

Hi there, and welcome back to the goal setting and motivation workshop. We are on part two here. Workshop number two, is our productivity workshop, I'm really excited about this particular workshop. In this particular audio guide, we can create a productivity plan and understand why we are not productive.

Typically, the first kind of hurdle that we have to overcome when we want to start achieving goals and making a better life for ourselves, making a better future for ourselves, is the exercise we did beforehand. We set our goals and setting those goals is very difficult for some people and it's actually a brand-new experience for many people, even to think about and write down those goals, and particularly reframing some of those mindsets around 'Earning \$100,000', or 'I have earned \$100,000 from...'

Rewriting some of those goals, we then move onto the next stage which becomes very, very difficult because it's now; 'Okay, well how do I attack this?' And often, when we want maybe a \$100 000 goal, or we have the idea of a new house or a bigger business for a better lifestyle. It becomes a question of; 'Well, how, *how* do I do that?' and that splits itself into two parts. First of all, how can I actually physically know the steps towards making \$100 000, or a million dollars, or billion dollars, and on the other side, how can I remain to stick to it and remain productive throughout that entire process? And that's what we're going to be covering off in this in this workshop, which I'm very excited about.

I think one of the big problems is that we all procrastinate and we all do it to some extent, some of us are naturally better than others. Some of us naturally are happy to sit down and grind out the work. However, I also believe that there is a type of procrastination which allows you to focus on busy work - and you might argue that that is procrastination in general, but at various levels - I remember at University I was *terrible* for procrastinating. I would play video games until late into the night rather than working on my essay and now that essay, it was 10,000 words - some of the blog posts I write in a day are 10,000 words. So it changes your perspective, but also remember a lot of the time when I was working in

offices; and I'll talk about one of our customers coming up later on, was the manager of this particular role thought that she was incredibly productive because she was always busy and yet her position never really moved, she never really changed anything. Nothing ever really progressed, it was all just fighting fires and I believe that a part of procrastination and what we can do is, the cure for that is pure productivity - being really genuinely productive. And you'll find that you'll fit somewhere along that spectrum of; Yep, you're able to sit down and hammer out the work - is very good, but perhaps you find the goal daunting. I know a lot of people who are very, very good and very disciplined and motivated to go to the gym every single week or every few days or even every day, stick to a diet and yet; if we put a bigger goal in front of them, such as writing a book, getting \$100,000 income, starting a new business that can seem overwhelming to them and they end up not doing it.

And on the other side, you've got people who are constantly busy, working away doing loads of things but actually they never really accomplish anything. And of course, you also have those who sit down and then they'll browse Facebook and go onto YouTube and look at their phone and play some Angry Birds, and we have to find a way to overcome that.

Now, one of the big mindset things you need to bear in mind, is the difference between motivation and discipline. We'll of course be talking about motivation later on, in our third workshop. And the interesting thing about motivation is, it's often about how you frame what is that you're going to set out to do. The problem is, there's a big difference between motivation and discipline. A lot of people at the end of workshops like these, particularly when we give seminars and talks and workshops live; people come up to me and go; 'Man, I'm really pumped, I can't wait to go and do something, this is really exciting', and yet when I catch up with them in a few months that they've made no changes and no difference.

That's because the motivation fades away and they forget that they need to transition into discipline. Motivation is doing something when you want to do it; discipline is doing something when you don't want to do it. When I

have to go training, when I have to go for a run, when I have to do gym training but I really don't want to - that's when I know I should. The discipline is there, and this is not a 'holier than thou', lecture, this is simply explaining the difference when you really don't feel like putting on your trainers when you really don't feel like getting in the car driving to the gym. That's when you know *you probably should more than anything*. Of course there's times when you're sick when you're ill and you physically can't do it, I totally understand that there is a huge, huge, huge difference between being motivated to do something, and going; 'Yeah, I really can't wait to do this and put all my time and energy into it' and when that slips away - and I talk about this a little bit in my book, *Universe Fuel*, it's this trough of despair when it moves away and then we think, okay, well, what is it that we need to start doing regularly and repeatedly in order to keep those results going and usually that's discipline. And discipline is doing something even when you don't want to do it.

Now, discipline is much easier when you have a plan. A lot of military organisations realise this, a lot of large corporate organisations and corporate companies know this. If you have a plan and a strategy and a series of habits and a process, it's much easier to be disciplined. What I have found easier with my discipline with many things such as writing content, writing books, creating videos, creating courses and products, going to the gym, training, running building, even cooking... coming home and cooking a decent meal. If I have a plan and a process, and something I can follow, something that takes the thought process out; it removes that kind of initial friction of starting up, it makes the start-up process slightly easier, so discipline is a lot easier when you have a plan, if you have a written plan - and that's what we can be creating today.

