Despair - Read More To Get Depressed!](#)
- [Singing Star Misplaces Car Keys...Then Finds Them - See Exclusive Photos!](#)
- [Woman You Don't Even Know Does Something You Couldn't Care Less About!](#)
- [Defendant Lies: Watch Shocking Video Of Her Lying And Get MAD About It!](#)

Your Friends Liked: [I just ate the best pickle ever - I give it 5 stars!](#)

Today's Viral Video: [Pigeon on a treadmill](#)



CHALLENGES/NEXT ACTIONS

- For the next 3-7 days (at least), when you get the urge to click a link, stop and ask yourself:
 - Does it directly impact my life?
 - Is it positive?
 - Does it add value to my life?
 - Am I clicking just to avoid doing something else?

Does it **directly** impact my life?

Is it **positive**?

Should I be **doing something else** right now?

Does it add **real** value to my life?

Tool: Distraction Tracker

DISCOVER AND ELIMINATE YOUR BIGGEST DISTRACTIONS



How to use this tool:

- Spend the next week being aware and tracking your distractions
- When you are distracted, take a second to note that distraction in the appropriate box below with a hash mark (#).
- At the end of the week, total the hash marks to identify your biggest distraction and one specific way to minimize/eliminate it
- NOTE: You'll notice that simply being aware that you're tracking your distractions will likely cause you to minimize them anyway.

Interacted with email

	TOTAL
--	--------------

Interacted with the phone

	TOTAL
--	--------------

Was interrupted by someone

	TOTAL
--	--------------

Checked or responded to social media

	TOTAL
--	--------------

Surfing the Web

	TOTAL
--	--------------

Cleaned or interacted with my environment

	TOTAL
--	--------------

Misc.

	TOTAL
--	--------------

My worst distraction is:

The one specific action I will take to minimize/eliminate this distraction is:

Use Beast Mode For Massive Results

UNLEASH YOUR INNER-BEAST TO GET LOTS OF THINGS DONE



Good is usually good enough

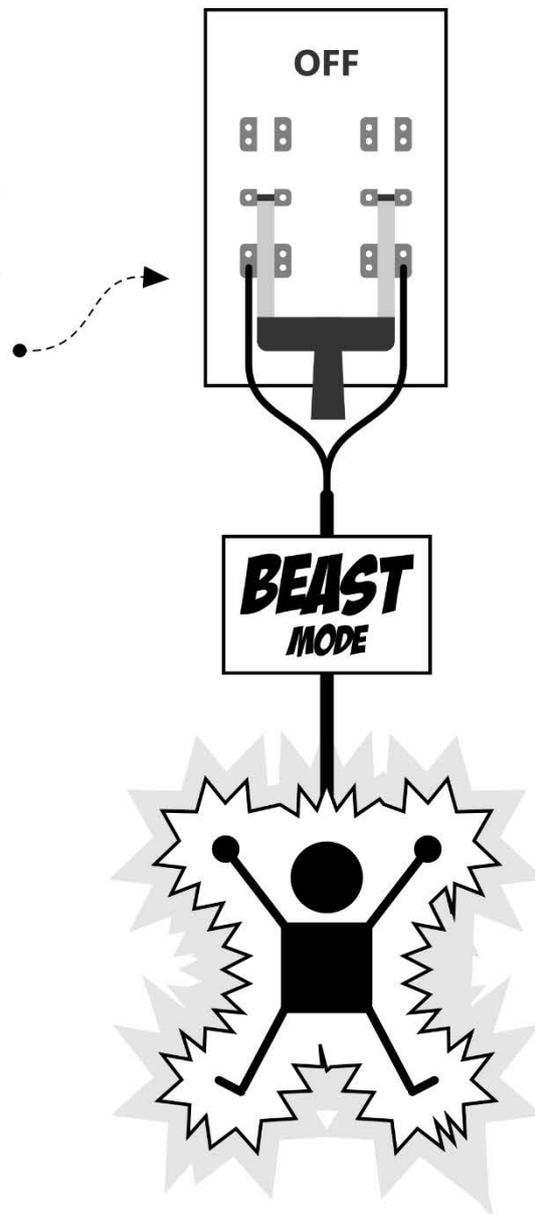
- If you manage your time and your life properly, then good, consistent results are going to generally make you happy

