



**STOP**

**PROCRASTINATING**

**AND**

**GET SH\*T**

**DONE**

**MICHAEL MACKINTOSH**

# Stop Procrastinating & Get Sh\*t Done!

*by*  
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## **How I went from a Chronic Procrastinator to a Best Selling Author, Spiritual Teacher and Successful Entrepreneur**

There is no chance I'd have been able to actually sit down and write a book a few years ago. I would have thought about writing it. I'd have imagined how great it would be to finish a book. I'd have felt awesome imagining how many people would appreciate it... but years would go by and it would be just another lost idea to add to the pile of things on my never ending to do list of things that never got done...

And my life would still suck. I'd still be trapped. I'd still just be a dreamer.

I spent the first 18 years of my life avoiding life. And I was pretty good at it, too. My mother tells me that as a teenager my favorite expression was 'I can't be bothered'. And that's if I was in a good mood.

Normally, I simply said "whatever" - or give a grunt to get her away from obstructing the precious TV screen.

I used to mope about the house in a half ass attempt to waste my time.

My life was dedicated to seeking the greatest pleasure - with the least effort. So I spent hours laying on the couch watching random TV shows and eating junk food.

As a teenager, my only motivation to get off the couch was to score some cannabis or go out for a few beers with friends... if I could be bothered.

Anything unpleasurable was avoided at all costs. I hated work. So I never did any unless I had absolutely no choice whatsoever.

I wasted years putting off things until tomorrow and what I needed to do yesterday. I missed amazing opportunities, I lost friends, lost money and lost my life - all because I was not willing to take action and do the things I needed to do.

Over the years my procrastination got worse. I became sick, depressed and wasted away in front of the screen. Gradually falling down a dark hole into nothingness.

Glazed over and barely aware I existed.

My grades at school were poor. I was disinterested in living and had lost whatever glow I once had.

As the years went by... I did improve... slightly. But I still wasn't taking responsibility for all areas of my life - and it showed. I was underachieving. I was dreaming. I was lost in a cloud.

My fantasy world was rich, but my practical life was a barren wasteland with dying opportunities and half-lived dreams laid to waste.

But one day while walking I saw a low flying military plane. It occurred to me that life is too short to waste. Who knows when I could die, or a war could break out or something could happen?

I've come into this world for a reason and I don't know how long I will be alive in this body. I could die in a car crash tomorrow. There could be a war, a flood, a tsunami, the economy could go south and disrupt the internet. Any number of things could happen that would be the end of my ability to help people and make a positive contribution.

And in that moment, something snapped inside of me. I'd had enough drama, missed opportunities and sadness of not showing up fully. And I decided I needed to break the procrastination habit once and for all. It was time to be fearless, get stuff done and take whatever risk I needed to. Fail if I had to, and fail over and over again if needed.

I realized this truly was MY LIFE and if I wanted to see different results - I needed to do different things.

I was tired of seeing no money in the bank. I was sick of missing out on things that made me feel good. I was over the life of avoidance and fear.

But it was hard to get out of the hole I'd dug myself. Because, as you know, procrastination isn't as simple as just *getting on with it*.

So I did what most procrastinators do, rather than changing my life there and then; I dedicated significant time and money to research all the most powerful ways to overcome this terrible habit. And yes, I do realize researching is a form of procrastination and I was deceiving myself.

But luckily, after reading enough books on *getting things done* and taking action, I didn't simply gloat in my superior knowledge of laziness. I did finally discover the secrets to overcome procrastination once and for all.

And by applying what I learned - it actually worked — in real life.

Woot! Woot!

Ever since learning these, which I am about to reveal to you, I've moved to a dream life on a paradise Island. I've managed to create or co-create 4 successful companies helping thousands of people all over the world generating over \$5m in sales. I've written and published over 10 books, created 10+ audio programs and courses. I've set up systems to help people all over the world, get paid in my sleep AND I have plenty of time to do what I love every day. I enjoy a truly amazing life in Hawaii with my sweetheart and have the resources I need to sustain myself and travel.

In short, I've freed myself from a life of slavery and created a life of freedom. But none of this would have been possible if I was unwilling to stop procrastinating and start living.

Learning these things has given me an amazing life and now I'm happy to share it with you.

It's taken me over 16 years of research and personal experiments to come up with this potent formula to break the crippling habit of procrastination and get things done.

If I hadn't figured this stuff out I'd probably be homeless or stuck in a job I hated right now, working for minimum wage and hating my life.

I hope this book changes your life and gives you the tools you need to do what you need to do.

Life is awesome when you claim it. And I believe these powerful methods will work magic if you're willing to let them.

Much love and aloha

Michael Mackintosh  
Kauai, Hawaii

## Why read this book?

This book is specifically designed to destroy the crippling force of procrastination so you can claim back your life and do the things that REALLY matter to you. By overcoming procrastination you can create the joy, freedom, wealth and success you deserve - and it all starts here - right now.

To be clear this is not a book about 'normal procrastination' which everyone has in one form or another.

'Normal procrastination' happens to us all. It's when we put off re-folding and ironing our socks or we haven't got around to color coding our different types of teas or cleaning our car wheels with a toothbrush.

Almost everyone avoids filling in annoying forms, fixing the muffler, going to the dentist or doctor, paying taxes, and doing deep cleaning behind the fridge. This normal procrastination is not really a problem - and somehow it all gets done and we're basically ok. The forms do get filled in, we get to the doctor, we pay the bills and life goes on.

This book focuses on a much worse and far more serious form of procrastination.

Ignoring your true calling in life, avoiding your dreams and getting lost in all the trivial details that don't really matter.

The good news is this book will also help you handle the normal procrastination as well - but this is about something far more important than filling in a form or putting labels on your jars of beans.

This book is for you if...

- You are currently procrastinating in every area and it is like living in a state of suspended animation - being literally powerless to move forward.
- You're ready to begin taking charge of your DREAMS and making your life move forward in the direction you know it was meant to
  - Saying "I'll do it later..." to your important dreams and work is screwing up your life
  - The pain of putting things off for tomorrow has got so bad that getting things done has started to look appealing
  - You can't get away with lying to yourself or anyone else any longer

- You've got a long list of things on your list that you're finally ready to deal with
- You're ready to feel the joy and sense of achievement from making something happen now
- You want to become someone who makes things happen
- You're ready to stop procrastinating and claim back your life once and for all

I'm going to teach you a simple, proven method to finally beat procrastination. Guaranteed.

Even if you've failed over and over again, this method WILL work for you if you pay attention and do the simple, yet powerful, ninja steps I'm about to reveal.

By applying this step by step method, you will be able to do the things you've been wanting to do and ultimately, get your life on track. You'll also learn how to permanently overcome the habit of procrastination. You will enjoy a procrastination-free life that allows you to achieve your goals and dreams with ease.

And the fun part is...

You can even use this book (by just reading it) as a way that feels like procrastination but ends up destroying it!

This book doesn't tell you to straight away get off your ass and do something (which is obviously not going to work).

Instead, by reading this book you get to procrastinate for a while without doing anything. You can in essence, trick your inner procrastinator into thinking that change is going to happen later (not now). But gradually, over the course of this fun little read, I'll ask you to do a few simple tasks that are easy to do and won't seem to hard. But by the time you're done reading this — you will have set yourself up for success in such a ninja way it's almost impossible to fail.

### **Why is now a good time to stop procrastinating?**

Overcoming procrastination will have multiple positive impacts on your life. Firstly, you'll escape the feeling you're always behind and life is slipping you by. Next, you'll feel the joy of accomplishing things that matter to you and you'll claim back your life. And as you continue to apply these ideas you'll be able to make life long dreams and goals come true in your real life. And best of all, you'll start

feeling you're exactly where you need to be in life NOW. Each day will be meaningful and you'll enjoy the journey.

In this book you're about to discover:

- Why you really procrastinate (the deeper reasons)
- Why it's hard to escape it
- And the essential principles that turn you from someone who puts things off till later — into someone who get stuff done — now and creates massive improvements in your life

After applying these steps you'll be amazed at how much you can do in a day and how awesome your life has become.

I'm excited for you.

Turn the page if you're ready to answer the *million dollar question*.

## **Here's the million dollar question...**

Are you ready for a change?

Are you sure?

Are you ready to overcome procrastination?

Are you ready to make things happen?

YES or NO?

Really?

Are you sure?

Ok, then turn the page for your first step towards breaking the habit.

## **YOUR 1st STEP TO FREEDOM**

Procrastination is easy to overcome if you start taking little steps in the right direction.

So here is your FIRST step to freedom.

Don't worry, it's easy.

It's so easy it may seem silly, but believe me, it's not.

It's extremely important you do this.

**Here's what to do right now:**

### **Step 1: Get a Pen & Paper**

Simply get out a pen and paper and write down the following words:

You can make it big and bold if you like.

\_\_\_\_\_

**I, (your name) am ready to overcome procrastination!**

I'm willing to do what it takes to claim back my life and do what I need to do.

Signed & Date

\_\_\_\_\_

So it would look like this:

That's it.

Write it down.

**Step 2: Put it somewhere you can't miss it**

E.g. On your mirror or taped to your computer or next to your bed, on your desk on the fridge or wherever it will be winking at you.

Once you've done this you can move on to the next step.

But, do this first. Seriously. Write it down and put it somewhere.

This is the your first step to freedom.  
It may seem simple, but its essential.

Let's do it.

I'll see you on the next page.

## **PART I:**

### **What is Procrastination & How Does it Ruin Your Life?**

#### **What is Procrastination?**

Procrastination is typically defined as: the act or habit of doing less urgent tasks in preference to more urgent ones.

In other words, it's choosing to put off until tomorrow what we needed to do yesterday.

By procrastinating, we are postponing things we don't enjoy and choosing the easy option instead - distracting ourselves in pleasurable activities that are not important.

We can spot procrastination at work when our time is being sucked into counterproductive, needless, and delaying tasks (like watching movies all day) instead of dealing with what's urgent and important (like paying your bills, filling in those forms on time or finishing your novel).

I remember a classic example of this when I watched my friend sit down at the kitchen table to do his tax returns. He had the forms, a pen and two large packets of chocolate chip cookies. I had to go out somewhere and when I returned a few hours later, he was still sitting at the table. But now all the cookies were gone, the table was littered with crumbs - and all he'd managed to do was add his name to the top of the page.

He was still there the next day with strong coffee and fresh cookies winking at him.