Now this is not necessarily time management - I fall into the camp and if you watch some of my YouTube videos, you might actually think the opposite. I believe that time management is a bit of a misnomer, as a bit of a joke, frankly. Because managing my time is not as important as being productive with my time and what I mean by that is, yeah, even though I block things out and say to people; 'Yeah, I can talk to you, now I can do

this job here and do this job there,' that still might necessarily mean that; Yeah, I might be managing my time really effectively, but I'm still not being productive. I'm still not focusing on the things that were important, and I'm still not prioritising in a way that means I'm not going to get any result and that's what we can look at today.

There is a huge misconception that a lot of a lot of people kind of rely back on around procrastination is that they'll move when the spirit moves you, and this is a real problem for me, I think, is they'll kind of go; 'Yeah do know what, I'm just not in the mood today, so I won't do it', but some days I'll be really productive and creative people typically fall into this misconception, they have this idea that if they sit down and they go yeah; 'I work better in the evening', and I always thought that for years that I worked better in the evening and this is what we call the Scott Ahmanson problem.

Right, so Scott of the Antarctic and wanted to be the first person to reach the South Pole and in fact what ended up happening is that Ahmanson who was this kind of contemporary was also leading a team. So there were two teams and what Scott's team did is they would walk as far as they could on days that had good weather and on days that had bad weather, then rest up, right? I mean, it's the South Pole, it's the harshest environment on the planet and it sounds like a really smart thing to do, to take time when you can and when it's a good day, go for it. Ahmanson had a very different approach, they said that we can walk 20 miles every single day. Every single day, no matter what we can walk 20 miles and what that meant is, that in good weather, it was a relatively easy trek - 20 miles is still a hell of a slog, but on good days, it was an easy trek and on bad days, yet you know what? That was still hard work, they probably could have gone further on the good days and I'm sure they certainly would have liked to have walked less on the bad days, but they kept it consistent. 20 miles every single day and wouldn't you know it, Amundsen ended up reaching the South Pole months before Scott's or weeks before and Scott ended up reaching it and then couldn't end up making back most of his team died. It was an absolute disaster.

A lot of people treat productivity in the same way. They think - well, I feel I can have a good day today, so I'm going to work as much as I can, work as late as I can. And I find that productivity comes from momentum.

Productivity comes from a repeat habit of doing something over and over and over. If it's worth doing once is worth doing a thousand times, and over time you build up these massive compound momentum effects and that's what helps you become productive. Rather than saying, okay, we're going to start today and take a couple of days off and then for two days I'll be really good then a week off and then for a few days I'll be really good, as opposed to saying every single day, I'm going to spend two hours just writing content. It turns out that writing content is, you know my core income generating task. I have to spend two hours every day and that's it. Now, incredibly, spending just two hours every day doing one job and getting that job out the way it is in fact more productive, assuming you've chosen, a key result generating task that actually gets you closer to your goals that we talked about in the previous previous workshop. Assuming spend two hours every day just doing that, is way more productive than doing 8 hours of busy work day and this is very difficult because we have this 9-to-5 mindset where people say; Right I have to turn up a 9.30 and leave at 5.30, even though we call it a 9 to 5 mindset, even though I've never worked 9 to 5. It was always usually eight till six all the time and yet I never really accomplished much. And yet working less and working fewer hours, I've accomplished so much more because I'm productive with the goals that I have.

I think it's easier than ever to find methods to be productive but is also easier than ever to find methods to be distracted. You see the problem is that the world doesn't value productivity and attention as a hemisphere, as a world, as a society or species. We don't value productivity we don't value attention. I still get it now. A lot of my friends in and you know people who are close to say, ah, Mike, you work too hard you work too much, you're always working. The reality is, I'm not always working I'm just very closely guarded with my time and I decide when I work, but at the same time, people are constantly sending you texts and messages in WhatsApp and Instagram and Facebook. Individuals; individual people -

value productivity and attention. Individual people do, but the rest of the world doesn't, and the rest of the world doesn't understand those that dedicate their lives to productivity and to attention, you're seen as a bit of a weirdo, a bit of a weird person if you say no, and I'm very militant about my time, I'm very productive. A lot of people go; 'Oh God, I could never do that. I'm too busy'. I was like - what the hell does that mean? You're too busy to be productive? That doesn't make any sense and I hear that a lot people say; it's all right for you Mike, you know you're in different situation to me - I am too busy to be productive.