Sometimes, your inner-beast needs let out of its cage

- Occasionally you need to unleash the productivity beast within you to create *massive* results:
 - Vacation is coming up, and you need to get more done than you usually do
 - A deadline has been moved up on a project
 - You simply want to challenge yourself to see what you can do (one of my favorites)

Flip your switch to BEAST mode

- **Gather everything you need** - Pens, documents, ideas, notes, whatever
- **Set a timer** - For the duration of time you want to spend in BEAST mode
- **Cue up some energetic music** - Something that will get you pumped up and excited, but not distracted
- **Turn off everything** - Turn off your TV, phone, notifications - anything that has the potential to disrupt your flow and momentum
- **Prepare your body** - Get up and move/stretch a bit, and take several deep breaths
- **Sketch out a simple plan** - Create an outline of the steps you're going to take to complete what you need to do
- **Express what you know** - Get in the right mindset by expressing, out loud, 3 specific ways you can get the absolute best results for what you're about to do
- **Take action like a beast** - (Self-explanatory)



CHALLENGE/NEXT ACTIONS

- Experience **BEAST mode** at least 1 time this week, even if it's only for an hour - discover the potential you have within you to get massive results!



Use Break Away Sessions

A BIG IDEA FOR DOING SMALL TASKS

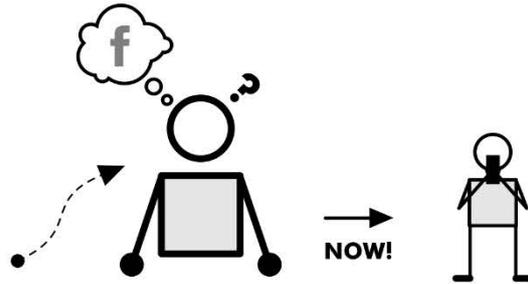


You have small tasks that demand a little of your attention

- Reading and responding to an email that you just received
- Ordering a part for your stove
- Checking out any updates on your favorite social media sites

Why you tend to handle small tasks *whenever*

- When you have no process or system for taking care of small tasks, it's easy to allow them to disrupt your day *whenever* they pop into your life, for fear you'll forget them or miss something important



The problem of doing small tasks whenever

- Small tasks usually don't require a *lot* of time, but doing them *whenever* destroys any focus and momentum you have for what you're currently doing

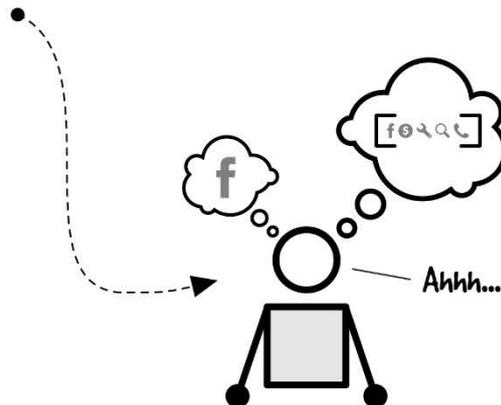
The solution: *Break Away Sessions*

- A *Break Away Session* is a block of time (5, 10, 20 minutes) that you set aside to handle all the small tasks you need to do so that they don't disrupt getting real work done



Why *Break Away Sessions* rock!

- Because you have a specific time to deal with small tasks...
 - The less they sit in the corner of your mind, constantly poking you for attention
 - The less you'll feel tempted to allow them to disrupt your focus and energy at random times throughout your day



CHALLENGE/NEXT ACTIONS

- Disable every single notification gizmo on your computer - **turn them off!**
- Every day, schedule two - 5, 10, 20 minute sessions... one in the morning, and another in the afternoon - where you do nothing but check and answer email, make phone calls, check the news, read your favorite blogs, check Twitter, or do any searches you've been thinking about doing
- Remember: that when you're tempted to interrupt your focus to do something minor, like check your email (so that you don't miss some incoming message), that you now have time set aside to take care of it, and let the temptation go



Use Music To Get Motivated

TAP INTO THE MOTIVATING POWER OF MUSIC



Music has a special power

- Hearing a song you love can instantly change your mood
- People use music to get themselves energized for working out
- Concerts have some of the most active and lively people
- Music is used in sports to excite people and raise their energy