## **Why is procrastination a problem?**

*“It is easier to resist at the beginning than at the end.” — Leonardo da Vinci*

Like most bad habits and addictions, procrastination happens slowly and gradually creates a vicious cycle that’s hard to escape. The more we avoid what we urgently need to do, the more our lives begin to fall apart. And as our lives fall apart, we seek shelter from the pain by increasing our avoidance. This makes us less able to do the things we need to do and so we sink further into the trap we’ve created. And on and on it goes until we’re trapped against the wall with no where to hide...

But how does it all begin?

Let’s take a journey down the rabbit hole of procrastination and see how far it goes...

The gradual decline into inertia...

Procrastination starts subtly, a sweet whisper in our ear. A gentle voice that tells us: “Don’t worry, it’s not urgent yet...do it later.”

“Why do it now, I’ll just do it tomorrow,” we innocently tell ourselves and it all seems well.

But after a while of listening to this voice we notice something isn’t quite right. To begin we simply experience a vague sense of drifting and our conscious whispers to us something isn’t quite right. But, it’s so subtle we *can* ignore it. It’s like an itch we can simply scratch and it goes away... for a while.

But gradually, as our lives begin slowly slipping down a slippery slope into the underworld of distraction we begin to notice severe loss of personal productivity. Things are not getting done and the to do lists are piling up which, in turn, makes us experience more stress, mixed with guilt, anxiety and a sense of panic and crisis.

At this point we have a choice. Stop procrastinating... or let it slide further down the rabbit hole.

But normally, we simply scratch this itch or apply another painkiller to drown out our conscience.

And if we don't turn it around our lives end up being reduced to two main themes: Crisis Management or Advanced Procrastination.

**1. Crisis Management.** This is a state where all we do is spend our time putting out fires, running around in a panic and avoiding the things we really need to do. As long as we are in crisis management we've got a legitimate excuse for procrastination. We simply don't have time to do it (we lie to ourselves) — so it seems ok that we keep putting off the important things till later.

Crisis management means we're anxiously struggling to meet deadlines like headless chickens running directly under the wheel of a truck at the last minute. This is where only severe deadlines, with severe consequences are able to force you to take action (like being threatened to have your house taken away if you don't pay the mortgage).

**2. Advanced Procrastination.** Avoiding the ever growing list of urgent drama in every way you can with more and more elaborate and unconscious forms of procrastination that are harder and harder to escape.

Once you're trapped in the web of your own making you'll probably find yourself having various social problems because you're not meeting the responsibilities or commitments you agreed to. People begin to get annoyed or disappointed with you. You're seen as irresponsible, lazy or careless because you are not fully showing up for life.

But it keeps getting worse. The longer we continue to put off what we need to do, the more we spiral further and further down into feelings of anxiety, stress, crisis, guilt and worry. This then becomes unbearable and makes us even less able to take action, increasing our need to procrastinate so we can avoid the pain of how messy our life has become.

Each day that goes by we spin further and further away from our ability to take action and claim back our lives.

We naïvely hope that somehow, by some stroke of luck, we'll wake up tomorrow and feel more inspired to deal with our train wreck better than today.

The problem is tomorrow never really comes. And every time we avoid doing what we need to do we form and increase the habit of avoidance and procrastination. Which means each day that passes it gets harder to change our life.

## **Not willing to look at our lists, bank statements or problems...**

Once procrastination has us under its seductive grip we can't even handle looking at the long list of things that we know are important and need to be taken care of.

We hope that if we ignore them long enough, the problems will miraculously take care of themselves. And in some cases they do.

But with the most important things, the problems get worse and worse and worse. And we slip further and further and further into debt and drama until finally we've got no more choice but to face the music and clear up the mess. But it's not easy.

It keeps getting worse...

As time goes on your life begins to fall apart in every way. You feel like there is something desperately wrong with you. You're tired, bored and stressed all the time. There is a niggling guilty feeling, an anxiousness that's always there and can't be shaken. Its like an itch that you just can't scratch. It's not killing you, but it's always there. An erupting pain. A bug in your system making your life feel strangely wrong. A bad smell you can't shift. A knot in your stomach you try and ignore and suppress with more crisis and dictation.

And the feeling never goes away. It never dies. You may forget about it when you're watching a movie or busy cleaning up some crisis — but it's always back, gnawing at your heart.

Being stuck in procrastination is like ignoring an infection on your foot with the hope that it will get better by itself. Every day you fail to clean it and disinfect the wound, the worse it gets. Each day of neglect creates more puss and allows more bacteria and germs to creep in adding to the pain and decay. And before long your only choice is to have your leg amputated or die.

If you'd just cleared it up when you got infected you'd be fine by now. But you didn't and now you can't walk.

....

The good news is you can claim back your life and become a highly successful person. Once you decide to change you don't need any more pain, drama and deadlines to shake you up.

Once you take it upon yourself to claim back your life and your sovereignty, the problems quiet down and you can get on with living - not just surviving.

So to get started - lets find out the deeper causes for procrastination so you can fully understand the complex and often irrational workings of your inner world...

## **Deeper Causes**

Why do we really procrastinate? What's really going on behind our vain attempts to avoid life? There are multiple (not obvious and counter intuitive) reasons for procrastination. Once you understand them, you can begin to claim back your power.

You go from being a victim of procrastination to a master of it. Your life becomes easy to deal with and you have all the energy you need to make things happen and face up to challenging situations.

But to reach this inspired place, you first need to be willing to see beyond the superficial reasons you procrastinate to the deeper ones.

### **Superficial Vs Real**

It's all too easy to jump to conclusions about why things happen and miss the boat.

For example, what are the real reasons some children misbehave and cause chaos for teachers or parents? Is it because they are inherently naughty and evil? Are they simply 'bad eggs'? Should all misbehaving children be severely punished and even disowned? Should they be jailed now to prevent them from becoming dangerous criminals later in life?

No! We need to look deeper. We need to see beyond the superficial behavior to what's going on beneath it.

In many cases, child tantrums and anti-social behavior is not a sign that the child is innately evil. It's just their way of getting attention. Many children are not given the love, support or time they need so they feel lonely, sad, lost, unsafe and ignored. What they really want is to belong. They want to be loved. They need to be cared for and to feel safe.

But being children, they are unable to communicate their needs clearly using adult language and etiquette. They simply don't know another way to get their needs met so they create havoc to get attention.

Why? Because for them, getting attention, any attention, even if it's negative, is better than being ignored.

At least attention makes them feel they exist and they matter.

But deeper down, what they need is unconditional love. And once they truly feel loved, safe and experience their needs to be met, their behavior changes.

They don't need to get attention anymore, so their tantrums automatically stop and they may even become some of the most loving and beautiful people later in life.

Many things in life are not what they seem. Why do people join extremist groups? Why do people overeat? Why do people who are about to die of a disease refuse to change their diets to save their lives? Why do people risk losing everything they own by gambling? Why do people take drugs like heroin? Why do people commit suicide? Why do people cheat on their spouses? The answers are not obvious.

And the reason so few of the world's problems are being solved is because people are asking the wrong questions and don't look for the real (hidden) reasons behind events.

Look deeper. Look even deeper.

To live an extraordinary life you need to become a detective and discover the things others can't see.

When I was a teenager, none would have believed I'd ever end up living in Hawaii, writing multiple books and creating successful companies that help people all over the world. But it happened because I changed the underlying reason for my procrastination. I got to the core of what was going on and pulled the rug from underneath the monster that was crushing me and now I'm free.

**Unfortunately, our human minds find it hard to see what is really going on and that's why it took so many years for me to figure out what was really going on.**

The mind tends to see things in black and white. It oversimplifies things. It thinks that everything is either good or bad. Right or wrong. You're either lazy or you're not. And this over-simplified way of thinking makes it challenging to see deeper, real causes and seek effective solutions.

And even if we do dare to look deeper and discover what's really going on beneath the surface, we discover another problem.

We come to realize that life is far more complex, multi-layered and interconnected than we thought. And this means to solve your problems, you need to think differently than you're used to. But who wants to have to think hard?

### **Thinking hard and really figuring things out is stressful**

It requires time, energy, moral and ethical consideration and often leads us to some painful conclusions about ourselves and our lives. For example, if you really think about and research where your food comes from, what the impact of your life is on the environment, where your clothes come from, how the economy is being sustained etc. etc., you'll probably find a trail of destruction and suffering you'd rather not know about. And is extremely difficult to solve.

So we tend to avoid digging deep and thinking things through. There are simply too many issues to worry about. And frankly, we don't have time, even if we wanted to. Instead, we look for simplistic solutions to problems that avoid difficult thinking and the consequences that come with them. We want the quick fix. We want the easy answer. We want the magic pill. We want to read the story on the back of the jar and feel good about our purchase.

Sadly, when it comes to making our own lives work, the easy solutions mostly fail. Band Aid solutions can't truly solve our problems in the long run.

Sure, we can take the headache pills to numb the pain. But the headaches will keep coming back over and over and over again until we finally realize we need to look for a better solution.

We can ignore the bills again and again and again but one day the water won't work, the lights will go out and the house will be re-possessed.

If overcoming procrastination were as simple as: *Pull your finger out and just get on with it!* — you'd already be doing it. But you're not.

Procrastination is a symptom of deeper causes. As you discover these deeper causes and what makes you tick you become a master of your inner world. And procrastination is no longer a problem.

## **Is procrastination really just laziness?**

When I was a teenager people thought I was one of the most lazy people in the world. If there had been awards for laziness, I'd have won them all. I was awesome at it.

My mother jokes with me about how I used to be when I was a teenager. Apparently my favorite expressions were "I can't be bothered" and "Whatever". But using words was putting forth effort. The rest of the time I would just make grunting noises to indicate my disinterest and hope they would leave me alone to my boredom.

They thought I was severely lazy and had a horrible lack of motivation. Many people made subtle remarks about how my life would lead nowhere and I'd never do anything valuable. I even heard one of my friends mothers say: "If he were any more relaxed he'd be horizontal".

Looking back, I can understand their concern. My days were filled with wasting away in the most uninventive ways. I loved watching TV, getting high on various substances and partying — if I could be bothered to go out. That was about all I did. My parents were strangely relieved when I finally took up a liking to making music and started a band, despite having to listen to all our drums banging and crazy musical experiments.

I found out later, my mother was also impressed when I took a fancy to gardening: growing my own cannabis plants. She ignored the fact that what I was doing was both illegal and would end up getting me high. She was simply relieved that at least I'd found something natural and wholesome to do instead of rotting away in front of the TV or calling drug dealers and hanging out with drifters.