The rest of the world craves and rewards, distraction and procrastination. So many offices that I consult at, or that I've worked at, absolutely value procrastination busy work and destructive work, distractions, meetings, conversations, calls, all this kind of stuff over really productive work. We tend to value that as a society and that's what we taught with the individual who does truly, truly value productivity and value attention - can reap the rewards 10, 100 or a 100 times the input. Those who are productive and truly productive, not just that, but that busy, are rewarded 10,000 times their input.

And on top of all that, our goal can sometimes seem overwhelming, that we don't know where to start. They can sometimes seem too big a mountain to climb. I often use the analogy of climbing a mountain, and deciding that you want to get to the top. It might be easier to carve away steps, let's say it's a sheer rock mountain and you carve the steps away into the side of a mountain over weeks and months and years. Every single day, just carving another step into the mountain, another step into the mountain, another step into the mountain. Now, around you everyone else kind of feels, that they can run up the side of the mountain and they're overtaking you it certainly seems like they're overtaking you at the time, but over time it becomes easier for you to get back to where you were. It gets easier for you to carry on. And wouldn't it makes it easier for other people to get up.

But the problem is, that when we look at that initial project, we see the scale of it in front of us. We can think; there's no way I can do this, it's too big a job or too big a task, so we have to deal with not only the consistent distractions and procrastination options we have available to us, but we also can be overwhelmed by the scale of the task and this becomes overwhelming to a lot of us and that's what we are going to explore today.

Long and short is, those who aren't productive, those who don't truly focus on what they want to do - and I've had to tell people, including my partner to become more selfish - be more selfish with your time. It's just because someone asked you to do something doesn't mean you have to do it and it is very difficult, and some people will guilt you into doing it and I have lost friends over this, over this exact point is I can't do everything they want me to do. But the problem is that while or 5 or 10 or 50 years can fly past without people making a single change, it's really upsetting to me to see people who decide to put the actions of others in front of what they want to achieve, because of some misplaced sense of guilt, or misplaced sense of productivity, or help - when really focusing on what they should be doing and what they want, could in fact be more productive in the long run. And I believe a lot of that comes from habits, that productivity comes from habit - committing to going to the gym every single day for 10 years, I can assure you will have far, far, far greater consequences. Or committing to write content every single day for five years will have far, far, far greater consequences than fighting fires and helping out everyone else who wants you.

When I, when we first got our new mortgage - literally the day we got a new mortgage on a house, I had two large customers leave me. I had one where the contract shut down, basically they ran out of money and hid it from us until the very last day and another customer said; 'Look, man, this isn't working out we're going to move on to somebody else. Interestingly, they did eventually come back to me because they thought they were getting a better deal, they thought I was expensive, but it turns out actually that hiring someone cheaper than me, is actually more expensive than hiring me. And I still had to, basically I had lost a huge portion of my

income - that's the first lesson there is, actually you need a diverse series of streams of income. Don't rely on one or two customers, but that's a story for another time.

The reality is, I still had the same 24 hours as before, okay - I had exactly the same amount of time as before and I realised I had to diversify my income. This means I wanted to create recurring revenue and I wanted to create passive income from assets, and I knew that courses and books were a way to go for that, so I realised; 'Well I want to write a course, and I want to write a book', but you know it's going to be difficult because I've lost a huge portion of my income. Surely, I should get a job, surely I should find another one of these customers and do you know what it was really difficult for a while, because my income level dropped. But in fact I then created two books in under 60 days and I released a course in under a month that now generates us close to 10 grand; 10 grand a month completely passively, completely as asset based income - in that I don't have to do anything and it sells itself now.

That was created from a productivity plan exactly like the one I'm going to share with you. At first, yes, when you're carving steps into the side of the mountain everyone's overtaking you. Everyone has these big jobs and are jumping on all these new opportunities and they go; 'No, this opportunity is where is, this opportunities is where it is.' Your job is to outlast everyone who decides to take the easy route or take a quick route by sticking to a productivity plan, and really focusing on your goals, you end up creating something that is greater than anything that any one individual could have done very, very quickly.

So with that, what we're going to do is just as before, I'm going to go through this exercise with you, or tell you when to pause the exercise and I'll tell you when to start back up and yeah we'll going to crack through a series of these questions. Now, you have the worksheet of course, if you have the worksheet fantastic, print it out have in front of you. If you don't, not a problem at all. Sometimes people do this in groups, we've had a few people say that they've done this as a group and yeah, you can either

discuss it with each other or however you want to do it. But we are going to get into our productivity workshop here, now.

