

"The Robert Plank Show"



Episode #086

[Destroy Overwhelm Today, Achieve Maximum Clarity, and Get Back on Track to Making Money](#)

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Questions Must Be Answered

If you're in any kind of business, you need to be your biggest fan.

You need to be the best motivator there is because no one else is going to motivate you for you. You don't have a boss, so it's... On one hand, you have this extra freedom, but on the other hand, you are your own worst enemy, and you're going to fall into a lot of the usual traps you fall into, and a big one is overwhelm. A big one is being spread too thin, over-committing, and just dropping the ball in more ways than one.

The big copout I've been seeing are people saying that they "don't care about money." They only care about lifestyle, and the thing I want to say about that is you're going to need money at some point. When I see people say things like, "Well, I care more about making a difference in the world," or, "I just care about making just enough money to survive, and I don't need to have gobs and gobs of money."

That's a great sentiment to have until you get old, until you can't work, and I've seen all these different diagrams, things like that. Basically, if you're 30 and you want to pay yourself \$100,000 a year at retirement age, then by age 30, you need to have \$100,000 in the bank. If you want to pay yourself, \$100,000 per year at retirement age and you're 40, you need to have double that in the bank, and if you're 50, you need to have 4 times that in the bank. You might say, "Well, I can find a way to survive on \$30,000, \$40,000." Okay. Well, fine. When you're 40, you need to have \$60,000 in the bank.

You might say that money is not an issue, but a lot of other items in your life become a lot easier if money is at least not a problem. You might have heard the statistic where you need to have about a million dollars saved up by the time you're at retirement age, so if you have no savings, if you're in debt, then you need to focus for a few years, and set the lifestyle stuff aside, and get a handle on your own motivation and your own productivity, and get a handle on things, get the debt paid off, get the house paid off, get an estate built up because if you do the things you've always done, you'll get the results you've always gotten.

Questions must be answered. If you ask the computer that is your brain for negative answers and you ask your brain for ways that they can be shitty, then your brain will have no problem coming up with all kinds of answers about how they can be shitty, but if you ask your brain for positive things, for good reasons to wake up in the morning, for good reasons to finish those projects you have in motion, good reasons for people you can introduce to your book or people you can sell your course to, or what good things you can do with that money you earn from your internet marketing business, then those good things will continue to flow.

Jack Canfield says that you either create or allow everything that happens to you, and an anonymous quoter says, "Today may not seem like much, but you're trading a day of your life for it." I have 4 quick questions as we're getting started today talking about destroying overwhelm. My first question to you is to take stalk of what matters and what doesn't. What can you let go? For example, if I look out the front window of my house, sometimes, not all the time, sometimes, my neighbor parks a little too close to my

driveway. Now, that's the kind of thing that used to really bother me, but now, that's one of many things that I can let go.

One thing that I can't let go is if I have a sales letter that I wrote, and I'm selling a product of ours, and it is not selling. That's something where I keep going back to that and making it better until I can crack that nut. If the list isn't clicking the emails, if the income is down, that is something I can't let go, but we don't want to be too far in one direction of the other, right? We don't want to get stressed out about every little thing that happens because then we'll just drive ourselves crazy, but we also don't want to be too laid back because then we won't get anything done.

My next question is, what is your usual reaction to things like looking at your bank account, your usual reaction to seeing your significant other at the end of a long day? What's your usual reaction if someone delivers you bad news or good news? If those are... If the answers to those stimulus, stimuli are not what you want, then what can you change? Now, the third question is, do you work better under pressure with just enough chaos, or do you like getting further and further ahead of things like due date? Now, there is no right answer. It depends on you, and that question is going to come into play near the end of today's program.

The final and fourth question is, do you have some skin in the game, or are you just a spectator? If you find yourself getting overwhelmed and you're using the excuse of research, and learning, and trying to find out every little thing, and needing to know about a hundred different materials before taking one action, if that's the reason why you're not taking any action, then something needs to change, and you need to shut out most of the noise that's there. Now, what do I know about shutting out the noise? I can give you 3 quick psychological triggers that have helped me for a very long time every time that I need to get something finished, get something cranked out even if I'm not necessarily in the right mood so to speak for it.

Think about today or last couple of days. You might realize, "I don't even know what I did. I know I setup the computer, but I'm not even sure what I did once I got to the computer," that's not good. That means that you need to take a couple days off of Facebook, a couple days off of Gmail. Not off the computer, not off making money, but a couple days off of all those time-wasting sites like checking message boards, checking your stats. Usually, know what you need to do to complete what needs completing. You have a half-finished webpage, half-finished book. You need to complete those things, and the tools that I've used, there are a lot, but let's just talk about three.

Countdown Timer, Seinfeld Technique & Accountability Partner

One is a countdown timer. Open up a browser tab. Go to Google. Type in "countdown timer," and time just 10 minutes. For 10 minutes, you're going to do only the thing that you know you have to complete, so if that book is being stubborn, that last chapter isn't writing itself, close everything down, set a timer for 10 minutes, and just give yourself 10 minutes. I'm not asking for an hour. It's just 10 minutes of just that one little task that you were supposed to do. Now, this... For some reason that you do it a few times and it creates artificial urgency, and out of all the possible time management systems that are out there, and out of all the to-do lists, and priority charts, and diagrams you could have, the thing that works best for us is called "Four Daily Tasks."

Complete every day 1 task that is just a quick 10 minutes, and 3 tasks that take you about 40 minutes or 1 sitting each where it's business related and I can measure it. I can see that you completed something. You didn't start some stuff. You didn't plan some stuff. You didn't chip away 10% of something. You completed writing page 3. You completed writing... or chapter 10. You completed recording and publishing that video. These are all about things you complete, and by getting into the habit of, first of all, completing and single-tasking instead of multitasking, and getting things knocked out under the pressure of that 10-minute countdown timer, that creates some artificial urgency for you.

Psychological trigger number 2 is the Seinfeld Technique. This means that... Let's say that there's a task that you really, really need to get finished, right, and you know that's going to take you a few days, and so even if you just use one of your tasks out of your four on finishing your book since that seems to be today's example. Wouldn't it make sense if you devoted some time whether it was a 40-minute block or a 10-minute block on finishing that book of yours?

