

# September



**HOW TO GET IT DONE** 

# SEPTEMBER

# HOW TO GET IT DONE

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# Major Lessons We Will Read, Learn, and Discuss This Month

- 1. Getting Our Goals Done
- 2. The 30-Day Goal
- 3. How You Need to Feel Model
- 4. Every Single Thing You Need to Do
- 5. Obstacles
- 6. Strategies
- 7. Schedule on the Calendar
- 8. Exceptions and Back Up Plan

#### **Getting Our Goals Done**

This month's work is the work that can change your results the fastest.

If you're tired of dreaming and wanting, and you're excited to start producing, this month is the kickstart you need.

DISCOMFORT IS
THE CURRENCY
FOR COMPLETING
OUR DREAMS.

When someone asks me how I produce so much in such a short amount of time, my fast answer is this:

"I'm very good at planning, and I commit to following through on my plan."

Those are the secrets.

The underlying skill is my ability to be uncomfortable and do it anyway.

Discomfort is the currency for completing our dreams.

#### BE UNCOMFORTABLE ON PURPOSE.

You have to trade temporary discomfort for long term discomfort. You'll either experience temporary discomfort now while working to achieve your dreams, or you'll experience long term discomfort when you don't achieve your dreams.

It's the only trade that makes sense when you have big dreams and goals.

If you think about what costs you your dreams, it's usually one of a few things:

Confusion

Doubt

Self Pity

Fear

These are the feelings that lead to INACTION instead of fueling MASSIVE ACTION.

I have a very clean process that works.

It's simple but not easy.

If you do it, your life will change.

#### The 30-Day Goal

PICK SOMETHING YOU WILL DO AND SOMETHING YOU CAN CREATE... Pick something.

One thing and one thing only.

Something you can accomplish in 30 days.

Pick something you will DO and something you can CREATE.

It can be a chapter in a book, a webpage, a cleaned out bedroom closet, a leaner body, a month of not drinking, three new clients, or even a new business.

Just pick something.

The trick is that once you pick, you can't change your mind. So give yourself a deadline today to have something picked, and after that time, there's no changing!

Here is the process:

By (insert date and time), I will have completed and created (insert goal here). I will know I'm done because of (measurable statistic).

By September. 30th at 6 p.m., I will have stayed on protocol every day for 30 days. I will know I'm done because I will have lost between 7–10 pounds.


It has to be measurable, so you will know when you have completed it.

There has to be a deadline. In this case, it's 30 days from now.

Pick something that causes you to stretch but also something that you can complete within 30 days and in the time you have available to you.

Now commit.
Why do you want to achieve this goal?
Why will you do it no matter what?
Who will you be accountable to?

#### How You Need to Feel Model

WE NEED TO
UNDERSTAND
THAT, AT FIRST,
OUR FEELINGS WILL
NOT BE WHAT
THEY NEED TO BE
TO COMPLETE OUR
GOAL. IF THEY
WERE, WE WOULD
HAVE ALREADY
COMPLETED IT.

When you set a goal, it goes in the result line of a model.

Remember that all results are achieved by taking actions.

All actions are driven by feelings.

All feelings are created by our thoughts.

We need to understand that, at first, our feelings will not be what they need to be to complete our goal. If they were, we would have already completed it.

So to begin your thought work on your goal, you have to understand what your feelings are now.

How do you feel when you think about doing the work to achieve your goal?

Write your answer here:
What is your current thinking that is causing this feeling?

If you are having trouble pinpointing the current model that does not create the results of having reached your goal, then just ask yourself why you haven't already reached it. This will give you the reason, or the thought. The result line for this model is not having it or creating it.

Then complete your "no result" model here:
С
T
F
Α
R
Now what are the feelings you want and need to feel to get this work done?
Committed
Excited
Empowered
Disciplined
Willing
What are yours?