Why music is such a powerful force

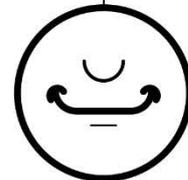
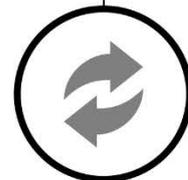
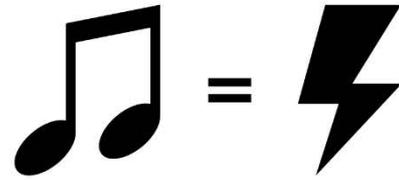
- It has a **synchronizing effect** - The rhythms and beats within music keeps you focused (in the zone), which helps you work more efficiently, especially when doing repetitive tasks
- It **makes work more enjoyable** - Music releases dopamine (the pleasure chemical) into your brain. This not only helps make what you're doing more fun, but it can draw your attention away from the negative elements of a task
- It **puts your body in a state of action** - Music affects your sympathetic nervous system, which increases your breathing, accelerates your heart rate, and primes your muscles to move - it activates all the elements for being an action-taking machine!

How to use it

- While not 'written in stone', *instrumental* and *classical* music (music without lyrics) usually works best for *most* work environments.
- *Beat* is important for the pace of your work - if your work involves doing something that has a rhythm to it, choose music that matches that rhythm.
- When you need to feel a strong sense of **power** with what you're doing, choose music with a powerful bass line.
- If you're learning something complex, *turn off the music*.
- Pick music that inspires, but *doesn't* distract - It's usually best to choose music that is familiar to you. New songs with lyrics typically have too strong of a pull on your brain's resources (it pays attention to what's new and attempts to learn it) to be helpful.

Sources for music

- [Google Music](#)
- [Spotify](#)
- [Pandora](#)
- [Apple Music](#)



CHALLENGES/NEXT ACTIONS

- Crank up some tunes!



Use Power Alarms To Practice Success

TURN YOUR SMARTPHONE INTO A PERSONAL COACH



Practicing simple success habits matters

- Smiling
- Feeling and expressing gratitude
- Getting up and moving
- Thinking about your goals
- Pushing through fear

The challenge is remembering to do them

- How can you remember to practice these habits when you're *constantly* thinking, processing, and doing other things?

Power Alarms can help

- Create smartphone alarms with labels to remind you to practice these habits throughout the day

CHALLENGE/NEXT ACTIONS

- Grab your smartphone and create one *Power Alarm* right now. Add more as you adjust to using this strategy. Create an alarm to:
 - Remind you to express gratitude for something in the moment
 - Display an inspirational or motivating quote
 - Remind you to text someone you love to let them know you're thinking about them
 - Remind you to get up and move
 - Remind you to smile
 - Remind you to check your body language
- Choose an alarm time that is most effective for that item
- For the label/message of the alarm, phrase it in a way that you would imagine a trainer/coach would say it to you - have fun with it!
- It's probably best to create three *Power Alarms* or less - otherwise they can become an annoyance!



Use The 1-3-5 Rule

KEEP ALL TASKS - BIG AND SMALL - MOVING FORWARD



Not all tasks are created equal

- There are big, medium, and small tasks, and they all need done

Different sized tasks present a challenge

- How do you keep from doing all big tasks because they're big, or all small tasks because there are a lot of them?

The 1-3-5 rule is the answer

- This rule helps you structure your day to make sure tasks of all sizes are consistently moving forward

Plan your day using the 1-3-5 rule

- 1 **BIG** task to do - Put together my TedX presentation, write a chapter in my productivity book, record and edit 3 videos for blog, etc.
- 3 **medium** tasks to do - Follow up with Bob on the Smith project, clean my desk of clutter, plan for grocery shopping tomorrow, etc.
- 5 **small** tasks to do - Order the part for the stove, write a Thank You card to Miranda, search for a great raspberry cheesecake recipe, etc.
- 9 tasks total each day

The rule creates success momentum

- If you do it right, by the end of the week you will have completed 5 BIG tasks, 15, medium tasks, and 25 small tasks - pure awesome!