So, here's the first thing you need to do. This takes a bit of time there is a little bit of creative writing, this is exercise one. What do your goals look like? Okay, so this is quite a difficult thing for people to be able to envision. I want you to write down what the final result looks like when you're finished. So, let's say we'll take a few different examples from some real-life ones. One woman that I was working with said that she wanted a \$2000 a week income, which is about £8000 a week, so will say that's \$10,000 a month. She wanted a ten thousand dollar month income, not from her business, but from her income. I said okay, well what does that final result look like? She said; 'What does it look like, it looks like \$10,000, Mike!' I said okay, so how much is that the year? How much is that a day? How many products is that? Is that selling one product? Is that sewing multiple products? How many customers? Is that entirely passive? Entirely recurring? How often do you work for it? Really do as much as you can to describe that final result and visualise it. Does it come through Stripe? Does it come through PayPal? Is it deposited into your bank account? Really get into the description as much as you can. Now you've got your previous four goals, you should have your four goals, your four priority goals from your previous workshop. I want you to write down what those final results look like. Talk about how it feels when you get them in, and just take a paragraph or half a page if you want to, take as much space as you need and the more descriptive you can be the better that is, the better that's going to help you - and look at that final result and think about all that, that's going to look like.

Another person who I've been working with - very, very different goal - after being injured, he wanted to basically get back to running and it seemed like it probably wasn't to happen. He was in quite a bad car accident and he wanted to get back to running and the goal was; 'Okay, will we want to get him back to doing a half marathon'. He wasn't massively fit beforehand, but he saw all these people, doing half marathons and you thought I could do this, but I'm injured, but the

concept of running 13 and a half miles just seemed overwhelming was; Okay, we'll talk about that final result, talk about running it, talk about the training you - don't yet you know I'm thinking of across that finish line and I get given a medal and overwhelmed, its in maybe one of the cities that I am working on - and he wrote down all this kind of stuff and it really helped visualise his goal and this is something you need to really get used to, is visualising that goal, what does it look like, what does it feel like, how the other people react around you. Where are you when it happens?

And if it is a daily goal, that is a habit that you want a change, like biting your nails - you look down on your nails are growing a little bit by little bit , you get that little white line when you first start doing it, and you know other people are complementing you, they go; Wow, your hands look fantastic, because you don't have that that skin flaking off around it. Maybe you can and this is that as a guy I can say this, I biting my nails was something I had to overcome and occasionally now we got into a little habit - same with my toenails as well - is that we'll go to get a regular pedicure done. Which is really really dumb, which I can say this as a dude and it's something that we had to really describe it was it was part the process of describing, of getting over that habit, to really write down what the final result looks like when you're finished, take those four goals, write them out, write down what the final result looks like and be as descriptive as you can. So you can pause it here, head on with that exercise and I'll see you back here in a minute.

So, welcome back -exercise number two. This is where we start getting pragmatic. I want you to break this one goal down, just choose one goal for the time being, and we're then going to do this and repeat it for all of them. But just for one goal, I want you to break that down into its component tasks. So what I mean by that is, there is different types of goals for example, there is a goal like - write a book, okay? There is a goal like - lose weight and get healthy and there is a goal like - changing habits, like biting your nails and there's goals like creating a \$100,000 a year income. So, if we take the book one; breaking it down to its component types does not

mean; 'Well, I need to write a 400 page book', which as going to be whatever, 70,000 words, I've got no idea. And on the other side, it's kind of like okay well, that just seems to make it worse.

Let's have a think, because you've been really descriptive, like if one of your things was to write the book, you know it has 400 pages, my books got amazing cover, it's got a blurb at the back that talks about me and it becomes a bestseller on Amazon, and there's a paperback version and a Kindle version. As you described that, take a look at that goal and break it down into its component tasks, and what I mean by component tasks is - what would need to get done? Doesn't matter about the timescale or whether you know how to do it. Break down the component tasks of that goal, so like I said for example, writing a book would mean I need to have were written 400 pages, I need a series of chapters, I need an outline, I need list of characters, I need an overall plot structure. Whereas on the other side, something like biting your nails you might say; 'Okay, well I need to understand when I'm biting my nails, I need to check in every single hour to make sure I haven't bitten my nails and I need to have a little reward system - that seems pretty easy enough.

And on the \$100 000 side, we might think okay, what will I need, I need \$100,000 product, I need 10 \$10,000 products or a thousand dollar products, or either a thousand customers buying a thousand dollar products. But I also need to then think about my sales funnel. I need to think about promotion, I need to think about advertising, I need to think about content and traffic and think about partnering, need to think about suppliers and by breaking it down to its component tasks, what I have found is that absolutely anything that we set our minds to, can be done when we begin to list out the things that need to be accomplished.