Let's say that you put in one of those blocks time today, right, because you don't want to just flood yourself and put in 10 hours, and then be tired for the rest of the month. Just put a little bit of time into finishing that book. Go and find a calendar, and X out... put an X over today's date. Then tomorrow, once you put in either a 10-minute block out of your 4 tasks or 40-minute block into finishing the next chapter of your book, X out the next day, and what's going to happen is it's going to be a little bit of a struggle the first couple days, but after 3, 4, 5 days, now you've got a chain of productivity in front of you. Now, you've got these successes. Man, you don't want to have blank spot in that calendar, so there you go. That is another motivator to not break the chain.

The final psychological trigger we're going to introduce to you today is an accountability partner, which means that you tell somebody, and it could be a spouse, or it could be a business partner, or it could be someone random on the internet. We have a group at fourdailytasks.com/group where we all post the 4 tasks in our business that we're going to complete today, the 3 40-minute tasks and the 1 10-minute task.

We all abbreviate or encrypt the list we have every day, but before taking any action in the morning, post those 4 things. Then, go off and do them, and if you want to... This part is optional. Come back and say, "I finished all 4 things," or maybe if you only finished two, go back and say you only finished two, and the following day, if you had any tasks left over, you can either throw them out or move them over,

but after a couple of days, even if you abbreviate your different tasks like you say like, "Well, what are my tasks?"

Like right now, I'm recording the Robert Plank Show, so I might say I might list 4 different items, and one item might say, "RPS." No one else has to know what "RPS" stands for, but on Monday, if I list I'm going to record RPS, and on Tuesday, RPS is in that list again, and on Wednesday, RPS is in the list a third time, I myself, I'm going to feel bad that I didn't finish those things. You can either do it in the group setting or even call someone on the phone to talk to them and just list your 4 things, and then finish them up.

At the end of the day, call them back again and say, "I finished my 4 things," so that they can be proud of you, or if you say, "I did 3 things, but I ran out of time," or, "Instead of doing the fourth thing, I got distracted or I got on Facebook." You don't want them to be mad at you or disappointed in you, but you'll be disappointed in yourself. As long as you're honest every day about this, then you'll find a way to choose 4 tasks, a 10-minute and 3 40-minute ones that are moving you in the direction of making more money in your business, and you'll actually complete those things.

We're talking about destroying overwhelm today, and I have 10 solutions for you, whether you're helpless, disorganized, alarmed, anxious, indifferent, lonely, annoyed, depressed, bored, or distracted, if anyone of these describes you or maybe it describes you in the recent past or could describe you for a small period of time in the near future, then this is going to be the most important podcast you'll ever listen to about destroying overwhelm.

What helps me in any kind of mental crisis, maybe you could call it, is to do some research, and pick apart, and split apart the problem that's in front of me. Just doing that, and half the battle there is just figuring... getting a pinpoint on, "Well, what's my exact problem?" It's the problem that I'm burned out, stressed out, not motivated, and then I can just go and just read tons and tons of tips. Then usually, I'll read 10, 20, 30 articles and get the same advice over and over, and then it will eventually stick.

I'm not an NLP, scientist, doctor, psychologist, therapist, any of that stuff. I'm just a nerdy computer programmer, but computer programmers like to see a problem in front of them, and then break it down, right? If you look at... I don't know, the voice command on your phone, on a Siri, Cortana, Google Now, you talk, and somehow, magically, it understands what you're saying, and then gives you an answer. From a computer programmer point of view, we say, "Well, okay. First, we need a way to read in the sound that you speak out from your voice, then we transmit it up to some computer that breaks the sound apart into different words, and then we can run it through and do a bunch of searches and look for keywords."

If you asked for things like weather, directions, stuff like that, then we can look up the exact search that you're going to do and maybe even run it through a Google search or something, get the result, and then speak it back to you in a human sounding voice. Suddenly, this thing that was a huge insurmountable, gigantic magic trick kind of problem, we've broken it down, and so when you see the finish the product, it seems magic, but we've split it up.

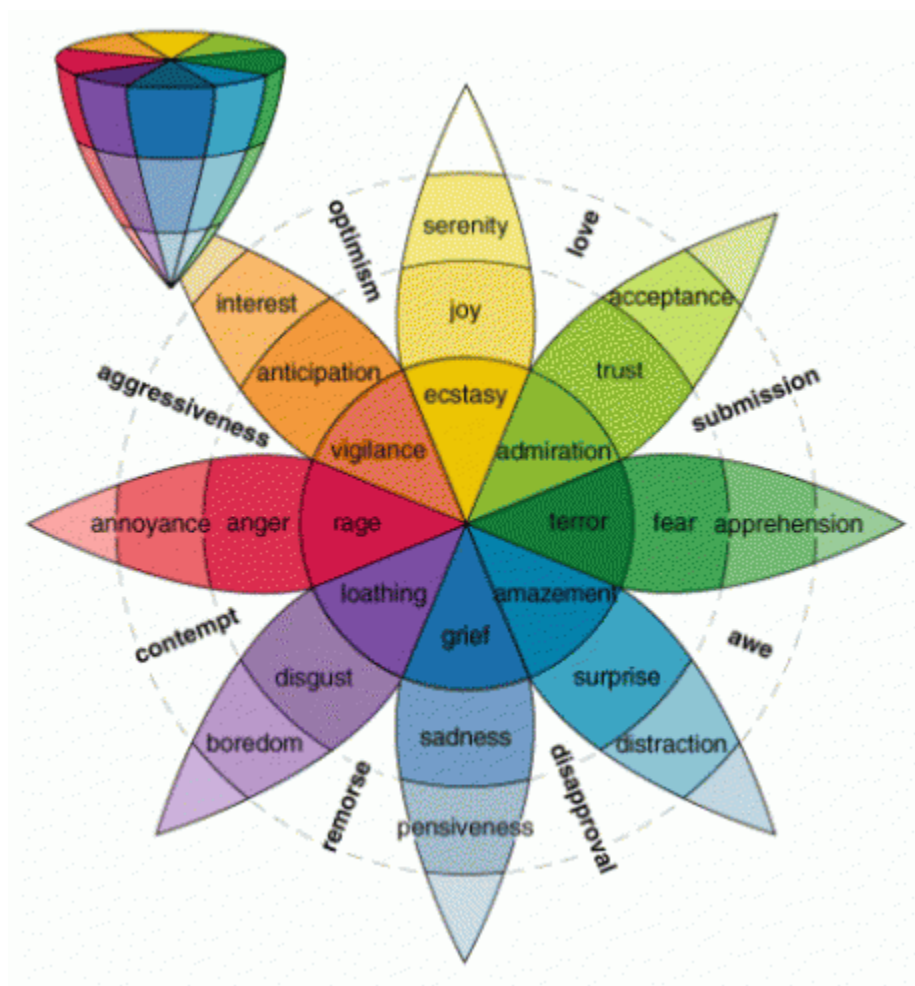
In the same way, I look at that when I'm trying to fix any kind of internal crisis that I'm dealing with such as being overwhelmed. Now, we all get overwhelmed, and heck, the reason why I'm even looking into this kind of stuff, the reason why I know about any of this mindset stuff is because it affects me quite a bit. From dealing with our customers and things like that in our helpdesk, anyone who's into any kind of like mindset, life coach, self-help, self-improvement, self-development kind of area, they are the ones that need it the most.