○ — BIG

○
○
○] MEDIUM

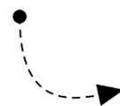
●
●
●
●] SMALL



○ ← **ALWAYS DO THIS!**

CHALLENGE/NEXT ACTIONS

- Review your list of to-do's and plan tomorrow using this structure.
- Be flexible. Always complete at least 1 BIG task, but for some days, you may need to mix and match medium and small tasks - that's OK!



○ ○
○ ○
● ○ ← **BE FLEXIBLE**
● ○
● ●
● ●
● ●
● ●



Use The 20-Second Rule

DESIGN YOUR ENVIRONMENT TO PROMOTE GETTING THINGS DONE



Shawn Achor: Developer of the rule

- Author of *The Happiness Advantage* invented this rule

Shawn's goal and results

- Wanted to read more
- At end of day - plopped down on sofa
- TV remote was close, but books weren't - TV won!

Shawn's answer: Reverse the convenience

- Took batteries out of remote and put it in the bedroom, and put books next to the sofa
- It worked - he read more books!

Why it worked: Convenience/inconvenience

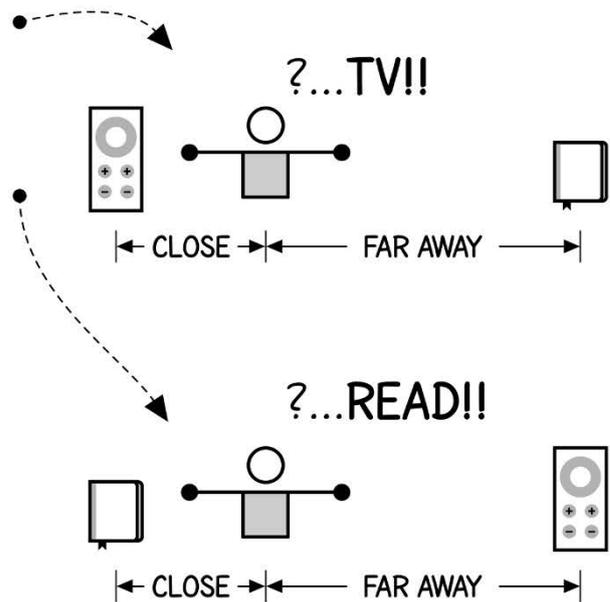
- We tend to take the path of least resistance: We do what's convenient, avoid what's inconvenient

The goal of the 20-second rule

- Create *less* resistance in your environment for doing desired behaviors - make them 20 seconds easier to start
- Create *more* resistance in your environment for preventing undesired behaviors - make them 20 seconds harder to start

Factors that matter

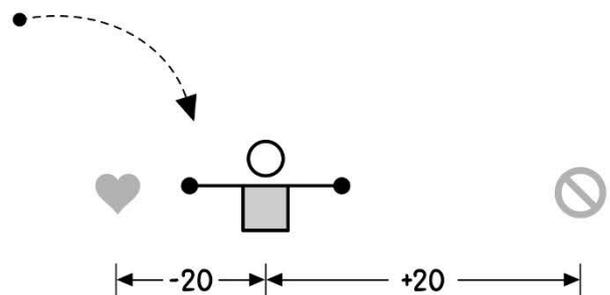
- **Distance** - How close/far away it is
- **Hassle** - How easy/ difficult it is to access or use



CHALLENGE/NEXT ACTIONS

Identify your desirable behaviors and make them 20 seconds easier to start. Identify things you don't want to do and make them 20 seconds harder to start:

- **Stop looking at your phone constantly** - Put it in another room - you'll still hear it ring
- **Drink more water/less soda** - Keep a bottle of water on your desk and soda out of the house
- **Eat a healthier breakfast** - Decide what healthy breakfast you want in the morning and set out everything (in advance) to make it easy to prepare
- **Pay your bills** - Put your bills, checkbook, pen, and stamps on your desk
- **Work out** - Put your workout clothes/shoes next to your bed and decide (in advance) the workout you will do