Now don't worry about the feeling of overwhelm that happens - the human brain is very, very good at repetition - its primary purpose for the first six months of our lives is just recording. It's fascinating how the baby's brain develops - its job is to basically just record information, just recorded like a sponge, it actually doesn't create any memories for itself, it just

records experiences, and pretty much over the next, 78 years of your life you basically replay those initial recordings. Our brains are really good at recording and repeating stuff. But what that also means is that often feelings of overwhelm and feelings of incredible, scale, are actually just two or three things going round in your head over and over again - such as creating a \$100,000 business or writing a book. That just very broad kind of conceptual idea in your mind will go over and over and over in your head and it will seem much larger than it does. Simply the act of writing things down, by getting them out on paper, will remove that feeling of overwhelm because it becomes far less terrifying when you start to have a series of tasks in front of you. Even if you see those tasks and you think, I don't even know how to start these, we will get onto that. I promise that's one of the next next exercises.

By breaking it down to its component tasks and even as simple as things like getting yourself out of debt, it's okay - well, first of all I need to know how much debt I'm in. I need to know who I owe money to, I need to know how much I earn, I need to know how much I can start paying back, I need to make one phone call to the person who I need to pay the debt back to the most, I need to make another phone call to the someone who pay debt back to second and then every single day I need to put \$50 aside, or 5% of my income, or 10% of what I spend into a, a debt fund - by breaking it down to its component tasks, the overwhelm immediately begins to dissipate, not because the task is any smaller or any less impressive - it's because you're writing down the pragmatic steps and your brain can start finally start to see - I don't need to repeat this, I've actually got some steps I can start thinking about.

So, exercise number two is to break it down into its component tasks, its component tasks, and yes, so go ahead and pause it here and write out the component tasks for your goal. Take as much time if you need, don't overcomplicate it, it might be super simple and I know that for mine one to get more traffic was to basically write a blog post every day. That was pretty much it. So, break it down to its component tasks and we'll come back to exercise three in a minute.

Hey, so welcome back. Exercise three is to now take those tasks, take a look at those tasks and break those down further into what we call daily tasks. So, for example, writing a 400 page book can seem overwhelming. We know that we need a plot structure and a character and a cover and a title and all these kind of things, but writing a 400 page book can seem overwhelming, and what I want you to do is take those component tasks and break those down into daily tasks. For example, with the 400 page book; two pages a day seems a lot easier. If I just said; 'Hey, I need you to write two pages a day, all of a sudden it becomes much, much, much more accomplishable, even though it's taken one of the component pieces. For example, building a \$100,000 business, if you look at, okay, well I need, what I want is a hundred customers pay me \$1000 a year, okay? So daily that is, one third of a customer, or once every three days, I need one customer to give me \$100, basically, or a \$1000. By breaking it down to those daily tasks, and once every two days or three days, fine, whatever it works but you want to break it down into individual things, daily, that you can start doing over and over again, they're going build up your goal and we talked about the the mountain and carving steps into the side of the mountain, the daily task is carve one step into the side of the mountain. Writing a 400 page book seems insane, the component pieces seem insane, but writing out the daily tasks that you need to do and writing out the now the pragmatic steps into going; Okay, well I need to do this, I need to write two pages a day, or if it's the \$100 000 business you think, well, you know I need to need to generate whatever it is, about \$10,000 a month, which is however much it is per day..about three. \$300 a day, so you think - I need to have \$300 a day coming into the business - but we can also then start to think about; okay, well, that means I need to have a product. So every single day I need to write out a piece of this product, and again, you can be vague at this point with with some your tasks because later on, you'll understand what is you actually need to do today.

One of our customers, who ran a therapy-type business and a training-type business, realised that she completely wanted to flip the way that she worked. She wanted a studio and more staff and expand out a little bit.

And she was like; I don't know how to do that and that's fine. What does the goal look like? She says I'm working four days a week and I don't work 9-to-5 work I work fewer hours but we actually increase our income (blah blah blah), so I need to hire a member of staff. Now, she didn't know how to do that so that was the component piece was, was hiring a member of staff so the daily task was first of all, what does she need in a staff member? What does the job look like for that staff member? The daily task broke down again, the component tasks, we can still seem overwhelming, into the daily tasks and there might be a few repetitions - you might find some your component tasks are daily tasks and that's absolutely fine but by breaking it down into your daily tasks, particularly things that you can do every single day, becomes a big, big deal - because it changes again from having to go from motivation to discipline. Because the discipline becomes easier because you now have a plan, because you're writing out this plan.

So what I need to do is to write out the daily tasks that you're going to have to take care of in order to achieve this goal, against the \$100 000 business or a million-dollar business. You think; 'Will I need more staff?' So the daily task is hire someone and maybe the daily task under that you have to break it down and a little bit further as to think well, actually I don't know anything about staff so I'm going to have to write out the job, find out where I can hire staff. And some of the stuff is by educating yourself further. A lot of it is just about educating yourself which you might financially slightly easier than you realise. So, break it down into daily tasks. If you're looking to write more content to be one of write one post a week, maybe the daily tasks are a Monday to Friday based task. Starting Monday, I choose the topic; Tuesday, write out the framework; Wednesday, I spent some time writing up the content; Thursday I edit it and choose my images; on Friday I publish it. Writing out those daily tasks and the things that you are going to follow through on, that's the next stage of the process. Write out those at daily tasks. Pause it here and I'll see you on exercise four.

Okay. So, welcome to exercise four, this is where we do the final breakdown and what I want you to do is break it down again. Now, you might not need to do this particular exercise. If you find that your daily tasks are already pretty granular. What we found is that we can break things down, hour by hour, even to the point where we think okay; 'Well 400 pages seems a lot, two pages a day seems easier. But what if we break that down further to; two pages seems like a lot. What does the next three sentences look like? What is three sentences in the next hour look like? How does that feel? When I just give you an hour to write three sentences? And what we find by breaking it down even further, it can often remove that initial kind of start-up friction that we talked about earlier, where you know I don't even know where to start. Okay, well, all you have to do is think of a character title. All you have to do is think of a name for your product or all you have to do is think of a market that you want to serve, all you have to do is finish this particular workshop, all you have to do is find your next course. One of the big things we're able to sell your service learned so much in and create a much content is because we've broken that down into; All I have to do is watch this next video. That's it. As simple as that. Was as complicated as that by saying; okay, what's the daily task? If I have to break that down even further - what does that look like? And things like creating courses, this was very easy. This was very important to us. This was an important exercise for us to take out because we realised; okay, we'll want the whole course to look like this; alright well if we break down - what is it like, what do we have to do each day? Well, I have to write up one course video and one script and we ended up doing about 6 a day in the end and of course well, what does that script look like broken down again, further? What does that script look like? What this also does is show you that the four goals you've got, some of them are going to be the equivalent of - make a list of washing machines that you want to buy, find out where they are, find out how expensive they are. Find out what budget you've got and order them, that's the whole process. That's the whole process.

The bigger scale things, breaking them down to the smaller tasks will show you one; where you can be productive and do things every day, but also

where you can begin to outsource things to other people and other things that you can focus on. So, exercise four - pause it here and break down your daily tasks again, even by hour should you need to, to the point where you can be ticking things off eight times a day, so pause it here and I will see you at exercise five.

So, welcome back. This is a exercise five. This is where we start kind of ramping up with broken down everything we've got. What I need you to do now is; What do you need to do today to start working on one goal? We're just going to work on one goal at the moment, you'll have plenty of time for the others. If you can't prioritise them, and if you think I need to do all of them, choose number one. There we go, I've done it for you even if you think, oh yeah, but if I don't do number four and I don't do number three then I'm also going to be unhappy.

People who are productive know how to prioritise and prioritisation doesn't necessarily mean never doing anything else, it simply means getting one thing done. Sometimes, when there's a level of urgency and prioritisation becomes obvious - you know - if a ship is sinking, it becomes obvious that you need to patch up that that hole in and weld the hole where the water is coming in, as opposed to making sure that sure that all the bedlinen stays dry. It's obvious where some of the prioritisations are, what a lot of people do as they prioritise bucketing out the water as opposed to repairing that hole, yet you know what you might, it looks like you're taking on more water. The only way that can stop is by repairing that hole - what you'll find is that the more productive you become, the quicker you can start to move through your goals. And yes, some things are going to take a backseat - that doesn't mean you can ignore them, it means that if you focus and prioritise and keep one goal and series of tasks active until completion then you can move on and completely dominate the next one and and scrub that off your list and so on and so forth.

What a lot of people do is, they jump and they try a lot of plate spinning and end up getting nothing done, so one of the biggest takeaways, if you take anything away from this workshop at all is cut back everything else that you need to do and focus on one thing until it's completed as opposed to doing what everyone else tells you and saying we need to prioritise this and this and this. If you've got more than one priority don't have any priorities.

