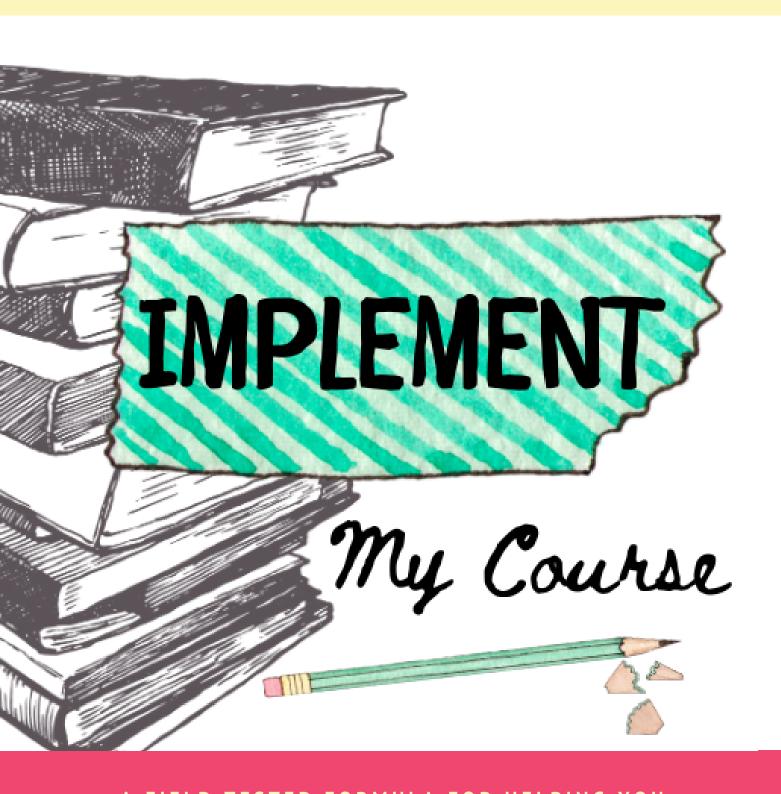
HOW TO APPLY WHAT YOU LEARN

WITHOUT PROCRASTINATION POISONING YOUR PROGRESS



A FIELD TESTED FORMULA FOR HELPING YOU:

Conquer procrastination

Get the **maximum ROI** from your online learning investments

Become an exceptional manager of one

BY CLAIRE EMERSON | PEOPLELOVEPROJECTS.COM

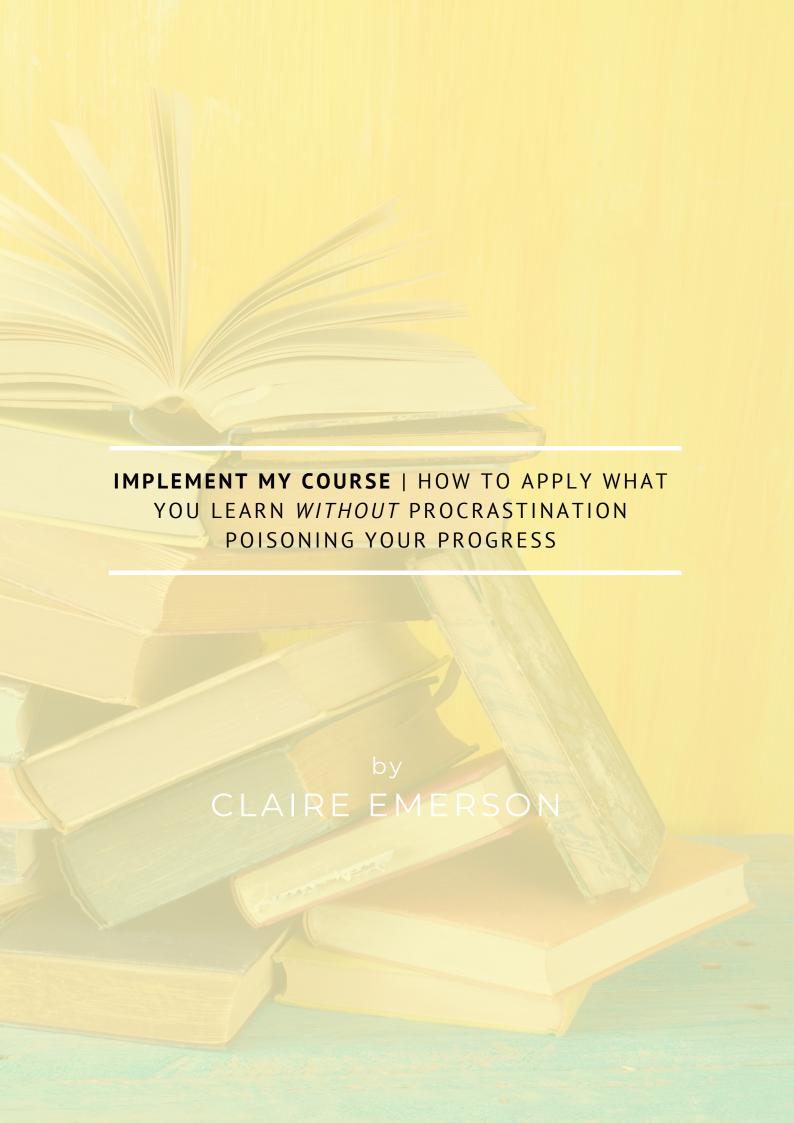


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Discover how to triumph over your inner critic and build helpful habits and systems that drive you to execute



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A NOTE FROM THE AUTHOR

WELCOME TO IMPLEMENT MY COURSE!

A proven formula for:

- Conquering procrastination
- Getting the maximum ROI from your online learning investments,
- Becoming an exceptional manager of one.

The next ten chapters will show you how to triumph over your inner-critic, and build helpful habits and systems that drive you to execute.

All so you can make more purposeful progress toward what you *really* want in life.

☐ Hi, my name is Claire. I'll be your teacher/tutor/guide.

Let's dive in.



Chayster 1: HODDEN HOW-IO

DISCOVER WHAT'S HOLDING YOU HOSTAGE FROM THE RESULTS YOU WANT

YOU KNOW WHAT'S HARD?

The up-skilling required to go from employee to gainfully self-employed.

It's the kind of hard that makes you realize how woefully underprepared we are for making such a staggering leap.

I mean, let's face it...

High school doesn't teach us how to fight the internal battles that rage and resist uncomfortable action.

Working a meaningless 9-5 doesn't urge us to build better habits and behaviors, that embody our best work and allow us to flourish.

Starting a business doesn't suddenly mean we acquire superhuman skills to be able to manage ourselves, our projects, and our personal lives.

Shit's hard.

And if you don't execute the way you want to, well, as I'm sure you know —

EVEN THE BEST INTENTIONS CAN LEAD TO BAD OUTCOMES

I don't know about you, but when I started my first business I felt rudderless.

Instead of clear direction and focus, I was flying blind (Bird Box style) trying to forge this new career for myself.

Among other things, my approach to learning was ridiculously ineffective (i.e I'd race through the theory, then quickly divert my attention as soon as it got uncomfortably hard). Almost every endeavor ended in disappointment.

It was the kind of start that can shatter your self-confidence (and the savings account).

But it was also remarkably revealing.

And for that, I am grateful.

Because that struggle brought awareness — the catalyst to skyrocketing my results.

THE FIRST BATTLE IS ALWAYS INTERNAL

Tell me if this scenario sounds familiar:

Let's say you purchased an online course recently. And you think it's great!

The techniques are amazing. The material is well presented. You like the teacher. It's got everything you need to know about how to get the results you signed up for.

But even though you were so excited at first, and connected with a lot of great information — you've done very little follow-through. And almost zero implementation.

If that sounds like you, don't worry, it's a common problem.