Use Timeboxing

A SIMPLE SYSTEM FOR TURNING TASKS INTO MINI GOALS

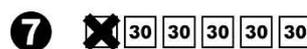
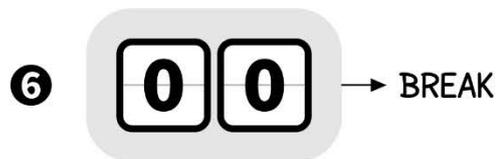
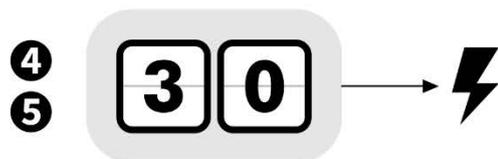
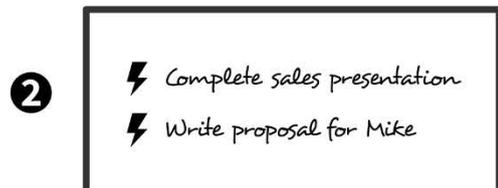
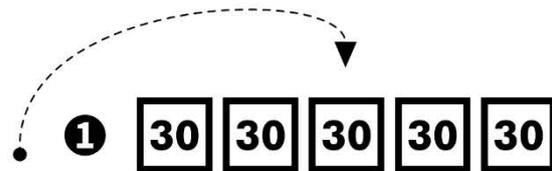


What is timeboxing?

- Timeboxing is a simple system for turning your list of to-do's into a set of mini-goals with deadlines that you accomplish with the use of a countdown timer

Here's the process

1. Decide the size of the timeboxes you will work within (30-50 minutes), with each chunk of time being one box.
2. On a piece of paper or digital document, list the tasks you want to accomplish for the day.
3. For each task on your list, assign how many timeboxes you want to set aside to complete it. For example:
 - Complete sales presentation script (6, 30-minute timeboxes are being set aside for this task)
4. Grab a timer, either an egg timer or a countdown timer on your phone or tablet.
5. Select a task, set your timer for the length of your timebox (30-50 minutes), start it, and do nothing but work on the selected task.
6. When the timer expires, take a break for 5-10 minutes.
7. If the task you were working on requires more than one timebox to complete, then repeat Steps 4, 5 and 6. If not, move on to the next task.



Why does timeboxing work so well?

- **Clarity** - The list of tasks you create gives your brain clear direction about what you need done for the day, so resistance to doing those tasks is minimized
- **Motivation** - Assigning each task a block of time to complete it gives you fuel in the form of a deadline, which is strong motivation to get the task done
- **Momentum** - Each time you complete a box of time, you experience a sense of accomplishment, which drives you to do more

CHALLENGE/NEXT ACTIONS

- Plan and accomplish the tasks for your day tomorrow using the timeboxing process described above
- When you discover how awesome timeboxing is, do it the next day, and so on



Value Small Wins

WHY SMALL ACCOMPLISHMENTS ARE A BIG DEAL



How do you gauge success?

- By the size of the results you get over a short period of time?
- Do you assume that only BIG results (when you lose weight, learn a new skill, start a business) = success?

The problem with using size as a success gauge

- People who gauge success based mainly on the size/quantity of their results tend to give up and move on to something else when those results don't come quickly:
 - I only lost 2 pounds this week, *not* 10 - I quit!
 - I only learned 1 chord on the guitar this week, *not* a complete song - I quit!
- *If you simply give up and do nothing because you don't see massive progress, you'll never see ANY improvement!*

If this is you, then it's time to shift your focus

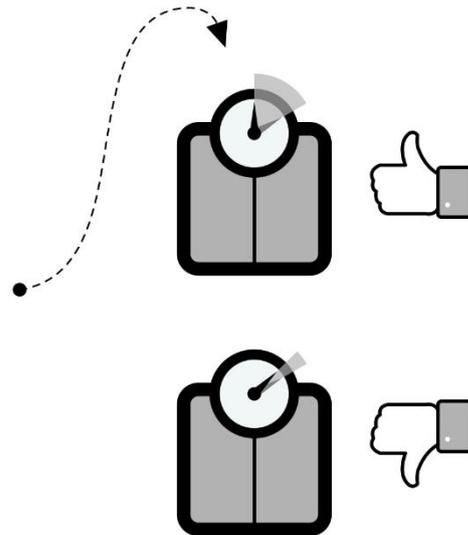
- Instead of only focusing on, and giving value to BIG results, focus and give value to the progress you make toward your goals (your 'small wins')
 - If you can only exercise 5 minutes instead of 30 - do it and see those 5 minutes as a win!
 - If you only read 1 page out of book instead of an entire chapter - do it and be happy for that 1 page win!
 - The bottom line... If you can only improve something by 1% each week, accept it as a victory and value it highly!

There are real benefits to small wins

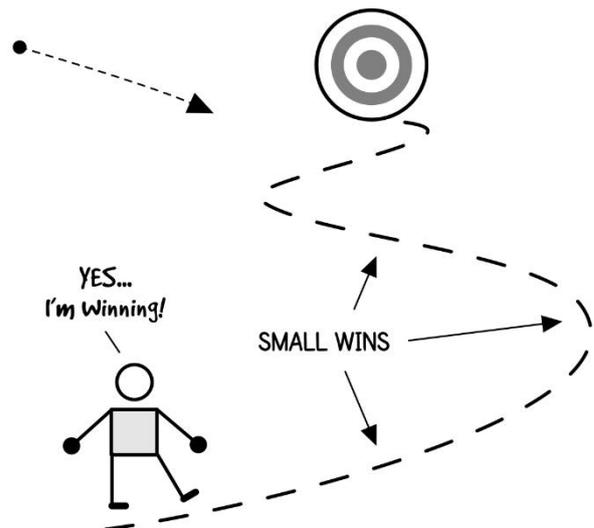
- **Practical** - A small win is *forward motion*. It may not be mind-blowing progress, but if you KEEP experiencing more small wins, they WILL lead you to success!
- **Psychological** - People who pay attention to and value small wins generate 'success momentum'... the more they see themselves succeed, the more they want to succeed, and the more they find a way to succeed - eventually achieving massive success

CHALLENGE/NEXT ACTIONS

- Start paying more attention to the progress you make on tasks each day - see them as **small wins that are moving your life toward your goals and dreams**
- If you like to journal, spend a few minutes at the end of your day capturing the small wins you've experienced



THE WRONG MINDSET



Wake Up Early

3 WAYS TO GET OUT OF BED - EVEN WHEN YOU DON'T WANT TO



'Just 5 more minutes!'

- Probably the most repeated words in history between 5-7am

It's not easy, but it's good for being successful

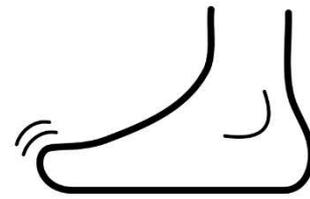
- Most of us don't like getting up early (YUCK!)
- Time and time again, getting up early has been shown to be a *common trait among the most successful and productive people in the world - there must be something to it!*
- Google Search: [successful early risers](#)

There's a better way than irritation

- Better than moving your alarm across the room
- Better than using multiple alarms to drive yourself insane

3 simple ways to internally stimulate waking up early

- **Move your body in small ways** - Slowly move your tongue around, then your lips/mouth, then your toes, and finally your fingers - this acclimates your body to the idea of moving.
- **Say action words repeatedly** - Say words like *power, energy, excitement, etc.*, under your breath and with increasing energy. Your brain associates these words with a sense of aliveness, which is awakened on some level when you say them.
- **Do a countdown** - State to yourself that you're going to slowly feel more energy to wake up while you count down from 30 seconds to 0, and when you hit 0, you'll open your eyes and get out of bed.



Power

Energy



Excitement

CHALLENGE/NEXT ACTIONS

- Pick at least one of the strategies above and try it out tomorrow morning (or do all three)
- Do a simple practice run now to experience what its like to do each one

1 0

Let It Go

I will release anything in my life that slows down my forward progress.

Nothing can drag you down if you're not holding on to it. - Unknown

Incredible change happens in your life when you decide to take control of what you do have power over instead of craving control over what you don't. - Steve Maraboli

Indiana... let it go. - Professor Henry Jones (Indiana Jones and the Last Crusade)

RELEASE. FREE. LIBERATE. UNCHAIN. PARDON. CLEAR. FORGIVE

Let It Go!

ANGER
THE PAST
MISTAKES
REJECTION
RESENTMENT



*My Progress In Life
Which direction do I want to go?*



THINK ABOUT IT...

WHAT COULD HAPPEN IF I DO LET IT GO?