As it turned out, I wasn't actually lazy. Although it certainly looked like it.

The truth is that I had just not discovered my dharma. I didn't know what I wanted and I was avoiding the pain of not knowing who I really was by numbing and distracting myself from myself all day long.

I was trying to live the life society promoted to me, a life of consumption and following the status quo. But it neither brought me joy nor did it inspire me to think creatively or be innovative.

And so nothing much happened until I was 18, when I discovered meditation and had profound visions of my future. In those magical moments of higher consciousness, I finally got a glimpse of who I really am and what my life is really about. And from that moment everything changed. To this day, I've been highly motivated to use my time wisely, master the art of living and thrive, instead of sedating myself and consuming to avoid myself.

But what happens if you don't clearly know your life's calling and are not living it?

## **So what is procrastination?**

### **What's really going on behind the scenes that's not obvious?**

Procrastination is normally described as: a choice to put off important tasks till later and do more less important ones now.

This seems like the behavior of someone who is just plain lazy or being irresponsible.

But it's not.

What's really happening is this.

You are avoiding things you don't enjoy doing and choosing things you do enjoy.

In essence, you are simply avoiding pain.

It's important you understand this clearly.

You don't procrastinate because you're a lazy fool.

You don't procrastinate because you're irresponsible or evil.

You don't procrastinate because there is something horribly wrong with you.

You procrastinate because, you're human. And we humans, prefer pleasure to pain.

And because we don't like pain, we'll do all kinds of strange, irrational and counter productive things that screw up our lives to avoid pain and get more pleasure.

Once you realize procrastination is basically pain relief it begins to make far more sense and it's also easier to deal with.

Now, you can simply think about procrastination as a way of avoiding pain and choosing pleasure.

Or even more accurately,

Procrastination is a way of postponing short term pain by choosing short term pleasure which leads to pain later.

## **You can't avoid pain**

There's a funny saying I heard once. It goes something like this.

Human beings only do the right thing once they've run out of all other options.

It made me laugh... mostly because it's just so true.

We know we should exercise more, meditate more, take care of our mess, tidy stuff up, give the house a proper cleaning, finish our book, have that hard conversation, etc. , etc. , etc.

But we don't.

We avoid the long list of things that we know are important.

We hope that if we ignore it long enough, the problems will take care of themselves. And in some cases they do... but with the most important things, the problems get worse and worse and worse. We slip further and further and further and further into debt until finally we've got no more choice but to face the music and do what we need to do.

## **Pleasure Now, Pain Later**

Imagine sitting in a restaurant, feeling hungry and being given this offer:

You can have your favorite meal right now for free, plus all the extras you like — but as payment you'll have to go without food for one day in this time next year.

Or, you can miss your meal now and go hungry, but you can have your favorites foods delivered to your door every day, 3 times a day for a whole month in a years time.

Hmmm.

What will most hungry people do? They'll eat the delicious meal now and deal with the pain later.

That's why credit cards work so well.

## What's the deal with a credit card?

Option A: You get the money now to buy that cool thing you want....and then (in small print) pay through the nose, working your ass off for months or years as an indentured servant.

OR

Go without that flashy thing you want now, save money and become rich later.

Unfortunately, we're wired to avoid pain, seek pleasure and take short cuts, so it's not easy to stop doing it.

But on the flip side, most of our methods to avoid pain and get pleasure backfire on us anyway... because the problems don't actually go away.

And we end up with more pain than we would if we'd do what we needed to do in the first place.

Bummer isn't it?

It's like theres some kind of cosmic joke being played on us that says you're screwed if you do and screwed if you don't.

Think about it...

You can grit your teeth and finish editing your book that you've been avoiding, or you can watch a movie and relax. What's more appealing?

You can have that hard conversation with your friend that you've been avoiding and deal with drama, shouting and conflict — or you can go on Facebook and eat some ice-cream...

*Spacebook* and ice-cream, please!

You can do that damn exercise program you know is good for you but you really don't want to.... Or you can carry on with what you're doing now... you're busy after all... Maybe you'll do it later.

Yes, far too busy to stop for exercise.

Or how about the freshly made pizza, just the way you like it ready to eat now... or make that complicated green juice that takes ages to make, doesn't taste as good and takes ages to clean up?

Hmmm... choices, choices...

## **Why are we so crazy & irrational?**

As a teenager I was firmly of the opinion that we should live for the now, get as much pleasure as possible and not worry about the consequences. My friends and I did a lot of drugs, drank a lot of beer and ate a lot of junk food. And we loved it. It was awesome, but we knew it was bad for us.

One day my friend said something I've never forgotten. "Why is it that everything I really like is bad for me?"

At the time I had no decent answer. But it was such a deep and profound question it stuck with me all these years and I've thought about it often.

Why are the things we like the most, normally the things that are most harmful to us?

After 15 years of deep meditation and countless hours of research and personal experiences, I think I've finally found the answer — and I'm going to share it with you over the course of this book.

So what's going on?

If we know something is bad for us and it's clearly screwing up our lives, why do we choose to do it? What rational human being would willingly decide to be so irresponsible? Are we really that weak and stupid?

Because procrastination, like heroin is such a challenging habit to kick, we need a way to give it a damn good "whacck," (more on that later).

## Triggers & Trances

Part of the answer is we don't consciously choose to do it. And we don't do it rationally either. In most cases procrastination is an unconscious, irrational response. It happens to us automatically and without our conscious wish.

We essentially are 'triggered' by an event that looks like it will be painful — and rather than deal with it, we hide away from our lives by entering into a trance state, where we act unconsciously, seeking pleasure and avoiding the situation at hand.

These triggers are often masterfully designed by companies to manipulate you into compliance with their requests. For example, have you ever seen a delicious looking image of food and felt a craving to eat? Ever watched an advertisement and feel like you're not good enough and you need to buy something? But triggers don't just come from big business and ad companies — they come in our daily lives.

If you think this sounds strange lets look at a classic situation that we've all been in ourselves or seen happen to others.

Suddenly! A shocking piece of information is given to us. Our partner has cheated on us. We've lost our job. Our mother died.

BOOM!

Before we know what to do our heart begins to pump, faster and faster. We get short of breath. We notice a lump at the back of our throat. All our emotions begin to flare up like terrorist attacks in our heart and our head begins to spin...

WARNING! WARNING! WARNING!

CRITICAL LIMIT REACHED!

CRITICAL LIMIT REACHED!

OVERLOAD! OVERLOAD!

WARNING! WARNING! WARNING!

**What happens next?**

Depending on our coping style we try to hide. It could be funneling for the cigarettes, grasping for the bottle, groping for the cell phone....

Eating. Running. Crying.

We all have our own ways of avoiding pain and we will use the method that works best for us.

But guess what?

You don't need a serious crisis to be triggered. We can be triggered by the mildest things like getting an email that reminds us we are late for something or by waiting too long to get a response from a text message.

Or you're late on a bill or something you wanted to happen has been canceled...

The triggers can come in many forms but the result is the same.

These little things are enough to trigger us and may set off our procrastination button.

Most of the time we're unaware we're doing it. We just waste away doing pointless things. And while unconscious, we even have clever ways to keep our triggers at bay. We may conveniently lose our reminders so we actually don't know what we need to do.

Or we may *accidentally* delete that email we needed or conveniently forget to call them back.

But we're not always in a hypnotic trance of total distraction. Sooner or later we have to come back to our senses and deal with life. A lot of the time, we're slightly aware of what we need to do, but try not to think about it.

And even if we become hyper aware we're stuck in procrastination and admit it to ourselves it doesn't mean we can stop it. I've seen myself plenty of times watching movies and checking email instead of getting things done even though I know full well what I need to do.

And, no matter how much we grit our teeth and tell ourselves, "I'll do it later, I really will..." deeper down we know we're lying to ourselves and the situation is getting worse and worse each day. And deeper down we're still hoping our problems will go away by themselves or somehow we'll wake up having transformed into the kind of person who can do things.

But we don't wake up one day armed with a get it done weapon that can solve all our problems. And so as time goes on things get worse and worse and worse. And to top it all off, each time we procrastinate, we instill the habit of procrastination further making it harder and harder and harder to beat.

Damn!

So what to do?

## **Confusion: “I really, just don’t know what to do!”**

Procrastination is amplified and promoted by confusion.

If you don’t know what you need to do next, you can avoid doing anything. Now you’ve got a legit excuse. “I don’t know what to do - so how can I do anything?”

But, as you know the more you avoid taking proactive actions, the deeper you dig yourself into a hole and the harder it is to escape.

And once in the hole, the solutions that would have worked at the beginning to get you out of the hole no longer solve your problems. So now you have a whole new set of challenges to deal with.

For example if you owe \$100 on a credit card - the solution is simple. Pay it. But if you continue to let it slide, spending, spending, spending and allowing the interest to kick in fully you can end up \$10,000 in debt.

And the solution to a \$10K debt is different than paying the \$100.

So as things get worse, we don’t know what to do, how to do it, or where to start. The long list of mess now seems too big. It’s daunting and looks like it’s got no solution at all.

Then to make matters worse, the state of confusion then becomes another trigger that clouds us over even more. And being triggered and surrounded with a cloud of vagueness we want to hide away even more. The worse it gets the more we desire to remain in ignorance. Because if we don’t know what to do, we can justify not doing anything.

Hmmm...

Catch 22 again.

The solution to confusion is knowledge. And to gain knowledge we need to get out of our comfort zone and face the facts. But it’s not that easy.

Back to the TV.

But lets say you are able to overcome confusion by educating yourself about what you need to do. That’s awesome. But - just knowing what to do doesn’t mean anything is going to happen.

In fact, knowing what to do is frightening to the inner procrastinator, because if you act you could do it wrong. How do you know its going to be the right solution? And, worse of all, what if it's not perfect?

## **Perfectionism = The Enemy In Disguise**

Perfectionism and procrastination are a pair of evil twins. You'll always find them hanging out together, egging each other on to take you down and stop you from being all you can be.

As a recovered perfectionist, I now think of perfectionism as a dangerous virus that leads to a debilitating mental illness.

Perfectionism holds us hostage in a fantasy world of unrealistic expectations that we can never live up to, and yet continue to believe in.

Because we can't ever achieve our spoiled ideas (and we don't realize we are deceiving ourselves) we continue to feel unworthy and useless. The more useless and shitty we feel the less likely we are to take action towards our absurd ideas. And the less we're able to take action, the more we're at the mercy of our procrastination.

Perfectionism > Impossible Expectations > Self-Doubt > Inability to Act > Procrastination

If you want to overcome procrastination you need to be willing to let go of perfectionism.