But it does beg the question:

Why -- even when we know what to do — do we still do nothing?

TWO REASONS WE RESIST

(AND TOPPLE OUR CHANCES OF TERRIFIC RESULTS)

First, we're not used to the discomfort of real learning.

This quote from Seth Godin sums it up perfectly for me:

Real learning is difficult because it makes you feel incompetent before you feel competent.

(Ain't that the truth.)

The second reason is we overlook the "hidden how-to"...

The how-to of self-management.

If you lack the critical life skill of being an effective manager of one, you become an easy mark for procrastination.

And, as I'm sure you already know...

PROCRASTINATION POISONS PROGRESS

I know a lot of adult learners who pin their lack of progress on "not having enough time".

In fact, I used to love that excuse.

But let's face it, it's a weak excuse at best. And it's almost always not true.

Because what we often interpret as a lack of time is usually just procrastination in disguise.

And we (as a collective human unit) are *terrible* at spotting that deception.

But the good news is, we can get (almost instantly) better at this.

Here's what I mean...

If you've ever been to the doctor, then you know your visit always starts with questions — they ask you about your diet, your lifestyle, your medications, and of course, the details of your particular ailment.

Your doctor gathers as much information as possible so they can identify the cause of your discomfort and as a result, be better equipped to treat it.

PROCRASTINATION IS A TREATABLE PROBLEM

But only if you do the necessary discovery work first.

This is why in this first lesson, I want to highlight three possible causes for our "failure to act".

So you can spot your specific symptoms, and get a better idea of how to treat your problem — the next time it strikes.

Cause #1: Entitlement - We think we shouldn't have to do it

Common symptoms: nitpicking, talking about it but not being about it.

- Are you constantly looking for an easy way, a quick fix, or a shortcut?
- Do you wish someone else would do the hard work?
- Are you unwilling to make sacrifices for what you want?

Cause #2: Fear - We're scared to do it

Common symptoms: self-doubt spirals, panic attacks, overwhelm, lack of focus.

- Do you worry about not having the time to do it?
- Do you get scared that you won't be able to handle whatever it is you need to do?
- Do you worry about what your family, friends or colleagues will think?
- Are you scared to fail?

Cause #3: Perfectionism – We don't think we'll do it right, so we don't try at all

Common symptoms: overthinking, indecisiveness, "busy work", creative avoidance.

- Do you convince yourself you can't do something even before trying?
- Do you consistently underestimate your abilities?
- Do you desperately not want to make a mistake? Or the wrong decision?
- Do you think whatever you do won't be good enough?

TRICK OR TREATMENT?

Think about something you've been avoiding lately...

Does your reason for putting it off have anything to do with your fear of failure, your perfectionist tendencies, or your sense of entitlement?

Classic procrastination is perpetually putting off what we know we should be doing. It's constantly delaying the hard stuff and defaulting to activities that require less mental energy. And are ultimately less productive.

Our mind tricks us into thinking we're better off "putting out fires" all day, than doing the deep work.

So when we procrastinate we're making the decision to not get the results we really want.

But never fear — you don't have to stay stuck in this unhelpful headspace any longer.

NOW THAT WE KNOW THERE'S A PROBLEM. WE CAN FIX IT

As a student — and a business owner — execution is everything. Your knowledge is wasted without it. (Not to mention, inaction makes us feel anxious, guilty, and miserable.)

But...

if you can make space to improve your

- habits,
- systems, and
- mental mastery

You can (and will) be able to execute more effectively without losing the level of excellence you strive for.

Better yet — because I've done a ton of the gritty groundwork for you, you don't even have to start from scratch to begin making your own improvements.

Chapter 2: HOW *NOT* TO QUIT

IN THIS CHAPTER, I'LL INTRODUCE YOU TO MY NIFTY (AND SUPER-RELIABLE) SYSTEM FOR TAKING MORE FOCUSED ACTION. AND SHARE WITH YOU WHY THE RIGHT GLITTERY PRIZE CAN MAKE ALL THE DIFFERENCE WITH SKYROCKETING YOUR RESULTS.

I THINK IT'S SAFE TO SAY THAT YOU'RE NOT SOMEONE WHO LIKES TO SETTLE.

You're smart enough to know that there are things in life that you can consciously improve to live better, work smarter, and accomplish great things.

And, as you probably know, this means you possess a particular kind of mindset.

A growth mindset.

The fantastic thing about this is that your mind is blissfully open to opportunity and experimentation.

The not-so-fantastic thing is that having the right mindset doesn't guarantee you'll actualize any of the amazing ideas inside your head.

And that's where our problems begin.

IMPLEMENTATION IS HARD, LEARNING IS EASY

In the first lesson, we discovered that procrastination often manifests as fear of the unknown.

And, that the uncertainty that comes with new challenges can be paralyzing.

If you couple that fear with a tendency towards self-criticism — and a feeling of not being good enough — then it's no wonder we struggle to match our thoughts with our actions.

It doesn't matter if it's a new business strategy, a new workout routine, or a new diet — it always feels safer not to begin. Because at least then we know we won't fail.

- So, how can we let go of perfect?
- How can we push past the fear?
- How do we train ourselves to choose the "hard right" over the "easy wrong"?

Simply put...

Systems, baby. Systems.

A SYSTEMS-FIRST MENTALITY BEATS A GOAL-ORIENTED MINDSET

We all have things that we want to achieve in our lives — getting into better shape, building a successful business, raising a wonderful family, writing a best-selling book, and so on.

But before we can get those results, we need to know the process for making it our reality.

This is where systems come in.

Systems are your recipes for success.

They make the task of getting from point A to point B — faster, easier, and more achievable.

They're also incredibly flexible, easy to adapt, and a super simple way to reduce the number of decisions you have to make every day.

You do not rise to the level of your goals. You fall to the level of your systems. — James Clear

And that is why I'm introducing you to my most powerful system to date...

A 7-POINT SYSTEM TO POWER YOUR PROGRESS

If years of self-directed learning have taught me anything — it's that it pays to have a process for managing yourself, and your projects.

I call this process, *Implement*. It's a system that drives me to execute.

And each day, it helps me become a stronger, wiser, calmer, and more proactive person.

It consists of seven transformative self-management strategies. All designed to help you discover the most optimal way for you to function in your world.

And — expertly navigate your way through, business, learning, and life.

IMPLEMENT IN A NUTSHELL

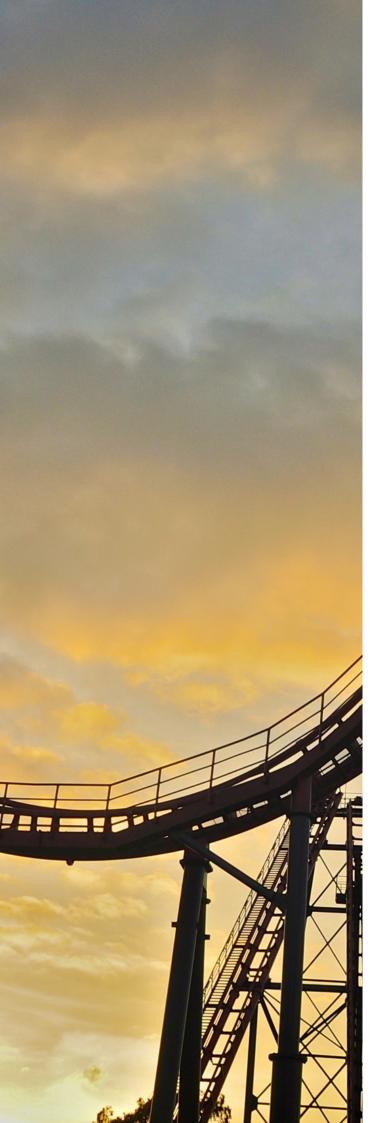
STEP 1	Go deep with self-discovery to gain clarity, sharpen your focus, and develop the courage and confidence to keep going (despite any troublesome setbacks).
STEP 2	Create a project (with a prize) to turn your elusive goal into a readable roadmap, with a clear finish line (and a worthy reward for your hard slog)
STEP 3	Build a habit of practice to develop the skills you need to do the technical stuff. And double down on the behaviors that awaken your best self.
STEP 4	Upgrade how you operate so your self-management skills skyrocket — creating a snowball effect that propels you forward.
STEP 5	Practice just-in-time learning so you can quit pussyfooting around and put what you learn into practice right away.
STEP 6	Multiply your time so you can make space for your project and devote more energy and attention to your most meaningful tasks.
STEP 7	Assemble your "Avengers" so you have a support system to help you thrive (and enough skin in the game to make it painful to quit).