WHAT COULD HAPPEN IF I DON'T LET IT GO?

WHAT IS IT COSTING ME TO HOLD ON TO IT?

IF NOT NOW, THEN WHEN - WHAT WILL IT TAKE?

HOW CAN I VIEW IT AS AN OPPORTUNITY?

“AHHH...”

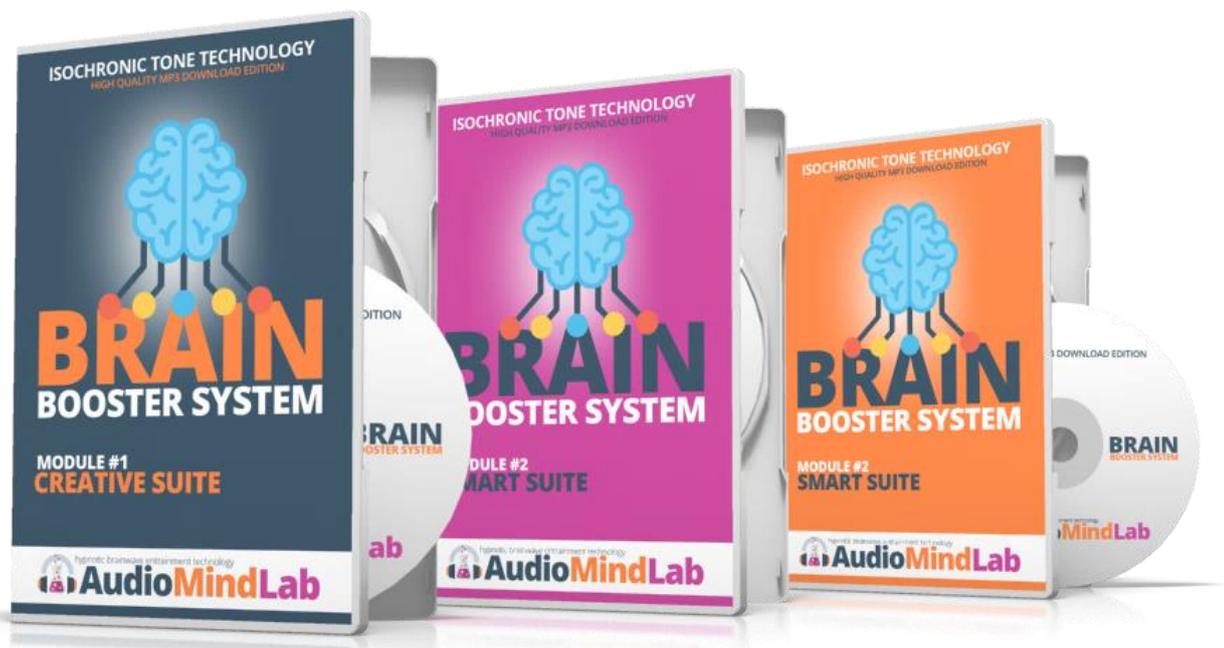
F R E E D O M !

“WOW! IT FEELS LIKE DIGITAL DRUGS FOR YOUR BRAIN!”

Grab Your Headphones And Prepare For A *RUSH* Of **EXPLOSIVE Creativity** and **Laser-Guided Focus...**

... In fact, they are the ‘**must-haves**’ in every successful entrepreneur’s toolset. Whether you are brainstorming your next big idea, creating content, developing software, designing websites or mapping out a new promotion campaign, the truth is **explosive creativity**, **laser focus** and **a more powerful mind** will not only **put more cash in your pocket** – *it will set you apart from competition!*

If you have ever found yourself staring at the wall for hours of creative dry-spells, losing your focus or motivation just before the finish line, or if you just simply have a hard time getting into the right productive mindset to get things done – **I’ve got you covered...**



Due to increasing demand from friends/partners asking questions like “*Simon, how’d you find it so easy to come up with so many successful courses/software/offers/ideas?*” I wanted to help you benefit from my partnership with a top publisher in the BRAINWAVE ENTRAINMENT industry with my own **unique suite of audio recordings** developed specifically for entrepreneurs.

It’ll help you kick your productivity into high gear and like nothing you’ve experienced before!

[Click Here To Read More And Get Full Details](#)