



# 10X YOUR LIFE

A Practical Guide to  
Achieving Your Dreams.

**KIT RYAN**

10x Your Life  
**A Practical Guide to Achieving Your  
Dreams**

By Kit Ryan

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## *I'll Help You TURBOCHARGE Your Results*

Don't Forget to download your free 10x Your Life Action Workbook.

This is a free ACTIONABLE workbook that will help you implement all of these concepts in your everyday life.

I show you exactly what I did every day in order to make HUGE changes in my life.

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I really hope you enjoyed the book and I would love a review on your honest opinion! It will only take you 30 seconds and it will make the world of a difference to me and how this book will do.

Now get working!

# Chapter 1: My Story

Hello, my name is Kit Ryan. Short for Christopher actually, but my friends call me Kit.

The purpose of this book is to show you how I turned my life around from being a nobody to becoming the best version of myself. The practical tips and actionable steps found in each chapter will show you how to 10x your life just like I did.

In the last 5 years, I have started 3 companies, and graduated with Economics *and* Accounting degrees. Now, I am pursuing my Juris Doctor, Masters in Business Administration, and CPA – all at the same time.

But, life was not always this way. 5 Years ago I had just barely graduated high school and all my friends were excited to go to college. I remember someone asked me where I was going after graduation. I lied and said UCSB, but in truth I had no idea what I was going to do. Because of my poor performance in high school, a whopping 2.5 GPA, there weren't any colleges beating down my door to invite me to attend.

It's not like I wanted to do poorly, my mind was just focused on other things. My mom was diagnosed with lymphoma when I was 9, and my dad was constantly working.

These circumstances put extraordinary stress on their relationship which was filled with endless hours of screaming at each other, throwing things, and plenty of tears.

I had every opportunity to succeed, but I let my home life become an excuse for my failure. It corrupted my mindset and sent me spiraling down a sea of bad decisions.

**I let the external forces in my life, which I had no control over, become the driving forces in my life. I was going nowhere fast and I knew it, but I had no idea what to do about it.**

**But one day everything changed. This book is not about my struggle, it is about my transformation.**

By the time my senior year of high school rolled around, I was shit out of luck. No school wanted me and how can you blame them? I had no extracurriculars, no special skills, and horrible grades. To my embarrassment, everyone else had a plan. Everyone else was going to college.

And it hurt, a lot. With nowhere to hide, my sense of shame that I was completely lost in life, and everyone knew it, became overwhelming.

All of the sudden I associated so much pain to not moving forward in life that I became ready to face change.

I decided to go to Santa Barbara City College. In my first 2 semesters, I racked up a 3.9 GPA, and began my route to success. Even though it was not as prestigious of a school as those most of my peers were attending, I was able to start accomplishing small goals and my confidence started to improve. I was starting to associate pleasure to doing well in school.

That's when the real change happened.

But still, I was embarrassed because I was at a City College and not a "real" university. I needed something to stand out compared to those 4-year guys.

So, I started investing.

I bought a couple of investing books and took an investing class in my first semester. I began trading call and put options. I did butterfly spreads. I did short, and long calls. I did it all!

I went home after my first year (for a day) and I felt great! I did well in school, I made a ton of money, but alas it was not enough. Still I felt like I was at the bottom because I was not leveling up to others. I didn't realize it at the time, but I was goal setting, and using the Law of Attraction. I wanted to graduate with a 4-year degree, and I wanted to make hundreds of thousands of dollars. I visualized myself doing it, and I was constantly thinking about it.



From there I got into UCSB, and began pursuing entrepreneurship because I believed I could make more money that way. I started my first company Dealio Inc. LLC, and ran with that. Today we have thousands of restaurants making deals on our platform, and have cut deals with enormous companies in and out of the United States.

But, I still wanted more. I would ask myself questions everyday about how I can better myself, and how I can achieve greatness.

One of the questions I would ask myself is what is my goal and how can I reach it?