I've written a book on overcoming perfectionism but I don't want you to procrastinate and read that book — so here's the bullets below on how to kick the evil perfectionist in the pants and claim back your life.

## Hidden Fears

Facing your life head-on is challenging. It forces you to face your fears.

There are countless fears at work and the voice of procrastination lures you into putting things off because it's afraid of what might happen if you bite the bullet and take care of your life.

Fear of Conflict. Many things we avoid are related to other people and fear of upsetting others or dealing with conflict. We hope that if we avoid dealing with the situation, it will just take care of itself and go away. Sadly, this is rarely the case. And not only do the conflicts and unresolved issues not go away, it festers, disrupting your sleep, agitating your peace and draining your energy.

Fear of failure. If you do what you're avoiding you could fail. You could put in all this effort and then it all goes wrong anyway. The voice in your head tells you it's not worth the effort. You're better off playing it safe and doing nothing.

Fear of success. Even worse than fear of failure is fear of success. Why? If you're successful, people will want to talk to you. You may be hounded by the press. You could be found out to be a fraud. You may become rich and deal with fights over the money. Others may get jealous. You may not be able to cope with the new lifestyle or new image that you're a successful person. The voice of procrastination tells you it's not time. You're not ready, you should wait.

## DISTRACTION

In my book, “The Lethal Injection of Social Opium,” I explain how the modern western world is designed to screw us up, drain us, and make us addicted to various forms of entertainment - so we become a committed society of consumers.

Media, TV, Films, YouTube, Text Messages, Food, Sex, and Endless so called, *Urgent problems* all bombard us with images, messages and reasons to stop what we’re doing and pay attention to them.

It’s a wonder. And your inner procrastinator loves it.

Your inner procrastinator relies on multiple forms of distraction to provide you with a temporary escape from your pain. And the companies that want your money and energy are more than happy to give you endless forms of distraction to take your mind off what’s actually important.

In fact,

What are your favorite forms of distraction?

Be honest. What do you love to do that pulls you from what you are doing?

What are you doing when you’re not doing what you need to be doing?

What do you do when you want to escape?

I recommend you write it down.

This is just for you.

It will help you see what’s going on in your life.

The more you see the truth - the easier it will be to deal with.

If we think we don’t have a problem — e.g. “I’m over wasting money.” — we don’t see ourselves doing it.

“I don’t procrastinate anymore — they do but I don’t.”

Etc.

Key Note: Denial = Unconscious Delusion

## **PART II: How to Overcome Procrastination**

The long pain or the short pain?

You now understand what procrastination really is and why it's so hard to overcome.

The rest of this book is dedicated to setting you up for success in such a powerful way that it's impossible for you to continue to be a procrastinator.

And to kick things off I want to explain a vital principle that can be summed up as follows:

Life is hard when you live it the easy way.  
But it's easy when you live it the hard way.

At every moment you can choose to be tempted with little pleasures that lead to a hard life of endless crisis or you can face the music now and create a life of long-lasting ease, grace, freedom, health wealth and happiness.

What's your choice: The Long Pain or the Short Pain?

Life is going to bring various forms of pain to us all. We can never completely avoid pain. It's simply not possible. Even if we had all the money and facilities in the world to try and avoid pain our whole lives — we could still get sick, feel worried, get angry, depressed or lonely. Even feeling mildly hungry is a form of pain. So avoiding all forms of pain is both impossible and pointless.

Do you realize you can't avoid pain?

However, the good news is you have the power to reduce (or increase) the amount of pain in your life by choosing the long pain or the short pain.

What's the difference?

Procrastination means choosing the long, long, grueling, self-created gnawing pain that you know is your fault. The long pain is where we try to live life the easy way, taking pills, distracting ourselves, sedating ourselves, chasing cheap thrills. It's our way of dealing with our problems through avoidance and distraction. We hope things will somehow go away. But, as you know it doesn't work. The consequence of living the *easy way* and taking the long pain is that we end up trapped in a

messy, stressful, unsuccessful life that's full of crisis, drama and debt. It's a life of slavery: a cruel curse, we give to ourselves and infinitely worse and more painful than the short pain.

The short pain, on the other hand, is where we bite the bullet and face our problems. We realize we can deal with things today, so we avoid recurring pain in the future. The short pain is where we may face the craving for junk food that's tasty but making us sick — so we have long term energy and health. The short pain may be ending a relationship that's going nowhere — but avoiding years and years and years of misery and arguments. And then open your heart to a relationship of true love you've always wanted.

So what do you want?

Are you ready to take the short pain?

Are you ready to break the procrastination habit?

Then turn the page and discover the secrets to your freedom...

## **The Resistance**

What's in the way IS the way...

Seek resistance.

Some times the reason for procrastination is because the things we are doing simply have no MEANING to us. Doing the thing is essentially wasting our time and we know it. So we avoid wasting time by wasting time in other ways instead.

Eg.

A party you don't want to go to for someone you don't like. You'd rather be writing your book or seeing people you care about.

HOWEVER, often what we resist is what we need to do.  
And we need to know the difference.



## **WHACCK!**

### **The Secret Formula To Knock Out Procrastination Once And For All**

After all my research and personal experimentation I've developed a method to give procrastination such a damn good whacck around the head it knocks it unconscious — so you can get on with what you need to do without the annoying complaints and sabotage.

I call it WHACCK.

It's a smacking stick that completely irradiates the power of procrastination from your life.

Here's what Whacck stands for. We'll go over each of these in more detail later.

#### **W = What do you want?**

You first need to know your goal or outcome clearly to know how to take action

#### **H = How - Your Plan to Make it Happen**

#### **A = Accountability**

We set up accountability so you're not left alone with your excuses to fester and distract you. This means getting an outside source of accountability, setting up consequences for NOT showing up and doing your work is an essential piece to your whaccking stick. These consequences get your ego on board.

#### **C = Commitment**

Commitment's, if done the right way add further fuel to the fire under your ass and allows you to do whatever you need to do at will.

#### **C = Conditions and Structures**

This refers to the situations you set up in your life to make it EASY for you to succeed. If the conditions and structures are set up right, it's impossible for you to fail.

#### **K = Knock it out**

Once you've done the other things, taking action and making it happen is almost automatic. Failure is not even on the cards anymore. You've become someone who takes action and get things done.

You're living in a new reality.

## **The Inevitable Thinking Strategy: The Secret Behind the WHACCKING STICK**

You already know that setting goals and getting clear on what you want is essential to your success.

No goals or aim = drifting.  
Drifting = you lose.

You also know that you need daily rituals and accountability to succeed.

But what you may not have thought much about is what's called Inevitable Thinking. This way of thinking is on an even higher level than goal setting and makes sure that your accountability happens.

Its about setting up the systems and structures in your life so that SUCCESS BECOMES INEVITABLE. It means setting your self up so you can't lose.

If you don't do this high-level thinking you're probably going to get caught and trapped somewhere by the Resistance. There are simply too many things that can slip you up even if you have the greatest allies and even if you have accountability and daily rituals set up.

So what is inevitable thinking and how does it work in real life to get a project finished?

Here's a quick example:

How winning an iPad forced me to create a brand new 40 day audio training WHILE traveling on vacation.

One summer, my partner and I had planned a trip to the Mainland America to see some of the best spots in the country. From Big Sur, to Sedona, including San Francisco, Ohio, Texas, Chicago and Las Vegas. It was a crazy trip.

But 3 days before we flew out something happened that changed everything.

I sat on my bed listening to a webinar that was talking about the power of accountability and inevitable thinking.

The speaker offered a challenge: Anyone who could come up with a solid plan to get a new project finished using these methods would win an iPad.

I was just thinking of getting an iPad so I thought it would be fun to win one.

With only about a minute to conceive of a winning submission, I allowed my Higher Self to get on and do it's work and submitted the following proposal to win the iPad.

This is what it said:

"I leave for a 6 week trip in 3 days. My commitment is:

I will create a brand new audio training while traveling. In the next 2 days, I'll create a sales page and then set up emails to sell the program while we are traveling. Then while we're traveling we'll create the audio program to send to the people who bought it. And to make sure we show up and do it (and not get distracted) we will set up the following:

1. Send an email today telling our people we have a new course coming for them.
2. Tell them that anyone who buys will get DOUBLE their money back if either we miss a day sending it to them — or they do not receive the full training within the time we said we'd have it ready."

So in other words, we are going to use our existing customers to buy the program and then hold us accountable to give it to them. And if we screw up, they get \$194 each.

The host loved my idea and I won the iPad right there on the call.

A crazy idea... but it worked.

After the call we went to the beach to chat about ideas as we had no clue what this course would be. After some time for reflection we were inspired to create a relationship course on, "Calling in your beloved — how to attract your perfect reflection." Its something we could both contribute towards and would help a lot of people who did not have their ideal partner.

We emailed our mailing list to tell them a program was coming soon.

We created a sales page with a video and a button to buy.

We set up emails to be sent out automatically while we were traveling to sell the training.

Then we packed our bags, got on the plane and off we went.

By the time we got off the plane and had arrived in LA we'd have tons of signups for the program already. Oh no! Now we'd have to create this whole training for people or give everyone who signed up \$194 each! With no stable base and with constant travel this felt like a bit of a stretch, but we were excited nonetheless.

During our trip we recorded most days in our hotel rooms (which was challenging and funny) — and everyone who joined loved the course.

It was a mission. It pushed us outside our comfort zone — but we did it anyway. And now we have a great training we can offer to people in the future for years to come.

If you're interested in what we created go here:

We made our success inevitable by setting up clear deadlines and accountability. All the usual excuses no longer mattered. We simply needed to figure out how to do what we needed to do and get on with it.

Bottom line: It worked.

And the more you use inevitable thinking to achieve your personal and professional goals, the more you will succeed. Will you just think about this, or will you set your self up for the inevitable?

To make your success inevitable you need:

1. Deadlines
2. Accountability
3. Daily Rituals

What are YOUR Deadlines?

We needed to finish the training on time (one audio per day until the course was done).

What is your accountability?

We became accountable to our customers. If we didn't give people what they asked for, we'd have to give them \$194 AND we'd look like idiots and disappoint people.

What are your Daily Rituals?

We made a point to record our audios in our hotel room before we went out to play.

Will you make your success inevitable? Or will you leave it to fate?

In the next section you will enter the innermost cave and get ready for the Ordeal. Will you be ready?

It's your choice.