Ready to vanquish your inner enemies with these powerful antidotes to procrastination?

Yes? Good. Excellent.

In the upcoming chapters, we'll be diving into each strategy and how to extract the most out of it for your own purposes.

But before we get to that — there is one more thing you need to know....



THE RIGHT PRIZE CAN MAKE ALL THE DAMN DIFFERENCE

Sometimes when we invest in a new course or start a new project — we're not a hundred percent sure what the end result will be.

And not seeing that glittering prize at the finish line can make it super hard to start. Let alone maintain momentum.

So, before we dive into how you can do more of the right things — to get the right results —

We need to drum up some extra motivation to carry you through any dips.

Every new project (or job, or hobby, or company) starts out fun...then gets really hard, and not much fun at all.

-- Seth Godin

Dips happen. They're inevitable.

But given that they whip-up the worst kind of self-doubt and head trash — it makes sense to prepare for the plunge.

Because even with the best systems, we can still get side-tracked when things don't go our way.

KEEP CALM AND CARRY ON

Our ultimate goal is to keep calm, clear-headed, and focused whenever our confidence takes a dive, or overwhelm sets in.

And to do that, we're gonna need something a lil' extra to uplift our spirits in those tough times. An instant reminder of why we're taking on this challenge.

Why we don't want to quit.

In other words...

You need a BIG prize that rewires your brain for action.

A robust reward that can rip you from the cold, clammy hands of self-doubt, and dump you back into the warm embrace of rational optimism. Where you remain in control, decisive, and driven towards what you want.

So, I want to wrap up today's lesson with a simple exercise to help you define what your glittery reward for finishing will be.

Think about a course you're taking, or a new project you're pursuing...

What powerful reward lies at the finish line?

SELF-AWARENESS SUPERPOWER

IN THIS CHAPTER, I'M REVEALING A SUPER SIMPLE (BUT OFTEN OVERLOOKED) STRATEGY TO CRANK UP YOUR CLARITY, COURAGE, AND CONFIDENCE.



AS HUMANS, WE HAVE A TENDENCY TO UNDERVALUE OURSELVES.

It's not because we don't offer anything valuable to the world, it's just that we're blind to what makes us great.

Take for instance a simple job interview:

Have you ever been stumped by the "what's your greatest strength?" question?

Maybe you rattled off some generic answer like "I'm a multitasker" or a "people person." Maybe you just sat there with sweaty palms and a blank stare.

Either way, it probably wasn't the awe-inspiring response you wanted to give.

Now, there is no doubt that you are amazing at something (many things, even.)

But — it's highly likely that when it comes to communicating your value (even just to yourself) — you let your self-sabotaging blinders crack your confidence.

Which is what we need to change...

SELF-COACHING 101: HOW A SHIFT IN PERSPECTIVE UNLOCKS A WHOLE NEW WORLD

The greatest lesson I've learned in life is that if you want to change your situation, you first have to change yourself.

And to change ourselves effectively, we first have to change the way we see the world.

Not in terms of our visual sense of sight, but in how we perceive, understand, and interpret our reality.

All we need is one, eye-opening, perspective-shifting "aha moment" — to change our understanding of what's possible. And burst through the barriers that have held us back before.

- But how do we make this shift?
- How can we begin to redefine how we see the world?
- How can we strip ourselves of our preconditioned paradigms and look at our lives in a new and more hopeful light?

The answer: we start by getting to know ourselves better.

SELF-DISCOVERY IS YOUR SPRINGBOARD TO A MORE FULFILLING LIFE

... and a surprisingly simple first step to taking more action.

When you replace your self-sabotaging blinders with deep self-knowledge — you shine a spotlight on your best self.

Magnifying your brilliance and the person you have every right (and capability) to become.

When you build your internal self-awareness:

- your choices line up better with your values and priorities;
- you face significantly less resistance toward overcoming your challenges; and,
- your sense of self-worth explodes.

Sounds good, right? Let's dive into how we can make this happen for you.

LEVERAGING YOUR UNIQUE ADVANTAGE

When you can confidently articulate what you bring to the table (and how it can benefit any situation), a powerful transformation in your personal identity takes place.

And that shift in perspective — is what sparks you to take focused steps toward what you want.

Too often we dwell on the things we aren't good at. And end up neglecting what makes us wonderful (enviable, even).

But instead, if you choose to expose what makes you marvelous — and exploit that to your full advantage — it can take your life to an epic next level.

Helping you...

- use your time more productively
- make better decisions, faster
- suffer less stress
- get healthier, and
- engage more effectively with other people.

There is no doubt, that when you focus on your strengths — and let your core values and personal interests guide your actions — you make faster progress towards your goals.

Gaining respect, recognition, and results in the process.

SIX WAYS TO SPARK SELF-DISCOVERY AND SHARPEN YOUR FOCUS

So, now that we know amazing things can happen when we shift our current worldview, unlock the essence of who we really are, and take the time to figure out what we really want — it's time to turn that theory into action.

Here are six options for gaining powerful insight, leveraging your signature strengths, and deepening your self-awareness:

- **1. Kathy Kolbe's, Kolbe A Index:** An eye-opening assessment that measures your conative strengths, which is the "why" behind what you do. It reveals how you can be more effective with your energy management and what tasks you enjoy spending your time on. Finding what gets you into flow-states is fundamental to doing work you love.
- **2. Don Clifton's, CliftonStrengths Assessment:** An online assessment to help you uncover and unlock your natural talents. This really helped me shape my career and boost my confidence. Especially with self-employment (and the many hats we have to wear for that). You can take the test if you buy the book.
- **2. Gretchen Rubin's, Four Tendencies Quiz:** A short (free) quiz to help you discover how you meet inner and outer expectations in your life. It's incredibly helpful for habit development (and understanding the important people in your life!)
- **3. Sally Hogshead's, Fascination Advantage:** A personality test that measures how others perceive you at your best and how you can use your most powerful traits to make a better first impression. Helpful for career growth, people management, business branding, negotiation, sales... the list goes on.
- 4. **Perry Marshall's, Marketing DNA Test:** This tool is used to assess your natural persuasion and communication style. Super helpful if the main hang-up in your business is where to focus your marketing efforts and resources.
- **5. Simple self-discovery questions:** that you actually take the time to sit down, think about, and note your answer.

Chayster 4: PROJECTS, NOT GOALS

IN THIS CHAPTER, I WANT TO INTRODUCE YOU TO AN UNDERGROUND APPROACH FOR SETTING AND ACHIEVING YOUR GOALS (AKA A TRIED AND TESTED TACTIC THAT CAN TRANSFORM YOUR RESULTS.)

I USED TO CRINGE AT THE IDEA OF SETTING GOALS

It wasn't something I thought I was good at. And so naturally, I didn't like it very much.

But my pesky perfectionist tendencies weren't my only problem.

The idea of goal-setting also seemed to ignite an abundance of fear and doubt inside my head.

Setting goals that I might actually have to achieve sounded scary. Committing myself to work that I didn't yet have the confidence to pull off was uncomfortable.

And with that toxic combination of perfectionism and fear swirling around in my head, anytime I thought about setting some goals, my brain would just overwhelm itself with doubt and what if's:

- What if I don't know what I want?
- What if I know but don't know how to get it?
- What if I know how to get it but can't do it?
- What if I change my mind?
- What if my goals are stupid?
- What if my goals are wrong?
- What if I waste my time?
- What if it takes forever?
- What if I set goals and they never happen?
- What if I set goals and they do happen?

I think you get the point.

There was always this high level of uncertainty poisoning my thoughts and inspiring extreme levels of procrastination.

Predictably, this leads to almost zero progress.

GOALS SUCK THE JOY OUT OF THE JOURNEY

Planning for a better future shouldn't be a frustrating or stressful activity that you dread.

But for many of us, goal-setting is exactly that.

Instead of fun, we get fear.

Instead of progress, we get procrastination.

In other words, goals often get us nowhere...and they make us feel like shit in the process (\square) .

But I have a fix for this (and it's simple, too).

My best advice — for turning a wish into a win — is make it a project.

GOALS GUIDE. PROJECTS PROPEL.

A well-built project is what every good goal should look like (but often fails to be).

They're meaningful. They have a concrete (and desirable) end result. And by definition — they come with an action plan to make it a reality.

But best of all...

Projects aren't things you work towards; they're things you work on.

So unlike a goal, where you're a failure until the moment you succeed — with a project, you're successful until the moment you fail.

In other words, projects don't make us feel bad before we even begin.

This is why in this chapter, I want to share some tried and tested techniques for turning your deepest want — that elusive, unmet goal — into a project that creates your new reality.

7 TIPS TO TRANSFORM AN ELUSIVE GOAL INTO A DOABLE PROJECT

TIP #1 — DON'T START WITH "WHY" ... START WITH "WHY NOT"

We have more ability than willpower, and it is often an excuse to ourselves that we imagine that things are impossible. – François de La Rochefoucauld

As we've already discussed, when it comes to self-management, a little self-awareness goes a long way.

So before I begin a new project, I like to list out all of the things I might use as excuses for not getting started (or being able to finish). By identifying and acknowledging them, they lose a little bit of their power.

Diving deeper into your excuses can reveal the real reasons you aren't making your project a priority or achieving the progress you want. Plus, once your excuses are exposed, you can work out how to eliminate them.

Arming yourself against these potentially crippling roadblocks will ensure an easier time pushing past them (when they do inevitably pop up throughout your project).

TIP #2 — SHIFT YOUR PERSPECTIVE: "HAVE TO" VS. "GET TO"

If you've been struggling to start a new project (or make a decision about what to do next), consider reframing it as something you "get to do" rather than "have to do."

This is an idea I swiped from Seth Godin — here's what he says...

You can build a work life around deadlines. You can procrastinate, pay the late fines and push through the last minute emergencies because you need all of that in order to get to 'have to' mode. Or, you can **follow the path of the most productive and happy people you know. By redefining the work you've chosen to do as something you get to do.**

This mindset shift can transform the way you see your work.

And propel you from a state of procrastination into one of focused action.

TIP #3 — EMBRACE SMALLER (MORE EFFECTIVE) STEPS

When making plans, think big. When making progress, think small. — James Clear

Often we stall on new learning projects because they feel too big to achieve.

I used to get so hung up on how long it was going to take, or how much more I still had to do.

Giving up (before I even began) used to be my specialty. That is until I learned how to break up big projects to make them feel doable.

I'm now in the habit of "drilling down" into each task I set for myself. My goal is to make it as small as possible — so it fits on a post-it.

This makes it easier to start and finish..

TIP #4 — LEVERAGE THE POWER OF CONSTRAINT

Avoid giving yourself large chunks of time to "focus" on your learning project.

I've found that restriction (not freedom) with timeframes works best.

Make the time to shape your project upfront — so you have the ability to slot in already decided upon tasks when small pockets of time open up during your day.

Shorter time frames + smaller tasks = faster progress.

TIP #5 — VISUALIZE AND SHAPE YOUR FINISHED PROJECT

When you shape your project first, three key benefits emerge (and skyrocket your chances of finishing);

- 1. You significantly reduce decision fatigue
- 2. You make it easier for yourself to start, and
- 3. You enable faster progress.

And, because a well-built project has an obvious endpoint — you have a clear and effective action plan that assigns tasks and prompts the next step.

(While also providing the flexibility to adapt and course-correct when necessary.)

One of the easiest ways to begin shaping a project is to work backward from your desired end result.

After all, you have to know what you want to accomplish before you can figure out how you're going to accomplish it.

But remember — having this visible end goal doesn't mean your strategy or approach can't change along the way.

What it does mean, is that you will always have a destination to aim for.

Showing you clearly where your knowledge gaps are, what skills you're going to need, and what support will benefit you the most.

TIP #6 — FOCUS ON THE FIRST STEP, FIRST

I'm a sucker for the planning stage of any project.

I love thinking through all of the things that need to get done and putting them in their correct order of operations.

For me, that's the easy part.

But sometimes, once I have my big, fancy plan, I get to the "taking action" part, and I freeze. All I can think about is how much there is to do. And how I'm not quite ready to tackle that last task on the list.

When facing a negotiation or steering ourselves toward a big and exciting goal, trying to design the whole solution from the outset can feel more overwhelming than productive. And being overwhelmed can lead even the most motivated people to give up prematurely or approach things in a haphazard way. — **Alexandra Carter**

This kind of mental overload is why it's so important to only focus on what the next step is.

Yes, your project plan is important to have. Because it keeps you on track and provides your course of action.

But if you allow yourself to get lost in the enormity of your to-do list, procrastination is bound to set in.

When you want to make progress, focus on the first step, first.

Ignore the rest.

TIP #7 — KNOW WHAT NOT TO DO

With any project, your not-to-do list is just as important as your must-do list.

The term I like (and stole from the dudes at Basecamp) is no go's.

A no go is anything outside of the scope of what you want to accomplish in this particular project cycle; the period of time you've set aside to get the work done.

It's important to note that the big result you want might take you a few project cycles to complete (we often have to work in phases).

So ensuring you don't get hung up on tasks that you aren't ready for, or shouldn't be focusing on at all, is essential for moving forward.

Knowing what to ignore helps you stay focused.

And hit your target faster □.

HOW DO YOU CURRENTLY APPROACH A NEW PROJECT?

Perform a "post-mortem" on a previous project you've pursued

- What steps did you take to get that idea or project off the ground?
- What (if anything) would you do differently if you got to start it over again?
- What do you think you need to execute your next project? (If helpful: What does that "project done" look like?)

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Chapter 5: PRACTICES MAKES PROGRESS

IN THIS CHAPTER, WE'RE INVESTIGATING SOME COMMON DISTRACTIONS THAT MAKE PROGRESS HARDER. PLUS, YOU'LL DISCOVER HOW TO BUILD A POWERFUL HABIT OF PRACTICE THAT WILL HELP YOU DEVELOP THE RIGHT SKILLS, AT THE RIGHT TIME.

IN APRIL 2016 I DECIDED I WANTED TO START GUEST BLOGGING

I bought an online course that I knew would be awesome.

Smashed through the first few theory and research modules.

And it was all going great until it came to pitching my ideas. At which point I became paralyzed with fear.

And let my self-doubt cripple my confidence and convince myself I couldn't do it.

I procrastinated finishing that course for nine. whole. months.

It took me until January 2017 to try again. But this time (I'm incredibly happy to say) I didn't give up.

And in February of that year, I pitched my first successful idea to one of my mentors, Brian Clark.

The rest was history:)

- So what was different this time around?
- What had changed?
- Where had all the uncertainty from the year before gone?