So focus on one thing, even if halfway through think I really should have done the other thing first - fine. Learn from your mistakes, move on. Do not stop the thing you're doing right now. So here's exercise number five I want you to pause it here. What do you need to do today to start working on one goal? Write down the task, the one task that you need to do today to start working through and working on that one goal.

Okay, welcome back to exercise six. This is our second easiest part. I need you to write down what you need to do tomorrow to continue working on that one goal just the one task priority that you need to do tomorrow to continue working on that goal. Okay, what do you need to do to continue working on that goal tomorrow. Write down what that is, pause it here and then we'll come back on exercise seven.

Hello guys, so exercise seven. What do you need to do the day after to continue working on your goals? So now we have a three day plan. We've written down what we need to do today, we've written down what we need to tomorrow, and now we can write down what we need to do the day after this. Let's say you're listening to this on a Monday - you decide to listen to this on a Monday. Exercise five was; what do you need to do to start working on your goal today, which is Monday. Exercise six is; what you need to do tomorrow to continue working on that goal - that's Tuesday. And exercise seven is writing down the one task, what do you need to do the day after - the Wednesday, to continue working on your goal. Those three goals, those three tasks can help you give that momentum to you. Eventually, at some point what you want to start doing is, at the start of the week, working out what you need to do for the rest of

the week and every single day, breaking down those goals, going through a similar process like we've done - breaking down those tasks and goals up. So what I want you to do now is write down what you need to do the day after, so on day 3, to continue working in your goal. I'll see you back here for exercise eight.

So, welcome back. This is a very different approach, here those previous three exercises I learned from Tim Ferris, from the four hour work week. What you need to do today, tomorrow and the day after - really interesting. Here is something I want you think about - what daily habit do you need to pick up to complete your goal? Now, this is huge. A lot of people don't think like this. But what I want you to do is get a massive advantage in your productivity and think about the new habit that you need to pick up. Don't worry about giving up a habit yet, I think it's more important to pick up new habits rather than eliminating old ones, in fact Charles Dohig in his book, *The Power of Habit* talks about how picking up a new habit is not only easier, but also will help you eliminate old habits. So, what new habit do you need to pick up to complete your goal - and this is a daily habit for a lot of people its reading. I see that written down a lot, people think I should read more just and 45 minutes at lunchtime reading more, or listening to audiobooks in the car or spend an hour instead of in front of Netflix or in front of satellite TV or whatever, just reading for an hour. Instead. Massive, massive difference or reading before you go to bed. Maybe your new habit is going to bed earlier, or waking up earlier. We all have a habit that we know should pick up. For me, it was writing content. I knew that I wanted to have a content heavy website with lots of organic traffic and it was writing content. I knew I had to do that. So what daily habit do you need to pick up to complete your goal? One daily habit. When you write that down in your worksheet or write it down on a piece of paper, pause here and we'll come back to exercise nine.

So welcome back - exercise nine. This a big mindset shift for a lot of people - is when you dedicate a block of time every single week to working on your new habit. So what I mean by that is, it might be something you need to do every day, well you think I'm going to take two hours every single

day or an hour every single day to do this new habit. If it's not something you can time block necessarily, I want you have regular check-ins every hour, so maybe your new habit. So one of the new habits that I had to really, really work on was showing more appreciation and trying to not complain, and it's it's difficult man, it's really tough particularly for my personality to not moan about things, not complain. And so what I was doing is checking in every hour. I did actually dedicate a little bit of time every single day just to write out things I was appreciative for and that I appreciated, but if it's not something you can time block, just have a regular check-in every hour a little alarm and just say; have I been continuing this habit? Have I been doing this? But for things such as reading more, writing more, strategy meetings, education courses, by giving yourself a time block every single week - and it might be like you say, every single day, but minimum you want to look at working on this habit every single week. For a lot of people, I know that Monday morning from eight till twelve is 'learning time', that's all they'll do, they don't check emails and do anything like that. They just pick up the courses that they bought, read them, learn from them and watch them listen to them, whatever it is they need to do, and they dedicate a block of time every single week the same time every single week, that's what gets habits. That's what builds momentum and that's what makes you productive, so pause it here and I want you to look at your diary and decide a time every single week to work on your new habit or every single day. If you can do it, or if it's something you can't time block, have a regular check-in every hour. So pause it here, I'll see you back here for Exercise 10,