Usually, that's how they came across it because what they were doing at that point isn't working in the same way that the most successful entrepreneurs you're ever going to come across are the unluckiest people. Because they were so unlucky, they knew that they had to take more action, and they had to play the game more often. If they knew that 80% of the things they were doing were going to fail, then let's just do a hundred things, so that 20% of them will pay off.

Robert Plutchik's Emotional Wheel

The real danger, I think, is being in the middle. If you had some early breaks, now you don't know what it's like to really... to try really hard in your internet business. If you haven't been really sad, or really upset, or really unmotivated, you're just in that middle haze that most of corporate America is in, then you don't even... You might even know that you need to make a change or how to make that change. Anyway, breaking things down. I can say that I'm burned out, overwhelmed, things like that, but we really only have 4 emotions, and they are to be happy, sad, afraid or surprised, or angry and disgusted. Just four.

You might say, "But can't I be enraged? Can't I be deeply saddened?" Any kind of feeling that you have can be... can exist in the category of one of those 4 things, happy, sad, afraid/surprised, and angry/disgusted. Those are those 4 emotions, and then we can break it down into this wheel of emotion by this guy named "Robert Plutchik." I hope I'm saying that right. I'm going to give you a diagram at robertplank.com/086, and so what we're going to do is we're going to draw a circle. You don't have to draw a circle, but... It's because you're going to see this on the webpage, and I'm going to draw a vertical line, a horizontal line, a diagonal line, and another diagonal line, so we have a pie with 8 pieces. Okay?



Source: <https://uwehook.com/2011/06/30/plutchik-emotion-circumplex>

Robert Plutchik says, "We're going to go from the top, the pie piece just to the right of the center, and we're going to go clockwise." We're going to write in, "Joy, trust, fear, surprise, sadness, disgust, and anger, and anticipation." I hope I got that right. Okay, so joy, trust, fear, surprise, sadness, disgust, anger, anticipation. First, you might say, "Well, we're talking about overwhelm. We're talking about internet marketing. Why are you making me draw up this little pie chart?" Because once you realize what category your feelings fall into, then now you can go and find one of the finite limited number of solutions there are to your... to problems.

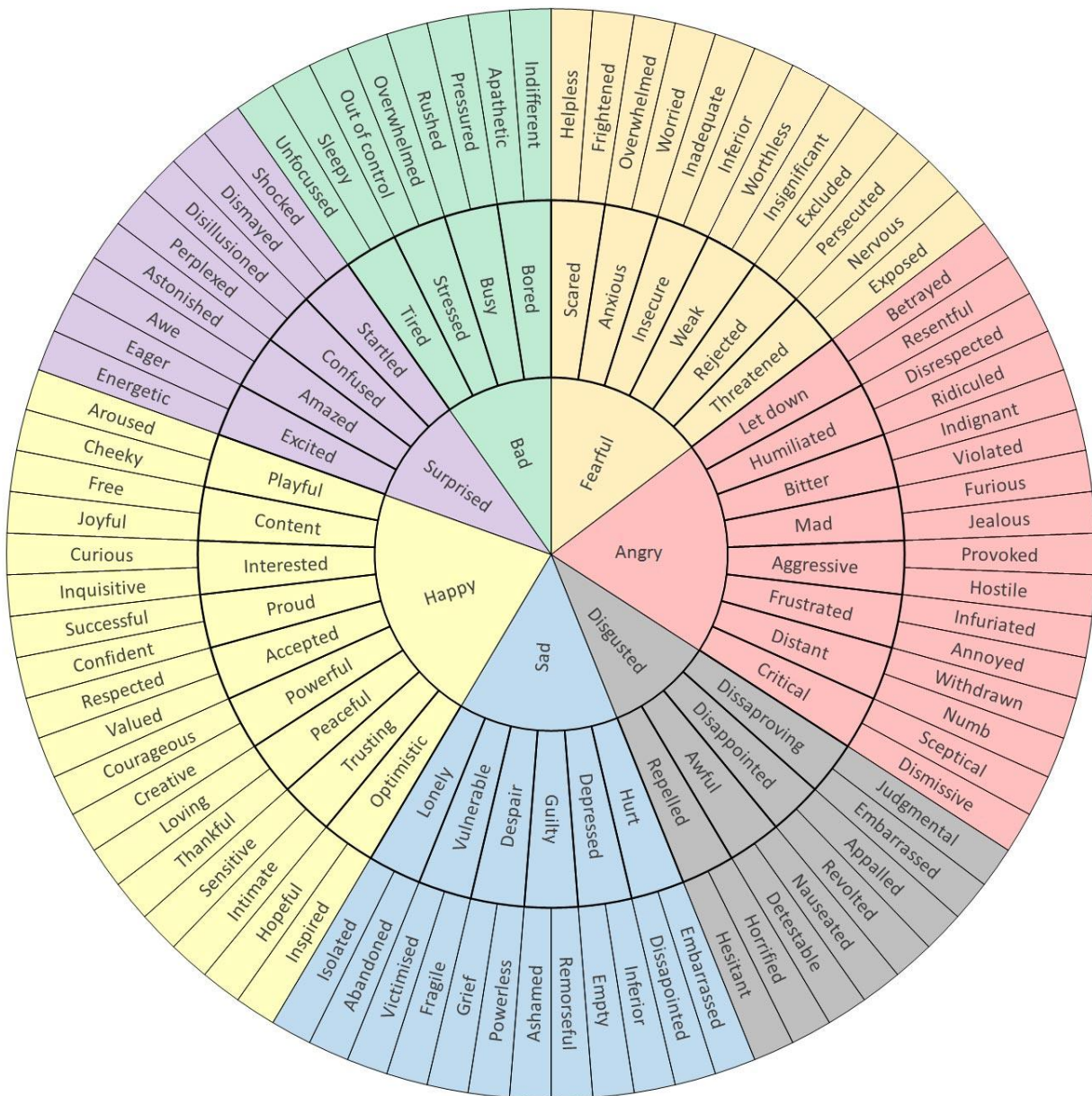
When I didn't have this information, I just thought that any... At any given day that I might be feeling a mix of emotions, and every time, I'd have to just start from scratch and find a brand new solution for whatever it was I'm feeling. Now, we can say, "Okay. Well, if I'm stressed out," right? If I'm feeling anxiety or overwhelm as we're talking about today, then I can say that that's some combination of anticipation and fear, right? I can say that, "Okay. Well, these things combined because I'm thinking about the future. I'm thinking about things that haven't happened yet, and I'm fearful about what might happen. Now, that's the source of my anxiety, my overwhelm, and all that other stuff."