I wanted to make multiple multimillion dollar companies. Now how can I do that? I began to goal set and work my way back year to year, month to month, day to day, until I found what I can do right now to move towards those goals.

At this time one of my goals was getting my MBA. How do I get my MBA? Well, if I go to Law school and get my JD I can skip the work experience requirement and get an extra degree. Bam! I was going to law school.

Next it was mastering sales, and marketing. Bam! Luminouslampz was born! I started selling beautiful rustic lamps on Shopify and learned (through fire) how to market, advertise, and sell products.

After I started making money there, it was time to pursue my real passion, helping people better themselves. And here we are: Think Tea, a drink that is healthy for you and helps you focus is now in production.

**Now, I am writing this book to help you better yourself the way I did.**

This book is designed to explain the theory and practice behind the simple techniques I have used to transform my life. None of them are complicated, but they do require commitment. They all come back to a simple idea: How to reclaim your personal power and effectively channel your energy to achieve what you want most in life, whatever that is.

Let's get started!

## Chapter 2: Mindset

*If you want to get long lasting and consistent results, the number one thing you need to do right now is change your mindset. The correct mindset will enhance your quality of life, make you a go-getter, and fuel the drive you need to achieve your goals.*

*The wrong mindset, which the vast majority of people have, will decrease your quality of life, make you complacent, and perpetually hold you back from the best version of yourself. In order to accomplish big things, you need to have a mindset that enables your success.*

***Luckily, you can actually reprogram your mind to give yourself the correct mindset to achieve ultimate happiness and success.***

### Where it All Began

I didn't realize what your mindset could really do until a few years ago. Before I learned how to take control over my thinking patterns and manage what information my mind took in, I felt lost, confused, and unhappy.

I was tired of how depressed and unsuccessful I was so I was willing to try anything to improve my life. Reaching around for an answer, I stumbled upon the audio book called *The Greatest Salesman in the World* by Og Mandino and it changed the way I looked at the world.

Mandino makes the case that your thoughts rule your behavior, and that these thoughts can actually be controlled. I started to take a look at my own thoughts, just observing them at first, and I realized that my thinking was setting me up for failure. I knew that I had to make a change. Once I did, I started seeing tangible results in my life almost immediately.

**Although this book will walk you through what was ultimately a complete transformation in my life, it all started here: learning to take control of my thoughts and how I perceived myself, others, and the world.**

## *Reprogram Your Playmaker*

It turns out that your thoughts have a huge impact on your subconscious, and your subconscious has a lot to do with what you choose to do during the day. In this way, your subconscious acts like a decision maker that guides the rest of your mind and body.

A useful analogy is a playmaker for a sports team, that is, someone who makes decisions that drive what the entire team does. It can be the coach or a star athlete who makes calls to guide the team to victory - or defeat. Essentially, the playmaker is the decision maker.

Your subconscious is like the playmaker for your body. It drives you and determines what you are going to do in almost every moment. Have you ever realized that you spend most of the day on auto-pilot? For example, you don't have to be thinking about driving in order to make it from your house to work each morning.

Your subconscious mind is doing a lot of work for you that makes it possible for you to put your conscious mind on higher order thinking. However, this also means that your subconscious plays a large role in driving your priorities and ultimately deciding whether you do what is necessary to meet your goals.

Your subconscious is constantly taking in information to determine what you should be doing. In fact, your subconscious never stops taking in information, even when your sleeping.

In addition, your subconscious is particularly vulnerable to your thoughts and beliefs. This means that if you can control your thoughts you can actually influence your subconscious and bring your mind's own playmaker into alignment with your chosen goals in life!

Here is the kicker: **If you're not controlling your subconscious, you're letting your subconscious control you. You're basically choosing to let your playmaker run on auto-pilot.**

## *The Law of Attraction*

Unfortunately, your subconscious is very susceptible to negative thoughts, and that negativity leads to laziness and failure.

This is what happened to me. I was constantly thinking about all the negativity in my life and it started to control me, becoming a self-fulfilling prophecy of failure and setbacks. It is kind of like when you think “I’m getting sick” and then suddenly the next day you’re coughing and sneezing.