What is the thought you need to believe to create this emotion and to drive action?
Now complete the Model for the result you want.
<u>C</u>
<u>T</u>
F
Α
R

BEING 100% COMMITTED IS WHAT WILL GET IT DONE. As you go through this month, refer to this model often. You will be thinking the thoughts you need to be thinking to generate the emotion you need to be feeling to take action.

Being 100% committed is what will get it done

#### **Every Single Thing You Need to Do**

Now it's time to brainstorm.

What is everything you need to do to accomplish this goal?

Make a list.

I left you a blank page so you can write it all out.

You do not want to skimp here.

The more you can anticipate, the better.

This list does not have to be in order at this point. Brainstorm. Here's an example of actions required to lose ten pounds: Decide my protocol.

Run it by a tutor.

Weigh myself every day.

Grocery shop for protocol foods.

Go to Whole Foods to get ghee.

Order dark chocolate from Amazon.

Plan foods the day before and write them down.

Write down every single thing I eat every day.

Manage urges.

Make a plan for evening times after work.

Attend coaching calls for inspiration and ask for help.

Schedule times to eat, and eat only then.

Notice these are all ACTIONS, not thoughts about your actions.

Now go to your blank page and create your list.

If you have a big to do, make sure you break it down step by step.

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#### **Obstacles**

For nearly everything you want, there are going to be obstacles.

If there weren't any obstacles, you would already have what you want.

The trick I learned from one of my teachers, Dan Sullivan, is that all obstacles can be turned into strategies to reach your goals.

These strategies are actually the exact steps to accomplishment.

First, we will identify your obstacles, and then we will use that list to create strategies and add those to your to do list.

What is between you and your goal?
What do you think you need help with?

Use the next page to list your obstacles.

Here are some examples:

I have a desire to eat sugar.

Withdrawal from sugar is hard.

My friends always overeat when we're at dinner.

I love to drink wine.

At night, I want to relax and eat in front of the TV.

I feel deprived.

I love food so much.

I have always overeaten and have never been able to lose weight.

I get frustrated and overeat.

People at work always have candy on their desks.

List Obstacles

#### **Strategies**

Now you have a list of the obstacles that are keeping you from your goal.

Turn each one into a strategy or a skill you need to develop.

Add them to your list of to dos.

#### **Examples:**

My desire to eat sugar is conditioned. I will manage urges by keeping an urge list.

I will handle my withdrawal from sugar by drinking more water, writing about it, and asking for support from Melissa daily.

I will fast when I'm out with friends. I will plan for the feelings of deprivation and eat dinner before I go out.

I will plan to have a few glasses of wine during the month. I will not drink if it isn't pre planned.

I understand that my love of food comes from my thinking, my hormones, and my neurotransmitters. I will spend time studying the material Brooke has provided on this.

I will practice this thought every day: My past doesn't equal my future; this is going to be the time I lose weight for good.

I will plan on being frustrated, and when it happens, I will write about it and create at least one model afterwards.

I will not have any candy the entire month by offering \$20 to anyone who sees me eating a piece of candy.

#### Schedule on the Calendar

This is the very tedious part you may not want to do, but you must. This is the proactive work that makes everything else so much easier.

You have to take every single thing on that list and add it to your calendar.

There can't be exceptions here.

Everything needs to have a place on your calendar and a time frame scheduled for it.

Schedule time to coach yourself and to do the work.

Let's say it's making 100k in your business.

SCHEDULE TIME TO COACH YOURSELF AND TO DO THE WORK.

Some things, like in the example above, will be scheduled daily.

Other things, such as writing a book or creating a website, will be scheduled only on certain days.

You might need to schedule time for learning or time for thinking.

I recommend you schedule your month by assigning priorities first.

Although you will be putting everything on this to do list, make sure it isn't rescheduled for any reason. You need to accommodate anything that could trump what you are committing to.

Schedule work, family time, and daily requirements first.

Then make sure you schedule time for NOTHING.