I can look in this chart, and I can say that, "If what I'm feeling is a combination of the trust piece of the pie and then the surprise piece of the pie, then that would be..." See, if we did like some trust plus some surprise to be like some amount of curiosity about what might happen. If I'm feeling surprised plus sadness, then we could call that disappointment.

You can see that from this initial wheel, we can get to any place you want to get to, but it's still seated in this number of categories, so you can combine these different items, and some of them can be in this chart right next to each other, or they could be opposite each other like if we had fear plus anger, right, or if we had... If we had fear plus anger, you might call that resentment or you might choose one item in the wheel that's way somewhere around somewhere else. We can say we can combine joy plus fear, and that becomes guilt, or we can even look at one of the items in this chart, and we can say, "Okay. Well, the anger slice of the pie." If we were to really go deep in that, you could say, "If I'm really angry, I'm enraged," or, "I'm a little bit angry that I'm annoyed."

The Feel Wheel

Once we start from this wheel, then we can get to any other place that we want to go, and so I prefer looking into it that way as opposed to just raw, raw, hippy-dippy, just making stuff up. Now, if we have a diagram in front of us, now that's somewhere that we can go, and so we can get even crazier, and I'm going to give you a link at robertplank.com/086 that someone created a thing called "The Feel Wheel," and they just listed hundreds of emotions, and this is very similar to the Plutchik wheel, but we can see, "Okay. If I'm worried, well, that's a subset of being anxious, and that itself is a subset of the fear section of the piece of pie."



Source: <http://imgur.com/q6hcgsH>

If I'm feeling jealous, that's a subset of being mad, and that itself is a subset of the anger element in the piece of pie. I like the Plutchik wheel the best and this Feel wheel the best because some of these guys get way too crazy, so there is a diagram called the "Abraham-Hicks Model" where they say, "Well, you can have positive emotions for joy, passion, enthusiasm, belief, optimism, hopefulness, contentment, and then bad emotions like boredom, pessimism, frustration, overwhelm, disappointment, doubt, worry, blame, discouragement, anger, revenge, hatred, jealousy, insecurity, and fear." That seems like a lot. I'd rather just look at a diagram, figure out where else I need to be.

First of all, just even understanding what the heck it is you're feeling as opposed to, "I feel good. I feel bad." Now, if you say that you are isolated feeling, that's a subset of being lonely, which is a subset of being sad, and then... so that's Robert Plutchik. I want to give credit where credit is due. Speaking of credit, there's a guy named "Tony Robbins" who has 2 really helpful diagrams or one is a list, one is a diagram, and they're both in his program called "Personal Power 2," and we're going to just breeze through this.

Robbins says that we have 6 human needs, certainty, uncertainty, significance, love, growth, and contribution. We need some amount of certainty or stability, some amount of uncertainty, variety, or interesting different things can happen to us moving forward. We need to be significant because we need some kind of recognition and some kind of feeling good for feedback loop there. We need love in our lives. We need to grow and not stay the same, and contribution, something bigger than ourselves.

Once you think in those terms, then you can realize what motivates you and when you were previously saying that, "Well, I want to do is have a good lifestyle." Maybe that means stability for you and your family, or it means more of the variety, you want to travel the world, or contribution and growth where you want to help some important cause. We have those 6 needs, certainty, uncertainty, significance, love, growth, and contribution. Now, we're starting to get somewhere.

Experience Classes

The second thing I want to tell you about Tony Robbins is he lists 4 classes of experience, class 1, class 2, class 3, class 4. We'll post this in the show notes as well at robertplank.com/086. I'm going to write across, "Class 1," "Class 2," "Class 3," "Class 4." I'm making a table here, and then we're going to write down. We'll write, "Feels good." We're going to write down, "Good for you," "Good for others," and "Serves the greater good." That's what we're going to write moving down, and so we're going to draw a table, and it's going to be... It looks like it is 4 by 4, and the columns are "Class 1," "Class 2," "Class 3," "Class 4." The rows are "Feels good," "Good for you," "Good for others," and "The greater good."

	Class 1	Class 2	Class 3	Class 4
Feels good	Yes	No	Yes	No
Is good for you	Yes	Yes	No	No
Is good for others	Yes	Yes	No	No
Serves the greater good	Yes	Yes	No	No

Source: <https://mcgmedia.wordpress.com/2011/03/14/part-4-review-of-tony-robbins-ultimate-edge>

We can have different experiences. We can do different things like maybe you can run, and that's something that if you're not good at running, you're out of shape, that's something that doesn't feel good, but the other boxes are checked, right? Good for you, good for others, and it serves the greater good, or maybe there are some activities in your life like spending time with your family, building your business where you check all the boxes. We're going to check some boxes here. We're going to go over to the Class 1 column, and we're all going to check all the boxes. Class 1 experience. It feels good. It's good for you, good for others. It serves the greater good.

The Class 2 column, we don't check the "feels good" box, but everything else is checked, and in the Class 3 box, we check just the "feels good" row, but nothing else is checked, and the Class 4 column, nothing is checked. I'm not going to unpack this too much. You should go check out Tony's course, but the point is that we can separate all the things we do, and instead of just saying, "Well, I feel good doing this," "I feel bad doing this," "I enjoy doing this," "I don't enjoy doing this," we could say, "Well, it's one of these 4 experiences," right?

Class 1, which is ideal where all the boxes are checked. It feels good, it's good for you, it's good for others, and it serves the greater good. Class 2 where it is good for you, it is good for others, and it does serve the greater good, but it does not feel good, so you're almost there. The goal is that you should find these class 2 experiences that are almost there, but just don't feel good, and find a way to enjoy them,

and then throw out any of the class 3 experiences and class 4. Class 3 means that it feels good and that's it, right? Drinking, smoking, drugs, anything usually... Junk food, stuff like that feels good, but none of it is good for you or anyone else. Then, there's items where maybe you're stuck a job you don't like where it doesn't feel good, it's not good for you, it's not good for others, and does not serve the greater good.

Once you start quantifying, without getting too crazy, but just put down our paper, not just things like your goals, not just things like how you feel, although that is good, writing a quick... couple sentences a day in a journal about what you're feeling, that helps so much, but identifying and diagramming a little bit without going too far off the deep and too far down the rabbit hole of where you're at when things are good, when things aren't good in more detail, I think that helps you out because we don't just want to put a band-aid on it, right? We don't just want to say, "Well, you're overwhelmed, and we're going to fix you for one day, and then you'll revert back to how you were a week later." That's terrible. We don't want to do that.

Many people make that mistake of just ignoring whatever issue they have or powering through, and the next thing you know, they're back in an even worse position a couple weeks or a couple months later. It's like the emotional equivalent of getting more in debt. They think that they're doing better. No. You're in a long-term. Things aren't good.

We're also going to throw in in the show notes for you today [100 different ways to say the word "great" or say the word "good."](#) If someone asks you how you're doing today, don't just say, "Good." Don't say, "Great." You could say, "I'm doing lovely. I'm superb. I'm tiptop. I'm doing wonderful." It will be even better if you had a phrase to explain how you're doing, but a good first time is to stop saying, "Good, or, "Great," and just say, "Well, I'm doing brilliant today. I'm doing awesome today. Today is one of the best ways I've ever had."

If you have that negative self-talk, if you have that voice in your head, and if the voice in your head, for example, says, "I wish I hadn't done that," then the response also in your head can be, "I can't change the past. Learn and move on." If you say, "What's wrong with me?" maybe the answer is, "I am perfectly exactly the way I am in this moment." Go over the show notes, and we'll list some 7 responses from Dr. Wayne Dyer about common negative thoughts, but let's jump into the feature presentation today, which is how to destroy that overwhelm.

Leading up to things so far, I know I've thrown a whole lot at you and had you draw some stuff and things like that, but the point is... a couple things so far. First of all, that it is normal, that you should have some amount of overwhelm, that you do... You do need to have something on a deadline, and you probably should have some days and some weeks, not all the time, but some days and weeks where it is just crunch time, when you have a product launch coming up, you have a class coming up, and suddenly, your priorities fall into place.

If you want it done, ask a busy person. We can't do that all the time. We can't be stressed out all the time, but there are times when you need to treat your business like a business and knock out the things that are important, not just the time wasters. You can have fun, and do the things that are important, and make money at the same time.

Quick Solutions to Overwhelm

We're going to talk about getting past that overwhelm and get your clarity back, so let me just list some quick solutions whether you are helpless, disorganized, alarmed, anxious, indifferent, lonely, annoyed, depressed, bored, or distracted. We can't just say that you don't feel good. You can't just say you're stressed. Never wrote down even further. That way, we can find the specific problem you're having right now, and then get the specific solutions. In the future, you can identify, "Oh, yeah. Well, 8 days ago, I felt this exact way before, and now, I can just use the same solution now."

Overwhelm Solution #1: Helpless = Make the Bed

If you're feeling helpless, what I'm going to tell you is to get some control back by making your bed. If you haven't made your bed today or maybe tomorrow, but the first time you wake up out of bed in the morning, make the bed. This is at least one thing that you can control, and it makes one accomplishment that you made today. It seems silly, but if you're feeling helpless and... Sometimes, we have days where there's literally nothing we can really control, but this will be the one thing you can control. Even if you get stuck on traffic, spilled your coffee, everything doesn't go your way, at least one thing that went your way was you had a nice, tidy bed to come home to.

Overwhelm Solution #2: Disorganized = Four Daily Tasks

Next is if you're disorganized. The answer to this is 4 daily tasks, and write down the quick goals you have for the day. Don't list goals for... in the next year, the next day. Just for today, what are the 4 things? One is a quick thing that you can get done in 10 minutes. One is a quick thing you can get done in 40. Another is a quick thing you can get done in 40, and the last thing is something you can get done in quick 40 minutes. That's all you're going to end up doing in a single day, and I've read all these different articles about billionaires, millionaires be able to make a lot of money, and the answer to their productivity isn't that they have a crazy to do time management system. It's not that they have everything scheduled just right, but a lot of it is that they have the right habits.

I read all these articles that say, "Well, they wake up at 5:00 in the morning, and unwind, and read the paper, and relax." I'm thinking, "Okay. Well, that's good, but they're not focused on their business yet. That's personal time, but that's great. That's a good problem to have." Then, they say something like, "Well, then when they start the day, they don't check their email, but they get a quick win for the day." I'm thinking, "Hey, this sounds familiar. They got their 10-minute task knocked off," and then the articles usually say something like, "Well, then they get a lot of focused crunch time in before lunch," and I think, "All right. That's their first 40-minute task."

They go to lunch, and they're going to come back from lunch. They get another quick session finished up, and they will say things like, "Well, they'll use the Pomodoro technique," or, "They'll be 30 minutes off, 10 minutes on," and I'm thinking, "It sounds like that's their third task for 4 daily tasks." Then, they say something like, "Well, then as the afternoon wines down or as they're about to go home, they do another quick crunch session," and I'm thinking, "Hey, that sounds like the fourth task of the day." I think that in what some of these articles take 5, 10 pages to say, I can just say by saying there are 4 things you're going to end up doing today, and if you do less than four, you're not living up to your full potential. If you do more than four, if you 20, 30 things, then... A couple of things about that.

That's an easy recipe for burnout. It's really easy to get... put in a 12-hour day on Monday, and then the rest of the week, you don't feel like doing anything, but the other thing is that a lot of people misinterpret what a task actually is, and they say, "But you don't understand. I've got 15 things to do today." I think you, but couldn't you chunk those together and say, "I've got a big list of 15 things," and maybe three of them, you could put into a 40-minute session. Two of them, you can put into a 10-minute session. Three of them, you put into another 40-minute session, and then a couple more, you put into a 40-minute session.

That's a list that you can keep straight in your head, and I think that's ultimately the point with 4 daily tasks is that you don't get yourself overwhelmed with lots of little things because the problem with having a to-do list, first of all, is a to-do list... How many items in the to-do list? Twenty? Thirty? A hundred? Let's say you list a hundred things. You get 2 or 3 of them knocked out, and then you think of 5 more things to add, so it becomes an always-growing monster. Then, what's even worse is then you try to make some kind of sense of the to-do list by saying, "Okay. Well, these are high-priority, and these are low-priority, and these are urgent, and these are important, and these are going to take me a while, and these are going to take me a short amount of time."

You drive yourself crazy saying, "I don't even know how to put a number value on what I should do before anything else because all these tasks are different sizes, different [rewards 00:33:49]. Something has been dogging me for months. Something just came up today." Usually, the end result is you end up knocking out the smallest, easiest, most fun, least important tasks in that list because you say, "Well, at least this way, I go from 105 items in my list down to 75 because I knocked out... I called that one person I was supposed to call, and I got new business cards, and I cleaned my desk, and I went to the bathroom. Look at me, I got all these stuff done." Yeah. You're playing tricks on yourself.

Break the problem that you have into component parts, and all the minutia, you need to chunk it up into also manageable parts, so you're just doing 4 things today, so that you can even almost remember it off the top of your head without even having to check a list. You know the 4 things you're supposed to do today, and even if you have a bad memory, you could probably think of the top 2 out of those four. Out of all the combinations, all of the variations of this, I've tried 4 daily tasks. I'm just telling you. One item of those four is a 10-minute task. The three remaining ones are about... plan to do about 40 minutes. Then, once you're done, you're done. Now, get off the computer, take a break, and go do something else, and make that computer a hot seat where you sit at it, you get knocked out whatever needs to get knocked out, and you're done.

Overwhelm Solution #3: Alarm = Play It Out to the Logical Conclusion

If your overwhelm is more of like the alarming variety where you're just in a panic mode. We've all been there where you're just... You're so panicked, you can't even get anything done. Here's my response to being alarmed is to play out whatever your issue is to the logical conclusion. An example for this is let's say you're worried about money, right? You're worried about... Maybe your business didn't do great this month, or maybe your savings is running low, or you're in too much debt, or taxes are too big, whatever. If you're worried about money, then take a couple seconds and think, "Okay. Well, if I don't pay my bills today, what's going to happen? If I miss my payments next month, then what will happen?"

"What's the most extreme conclusion? If this happened, and this happened, and this happens, what's going to happen in 6 to 12 months?

Maybe you can say, "If we're worried about money, then maybe the end result is that eventually, you'll be homeless," and so think about that. Think about, "Okay. Well, how do I at least prevent myself from being homeless," or if you say, "Well, that's silly," now that puts it in perspective because I was just worried about being a couple thousand grand light in the business this month. Homeless? That's just ridiculous. It's not that bad. Okay.

Overwhelm Solution #4: Anxiety = Exercise

Then, we can say that the situation you're stressing out about, which by the way is imaginary, made-up, in the future, hasn't happened yet, might not happen, now it's not so bad because now, it's like, "Okay. Well, you're not..." Like the most extreme result is that you'll be homeless. Okay. You're not going to be homeless. Now, it's a little better than that. If it's maybe not that bad but you're anxious, my answer to that is to exercise. I'm not saying you have to go and do some P90X, or lift rocks over a head, or do pull-ups and bench-presses, but exercise.

Many times, when I talk about exercise, I mean just walking. Just take a walk around the block just for... Even if you can only do 5 minutes around a block, and leave your watch and your phone at home, and just take a quick walk around the block. In fact, I'm going to take a walk after I'm done with this podcast just to feel better. Exercise, moving around makes you feel better in more ways than one both in your mind and your body. Eating better helps. Just in general, moving around.

If you do stuff at the computer and even if you're not... If you don't want to go, and exercise, and walk all the time, then if you're done with one of your tasks, get up and go do something, right? Don't just go, and move from the computer desk to the couch, and turn on the TV, but go and do something. Even just some chores, or get in your car and drive, or something, but moving around helps you so much.

There are so many studies about how just having that forward motion gets your mind thinking about the future, so eat better, move around, and have better posture. When you're sitting at your desk, sit up a little straighter. When you're walking, hold your head a little higher. Even imagine that your spine is like a straight up-and-down pole and that your head is attached to it, so that way, you lift your head up, and that way, you won't be slouched over all the time and feeling like crap.

Overwhelm Solution #5: Unmotivated = Journal What You're Feeling

If you feel indifferent or unmotivated, my solution for that is to write down or journal what you're feeling. I know it sounds cheesy and it sounds time-consuming, and I'm telling you to do this away from the computer. Get a little tiny notebook and... Not too small, but like a decent sized one and just write down a couple of sentences about exactly what you're feeling, and this works as a makeshift therapist.

If you tell yourself, "Well, I'm unmotivated today to complete this task and that task because of this," or, "This other issue is on my mind," or, "All I can think about is the weekend or this trip I'm going to have," and just for whatever reason, identifying the problem is half the battle. Then, now, you're attacking that

little, itty-bitty problem as opposed to this huge problem of, "I'm completely overwhelmed. It's just how I am."

My second answer to this is to combine something you don't like to do with a thing that you do like to do, and so I wouldn't say that you should watch TV while you build your business. That's distraction, but maybe play some music while you're writing. Play some music you enjoy. That way, that... You're focused on, "Okay. Well, I'm doing something that I'm enjoying, which is listening to music, but then I'm also doing this thing that fulfills me and pays the bills, which is writing."

Overwhelm Solution #6: Loneliness = Find a Mastermind Group or Mentor

If you feel lonely, that's an easy one. Be more social and find a mastermind, or a mentor, or some kind of local group to hang out with, or maybe take a break from the computer and hang out with your friends or your family to avoid that lonely times because many times, the overwhelm that comes just feels like, "I've been doing this day in and day out. No one understands, and I don't even know why the heck I started or why I'm continuing and what the point is." If the reason for this is because you're lonely, then you need some human contact, so that you can get back to what matters. Maybe have that reminder of saying, "Why am I trying to make money online again? Oh, yeah, to give my family a better life." Things like that.

Overwhelm Solution #7: Annoyed/Negative = What's Good About This?

If you feel annoyed and negative, then the task before you is to redirect those ANTs, those automatic negative thoughts, and also to retrain your brain to not jump to absolutes so often. An absolute means that you say, "Well, this always happens. This is always just my luck." Avoid words like "always." Ask yourself instead, "What's good about this situation, or what could be good about this?" I would say that this one is probably my most difficult thing to overcome, and I don't know if you're the same way, but I sometimes get the negative voice in my head.

Sometimes, it's a voice of people I know, and I have whole conversations of like someone saying, "Well, why are you even spending so much time on those DVD cases? No one is going to look at them," or, "Why you proofreading that book? No one is even going to buy it or read it." It drives me crazy because I'm thinking, "I'm having these conversations that I'm getting just as angry as if they were real, but it's all in my head," so we need to redirect that and make the voice in our head silly, and maybe it's like a clown, or a monkey, or some guy with a lisp is saying it. That way, we're not just ignoring it or embracing it, but we're redirecting it.

Overwhelm Solution #8: Depression = Change Your Usual Reaction

If our issue is that we tend to fixate on the absolutes and telling ourselves that X, Y, Z thing always happens to us, then think about a time when it didn't happen to you. Then, now, guess what? It didn't always happen. If you feel depressed, then the quick fix is to smile and laugh, and change your usual predictable reaction. We all know someone like this. Don't we know someone like this where if you deliver them bad news or if you tell them some kind of phrase, the phrase that comes back to them will be exactly what you predicted?

Maybe this is you, and if you end up in a rut, if you end up in a vicious cycle you can't break out of, then this is what's happening to you. Now, the smiling and laughing, it doesn't work if you abuse it, so here's what I mean. If you smile 24 hours a day even when you're not happy, then you will disassociate smiling from this feel-good kind of feeling, but if you're something who's always frowning, always in the bad mood and never smiling, then every now and then, do a little bit of a smile, and this confuses your mind and breaks you out of that pattern.

If you talk to people... Here's another thing that happens when you talk to people is you end up gossiping. You end up just sharing bad news because it's easier, and it makes both of you feel good or the group of people you're talking to. I would be very careful with gossiping and with those negative words you use. That's a big reason why... I'm not always great at this, but I make an effort to minimize words like "work," and "try," and "start," and "wait" just off the top of my head because those are words I don't want to use.

If every sentence that came out of my mouth was, "I'm going to try to do this. I'm going to try to do that," that means I'm not 100% all in to complete those kinds of actions. If I say, "I'm going to work on my business," that sounds like I'm a minimum wage employee. I'm not going to work on my business. My business isn't work. My business is fun instead.

Overwhelm Solution #9: Boredom = Move to a New Location

If you find yourself bored (this is number 9) move to a new location because maybe you're bored because you've just been stuck in this pattern for so long of, "Okay. Well, I'm going to wake up. I'm going to get dressed. I'm going to get my coffee. I'm going to take my coffee and the computer. I'm going to see what's new on the internet these days," that's not good. That's just filling time. What you should do is know what needs to be done, know what deadlines, what projects are coming up. You sit at the computer, you're knock out your list, those 4 tasks, and you knock it out.

You make some PowerPoints, make some videos, install some plug-ins, edit some web copy, write a book, write a book chapter, whatever, so that way, you're not just filling the time. You're not just looking for an excuse to get distracted. If you keep doing that day in and day out, then you're going to get bored, and it's going to almost feel like you are back at a day job, back in Corporate America, right, because you always go to the same office, you get this... put down the same cup of coffee, get on the same computer, so how about for one day, for one morning, you move to a new location?

If I'm really feeling bored or just in a rut, I'll hit the gym, I'll go for a swim, or I'll take a laptop over to the local coffee shop. Even if you just have like a cheap, little Chromebook or something, get your writing done. Get your morning writing done. This is like really good for a morning routine, not an afternoon routine, but take a laptop to the local Starbucks, Panera Bread, whatever, and go there, and don't just sit there. Don't be a free loader. Go there and order something, and then while you're drinking your coffee, open up the laptop and knock out that writing with a laptop, and don't bring a charger with you. That way, you'll be limited in the amount of time you have at your disposal to knock out that amount of writing.

Overwhelm Solution #10: Distraction = Shut Out Noise & Create Boundaries

If you're overwhelmed because you are distracted by everything under the sun, then the solution for you is shut out the noise and create boundaries. I know easier than done, but you might have to talk to your roommates, talk to your family, and just say, "Between this hour and that hour, I can't be disturbed. I have my office door closed. Don't come in. I'm doing stuff. Don't distract me every 5 minutes." There are all kinds of studies that say that if you get distracted, it takes 15 to 30 minutes to get back on track, so if someone is interrupting you every 5 minutes, it's impossible to get anything done.

If the email is dinging, if the text message is dinging, if the instant message is dinging you every couple of minutes, then no wonder you're overwhelmed. No wonder you're running around like a chicken with your head cut off. No wonder you can't even remember what you did on the computer that day because you keep on switching gears, so you need to develop better habits. It's the only way that you're going to improve long term, and either cut out overwhelm entirely or embrace it, or when it starts to come, you can recognize what's happening.

Develop better habits like not checking Facebook so often, no checking your stats or email when you get bored. Usually, that's what happens. Usually, it's like you start getting bored, and then that's when you go and check your Facebook. I noticed this too. I probably shouldn't say this, but when I meet with people on webinars, and I guess it's not just one person, but many times, when we meet with people... say like coaching clients and things like that. We will see the screen in front of them. We'll see their desktop.

After a couple minutes, you forget that the cameras are rolling. You forget that other people can see your screen, and I just notice that with some of these coaching clients, present and past. If I start to lose their interest, and many times, it's just if I'm actually making a point, if I'm saying, "Well, here is the thing that we need to talk about," and they don't want to hear it, I'll notice that they'll open up some tabs, open up a browser, check their email. I'm like thinking like, "I'm trying to talk to you, and this whole time that you were talking, I wasn't touching my computer, but as soon as you don't want to hear what I have to say, now you're clicking around on Facebook and email?" That's just an unconscious thing.

Make it a point that if you're meeting with someone, don't check email and Facebook like we're talking. You don't have to be doing all these multitasking, and separate the forest from the trees. This is huge, especially when it comes to bright, shining objects, when it comes to hearing about the latest and greatest trends, and people saying, "Well, what's huge right now is having a lead capture page, having a funnel," where I'm thinking, "Okay. Well, you're distracted about moving web hosts, moving auto-responders, moving payment processors, and you're so, so excited at this idea of having an upsell and a funnel, but you're not even selling one single item right now, so how about you finish what's in front of you, and then you can let yourself get distracted by improving what you already have?"

You finish that information product. You finish that webpage. You get a payment button of any kind in front of you, and then when this shiny object comes along and they say, "You should have multiple

upsells for the things you sell," now, instead of looking at it as an academic exercise, you can say, "Ah-huh. I have already built this small thing. Now, I can apply the thing I've already built into these new ideas."

I know I've thrown a lot of stuff at you as far as solutions to being helpless, disorganized, alarmed, anxious, indifferent, lonely, annoyed, depressed, bored, distracted, and these are all just... When I found myself getting anxious and overwhelmed... They're pretty well-related. I, first of all, look at that Plutchik wheel and narrow down exactly what I was feeling. Not just upset, sad, whatever, but I really drill down and realize, "Okay. Well, I'm feeling disorganized today. I'm feeling bored, distracted."

Then, I was able to... When I try different solutions, I could match up which solution fixed which problem. If you're helpless, make the bed. Disorganized? Four daily tasks. Alarmed? Play it out to the conclusion. Anxious? Exercise. Indifferent? Write it down in a journal. Lonely? Go to a mastermind or a social group. Annoyed? Redirect those negative thoughts. Depressed? Smile. Bored? Move to a new location. Distracted? Create some boundaries.

What Type (of Three) of Procrastinator Are You?

The conclusion, the thing this is all leading up to is I have one final question for you, and which really easy. It's a multiple choice question, and you don't have to tell me the answer, so man, this is like the easiest test you ever had, right? It's a multiple choice question. The only possible answer is A, B, or C. My question to you is, which is... After hearing everything we talked about today, which is the reason you feel overwhelmed when you do? It could either be, A, that you tend to perform the best under pressure, B, could be that you're overwhelmed and you have completion issues because you're worried about what others think, or C, do you have this overwhelm problem in front of you because you simply just can't decide about what needs to happen next?

I'll repeat the possible answers. The question is, which is the reason you feel overwhelmed? A, is that you perform best under pressure, B, is that you're worried about what others think, or C, is that you simply can't decide? Guess what? We have a solution for whatever you are. If you're an A, if you're B, if you're a C. If the answer is A, that you perform best under pressure, then you don't want to mess with the chaos all that much. We do want to control it, and minimize, and stuff like that, but if everything was nice and tidy, and everything was taken care of for you, you would be bored. You would be very unhappy, and unfulfilled, and unmotivated.

If you're an A type of person, not a type-A personality, but just... If you answered A, then you perform best under pressure, and you need a way to relax and unplug, right? That means you need to have some downtime. That means that you need to put the phone away, put the laptop away when that time comes, but what's unique to you is that you need to tweak those deadlines, and you need to get a really good handle on what you can accomplish in a day just from past measurement and seeing how your 4 daily tasks work for you.

Put deadlines in front of yourself, so that you deliver things on time. There's a little bit of unpredictability, uncertainty or variety, you could say. For example, this could mean that... Let's say that

you're building a Fiverr business. This is one of the things that we teach in our profitdashboard.com course. Let's say that you say on Fiverr your service is you deliver voiceovers and maybe... so if you're an A kind of person, you could say, "Well, I'm going to give people a 1-day delivery. Why? Because now, it's exciting and interesting. If a huge order comes in and I have to deliver it today, I'm going to be pushing or challenging myself to deliver on time."

But if I said, "Well, I'm going to build a Fiverr business and deliver voiceovers and only deliver it in 7 days," then what's going to happen is you get some orders, and see them, and say, "Whatever, I'll take care of it later." A couple days later, some more orders, "I'll take care of it later." Next thing you know, 7 days later, this huge problem piled up, right? We want to have enough pressure where we're motivated to deliver things on time, but also keep it a little interesting.

Now, if you answered B, that you feel overwhelmed because you're worried about what others think, this is going to be tough. The answer is to do your best, and there's a saying that you do you. What you need, the issue for you to improve on over the next 30 days is to increase your confidence. You can increase this by doing little exercises and things like that, but I think what's going to help in the most long-term is to have little victories.

That means that if you're worried that you're going to put out a course, put out a book, and everyone is going to hate it, everyone is going to refund, then you need to prove them wrong. You need to put out that book as it is now and make some sales, and that will be the confidence you need to continue. If you're worried about what others think, do your best and know that it's not... that the issue is just your lack of confidence, which you can gradually increase by putting things out there and getting some feedback.

If you're overwhelmed because you have trouble deciding on anything, then the answer is to scale down and decrease the scope. It's called in nerdy computer terms, so you can make some smaller decisions. For example, you might say, "I got to write a book. I wanted to write a book for a long time, and I didn't know what's the topic, what's the title, what's going to be the colors, what's going to be... how many chapters, how long it is, all this stuff," and you need to say, "Instead of worrying about all that, how about for today, just figure out the title of the book."

Maybe that's one of your tasks for today, and then tomorrow, then you can decide how many chapters, but I think that if your issue is deciding, then you've been putting too much thought in this huge life-changing, irreversible decisions, but the good news is that most things today, especially things for building your own business and internet marketing, most things are changeable and reversible, right?

That means if I send an email to my subscribers with a typo, first of all, it doesn't matter, but I can resend an email, fix the typo. If there's a typo on a webpage or sales letter, I can go and change the typo and take it off there. If I upload a book to Amazon, to Kindle, to CreateSpace and I don't like the cover, I can upload a new cover. If I don't like the typos in the book itself, I can run spellcheck and re-upload the book. If I don't like the price I've put it at, I can adjust the price, but most things on the internet are undoable, so don't worry so much about deciding because any action, even the incorrect action is better than no action because you're not even going to know what's the right thing to do, hindsight 20/20.

Especially with internet type of stuff, you're going to make some actions, you're going to make some mistakes, and then you're going to look back and say, "Okay. Now that I've done some experiments and completed some things, I can then see what path to go down, but I wouldn't have known that path unless I put out some information products, unless I built my list, marketed to my list, tried some high-ticket stuff, tried some low-ticket stuff, tried some Kindle books, tried some video courses," and then you're going to get a handle on what you enjoy doing and what made you the most money.

I don't care what anyone else says about lifestyle or copout stuff. No one wants you to be workaholic. No one wants you to put in 12-hour days, but you're... Everyone needs money at some point in their life, especially when you get older, especially when you can't put in the hours anymore, especially if you're supporting a family, and you're going to need 1 times the amount of money that you've saved up by age 30. By age 40, you need 2 times the amount saved up. By 50, you need 4 times the amount saved up. If you're behind, that's okay. Don't get overwhelmed, but the goal for you is to make some dang money. All right? It's called "internet marketing," not "internet friends," so go out there and make some money.

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