## **What do you want?**

### **What, WHY, When, Where, How**

It may seem obvious, but unless you know exactly what you're wanting to do, you can't do it! Lack of clarity is one of the biggest forces of procrastination. In this first stage we're going to get clear on what you want to do, why it's important to you and when you want to get it done. This will deliver the first blow to that annoying inner voice that's been sabotaging your life.

So lets get clear on the main thing you're putting off.

To get started, you're going to do a *brain dump*. A brain dump gets all those ideas, worries and thoughts out of your head and heart and on to paper. Writing things down is extremely powerful. It's the first step to overcoming the beast of procrastination. Just getting out your pen and paper now gives those inner voices, that have been running your life, their first WHACCK!

Taking the time to do this will be paid back to you countless times over. This is where the rubber meets the road, I have held your hand to this point, now I am trusting in you to not procrastinate and actually do this step fully. This step is where all the power is.

So grab a pen and paper (some kind of computer) and do the following:

#### **1. WHAT?**

What do you want to change?

##### **STEP 1: WHAT DO YOU NEED TO DO?**

Write down all the things that are unfinished and stressing you out. Just get them all out of your head and onto paper. Seriously do this. It will feel deeply relieving.

##### **STEP 2: PICK SOMETHING TO WORK ON**

There may be a long list of unfinished tasks and ideas you have. But for now just pick ONE to focus on achieving. Make sure it's something extremely valuable to you. Something that's worth the effort of making this happen. How to decide? The chances are you know in your gut which is the most important. It's probably winking at you now. Look at your list and pick the one thing that you need to do more than anything else.

If you're still not clear, see it as just another form of procrastination and simply pick the easiest one to do. Ok. Awesome.

## **2. WHY:**

Why is it important?

One of the most powerful forces to getting things done is having a clear and powerful WHY. The WHY is the reason you do what you do.

Behind our actions are normally unseen forces that motivate us to do things or to avoid doing things. We talked about some of those deeper reasons why you DON'T take action. Now lets get clear on what motivates you to take action.

To get clear on your WHY, do the following exercise.

Imagine you've already finished the task you've picked. You're already successful. It's already happened. You are awesome. Close your eyes and clearly see and feel what its like to have completed your mission.

Once you see it for a while answer these questions:

Why is your life better now that you've done this thing?

How do you feel?

Once you've written down all the positive things you'll experience by finishing your mission, lets now get clear on the negative things that you are going to avoid by doing it.

Why is this so important? What will happen if you DON'T do it?

Take a few moments to list all the unpleasant things that can happen to you if you DON'T do it. In what ways will your life be worse? How will it make you feel? What are all the negative consequences of procrastinating?

Write it down so you feel the pain of procrastination.

Once you've written this down, you've got your WHY.

You know what's going to be better in your life now that it's done. And you also know what horrible things you're avoiding by doing it.

You'll know you're clear when it's obvious that doing this thing is going to be empowering for you and you're excited about it. If you feel some anxiety, fear or worry about it — its fine. In fact, the more worried you are the better because it shows you're really serious about taking action.

### **3. WHEN?**

Deadline. By when do you need to finish this task?

Now you know what you're going to do and why it's important to you, lets get a date down.

Without a date, you can put it off forever.

Without a date, its just another nice idea that's never going to happen.

Dates create focus. Dates help us prioritize. Dates make sure we get things done.

What's your date?

By when does this thing you've picked need to be complete?

Pick a specific day.

Write it down clearly.

I will finish \_\_\_\_\_ by \_\_\_\_\_

Awesome! Doesn't it feel good to have this level of focus and clarity?

Now lets move onto the next part of your procrastination Whaccking - Accountability.

### **4. WHERE?**

Where will you do it?

It's all very well to have this written down, but where will you actually do it?

Will you be at home behind your desk? Will you need to go somewhere? Will you be in the car, on a bus, in a plane, in an office?

Physically where will you be when you do this?

Get a clear image of yourself in this place doing whatever it is that you need to do. Visualize yourself completing the task at hand.

Write down where you will be.

## **5. HOW:**

This is your plan to make it happen.

To begin its good to have a plan.

You need to know WHAT you need to do, and in what order to do them.

A plan is the route your going to take to reach your goal, your destination.

This book is about getting things done and overcoming procrastination. So, I'm not going to get off track and tell you all the countless ways to figure out a plan. That's another topic and another book.

But I will tell you this.

Not all plans or actions are created equal.

Some routes take a lot longer and are a lot harder than others. So it saves you time and stress if you figure this stuff out. Yes, if done in excess this (and all the other steps in this book) can be used against you as another form of procrastination. So be careful.

Having said, that here's some tips on how to save time and get to your destination faster and easier.

Firstly, it's important to fully recognize and appreciate that not all actions are equal. In fact, there is often an enormous difference between the effect of things you do. Some things you do, move you rapidly towards the goals you want. While other things you do may appear to be helpful, but they don't really help you reach your goals.

For example, if your goal was to create an awesome meal for friends, you could make a dish you've never tried before, waste a day screwing it up in the kitchen,

get stressed, waste money and end up with something that ruins the evening for everyone. Or you could make something you know they love and will only take you an hour. What's a better use of your time?

To figure out what route will get the result you want fastest do the following exercise.

1. Write down what you want (the result).
2. Write down the best plan you can think of to get that result. Eg. Call Bill, set up appointment. Meet with Susie. Finish the Draft. Etc.  
This is your first route.

Now, here's where it gets interesting.

Look at your plan and ask yourself,

How could I do LESS work or take less time and get the same result?  
How could my plan be at least 4 times faster and 4 times easier.

If you can get help in an area you're not good at, it can save you countless hours.

Sometimes there are steps that can be combined or removed completely.

There is almost always an upgrade if you're willing to think differently.

Relax. And allow your genius mind to give you a better plan that will save you time and energy. There is always a more effective, easier way to do things. What is it?

Write it down.

## **Accountability:**

### **The Magic Power To Make Anything Happen**

Pay close attention to this chapter as it's contains a key to overcoming procrastination forever.

For years I used to struggle to give up what was not good for me and actually have the power to take action and do the things that mattered most. Procrastination kicked my ass over and over.

I'd often start my projects or move towards a goal...But sooner or later my inner teenager, the voice of procrastination would always come back and stop me from doing what I needed to. It was as if my inner teenager came back home. He'd put his feet up on my desk, scatter my papers all over the floor, smash my computer to pieces and then proceed to tell me in no certain terms to fuck off.

He's not interested in doing that and he's got no time for this sort of shit.

Once it was clear that no more progress was going to be made, I'd end up wasting my time avoiding myself, putting out fires and pretending I was busy.

One day I discovered a simple little trick that could get my inner teenager on my team and genuinely destroy procrastination for good. It was a miracle. The difference from one day to the next was so radical it seemed like the old me, who couldn't get things done had moved out. And now a new person had moved in who loved getting things done and was an expert at making things happen.

After using this magic trick for a while I realized it wasn't just a fad — it actually worked. And since that day I've always been able to get things done, finish projects and make things happen. Now I'm literally surrounded by the results of my past actions. I'm sitting here, overlooking a beautiful tropical rainforest in Kauai, surrounded with amazing white sandy beaches, awesome fruits, doing what I love in my beautiful, spacious home.

If it weren't for my ability to take action and overcome procrastination I'd not be here today.

So what is this magic power?

This magic power is more commonly known simply as accountability.

Accountability means :

1. You know what you want to achieve, and then
2. You set up an external influence that
3. Holds you accountable to actually achieve it.

The important word here is external. External, outside influence — not internal.

Why is having external influences to hold you accountable so important? Why can't you just be accountable to yourself or to God?

For years I felt that I *should* be able to do everything I wanted to do, on my own. I shouldn't need other people to be accountable to, "I can do it! I don't need help, I'm too spiritual for that." I had a long list of lame pseudo-excuses that kept me stuck in my limitations, while conveniently convincing me that I was a gallant knight.

The fact is we can't do it all by ourselves or we'd already be doing it.

Your own inner voice has been lying to you and not allowing you to get things done.

Your own mind has failed you.

Accountability removes the excuses and makes sure you get the results you want. Accountability overcomes the unconscious behaviors, the laziness and subtle games we play on ourselves to wiggle our way out of doing what we love.

It helps us to get clear on what we need to do and then do it now. And then do it every day.

Accountability is about integrity. It's about aligning our thoughts, words and actions.

Accountability is about putting your money where your mouth is and being the real deal.

Accountability is your key to freedom. But in order for it to work you need to set it up right.

Are you ready to set it up right?

Now you know what you're accountable for. It's time to set up the rest of your Whaccking power.

The next step in overcoming procrastination and setting up accountability is to clearly know the consequences you face for not doing what you know you want to do.

### Consequences

When we are not living the life we were meant to live there is already a serious price to pay. Procrastinating, slacking off, getting distracted, drifting and disempowering ourselves is in and of itself a painful consequence. Every day we suffer. Every day our life is not as good as it could be. Every day we are slipping backwards towards further depression, boredom and mediocrity.

Our life is miserable. We're wasting our precious time and denying ourselves the joy of life. We're ruining our own future and setting ourselves up for a life of drama.

With accountability we don't let a year slide before we feel the pain of our actions. We get the pain today. We pay the price now. We're closing the gap between action and impact so we can get a clear gauge of where we are at now.

To do this, we set up an artificial consequence for abandoning the things we're committed to doing. For example, I have a list of things I'm committed to doing each day. If I don't do these things, the consequence I've set up is to give my accountability partner \$100 (or give a charity \$100). The number could be changed and you may not use money at all. The whole point is to create a clear consequence for your actions that freaks out your inner teenager.

When I first thought of writing this book my working title was "fining the inner teenager," because the whole point of accountability is to get the inner teenager on board by using a language it understands — tangible penalties. My inner teenager doesn't like the idea of handing over \$100 to someone — so he'll humor me and let the important things I need to do happen. After a while those important new habits and projects become ingrained in unconscious ways of being that result in success.

The \$100 threat to the ego has turned an enemy into an ally - or at least a co-operative threshold guardian.

If you're thinking, "No way! I'm not going to put down \$100 per day to be accountable to someone else, I need my money." It's a good sign that your ego is afraid. You've understood what's at stake here.

If you don't have any emotional reaction from this it means it's not gone in yet. But it will by the time we get to the end of the chapter.

"BUT I DON'T WANT TO DO IT BECAUSE OF MONEY."

Pay very, very close attention here.

Accountability means keeping the ego in check. It means stopping the monster inside of us from ruining our lives. That's all.

But whenever I tell people about 'forced consequences' and 'punishments' almost everyone reacts in a similar fashion.

They normally say something like: "I want to do it from the heart, not because of fear or punishment or "I don't want to do accountability, it doesn't FEEL right to me."

I totally understand. We all want to do what's right for us from the heart – not because of external events. We don't want to be forced into action or pay the price for being slack. Of course, I get it. I feel the same way.

However (pay close attention) – you are NOT doing what you want to do, are you?

Your life is not as good as you want, is it?

You don't have the success you want, do you?

Be humble...

Doing it "from the heart" hasn't worked, has it?

Why not?

Simply because your ego/lower self is currently more powerful than your heart. In other words your heart already says YES I WANT DO IT. I don't need any accountability.

BUT Then your ego says: “Fuck you! I’m not doing it! No way!”

And who normally wins?

If you’re heart was winning you’d not be reading this book! If you could already do it from the heart you would be.

You’re reading this because the lower self has sabotaged your life.

Lets get something super clear.

Your heart is ALWAYS on board with your best interests. YOU are already wanting to do this from the heart.

Accountability is not for your heart to get on board. Accountability is ONLY for the ego.

Accountability is only to get the lower self to get on with it. And your lower self is never going to do anything from the heart. It doesn't give a flying fuck about the heart.

And that’s why we need to help this lower part of us get on board by creating methods that work at that level.

You can’t reason with terrorists. You can’t tell them to come from the heart. They will cut off the head of the men and rape the women or sell them as slaves.

Accountability is about creating a situation where you’re heart can thrive and not be sabotaged by the terrorism of the lower self.

There is a war going on inside of us all. And the battle is won only by realizing we have these darker parts of ourselves and by strengthening the heart.

We will soon merge all of this into our higher self. But if we are constantly unable to do what’s going to give us strength we will never get anywhere in life.

So realize clearly that accountability is not about force and suppression. It’s about being humble and doing what is needed to get the results we need.

I’ve seen people do amazing things with accountability.

Accountability is a sign of self love. It's a sign of self respect.

If you had a terrorist living in your house, would you just say "Sure, do what you want" or would be cautious?

What we have to realize is the 'punishment' of giving the ego a fine for not showing up is nothing compared to the real punishment of having a crappy life we hate and being ruled by the ego.

So before you throw this away, ask yourself,

Do I want to be ruled by my lower self and live a boring life?

Or do I want to get the annoying thing on board so I can create freedom, wealth, abundance and joy?

## **How to set up your accountability fully**

### **Step 1: Get Super Clear About What You Want To Do**

You've already done this. And written it down clearly.

You now know:

1. What you need to do
2. When it needs to be completed by

Remember: There's no point in making yourself accountable to breathe or brush your teeth unless you want to start consciously breathing deep or brushing your teeth more often. But I'd recommend you only set up accountability for the FEW things that have the greatest positive impact on everything else.

TIP: Try to pick only 1 or 2 things. Don't overcomplicate it. Pick things that will have powerful impacts on other things in your life. Don't make it impossible for yourself. I've tried being accountable for 8 new things at once. But it didn't work. It never works. Keep it simple.

### **Step 2: Set up the accountability with an External Source (e.g. A Real Person)**

I used to have such a big spiritual ego that I didn't want to be held accountable to any real person. I thought I could do it with Divine Will alone. I am now accountable to both Divine Will AND other people who I can see clearly with my eyes.

Setting up accountability can happen in many forms but the simplest and most effective I've discovered is as follows:

- Write down clearly what you want to be held accountable for
- What will happen if you do NOT do the things you have agreed to e.g. \$100 per day or something else your ego is not happy about. Remember the ego needs to NOT want to pay this price — so do whatever you need to do for it to work...
- Pick someone who is willing to be your accountability partner.

They need to have your best interests at heart and are willing to get a message every day from you via email, Facebook or Text etc. saying you did the things you're accountable to or you didn't.

- If you did the things — that's great — you're happy.
- If you spaced out and didn't do them, you need to give your accountability partner \$100 or whatever it is you choose.

### **Step 3: Busting your “inner wiggler”**

Your inner wiggler is the part of you that will wiggle it's way out of accountability by making it vague, lying, choosing someone who won't hold you accountable, bending facts or making the consequences unreliable.

For this magic power to work in your life you need to overcome your inner wiggler's games by foreseeing them.

### **Here's a few tips**

1. Make sure your accountability partner knows exactly what the deal is and is 100% on board with what you're doing.
2. Give them some money or whatever the consequence is IN ADVANCE so you can't wiggle out of it.
3. Have a super clear list of what you do on the wall next to your bed or somewhere you can see it so you can check off each day what you do or don't do.
4. Don't make it too hard. Just add 1-2 important new things.
5. Make it super clear whether you did the things or not. E.g. did you do 20 minutes of exercise or not? Time yourself. Keep it clear.

### **CHALLENGE #1**

Pick your accountability partner.

CONTACT THEM RIGHT NOW.

If they are available to go to physically, go see them and tell them what you're doing and set up your accountability.

If they're not physically with you then phone, text or email them right now. Let them know what you're doing and set up your accountability!

Go do it right now! Seriously! Secret cameras have been installed to check if you're doing this or not, you have been warned!

## **Commitment: The Power of Public Commitments**

Why don't most people ever do the things they think in their heads?

Because thinking about it in your head isn't enough of a commitment to actually work. Telling ourselves what we're going to do, doesn't hold enough power to happen. We need more serious forms of commitment, that, like accountability, involve other people.

We are social beings and we don't like to let people down or look bad. So when we make commitments publicly (not privately in our own heads) we can't get out of it — and this further increases your chances of success.

The more public your announcement the more likely you are to follow through. Seriously. This is a proven psychological principle that we are far more likely to follow, if we write them down and make them public, especially if failure to do so leads to embarrassment or humiliation. The more pressure you can put on yourself the better. Don't get all spiritual on me and say "Oh, but I don't like pressure, I just do it from the heart." Doing things from your heart and for yourself is fine. The issue is how to deal with your ego and your own inner monsters that are on a mission right now to sabotage you. The more you set up these commitments, the more power you get to deal with your challenges as they arise.

Your willingness to make a powerful, public commitment to your journey and your success is one of the most important parts of the Whaccking process.

If you're wanting to finally destroy procrastination here's how to do it using commitment.

This is your second big Whaccking challenge.

### 1. Write down your commitment

Make it as clear and powerful as possible and you'll unconsciously feel compelled to make it happen.

I (your name) commit to completing this (project, practice, book etc) by (give a date).

Signed (or Name)

Date

So your paper will now say something like

I, Michael Mackintosh

Commit to completing this, the first edition of this book by 1st Jan 20\*\*

Signed: Michael Mackintosh

Date: 12/18/\*\*

Note: If you're doing a practice of some kind and not a project, then just write something like:

I, Michael Mackintosh commit to doing my 30 minute meditation practice every day starting (date) for the next (x) days ending on (date).

Signed:

Date:

2. Stick this onto your wall next to your bed or near your desk where you can't miss it.

3. Take it a step further and burn your bridges and your boats!

Go onto Facebook and other social media websites you are connected to and make an announcement that you're going to do whatever you're doing.

Cut and paste your commitment. You can re-phrase it a little so it's less formal, but make it clear.

4. Write your commitment to 10 people who you respect and who will feel disappointed if you don't do it. Send them all a message.

Either in an email or on their social media sites. Or, if you can, physically give them a card or mail something to them.

The more you respect and appreciate these people and don't want to let them down the more powerful this will be.

Go make your commitments and share the good news far and wide. To bring spirit into form means you're going on a journey of magical proportions into strange new worlds and you need all the help you can get.

**What will happen when you make a commitment?**

“I made a commitment to completely cut out drinking and anything that might hamper me from getting my mind and body together. And the floodgates of goodness have opened upon me — spiritually and financially.” - Denzel Washington

Once you make a true commitment in your heart and soul with determination you evoke Higher Powers. You attract the muse to inspire you and your life becomes magical.

You also set into motion strange and unseen forces to support your mission and tests to challenge your resolve and bring out the best in you.

## Conditions and Structures

Before I tell you any more, I just want to congratulate you for getting this far. You are awesome. You can expect big changes in your life now.

I'm excited for you. Now all that remains is how to most effectively take action to make your goals happen.

Conditions and structures refer to the scaffolding you set up in order to get things done. It's about making it as easy as possible for you to do the things you need to do.

You've already done part of this by :

1. Knowing what you want
2. Setting up accountability
3. Making a commitment

Now let's focus on how you can more efficiently do the things you need to do, so you achieve your goals on time.

What are conditions and structures you need to set up so it's EASY for you to do the things you need to do?

Let's say for example that your goal is to finish the first draft of your book.

You've told people, you know you've got to do it. But how, when and where will you be writing?

For me, I have a little daily ritual that I do which makes it easy for me to write. At 5am, after my meditation I make a pot of tea and sit at my desk until 7am to write. This 2 hour writing time is what allows me to write easily.

And the conditions and structures I need to set up for me to do this are:

1. Going to bed early (so I can get up early)
2. Alarm clock on floor away from bed so I have to get out of bed to turn it off, which wakes me up
3. Tea, light, office, music

This is not obvious. But the reality is if I go to bed late, I won't wake up early. And, even if I do get enough sleep, if I don't have my phone on away from the bed

I'll probably turn it off and go back to sleep. Either way, if I don't get up early, I'll miss my writing time.

And if I get up early, I find it more enjoyable and productive to sit down with a nice cup of tea. So making my tea gets me in the mood for writing. As does the music.

So all this added up — plus the accountability and deadlines — allows me to make sure I actually sit my ass down between 5-7 and write. Otherwise, I wouldn't. I'd get distracted.

Imagine you wanted to have a green smoothie every day. What conditions and structures would you need to have in place for this to work?

Well, lets say your smoothie is basically:

- Bananas
- Greens
- Water

It could be more fancy than this — but lets keep it simple for now.

So in order for you to make sure you have your smoothie each day you need to make sure that you've got all the ingredients in the house at all times and your blender works — otherwise you can't do it. This may sound obvious, but it's not. Lots of people would love to have a green smoothie every morning, but they fail to do the simple steps needed to make sure it's physically possible.

So what conditions and structures could you have in place?

Here's some that have worked for us:

1. Get a large amount of ripe bananas, peel and put in freezer (so you have frozen bananas in the fridge). We have them delivered to us.
2. Make sure you've got a solid supply of greens. We have a local farmer who delivers organic greens to us twice a week.
3. Put the blender somewhere that its super easy to see and access.
4. We both have smoothies and one of us is responsible for making them.