THE SILVER BULLET IS TO STOP SEARCHING FOR ONE

I don't know about you, but it's in my nature to be organized.

I enjoy diligently researching and planning things.

The organization of thoughts (and the things that follow) gets me high.

For the most part -- it's a strength. And I run with it.

But there's also a point where planning turns into procrastination.

And how it *used* to be — was that my never-ending quest for more information would obliterate my chances of ever finishing.

IF YOU FIND YOURSELF LOOKING FOR A SHORTCUT

...scurrying after the next shiny object, or nitpicking your way into never doing anything —

You need to check yourself.

Because there is no shortcut for avoiding the discomfort of growth.

And rather than looking for some miraculous fix — what you actually need to do, to make the progress you really want, is cultivate a habit of practice.

So you can get better at "the thing" you find so challenging to do.

As habits expert, James Clear would put it:

Mastery is the process of narrowing your focus to a tiny element of success, repeating it until you have internalized the skill, and then using this new habit as the foundation to advance to the next frontier of your development.

PRACTICE IS DELIBERATE: HOW TO TRIUMPH OVER YOUR INNER-CRITIC

To shed some light on how I eventually finished my guest blogging course and had my first article published — here is what I did between September 2016 and January 2017 to practice my writing:

- I started journaling in the morning every day just random thoughts and morning pages to get the ball rolling and to reduce the discomfort of writing later;
- I started writing 300 words every weekday in the morning, before starting any other work and about whatever topic that was interesting me at the time;
- I started writing ten ideas down every day whether they were good or bad, I would record them all; and
- I wrote to my (tiny) email list every week to get comfortable with sharing my work with other people and develop my writing voice.

All that practice meant that the next time I had to pitch an article, I believed I could deliver.

I had studied my niche and practiced my craft until I felt comfortable and confident with what I would be able to produce.

This is what got me results.

PRACTICE BREEDS A DIFFERENT MENTALITY

The purpose of a habit is to remove that action from self-negotiation. You no longer expend energy deciding whether to do it. You just do it. Good habits can range from telling the truth, to flossing.— **Kevin Kelly**

Not only did the discipline of consistent practice help me become a better writer, but it changed my mindset around all of my creative work.

I no longer felt the crippling pressure of perfectionism as deeply as I did before.

And it was from fostering self-discipline and forming better habits that I was able to forge ahead with my most meaningful work — without all the head trash that usually comes with it.

There is nothing more powerful than a good habit. Nothing that holds us back quite like a bad habit. We are what we do. What we do determines who we can be. — Ryan Holiday

YOUR ACTIONS REVEAL YOUR REAL PRIORITIES

Your business, your book, your career, your body — it doesn't matter — you build them with little things, day after day.

And when it comes to starting new habits or creating a new ritual, the key is to start as small and as simple as possible.

As you saw with my writing practice, I had to start off with a mini-step — my journaling habit — before I could progress to writing to my email list every week. And then onto writing meatier blog posts.

Creative avoidance is real. So to see a positive result, you have to be deliberate in your practice. And that begins with being aware of whether your current habits are putting you on the path towards success.

You should be far more concerned with your current trajectory than with your current results. -- James Clear

Reflection Exercise: Think about your daily habits and routine (*shower, brush teeth, make bed, check email, and so on*).

List out the habits you can recall right now — good or bad.

Don't worry if you forget some. And try not to self-censor (we all have bad habits).

Now ask yourself this:

- Which of my current habits serves me most?
- Which of my current habits serves me least?
- If you were to create a habit of practice what skill do you need to practice right now?

Chapter 6: UPGRADE HOWYOU OPERATE

IN THIS CHAPTER, WE'RE GOING TO TAKE A LOOK AT HOW POWERFUL PERSONAL SYSTEMS CAN PUT MORE WINS ON YOUR BOARD. PLUS, I'LL SHARE WITH YOU FIVE OF MY FAVORITE WAYS TO TRANSFORM YOUR ENERGY MANAGEMENT.

INDECISION PROCRASTINATION DISTRACTION

Three things that plague almost everyone I know.

But as we've been learning — with some simple self-awareness and some tweaks to your systems and habits — you can push past these (not-so-obvious) obstacles. And get down to the nitty-gritty of doing the actual work.

But here's where our next battle begins...

tackling that to-do list.

THE STRUGGLE OF THE JUGGLE

Learning as an adult is remarkably different from learning as a kid.

Not only do we lack the luxury of 6 hours of forced focus time (with mandatory breaks and delicious snacks!) — we're also busy running the rest of our lives too.

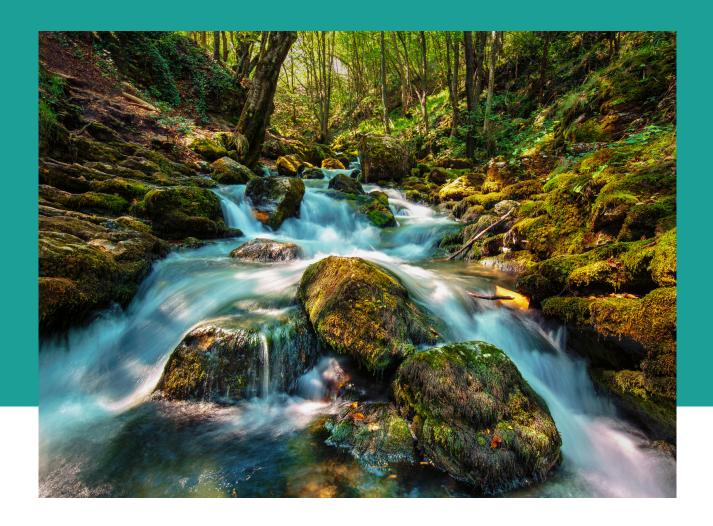
Throw in running a business, and shit just gets one THOUsand times more exhausting.

When you're self-employed and entirely in charge of your schedule and the way you work, staying focused, and actually getting things done can be an epic challenge.

This means that when it comes to tackling our tasks, more often than not — despite trying our hardest to do everything we can — we end up feeling unorganized and frustrated with our lack of productivity.

And often (amidst the soul-crushing overwhelm your personal projects — like learning and applying new skills — get pushed to the background of a very busy schedule.

But you'd be surprised at how easy it is to fix this. **Especially when** you have smart systems to help you function more effectively.



5 SIMPLE SYSTEMS TO HELP YOU BETTER MANAGE YOUR TIME, ENERGY AND ATTENTION

The absence of structure breeds breakdown. — **Michael Gerber**

Smart personal systems empower you to take more action. It's that simple.

Whether they help you conserve energy, save time, or complete a specific task — they work in your favor to simplify and add structure to your daily life.

Systems increase your level of action and help you manage your resources more effectively.

Here are five personal systems that have transformed my everyday life, in a tremendously positive way.

I suggest trying a few to see how they can help you perform your best — consistently.

SYSTEM ONE



MORNING ROUTINE

Do you wish you could wake up earlier? Do you feel rushed getting ready? Do you let other people's priorities sneak their way in?

An energizing morning routine wakes you up with purpose and excitement. And is designed to make you feel accomplished before your workday even begins.

Now, don't get me wrong, I love a leisurely morning. (TBH it's one of the driving reasons I became self-employed.)

But I don't want to waste that time either.

With a simple set of actions, I know I can feel focused and ready to start my day. Every day!

We thrive off the added structure, self-care, and smarter approach to energy management.

My hot tip: Don't make your morning routine too hard. And keep your personal preferences front and center (5am wake ups are not for everyone. I see you, night owls.)

It's more important that it's enjoyable and charges you up for the day.

The flow-on effects of a delightful morning, catered to your preferences, is what we're after here.

SYSTEM 1

SYSIEM 2

SYSTEM 3

SYSTEM 4

SYSTEM 5

WIND-DOWN ROUTINE

Do you find it hard to stop working? Always worrying about whether you've done "enough"?

Just as important as how you start your day, is how you finish.

Knowing when to shut off at night is essential for

- a happier home life,
- better sleep, and
- higher energy levels.

It also allows your mind to recharge and reboot so that new ideas can come to life (plus the energy to act on them.)

Try incorporating a wind-down routine at the end of your workday.

It's a simple set of steps to tell your brain it's time to switch off from problem-solving mode and reconnect with your present moment.

My super easy routine is:

- I "pack up" my office,
- review my kanban board, and
- refill my water bottle.

It's either dinner, playtime, or Netflix that comes next. And we do our best to put our phones away. There are no phones allowed at all after 7pm.

SYSTEM 1

SYSTEM 2

SYSTEM 3

SYSTEM

SVSTEM

IDEA MANAGEMENT

Do you struggle with too many ideas? Or perhaps you never have any? At least not any that feel good enough to pursue?

When you capture new ideas every day it becomes a comfortable style of brainstorming (with no strings attached).

It doesn't matter if your ideas are awesome or terrible, you can just relax into the exercise and let your creative thoughts flow.

No pressure.

I started capturing ten ideas a day after reading the book *Become an Idea Machine*, by Claudia Azula Altucher. And it really boosted my brainstorming!

I don't do it every day anymore. But I have a serious backlog of interesting (and terrible) ideas to claw through if I wish.

An asset, for sure.

To create your system:

Simply set a consistent time every morning to record ten ideas (get the book if you want some helpful prompts).

It's important that you record them all in one place, so pick a tool that works for you and use it exclusively. I use a digital notebook in Evernote so I can access it anywhere. Roam Research is awesome if you want to go next level.

SYSTEM 1

SYSTEM 2

SYSTEM 3

SYSTEM 4

SVSTEM

TASK (AND LIFE) MANAGEMENT

Do you get overwhelmed by everything there is to do and struggle to find the time to get it all done?

Keeping track of your to-do list can be chaotic.

But a smart task management system can be the key to staying organized and remaining action-oriented.

I use two different systems to keep me on target with my responsibilities and business projects.

First, I recommend scheduling everything in your calendar that is important. And make sure to optimize that schedule so that your creative work comes first (or whatever your frog is).

The other system I recommend is Personal Kanban.

My life wouldn't be the same without it.

Personal Kanban helps you to map your work and organize your life.

It's visual, tactile, and keeps important tasks at the top of your mind, while at the same time — showcasing your progress.

Plus, it uses post-its. Fun.

I love it so much that I teach it inside my program, Manager of One.

SYSTEM 1

SYSTEM 2

SYSTEM 3

SYSTEM 4

SYSTEM 5

SYSTEM FIVE

SUNDAYS (OR YOUR VERSION OF...)

Do you find it hard to take time off, but are missing out on the recharge from a relaxed day of rest?

For the past ten years of our lives (barring holidays and occasional family celebrations) my husband and I have taken one day off a week together.

We binge watch TV, we cook (and eat) copious amounts of food.

And generally, just enjoy each other's company.

Sundays are our system for self-care.

And it's a practice we've continued since welcoming our first child.

Allowing a day for rest, recuperation, and relaxation does wonders for boosting your mental, physical, and emotional energy and recharges you for your week ahead.

I strongly suggest you find one day a week where you schedule in some guilt-free (and completely selfish) time-off.



SYSTEM 1

SYSTEM 2

SYSTEM 3

SYSTEM 4

SYSTEM 5

JUSTINTIME JUSTIN CASE

IN THIS CHAPTER, I AM GOING TO SHARE WITH YOU A SUPER-SECRET WEAPON THAT CAN BE AN ABSOLUTE GAME-CHANGER FOR HOW YOU LEARN.

EVER HAD ONE OF THOSE NIGHTS...

where you lay awake thinking about how you haven't exercised in months and get this rabid determination that tomorrow, you'll get up early and smash out a 60-minute workout?

But when 6am rolls around, rather than get up early, you hit that snooze button and keep sleeping like a baby?

And then for the rest of the day you feel guilty and unsatisfied for not following through on your brilliant 2am fitness plan.

Where did all that motivation from the night before go? Why didn't you just get up and do it?

It's not because you're lazy.

And it's not because you don't want to get fit and healthy.

It's also not from a lack of discipline.

IT'S BECAUSE YOUR EXCITEMENT GOT THE BETTER OF YOU

When we desperately want to make something happen, we get wildly excited.

And all that eagerness makes us want to go big or go home.

Sadly, going home usually wins.

Take that earlier scenario — we had almost zero hope of following through with a full 60-minute workout, at 6am, after not having done anything for months.

It was too big of a commitment, too early on.

The same thing happens when we start a new project (especially one that could transform our business or lifestyle). We get lost in the excitement of learning something new. And effectively shoot ourselves in the foot with our own enthusiasm.

By thinking too big, we trigger a "just in case" mentality toward our new project; assuming we need to know, do, and be everything before we even start.

And alas, this kind of thinking breeds chaos. Leading to nothing but overwhelm and anxious feelings.

This is why I want to introduce you to the alternative...

JUST IN TIME, NOT JUST IN CASE

Bingeing — while an excellent way to watch Gilmore Girls — is a terrible way to learn.

Because too much, all at once, switches off our "practice mode". And switches on our "procrastination mode".

In other words, we get lost in the theory and avoid the necessary action.

If you're a fellow big thinker (the kinder version of overthinker) then you know what I'm talking about.

You probably also know that --

KNOWLEDGE ISN'T POWER UNTIL IT'S APPLIED

So, the key to just in time learning is that it forces focus AND practice:

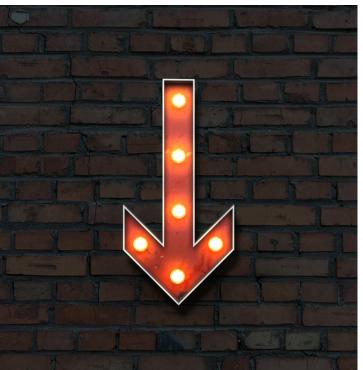
Instead of filling your head with lessons you're not ready to implement yet, you work through only what you need to know and do, right now.

Giving priority to your next most significant challenge — not something that might be a problem in a month or even a week later.

It aligns your knowledge and skill development with your reality, so you can use what you learn immediately in your work.

This makes execution easier. And your next step more obvious.







IMPLEMENTATION MADE EASY

If you love to learn, but often get stuck, overwhelmed, or just plain excited by all the new material you're consuming — I suggest using the just in time approach to shift into practice mode.

Do this:

Focus on the next, most significant, thing you need to do

Eg. A research exercise, a sales script, a first draft.

Understand how it will directly affect and propel a current project you have

"If I do this research exercise, I'll have a customer avatar who I can speak to in all my marketing and sales material, which will lead to higher conversion rates for growing my audience. It will also make writing and communicating online easier."

Use your course material to create a plan to achieve that specific result within the next week.

Download and print materials, schedule time to consume course material AND do the work, do any exercises as first drafts, review and edit once or twice, make it accessible for use again

Rinse and repeat for the next lesson or module.

DON'T MAKE THE SAME MISTAKES I DID!

I learned "how to learn" a little too late for my liking (and managed to rack up some significant student debt from being so unfocused).

But once I figured out how to weave what I learned directly into the projects I was working on — my results started to dramatically shift. In a positive direction.

Of course, the first battle is always internal (we talked about muting our inner critic in earlier chapters).

But there is work to be done once our minds are clear and courage sets in.

This is where you need systems to help you do.

And when you stop focusing on everything you have to get done in the future — and focus on what you can do right now —

You ditch the indecisiveness.

You stop skipping steps.

And you start executing instead.

What achievement would make you really excited? And with that in mind...

What's the first step?

Chapter 1: MULTIPLYING YOUR TIME

IN THIS CHAPTER, YOU'LL DISCOVER HOW TO MAKE SPACE FOR YOUR NEXT PROJECT. AND HOW TO DEVOTE MORE TIME, ENERGY, AND ATTENTION TO YOUR MOST MEANINGFUL TASKS.

NO DOUBT YOU'RE IN TOUCH WITH THE STRUGGLE OF FINDING TIME TO GET IT ALL DONE.

But as we've discussed, what we often mistake for a lack of time — is really a lack of focus.

Which roughly translates to a problem with priorities.

It's tough to admit, but often the real reason you feel like you can't keep up, is that you're wasting time where you shouldn't be. Don't shoot the messenger!

Starting your day in your inbox (I've only recently remedied this), spending time on the wrong things, and using up all your energy making small and inconsequential decisions — all contribute to the feeling of not having enough time.

So let's neutralize that feeling as much as possible.

HOW TO TWEAK YOUR ROUTINE TO PRIORITIZE MORE MEANINGFUL THINGS

Even though we know that "not having enough time" is often procrastination in disguise...

Sometimes we really don't have much time to work with.

(As a first-time mum and primary caregiver, I feel this now, more than ever.)

So I thought I'd share some smart tactics for how you can free up more hours of your day.

And focus when you need to.



TWEAK #1 — SCHEDULE YOUR TIME SUCKERS

Predictably, the most toxic time suckers are social media and checking emails.

And let's face it, more often than not, these tasks are not your priority.

Yes, they need to be dealt with.

But they don't need to be done first (and it's not the end of the world if they get passed over now and then).

When you continually check Facebook or email throughout the day, even though you have every intention of "only checking one thing," you inevitably get pulled into the world of other people's problems and schedules and can stay there for hours.

This is not what's getting you results!

Schedule the time for this kind of distracting work during your off-peak hours. Or perhaps, for after you've completed something more significant (as you reward for finishing).

TWEAK #2 — ANSWER THESE FOUR QUESTIONS TO PINPOINT YOUR PRIORITY

You are either consciously saying no to the things that don't matter or you are unconsciously saying no to the things that do. - Rory Vaden

This is a helpful technique I swiped from the book *Procrastinate on Purpose*, by Rory Vaden.

If you can't decide what to do first, consider running your tasks through a "focus funnel".

A focus funnel is a tool to help ensure that — as much as possible — you're always spending time on your next most significant thing.

Pick a task on your project list (perhaps one you've been putting off) and work your way through these four questions:

- **Is this task something I can live without?** This stage of the funnel is about elimination and giving yourself permission to ignore certain tasks.
- **Can I systematize this task?** This stage is about automation and giving yourself permission to invest in a system that can help get this done more efficiently.
- Can someone else perform this task? Here is where you can consider delegation and giving yourself permission to be imperfect.
- **Can this wait until later?** This is the stage where you can choose (yes, choose) to procrastinate and give yourself permission to put something off until you're actually ready to do it.

If you've gotten to the end of the funnel and answered "no" to all of the questions, then you have established a priority. It is the next most significant thing on your list.

Concentrate completely on that task until you accomplish it.

Treat everything else as a distraction.

TWEAK #3 — ONE PRIORITY TASK PER DAY

Completing your most important task first (eating the frog), is a well-known tactic for getting things done.

Even if that one important thing is all you manage to do all day, as the weeks go by you'll have accomplished more than most people.

Having more than one big task on your plate multiplies your chances of procrastinating, and tends to get you nowhere in your business.

The less you have to focus on and the fewer decisions you have to make to get started, the better.

No matter what you are working on, there are only a few things that are truly important, so prioritize wisely.

TWEAK #4 — LIMIT YOUR DECISIONS

Simplify your day to reduce decision fatigue.

(The fewer decisions you have to make, the better.)

Every time you have to decide something small, you are depleting the energy you need to make more significant decisions for your business. For example, things like:

- picking an outfit
- what to have for dinner
- when to start work
- when to stop work
- when to run your errands
- when to check emails
- when to schedule meetings
- when to do your coursework

... they ALL take up decision making energy.

So, the faster you automate, bundle, or eliminate these decisions, the easier your day will get.

And the more productive you will be.

TWEAK #5 — TEMPTATION BUNDLING

Combine a short-term, feel-good task with a long-term, beneficial task.

Temptation bundling is where you bundle behaviors you are tempted to do with actions that you're supposed to do, but often neglect.

The idea is to make it easier to perform a behavior that is good for you in the long-run (like listening to your course lessons) by combining it with an action that feels good in the short-term (foot spa, facemask, in-house Friday night drinks?)

When you bundle the tasks together, you can (happily) accomplish both.

My favorite is Netflix and groceries (I shop online for our food and get my binge-on at the same time).

TWEAK #6 — SCHEDULE A DAY OFF

Okay, so I mentioned this one in an earlier chapter, but it's so important that I wanted to talk about it again.

Take time off to avoid burnout.

It's a surprisingly simple concept, yet this one is so hard to do (or to feel okay about doing).

There's a lot of guilt that comes with taking a day off when you're building a business (and juggling the rest of your life along with it).

But guess what? The fastest way to burnout is by robbing yourself of the downtime you need to re-focus and re-energize.

No matter what your situation, you should be taking time off so you can regain focus and get better at what you do and how you do it.

AND to reconnect with yourself and your loved ones so you can stay positive, optimistic, and refill the motivation tank.

TWEAK #7 — AUTOMATE TO GREAT

Automation is like a cheap employee who never has to sleep.

And if you allocate some time to automate some of your regular tasks, it's going to provide more freedom and flexibility for you later.

If you've been hesitant about adopting automation in your life (and convinced you don't have the time to do it) — I'd like you to consider a few of these questions:

- What tasks do you still lack a system for?
- What are you putting off until the mood strikes you?
- What simple system or ritual would put you in front of the work you want to do?
- What tasks are you going over and over again that you could invest time and/or money into automating?

When you limit your beliefs to thinking more hours or efficiency is the ultimate answer to your workload challenges then you have sentenced yourself to perpetual stress. There will always be more work to do.

But if you can work a little smarter by using tools and tech to your advantage — you can eliminate many of the repetitive and routine tasks from your to-do list.

Plus, it doesn't have to be the business operations that you automate first.

You can start with your finances, your email, your groceries...

While the task of outlining your processes can seem daunting, you need to remember that spending time today to save time tomorrow — is always the ultimate goal.

Chapter 1: ASSEMBLE YOUR AND ERS

IN THIS CHAPTER, I SHARE A POWERFUL STRATEGY THAT WILL DO THE HEAVY LIFTING WHEN IT COMES TO GETTING YOUR NEXT MEANINGFUL PROJECT OVER THE FINISH LINE.

ON ANY CHALLENGING JOURNEY...

We're confronted with obstacles that we struggle to overcome.

And, even as you work your way slowly through the solution, there are times when it feels like you will never find it.

Of course, this is where a fully-rounded support system becomes critical.

Built-in accountability is an ironclad way to help stay on track and focused.

But if you're anything like me — asking for help isn't easy.



SELF-SUFFICIENCY FEELS GOOD...

But are you just too scared to ask for help?

Personally, I have always been a DIY'er.

I pride myself on being resourceful and independent.

But wearing self-sufficiency as a badge of honor has its downside.

In fact, coupled with a desperate need to avoid feeling weak, stupid, or embarrassed — it can be downright disastrous. Especially for making progress.

Because when shit hits the fan, or we feel so unfocused that we can't see our path forward — and you don't have a few lifelines to call on — our chances of quitting skyrocket.

So we need to combat that.

HOW TO FOOLPROOF YOUR PROJECT

In theory, building a good support team isn't that difficult. In practice — it's much harder.

(It took like 10 movies to get Iron Man on board with the Avengers.)

Mostly because (just like Iron Man) people have to work through a lot of head trash around asking for help.

I recently read that:

Women especially struggle with these challenges because we socialize women to be supporters and to be asked, but it's rare that people will ask you to do your best work and to pick themselves to support your best work. Men struggle more due to the self-made-man myth and the mindset that asking for help and support makes them weak.

So how do we get past this hurdle?

WE CREATE A SYSTEM, OF COURSE

Before I started writing this chapter, I had some ideas about accountability.

I knew how it worked. I'd certainly benefit from it...

But I didn't have a formal process for it.

So, when I was researching what I wanted to share with you around building your support system — I swiped an exercise from Charlie Gilkey's book, *Start Finishing*.

The exercise is about building your "Success Pack".

It embodies many of the principles I've previously followed and found to work. Plus, it's a documented, repeatable process (our fave).

HOW TO BUILD (AND USE) YOUR VERY OWN SUCCESS PACK

Your success pack is the group of people who are going to be instrumentally involved in helping you push your project over the finish line.

In the book, Charlie says to:

Think of this group of people as the rest of the Avengers, the Fellowship of the Ring, the Sisterhood of the Traveling Pants, or the crew of the Enterprise (without the redshirts.)

And that to build your success pack — you need to recruit four kinds of people: guides, peers, supporters and beneficiaries.

All four groups hold key players that will help you get your project over the finish line.

#1 GUIDES:

Your guides are people you look up to.

They have walked the road a little longer than you have. But you share similar values and worldviews.

They serve as compasses, remote advisors, and paradigm shifters when you get stuck in seeing things in ways that aren't working for you.

#2 PEERS:

Your peers are people at your approximate level of accomplishment or skill who can and will regularly contribute to your project.

They should challenge your thinking and approach, as well as point out your blind spots.

If your guides are in front of you, your peers are with you side by side.

#3 SUPPORTERS:

Your supporters are the people who are doing work with, and for you, to help you get the project done.

They are often outside of "the office". For instance, your spouse or partner may be a key supporter (or would be if you actively enrolled them to support your project.)

This group differs in that they can be expected to meet reasonable deadlines — guides and peers are much more removed from that aspect.

#4 BENEFICIARIES:

Your beneficiaries are the specific people who will benefit from the completion of your work.

Whether it's full bellies, full minds, or full hearts, your beneficiaries ' lives will be better because of the work you've done.

And if you don't finish your project, your beneficiaries will be worse off. Not wanting to quit on other people, is a powerful propeller.



WILL YOU OR WON'T YOU? MOVING FROM THEORY TO PRACTICE

Actively building and curating your support team is the single most important practice that you can do to ensure that you're going to finish.

It gives you the necessary skin in the game to persist, even when it's tough.

And it's your best bet for stacking the deck in your favor.

But as always we have to move out of the zone of the theory for it to make a difference.

So, while it can be fun to think about who might be in your success pack, the real magic happens when you make a plan for how you'll actively use it.

Tease out the first draft of your accountability team.Who could be in it? What do you need from them?
What will you do to keep them in the loop?

Chapter 11: COMFORT OR GROWTH

YOU CAN'T HAVE BOTH.

WELL DONE!

You've made it to the last chapter.

It's been a lot to unpack so thanks for sticking with me.

By now I'd hope you have a significantly better idea at how you can stop letting procrastination strangle your success.

And how you can start putting all this into practice to get more wins on your board.

In this last chapter, we'll cover the final thing you need to achieve the progress you desire...

But before we dive in, I have something important to shout into your ears.

STOP MEASURING YOURSELF ON THE MOVEMENT OF OTHERS

You're different.

Your situation is different.

Your start isn't comparable to their middle.

Your middle isn't comparable to their finish line.

What other people achieve is irrelevant to where you are and what level of success makes the most sense for you.

You are using your own map. You're on your own journey.

Quit comparing.

Or you'll go mad.



THAT SAID... IT'S TIME TO PUT A RING ON IT

Before you even bother trying to put into practice any of the principles you've learned in this book...

You have to make a commitment to your next learning leap; your new project.

But also, a commitment to yourself.

And to the people who will benefit from you doing your best work.

Without commitment, execution is impossible. End of story.

So at this point, it comes down to whether you're willing to put a ring on your project.

And do what's necessary to reap your reward.

I recently read, that our natural inclination is to "get ready" and then commit.

So I'm asking you to do the opposite:

Commit so that you get ready.

Without commitment, you won't make space in your world for your best work to get done.

Which begs the question — *will you choose comfort or growth?*

WHY I THINK YOU SHOULD CHOOSE GROWTH

In 2015, I was incredibly miserable thanks to a dead-end, soul-crushing job.

I worked in corporate finance at the time. And despite good pay, great benefits, and surprising flexibility, I despised it.

The work wasn't challenging, the leaders weren't inspiring, and the opportunities for growth (or even change) felt non-existent.

It was a suffocating place to be, and I was desperate to escape.

Even though I had tried time and time again to figure out what I wanted to do next — my blurry vision of the future, and an incredibly limited perspective, meant I could only come up with one solution; find a new job.

An idea that was unappealing at best.

The last thing I wanted was another meaningless position. Doing work that didn't matter.

What I wanted was to do work that I enjoyed.

Work that injected creativity and purpose into my life.

And so my "re-education" began.

PURPOSEFUL LEARNING SPARKS PURPOSEFUL CHANGE

I took my first online business course in early 2015.

It wasn't the first time I'd tried to "learn my way through a life-crisis" but this time — upon discovering the mind-blowing opportunities of the digital business world — I knew I wasn't going to quit on this career change.

The difference was simply that the end result was something ridiculously more desirable than...getting some meaningless certificate.

And despite how crappy it felt when I was first starting out (and how crappy it can feel even today!) without doing the uncomfortable work, my life would be on the same trajectory as it was back then.
Instead, now...

- I work from home with my son and my dog by my side
- I have the knowledge, skills, and network to make and sell things myself
- I have wonderful opportunities at my fingertips
- I'm in charge of my own IT setup
- Mornings are leisurely
- Naps are whenev...
- And Mondays are one of my favorite days of the week.

I still have to work hard, and battle my inner-demons.

But I love what I get to do.

And I think there is no greater success.

IT DOESN'T MATTER IF YOUR VERSION OF SUCCESS LOOKS DIFFERENT

The fact remains:

To produce real, tangible, rewarding results for yourself — you must choose (uncomfortable) growth

It's harder, yes.

But it's also the only way you go from being a passive passenger — on this epic journey of YOUR life — to jumping into the driver's seat, and owning that shit.

And as we've discussed, if you bolster yourself with self-knowledge, the right personal systems, and a healthier set of habits — you can fight your natural resistance to the discomfort.

Which will exponentially increase your chances of success and getting what you want.

So with all that said...

It simply becomes a choice of whether you decide to purposefully create (your life, your career, your values, your mindset, your habits) or mindlessly consume, and stick with the status quo.

And there is absolutely no doubt — that becoming a creator — is the better, wiser, and more fulfilling choice.





CLAIRE EMERSON
OWNER AT PEOPLELOVEPROJECTS.COM

I hope you got a lot out of this ebook.

My goal was to show you how to fight procrastination, help you become a more effective manager of one, and of course, ensure you get more ROI from your online learning investments.

As I mentioned earlier, creating personal systems has helped me tremendously both personally and professionally, and it's not really something that a lot of self-employed people start out knowing.

More people should know this stuff!

Especially if they're taking the plunge into business!

Send me an email (claire@peopleloveprojects.com) and tell me your biggest takeaway.