When you look at the world with a negative mindset, here is what you see:

*I’m never going to get that raise.*

*Why would she be interested in me?*

*I’m a horrible singer.*

Every time you allow these kinds of negative thoughts to bounce around in your head, you are programming your subconscious to believe you will never get that raise, that she will never be into you, and that you are a horrible singer.

Then, your subconscious takes this information as fact and it uses it to determine who you are and what you should do next. Logically, if your subconscious thinks that you are never going to get that raise, you will start doing things that someone who wouldn’t get a raise would do. Guess what? Those are JUST the kinds of actions that will make sure you never get that raise!

This self-fulfilling prophecy aspect of the subconscious mind is also known by another name: The Law of Attraction.

When you allow negativity to dominate your conscious mind, the Law of Attraction will work against you. The Law of Attraction is a theory that over time, your consistent thoughts will manifest into reality.

The Law of Attraction is a take on how your subconscious controls your actions. The idea is that your subconscious constantly takes in information,

determines your beliefs, dictates actions based on those beliefs, thereby building that reality brick by brick, one action at a time.

Have you ever learned a new word or skill and then you start seeing it everywhere? The word was there before, but you just didn't notice it. The Law of Attraction just made your conscious brain see it.

**But, just as the Law of Attraction is a powerful way to make a positive impact on your life, if you're not using it properly, it can be destructive.**

This is exactly what was bringing me down before I learned about this concept. I kept thinking that I was a failure because I couldn't get into college, that I was ugly because girls didn't want to be with me, and that I was unhappy because of my family struggles.

All these things may have been true, but they didn't have to be. The first step to my success was realizing that believing all of this was a self-fulfilling prophecy and that if I wanted to change I needed to start with changing who I believed I was.

Therefore, if you want to meet your goals and change who you are, you need to start by excluding negative thoughts and only focusing on the positive.

### *Commitment #1: Shift to a Positive Mindset*

**The first commitment you will make today is one of positive thinking.**

This means that you will never allow yourself to belittle yourself in your actions, words or thoughts.

If you have a moment where you think to yourself "I'm not good enough" or "I will never achieve my goals" IMMEDIATELY say out loud: "I am the greatest and I am capable of anything!" or some other version of a strong, affirming statement that is meaningful to you.

Saying it out loud is extremely important because you are announcing to

the world a fact and you are not hiding it in your mind, as if you do not believe it. This has a powerful reinforcing effect on your subconscious mind.

A commitment to positive thinking also includes how you treat and think about others. You should never allow yourself to think about anyone else in a negative way. If you catch yourself dwelling on someone else in a negative way, try to immediately redirect your thoughts to something positive about them, even if it seems small in comparison to their faults.

This is an important aspect of the Law of Attraction. When you allow negative thoughts room to grow, whether they are about you or others, they will eventually take over, creating a snowball effect that drags down every aspect of your life.

Your goal should be to think about EVERYTHING in a positive way, because that is how you bring positivity and happiness into your own life.

**Just as negative thoughts have a snowball effect, so too do positive ones. If you apply positive thinking to your life consistently you will see a dramatic increase in your happiness and your productivity.**

### *What Positive Thinking Did for Me*

When I began to apply this kind of positive thinking, my life completely transformed.

I was sad and upset with the world because of my mom's illness and my dysfunctional family. That, coupled with my failure to get into college left me spiraling down a path of negativity and failure. All I could think about was how I was falling short, and I could only see the negative in myself and those around me.

After I decided to start applying positivity, everything changed. I kid you not: Within one week I started seeing noticeable results in my happiness, drive, and productivity.

Every time I thought about myself or others negatively, I remembered how my thoughts are driving my actions and controlling my results.

I stopped belittling myself every time I did something wrong. I started only telling myself that I am intelligent, I am successful, and I am capable of anything. I am the GREATEST!

I stopped looking at others and seeking out their flaws to make myself feel better(which never worked anyway!). Instead I looked for things to appreciate about what they did have to offer.