So welcome back. Exercise 10 is a bit of a summary. This is our final exercise for this workshop. At the start of the day, what I want you to do is write down what you're going to do and at the end of the day I want you to write down what you did. This does not have to be a long list or very, very complicated - it can just be a list of your priorities for the day. We already know over the next three days what you need to be focusing on, and you're still going to do that process by going through every single week, what is your outline. But by looking at your day, every single day - and you can do this at the end of the day - you could say the end of the day, what

you're going to work on tomorrow. That's absolutely fine, a lot of people find that helpful. But what I want you to do at some point before you start work, is write down what you going to do and *only* work on those things; occasionally, I will not answer emails, okay? In fact, I don't answer emails at all until midday, anyway. And even then, only for an hour, but occasionally won't do anything because I know that opening emails I just going to be firefighting, and what I need to be doing is building out my goals and building out those tasks. So write out what is you're going to do, even if it's four boxes and you think; I'm going to spend two hours writing content, I'm going spend an hour emailing old leads and customers. I'm going to go to the gym at midday and I'm going to have lunch for an hour, whatever those things are, and at the end of the day, write what you did. If you forgot to do things, or if you didn't managed to get round to doing, that's fine, but the important thing is - measuring what it is that you did do. A lot of people they kind of go; I didn't get around to that. final day tomorrow by writing out what it is you have done writing out what you did do. Maybe you were more productive? Maybe you were less productive, that's fine. Eventually, you'll find a rhythm and a cadence to your productivity cycle and you'll realise that actually you can only do three things a day, three of your tasks today and that's fine. We're not comparing you to anybody else. So go ahead and and pause it here, and I want you to write down what you can be doing today. And then at the end of the day, write down what is that you did and we'll come back here for our homework and a recap.

Hey so, fantastic! You know this is great, you got to the end of this second workshop. This is hard work, a lot of this will seem overwhelming in itself and you think; My God, have to do this every single day and what you'll find is, the more you do it, the easier it will get. And then eventually this will itself become a habit, this will become routine, and working out your productivity cycle will become very therapeutic and calming for you, certainly that's how I feel. A lot of people say to me, you know my schedule changes all the time. Your schedule changes because you allow it to change. That's it. That is as plain as I can make it - your schedule changes because you *allow* it to change. The more you value your time, the more

you value rigidity and timescales and discipline to your time, the less it will change. Everyone around me knows that they can't just willy-nilly book in appointments; hell, even members of my family have to make sure and check are they able to come and see me - because I'm so militant with my time.

Now, interestingly, a lot of people will think, obviously I'm sort of a hard-ass; Mike, that's a really rough way to be; it doesn't show a lot of respect. People are giving you their time. Absolutely not. I will dedicate all the hours in the day to as many people as I can and I will help someone as much as I can, but it has to be on my time, it *has* to be on my time. Otherwise I'm working around other people's schedules and yeah, you know what? People talk about a lot, say with kids in it becomes very, very difficult. That's not true, if you decide when you're working days are. My Mum set an incredible example for me, in that she knew that when she got home at the end of the day, at the end of work, that was quiet time. We couldn't just run up to her and demand her attention even though we would be board as kids, or excited to see her. She said no, this is the time that we block out for quiet time just to wind down and then as it kinda quietened down and we would go to bed, that's when she would work on other aspects of either her business or her job, so it's important important. And frankly, if you want to hold onto the excuse that your time is at the mercy of other people's whims, you've got two options. Either change that and start talking to people and I guarantee you, that the more - the longer you leave it, the harder it will be, and also by communicating with them and saying; Hey man, I need you to know that these days, I'm not going to be available this time, that is possible and excellent end up being happier with it because they know where you are. But also, if you keep sticking to that, then fine, but you only can keep getting what you've got a no-one in the world who has made a successful go of their goals has let other people, no matter who it is; kids, parents, colleagues, friends, family, whoever - customers, you know - dictate their schedules. People who are successful and productive and, frankly, motivated and happy, have a schedule that they stick to and they make sure that other people work around that schedule. There is nothing wrong with that. It is completely moral, its

completely ethical, more productive and that's what I need used to work to really think about, there.

There - so, your homework is to honestly go through those tasks, make sure you're writing down what your goals look like, really help yourself visualise it, break it down into its component tasks, break it down into daily tasks and, if necessary, break it down again and then we have this process where we think well; what do I need to do to start working on it today? What do I need to do to start working on it tomorrow? And what do I need to do to start working on it at the day after. What are the daily habits that you need to pick up to complete your goals? Dedicate a block of time every week to working on your new habit or every day, to work your new habit and at the start of every day, or before your next working day, so at the end of the day, write down what you need to do and at the end of the working day, write down what is that you did.

I will see you back here on the third workshop which is to do with motivation, really exciting final workshop that I hope you guys will enjoy and thanks very much, congratulations for getting through the second workshop I think you've done a fantastic job here - because it's very, very hard work and I will see you on the next workshop.