

# Productivity Genius: Super Productivity Techniques that Built My Business to 6 Figures

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From a SIX Figure Entrepreneur who did Exactly That

Written By:

Mateen Soudagar

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## Introduction

Productivity is a lot more complex then people think. It's only when you start giving it the respect and time it needs to develop that you start to see improvements in your business ventures.

Being productive at work is one thing when the boss is down your throat but when you work for yourself and you have the choice to be productive or not, it's a whole different ball game.

I never had issues with productivity at the start of business journey. Now, I'm 3 years in and am

able to generate a nice stable income that's more than my engineering salary. I can maintain this easily by working less than 5 hours a week. At the start, I was desperate, had no income so it was easier to push myself to work more. As my income increased it became be hard to push myself on continuously expanding my income streams and business in general.

It was at this point I started looking for ways to improve my productivity. I experimented with everything under the sun and have realised you can definitely be more productive, it's all about implementing small but significant rules that keep you working. Punishment for not working/doing a Certain Activity

When you have a job you may not realise it but the main reason you're able to get up and do things is because there's a consequence if you don't. If you get caught out lazing one too many times you'll get called into the office and if it continues, chances are, you'll lose your job.

When you work for yourself, you're your own boss. You can't really fire yourself so most people have a hard time keeping this pressure so they're able to work.

You have to treat yourself as both an employee and an employer because essentially that's what you are. You're a commander to yourself, a grinder, a leader, a labourer, all in one. You need to be able to switch between the two modes.

The best way to do this is to define roles for each. As an employer you give yourselves things to do and punish yourself for not following through. As an employee you will do the tasks given to you, (by yourself), or suffer the consequence of not doing them. I know it sounds weird and a little confusing but that's what we are. We're entrepreneurs and we do things differently. That's why we achieve things people only dream of achieving.

Give yourself some rules. If you break them punish yourself.

Punishments can come in many forms. It could be as simple as donating \$50 to a charity you DON'T want to donate to. Yes, you read that correctly. Give that \$50 to someone you trust and tell them to donate this to a charity you've specified if you tell them you didn't do the task(s) you needed to.

Whatever the punishment is, it should be something you REALLY don't want to do. Don't just pick something easy like put \$2 in your piggy bank or give yourself a slap on the list. The punishment has to be so bad that thinking of it makes you cringe just like how you'd feel if you lost your job.

I've tried this multiple times in my life, each time it increased my productivity drastically. Once was when I vowed to not work on my business a whole day if I didn't do the tasks I had set myself to do. They only took 2-3 hours so it wasn't that I couldn't achieve them. Not being able to work on my business is a huge thing for me. At any given moment I'll be spending from \$100 to \$1000's a day on FaceBook advertising. You can imagine how many times I need to check my statistics to make sure everything is running smoothly. A small blunder can cost me a lot of money so I have to continuously monitor things.

To not be able to do this for a whole day is bad. It made me feel sick with paranoia and there was no way I could let myself do this. Guess what ended up happening? I skipped a day, just because I got a little lazy and thought I'd not follow through with the punishment. Employer me had other plans. He kept the punishment and for a whole day I wasn't able to do anything related to my business. Not even log in and monitor sales or answer crucial emails.

It was such a crappy helpless feeling that after that day I stuck to my tasks for the whole period till I changed my business model.

Like I said, you're an employer AND employee. It's a healthy balance of both. You can't just be an employer who writes a to do list and does no work and you can't just be an employee who grinds it out never really looking back to see if they're sticking to their over all plans and goals.

I have a friend who started a real estate business. At the start of it all it was pretty difficult. He was paid on commission and had to do a certain number of door knocks, cold calls, letter drops and a bunch of things no one really wants to do. He'd do it here and there and never get anywhere with the whole thing.

This is where I stepped in and told him about this technique. I told him I'd take his phone off him for a whole day if he fails to do 20 letter drops, 20 door knocks and 5 cold calls. At the start he was hesitant but later agreed. I never saw such a change in someone in a single day as I have with him. He was up and ready to go every day. He knew I'd follow through with my promise of taking the phone off him. He's a good friend and I go over often. He done it for months and made more sales then he ever did before.

I know it sounds scary punishing yourself like this but you need this type of pressure to get you to where you want to be. Sure, you may miss out on a \$2,000 real estate deal by not having your phone for a day but you'll develop long term healthy habits that will get you plenty more deals in the future. Entrepreneurship is all about personal development and you have to go to the extreme to force yourself out of the comfort zone that keeps you from this development. Try this, it's a great technique for someone who can follow through with it.

## Reward for Achieving a Goal

This time we're talking about the opposite.

It's easy to get carried away when you switch to working for yourself from working a full-time job. You'll take holidays, say yes every time your friend calls you out and basically open all boundaries you had when you were working full-time.

Why wouldn't you? You've finally got the freedom to do what you want it's only natural to when to escape all the time. It takes some time to realise that this work won't get done by itself. Most business fail because people aren't able to spend the necessary time to build them at the start.

At the start, business is a grind. You need to be able to work long hours till you get to where you want. Every outspoken entrepreneur that travels the world and always seems to have a lot of fun worked 12 hour days for days on end at some point. They slept in their cars, operated on little to no food, forgot to eat 3 meals in a row and basically worked like maniacs.

Even I turned into a half zombie during the early stages of my business. It's only later on when you get some income coming in that you should be rewarding yourself.

Don't let yourself buy all the new things you want or to go on holidays unless you're rewarding yourself. It's good to have fun and let loose sometimes but if you want to go on a holiday at the end of the year, tell yourself you're only allowed to go if you hit a certain target. The target could be financial or some other KPI. Whatever it is, make it measurable. \*

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