By having these 4 things in place, it makes having green smoothies each day super easy.

I want to make sure you really understand this method, so here are a few more examples to help you really get how strangely simple yet powerful this method can be for you.

We wanted to do more meditation,

So we decided it would be good to do meditation every night for 1-2 hours. The problem was we just never did it. We were always too distracted to stop and meditate and it never happened.

So we realized we needed to set up conditions and structures to make it possible.

Here's what we did. It's just a one step process.

1. We texted 2 people to let them know we were doing a meditation in the evening and gave them the times to arrive.

With that ONE step, a simple text message, we miraculously were able to stop, tidy the house and sit for meditation for 2 hours. No problem.

The conditions and structures were simply knowing people would arrive at our house, so we'd better be ready.

NOTE: Again the commitment and accountability factors at work here again.

More examples;

I enjoy reading inspired spiritual texts in the morning after meditation. It helps give me perspective on life. However, for a while I stopped doing it. And after a while I began to wonder what was going on. I thought I was either lazy or somehow less interested than before. But, in reality something more simple had happened. The texts that I usually read were moved one day after re-arranging furniture. This meant that rather than being easily accessible next to my meditation chair, they were in another room. So, unconsciously I wanted to pick up something to read after meditation — and instead found nothing and so carried on my day without reading.

The solution?

Simply move the things I wanted to read BACK to where they were — so I could pick them up easily after meditation. The result? I now continue to read every morning.

Again, this may sound silly. But it's not. It's human nature. We act mostly unconsciously on autopilot. So we need to design our lives so we can cruise through and get the best out of it and avoid the rest.

Last example:

I've always loved chocolate. In fact, I enjoy it so much I co-founded a successful raw chocolate company in the UK called OM BAR. You may enjoy it. It's the best chocolate I've ever had and I mean that. However, there was a time where I had so much chocolate around that I didn't eat much else. The good news is the chocolate I had was healthy chocolate — raw, organic, no dairy and made with raw, low glycemic coconut sugar. But, despite that, eating only chocolate isn't a good idea. The problem was if I saw it all the time, I would eat it. So rather than having to force myself to not eat it (which is hard) - I just moved the chocolate into a place in my kitchen that was hard to reach. What this did was made sure I became conscious of what I was doing (rather than acting unconsciously and eating chocolate all day). This one thing — moving the chocolate — instantly made me eat less of it and eat more of other things. You can apply this same principle to other addictive things. In some cases, it's better to remove things completely so you don't even have access to them at all.

An alcoholic, for example is better off having no alcohol in the house than stocking a full bar. The temptation of all that booze calling out is too great. A far better choice is removing the alcohol from sight and avoid needlessly fighting with it and losing over and over again. Out of sight out of mind. Make your life easy! Set yourself up for success.

So what about you?

What do you want to experience more of? And what do you want to remove from your life?

You may be wanting to create a new daily habit or you may be focused on finishing a specific task. Either way, setting up conditions and structures will make it considerably easier and more effective.

What conditions and structures do you need to put in place for you to make things happen?

What things need to be in place to make it easy for you to be successful. Remember, most of these conditions and structures are not hard or complex things. In fact, if anything they tend to look so super simple that they're barely worth considering. Don't be deceived by this simplicity. The only thing that matters is, does it work?

If you find jumping up and down 3 times and doing a little jig puts you in the mood to do whatever you need to do — then do it! Seriously. It doesn't matter how silly or simple these things are, they just need to work.

So what are your conditions and structures?

Write it down.

What will happen if you do this?

You'll finally be able to do the things you need to do and bring your ideas to life.

Knock it out

Congratulations.

Your last step is taking action. Doing the things you need to do. This is normally where people begin. *Just get on with it* they say. "Get off your ass and do your work," But it's not that easy, is it?

Trying to go from chronic procrastination to getting it done, consistently in a sustainable way is too big of a jump. We can force ourselves to do something for an hour or a day, or a few days but long term serious upgrades need deeper change.

And that's why you've got your whaccking stick out and are ready for some serious action.

All that's left is to knock it out. Get on with what you need to do in order to meet your deadlines. So what's the best way to take action and make things happen?

## TAKE MASSIVE ACTION

We close this book at the beginning.

By now you know:

1. What you want to achieve
2. How to do it
3. You've set up accountability
4. You've made a public commitment
5. You've set up conditions and structures

Now its just a matter of taking ACTION.

Ahh...but that's the problem in the first place, isn't it? How are you going to overcome the urge to distract yourself and avoid what you need to do?

For a start, if you don't do it, you've got unpleasant consequences to face with your accountability partner. Plus you'll feel bad for failing to live up to your word with your commitments. And if that isn't bad enough you will feel stuck and probably depressed because you aren't doing what you truly are wanting to do. So these two things have made it easier to get on with things but you've still got to do it.

So here's the final keys to making sure you get off your butt and get into gear.

80/20 Action

What will give you the greatest result with the least amount of work?

This is a loaded topic so I'll leave it there for now. For more information about how to figure out the best steps for you to take to get more done in less time, go to [8020coach.com](http://8020coach.com)

NOTE: If this is spinning you out — just ignore it and keep it simple with whatever you are already doing.

### **The List**

The first magic trick to taking action each day is The List.

As you know, there is something magical about writing things down. The list is simply a matter of looking at your goals and what you need to do — then writing it down on a small piece of paper each day, so you have a clear, concise to do list with you at all times.

Trivial as it may seem, when I write down what I'm going to do each day, I do it. And when I don't write down my list of things to do — strange distractions begin to creep in. My day turns into a wayward adventure, doing anything and everything EXCEPT the things I need to do.

I laugh at myself sometimes as I wonder about the house avoiding what is needed, simply because it's not written down.

Even if I know what to do in my head, unless I write it down every day, I'm not going to do it. Or, I'll do it at the last minute without full focus.

## Remove Distractions

This may seem obvious, but it's essential. If you want to be able to *knock it out* and get things done you want to remove or massively reduce all distractions from your life.

Why? If you have a clear list of things to do, but you're surrounded with opportunities to distract yourself, you will. Remember, procrastination happens mostly unconsciously. You don't realize your doing it. For example, yesterday I intended to finish this book. I worked from 5-6.30. Then I went to the beach for a walk and thought about what else needed doing to finish up. I got home, and faithfully worked until about 12pm. So, all in all, it was a productive morning. But what happened next?

I intended to take a quick break for lunch and a nap and then finish up. What happened instead? I found myself watching "The Hobbit: An unexpected Journey" & "The Hobbit: The Desolation of Smaug." That's some serious distraction.

And it wasn't until about halfway through the second movie, as the sun set and I was sitting in the dark that I truly noticed what had happened. The good news is firstly, I did do a lot of work in the morning — and secondly, I'm back at it again now finishing up.

And, truth be told, it's not easy to be highly productive and focused all day long, so I was pushing it by trying to write after lunch at all.

But imagine what would have happened if I'd decided to watch a movie in the morning instead of writing. I may never recover from it. Days and weeks can go by like that until the money runs out or some other crisis comes our way to wake us up.

So, if we are to get anything done we need to remove everything that can shake us up and knock us off track.

Did you know that each time you are interrupted from a state of flow— where you're in the zone focused and productive, it takes about 20 minutes to get back to the same level of focus and flow you had?

I don't know about you, but I don't want to waste all that extra time getting back in the zone. I don't want to live in a state of constant crisis, putting out fires and being anxious and messy.

I'd rather get in the flow, do the work needed and move onto the next thing so my life is enjoyable, successful and actually works!

How about you?

So if you're wanting to get things together, here's a few important tips for removing distractions so you can focus and take care of the important things you need to do... and do them as quickly and easily as possible.

What are the most lethal distractions and how can you remove them?

Here's a list of things that I recommend you remove or massively reduce when you're working:

- **Cell Phone**

The cell phone is a wonderful invention that holds enormous promise for productivity and joy — but it's also a double edged sword. If I were the devil and I wanted to create the most potent tool to make people procrastinate, I'd invent the smart phone and make sure everyone had one. This magical device, like the Frodo's ring in Lord of the Rings, is simply far too addictive and distracting for most of us to handle and use effectively. And that's why most people have their phone with them at all times, fondling it regularly and even sleep with their phone at arms length or even cuddled up by their pillow.

The idea of leaving home without it these days seems almost dangerous and irresponsible, as if we now have a moral obligation to keep it with us at all times and be constantly available and connected to the world 24/7. With your smartphone, you can text, tweet, check your email, call people, receive calls, play with countless apps and check social media. The possibilities for distraction and procrastination are literally endless.

But, if you want to get anything done — turn it off while you're working. Seriously. I know it sounds radical, but the world will continue without your phone being turned on. And, no, you won't die or have any serious problems, except maybe a few cravings and moments of panic.

I personally keep my phone in airplane mode (so no one can contact me) while I work because getting text messages and phone calls will ruin my concentration and I'll never get anything done.

If you just do this ONE thing, your ability to make things happen will drastically improve.

- **Internet** - Ahh, the internet. Like the cell phone it's a marvelous creation and gives us access to almost anything we want to know in a matter of seconds. However, when you know what you need to do - ANYTHING EXCEPT DOING WHAT YOU NEED TO DO IS PROCRASTINATION.

That means that the internet becomes your enemy as long as what you need to do is NOT checking email or finding out the name of that actor you remember from that movie or checking Facebook or doing a spot of shopping or....

I personally recommend you turn OFF the internet if you're not using it. I know it sounds a bit radical but at every moment you are just one-second away from being triggered and entering a trance where procrastination can consume you for minutes, hours, days or weeks. Don't take the risk. Just turn it off.

You can unplug your internet box or turn off the wifi on your computer.

**People** - The famous writer, Charles Dickens knew the score. He not only installed a second door in his office to block out the sound, but none was allowed to interrupt him while he was working. If he'd had a computer with access to the internet, a cell phone on his desk beeping at him and worked in a busy office where he was being interrupted every 3.5 minutes — do you think he'd still manage to publish over a dozen major novels, a large number of short stories, a handful of plays, and several non-fiction books?

I don't think so. We'd probably never have heard of him.

People are awesome. But not when you're focused on getting something finished. I've made a point to let everyone know that when I'm working I am not available unless it's a REAL emergency that requires my attention. And when I mean emergency, I'm not talking about the times my mother is about to get in line at Costco and urgently wants to know if she should get an extra box of washing up powder for me and save the \$1.72 or not.