I like to give myself an hour a day when I don't have to do anything, and I can freely choose to do whatever I want.

By doing this, I stop feeling sorry for myself. I have work time, and then I have "nothing" time.

# DON'T BE DRAMATIC ABOUT IT. BE REALISTIC.

Personally, I like to do my work first and have "nothing" time after. But you might want to do it differently.

If you SERIOUSLY commit to both and take your calendar seriously, you will blow your mind by how productive you are.

Sometimes we rebel against a calendar because we don't like its rigidity. By planning nothing time, you counteract that type of thinking. You can't have anything easy without equal parts hard.

Give yourself one hour to schedule this stuff.

Don't be dramatic about it. Be realistic. Remember that your future self will need to follow through on all of it, so be kind and thoughtful when scheduling.

I do it this way:

- 1. Put the list in order.
- 2. Determine how much time everything will take.
- 3. Add to the calendar on each day with time frames.

I do it in pencil first on a paper calendar, and then I add it to an electronic one. It doesn't matter what calendar you use—just use something.

#### **Exceptions and Back Up Plan**

# DON'T MAKE EXCEPTIONS FOR ANY REASON.

The question I get asked most often is about exceptions.

And yet, this is the thing I rarely have to deal with personally.

If you are focused on being proactive, you end up being so much less reactive.

You have to learn how to say NO.

When you have something on your calendar, make a practice of NOT rescheduling it, ever.

Unless it's an emergency, honor what's on that calendar like it's a meeting with the CEO of your life—which is you.

You won't want to do this.

You will want to make excuses.

You will want to be flexible and keep changing your mind, and that's the kiss of death for goals.

Don't make exceptions. For any reason.

Okay, for emergencies only. If there's blood involved, you can make an exception.

What if you don't get the work done in the time you planned?

Clients tell me all the time that things take them longer than they thought.

This is never something you want to say. You have that amount of time to get it done, so you have to get it done. Not getting it done is not an option, and when you accept that, you get it done in the time you've planned.

Things don't take a certain amount of absolute time.

Make sure you have a back up plan for yourself as well.

So many people seem to think they do.

"It took me longer to write that chapter than I had planned." NOT OK.

"I got the chapter done because I only had six hours to write it." PERIOD.

It's not just that you have to do it—it's that you have to get it done within a deadline. This is something you will have to get used to, but it helps more than anything with productivity and focus.

You know yourself, so you might want to have a back up plan. I want to make sure that your back up plan is more painful than the original plan.

For example, if I don't get my work done, I do it on Fridays, which is usually my day off. That is my back up plan in a pinch, but I very rarely ever do that to myself.

I've gotten great at producing work quickly because my time off is very important to me.

Write your back up plan below.

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#### Daily Assignment—Doing It Anyway

I have created a daily process for you to follow.

Once you have done the work upfront and scheduled everything, the only thing you have to do is STICK TO IT.

This is a daily process.

The first few days are usually easy, and then we lose some steam.

But if we commit to managing our brain, we can learn the skill of directing it and produce amazing results.

If you can commit to doing following your schedule for one month, you will get over the tedium and realize how productive and powerful you can be when you plan.

I recommend you do your daily work in the morning, but you can also do it in the evening.

I am more interested in you doing it daily than I am worried about when.

Imagine your goal completed. Thirty days is not a long time, but you will be in a different place in 30 days if you just stick to what's on your calendar.

Not only that, you will develop a new skill and habit that will serve you for your whole life.

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3. Thoughts and feelings about it. Do a mini thought download.
4. Complete a model on one of the thoughts that is not serving you.
Model on <b>Unintentional</b> Thought:
C:
T:
F:
A:
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5. How do you want and need to feel to get this work done today?
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T:
F:
A:
R:

5. How do you want and need to feel to get this work done today?
4. Create a model with the new thought.
Model on Intentional Thought:
<u>C:</u>
<u>T:</u>
<u>F:</u>
A:
R:

