

Mindset & Productivity Cheat Sheet

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(1) From Employee To Entrepreneurial Mindset

- ✓ Move away from the mentality of a fixed reward for a given amount of hours spent working
- ✓ Become happy with calculated risks
- ✓ Comfortable with up front work for uncertain rewards
- ✓ Failures are a learning opportunity and inevitable in any business
- ✓ Challenges "part of the course" and solutions are usually available
- ✓ The transition to entrepreneurial mindset only truly comes with experience so the most important thing you can do is to get one project done and dusted.

(2) Information Overload

- ✓ 5 marketers' email lists maximum
- ✓ Stop feeling you need to watch, read and click on everything
- ✓ Avoid marketers who only promote
- ✓ Stay away from "Blind Copy" products
- ✓ Follow marketers who teach what they use themselves
- ✓ Follow "consistent strategy" marketers
- ✓ Follow marketers you like

(3) Shiny Object Syndrome (SOS)

- ✓ SOS is emotion searching for logical justification: Dopamine, "Shopper's High" and "Retail Therapy"
- ✓ Most vulnerable when challenges arise during action taking
- ✓ Is this the right time for this product?
- ✓ Does it fit in with my plan?
- ✓ Is my mind tricking me into a finding an excuse?
- ✓ Moving up the food chain: See things as a producer not a consumer

(4) Self-Sabotage

- ✓ Your brain trying to stop you getting hurt (useful in the jungle, a show stopper in business)

- ✓ Avoid prolonged planning
- ✓ "Bad decisions can be reversed but time spent considering options can't be reclaimed"
- ✓ You can't buy entitlement to success
- ✓ Don't externalize blame, take responsibility
- ✓ Perfectionism isn't achievable and is an excuse to procrastinate
- ✓ Create your Minimum Viable Product and "Pull The Trigger"
- ✓ Beware of negative self-defining statements
- ✓ Let go of temptations to explain other people's success in any other way than through hard work

(5) Motivation

- ✓ The path of least resistance is rarely the one that leads to success.
- ✓ Ask not for an easy way but, "How can I stay motivated to achieve what I want?"
- ✓ Nothing builds motivation like results
- ✓ Be a mountaineer: Break your project into broad stages
- ✓ "Chunk" your work sessions and set a post work related reward before each one
- ✓ Short bursts of focused energy beat marathon macho sessions every time
- ✓ Success is proportional to the size of your comfort zone
- ✓ Do one thing every day that scares you (however small)
- ✓ Choose to enjoy your learning curve
- ✓ Remind yourself of your commitment to do your best when faced with fears
- ✓ Every challenge you overcome is yet another point where someone else will give up
- ✓ You can't always affect what happens to you but you can always control how you react

(6) The Most Empowering Decision

- ✓ I will do whatever it takes to be successful