I'm talking about life threatening accidents, Tsunami, Hurricane, War.

If you want to get anything done, close the door. Lock the door if you have to. Tell people you're not going to be available for an hour or two so you can FOCUS.

If you simply remove these 3 distractions, cell phone, internet and people — your ability to focus will instantly and automatically increase.

But there's one last tool to use that makes being focused fun, easy and enjoyable.

## THE MAGIC TIMER

Here's a final tip to instantly super-charge your focusing power and effortlessly breeze through the things on your list.

It's to simply use a timer at the beginning of each work session. So before you begin, select the amount of time you're going to work for (e.g., 50 mins). And, when you're ready you hit START and work on your task until the timer goes off. Then you can have a break and when you're ready you hit start again and do another work session, until the timer goes off again.

It's sounds simple. But it's extremely powerful to overcome procrastination and get things done.

I'm not quite sure why this method is so incredibly effective, but for some reason turning on a timer to set a time to start and finish my task changes my mood in seconds. I go from mildly interested or even disinterested to being passionately determined, taking massive action and making things happen with bubbling enthusiasm.

For me, pressing START on my timer is like going from half dead and struggling to breathe, to winning the Gold for a 100 m sprint at the Olympics.

I tell you, a timer is magic.

So here's what to do.

### **STEP 0: Get a timer.**

You can use your phone as a timer. But be warned. If you're tempted to check messages and play with it, then don't use it. Get another timer. You can buy stand alone timers from kitchen shops or electronic shops. Or you could even get super old school and buy a sand timer. Either way it makes you have a time that won't distract you and ideally you can change the length of time it lasts for. The main thing here is not to procrastinate in looking for hours at which timer to buy — but just to get a timer — any timer — and move on. As long as it works, its great!

### **STEP 1: Make sure you're prepared to focus**

1. Remove your distractions so you can focus.

2. Look at your list and pick something. Either pick the one that's most important or if you can't figure out what to do, just pick any of them. I'm assuming you have a list and the things on your list are truly important things not time wasting pseudo productive tasks that will waste your time. If you don't have a clear list, go back and get one first before you move on.

### **STEP 2: Select the time you're going to work for**

I usually work for 50 minutes and then take a quick break and then do another 50 minute session. Then take a longer break.

So my work time looks like this:

50mins work  
10 mins break (get a drink, walk about, go outside, lie down)  
50 mins work  
30-60 mins break (rest, relax, eat, go for a walk etc)

Then I do it all again

50mins work  
10 mins break (get a drink, walk about, go outside, lie down)  
50 mins work  
30-60 mins break (rest, relax, eat, go for a walk etc)

And if I'm wanting to do even more work I do it all once again.

If you just do two sessions of 50-10-50 per day of high value work, you'll be flying ahead and procrastination will be a thing of the past.

Some people say 25 minutes is a perfect amount of time to work before you take a break. Others say work for 1.5 - 2 hours at one stretch. For me the 50-10-50 does the trick. Don't get too flustered about the numbers here. If in doubt just work for an hour at a time.

### **STEP 3: PRESS START AND DO IT!**

Finally, this is the bit that we've all been waiting for. Here is where you actually DO the things you've been putting off — and start getting your life back together.

By this point, you've removed almost every possible reason to not take action so by the time you press this button, you're truly ready to rock and roll and make things happen.

And, if you're anything like me, you'll find it's actually fun to have a deadline and see how much you can get done in your time allowed.

Once you hit START, just GO! Don't worry about if its perfect, don't worry about if you're doing things exactly right or any of the usual nonsense. Just start taking action, in whatever you're doing and keep working until the timer goes off. By doing this you're not just making progress on the specific tasks you've been putting off.

More importantly you're building the inner strength and habits to take action each day and make things happen. Its like building a muscle. The more you use it the stronger it gets.

So, even if you get a little off track like I did watching 2 movies back to back while I was meant to be writing, you'll still be back at it the next morning, focused on making things happen.

I can't stress enough the power of consistent, daily practices like this. These new habits are what will save you from the wrath of procrastination and crisis. Each moment you invest doing this, you're breathing new life back into your dreams. You're taking charge of your reality and becoming the captain of your own ship, the master of your destiny.

Is there anything more important?

## **ONE LAST BONUS TIP**

### **ENERGY VS TIME**

This topic could easily be a whole book, so I'll keep it short.

Some people will tell you that to get things done and make things happen you need to manage your time.

The idea of time management has spawned an entire industry of people who believe that time is this limited resource that needs to be managed. They'll tell you that you need to chop your days into nice neat boxes of time and then put in a certain number of hours on all the important things in your life. And as long as you show up during those windows of time and do the things you need to do, you'll be successful.

It sounds great in theory. But in practice it's total BS and doesn't work. Why not?

Because time management doesn't take into account you and your energy levels.

If you've not slept well the night before, you're feeling totally wiped out, you have a head ache and you're barely able to drag yourself out of bed how effective are you going to be at your 11.15 phone call. Or your 12.25 meeting with so and so, or your 2.47 - 3.15 book writing session?

Time management is total nonsense because it's not how much TIME you invest into things that matter, it's how much ENERGY you give them.

If I'm writing and I'm super excited about it, PUMPED, on fire, loving it than what I'm doing is going to be effective, useful and useable.

But if I'm feeling spaced out, I've not eaten, I can't think straight and I need a nap... guess what? I'll waffle my way out of a couple hours of nonsense. And then I'll have to go back and re-write it all later anyway.

If you're having a meal with friends, but you spend half the time fretting about something that's stressing you out and your energy is away from the company and you spend the other half of the time away from the conversation completely texting someone about this problem — what is going on there?

Technically you were there, having a meal with your friends for 2 hours. You put in the time. But energetically, you were somewhere else. And guess what, everyone noticed you weren't there.

You could be doing a job at an office for 8 hours a day, but you're not really there for 8 hours. Maybe not even 2 hours. Time management is a dangerous myth that you need to be wary of.

So how to get the best results and get things done?

Like the ocean that has high tides and low tides, and the sun that sets and rises, your body too goes through natural rhythms where you're either on, where you have more energy to do things — or you're off, where you need to rest and replenish your energy.

This process is called the Circadian Rhythm and it effects all living things in our world.

We humans have something called a biological circadian clock. This depicts how our bodies naturally go through various processes from low to high energy and back again each day. We don't have time to discuss this in detail here, but it's a fascinating study well worth investigating. You can find out more about it by reading an awesome book called "The Power of Full Engagement," by Jim Rohn and Tony Schwartz.

Right now, I'm feeling the need to take a quick break. My body needs a break. So I could keep writing this section and contradict myself by going against the laws of nature and my own advice — or I can stop here and come back and tell you more when I'm fully refreshed.

I'll tell you more in a moment.

....

Awesome. Two hours have passed and I'm back. It's amazing what some food and a little rest can do!

When our blood sugar levels drop too low or we're simply overworked or fighting against our human biological circadian clock, we can't function well. Its like driving when the gas is almost empty and the engine begins to stammer and cut out. Not a good idea for the car or for you getting to your destination.

So it's essential that you organize your day to match your natural energy rhythms as much as possible and avoid forcing yourself to work in ways that simply go against your body and your own natural inspirations.

Lets figure out when you're going to be most focused by answering these questions:

- What time of day are you naturally most inspired to work? (Morning, afternoon, evening?)

You will have far greater success in getting stuff done when you focus your work periods into the times when you're naturally most alert, inspired and at your best — rather than forcing yourself to work when you're at your worst.

For me, that means working in the morning. The earlier the better. By about 12pm my energy levels have dropped and I'm not able to focus as well as I can in the morning. So for me, getting my most important work done in the morning works. It may not for you. But there IS a time that works best for you — when is it?

- When are you naturally most tired and distracted?

It's important to know this so you can consciously allow yourself to rest and relax at those times and not stress yourself out by trying to work when you're needing to relax.

For me, I find the afternoon between around 12-4 I'm least inspired to work. So rather than force myself to do things, I allow myself to rest, relax, sleep, read, go to the beach — whatever. I know I'll just be wasting time anyway, so why not just surrender to the process and then come back when I'm inspired again?

NOTE: Life is not as black and white as we like to think, so having said all of the above you may find some days you're super inspired to work when you normally relax and vice versa. If this is the case, then go with it. Right now it's 12.50pm — when I'm normally not inspired to work, but I decided to keep writing anyway because I'm in the zone. And when I get tired I'll stop, but for now I'm going for it.

I recommend you do the same. Remember. The key is not how much TIME you put into something, it's about how much high quality energy you invest.

## **FINAL NOTE:**

Be warned! Resistance can show up as tiredness when in fact it's not. You need to be honest enough to know the difference. Things that are best for us we often resist. But things that are a waste of time and we don't want to do — we also resist. So you need to know the difference.

How to tell?

I wrote the bulk of this book in less than 24 hours.

WHY

Because I was procrastinating on doing other things I needed to do...

But before you yell out CHARLATAN! HYPOCRITE! I want to let you know that you can actually use procrastination to overcome itself.

Here's what I mean.

I have a long list of things I need to do, which includes writing various books.

It's not easy to write a book. In fact, sometimes I just sit there gritting my teeth, feeling a restless urge to consume some entertainment or escape my task at hand.

But if I intend to do something else that I don't want to do - I can use the idea of writing a book as an excuse not to do it — which gets my ego on the team. And lo and behold, a book is written.

I already wanted to do it, but I'd not have finished this if it weren't for using procrastination to my advantage.

This ninja trick only works if you already have a clear list of important things you want to do — but haven't had time for it yet. It won't work if instead of finishing your project you decided to do a Harry Potter marathon and watch the entire series of movies back to back.

The only reason I added this final section was to let you know that no matter how great any system is (and this WHACCK System is extremely powerful) — there will always be strange exceptions to the rule that don't fit the system — but they WORK.

Life isn't about forcing ourselves into rigid systems. No. Systems are here to help us have a better life. So always keep in mind what your life is all about and what you want, and make sure you never lose track of what's truly important and become a slave to your own creations. You're not here to be a slave to ideas, beliefs or lifestyles. They are here for you.

Your cell phone is here to make your life better. You are not here for your cell phone or to spend every moment installing apps and upgrading software and fixing passwords. But if you lose track of your WHY and you forget what it's all about, you can miss the whole purpose of being alive.

So I'll leave you with this to think about.

Who are you?

Why are you here?

And How can you enjoy every moment of your life to the fullest?

I hope this was helpful.

Many blessings and love from Kauai.

Michael

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