Most importantly, I stopped blaming the people around me for the things that weren't going right in my life. I became willing to accept responsibility for my own happiness and accomplishments. What a game changer that was!

**This started me on the right path to controlling my thoughts and applying the Law of Attraction. I soon learned that it was just the beginning of a journey of reclaiming my personal power.**

### *Learning to Manage External Influences*

Your subconscious is not just influenced by your own thoughts. It is also programed by what you see and hear from others. Your mind is susceptible to outside influences like social media, news, advertising, and other people's opinions.

In fact, when you mindlessly scroll through social media or watch late night news channels, you are letting someone else program your mind to think a certain way.

When you let someone else control what you think, the Law of Attraction is working against you because your belief system is tainted. For example, when you watch a democratic or republican channel, you immediately become one sided and that channel suddenly influences every political belief you have.

This is the same with social media. We see all of these beautiful people and our subconscious carves out our expectations and our desires to be in line with arbitrary standards of beauty, wealth or status. Now you desire beauty defined through someone else's lens and you spend all of your money on beauty products or expensive clothes when you should be focusing on bettering yourself and achieving your own goals.



These influences are literally telling you that you're not good enough and that you need something they have so that someone can sell you a product. This is literally the cornerstone of modern advertising tactics. What do you think this is doing to your confidence and belief system?

Now, think about work out products. Ripped guys are selling pills that will make you just as jacked as they are in 60 days or less. Obviously, this is ridiculous. But, because you are letting other people control your thoughts you suddenly think, "Oh I need to get jacked because that will get me whatever that guy has!"

You focus on their results and successes, but not your own. You start thinking "I wish I had what they do." Your subconscious starts believing that you don't have what they have. Now your right back to the self-fulfilling prophecy of failure because you don't believe in your own value.

Not only do these outside influences affect your beliefs, they are also taking up an enormous amount of your time and energy. When you check your phone every five minutes how can you ever get anything productive done? You can't.

What you need to do is stop letting other people control what you focus on. Your focus needs to be on your own success, your own goals, your own dreams.

Once I deleted my Facebook account I felt free. I saved so much wasted time on my phone that I could spend doing other, more important things. I started thinking about myself more, what I wanted, and how I could achieve it. I wasn't constantly looking outward into other people's lives, or posting about my life hoping for their approval. I was looking inward.

### *Commitment #2: Reorient Your Mindset for Your Success.*

**The second mindset commitment you will make today is to focus on YOUR success and not let others control where you spend your time, energy and money.**

You need to realize that outside influences are taking up your time and focus away from yourself and are purposely putting it on themselves.

Before I realized that focusing on others was taking away from myself, my only goal was to finish college. Although this was an improvement from my earlier mindset, it was rooted in what society and my parents were telling me to do.

When I realized that I needed to focus on myself and not what others told me to do, my goals changed and my accomplishments skyrocketed.

After deleting Facebook and choosing never to watch the news, I felt in control. I deliberately control what I see every day because I know what I let in ultimately influences my actions. Now, I am not wasting my time and money letting other people tell me what I should be doing with my life.

The way you can do this is to strictly limit the amount of time you spend on your phone or watching TV each day. I recommend at MOST an hour, but you should aim for only 30 minutes. If this sounds too restrictive, set your initial limit at a level that is higher so that you can be successful at changing this habit...but make it your goal to whittle down these limits over time.

What you'll do is set aside a time every day, maybe at lunch or after dinner, when you will just surf your Facebook, Instagram, whatever it is you like to look at.

Here is the key: **NEVER allow yourself to check your social media or phone outside of that time.**

The best thing you can do to make sure this happens is to turn off your notifications for all your social media platforms.

If you have doubts about how much time you waste on your phone, or watching TV just track how much time you're on it. For example, use Google stopwatch on your computer and every time you're on your phone or watching TV, just hit start. By tracking your time you will likely realize you are wasting as much as 3+ hours a day.

The next thing you need to do is not buy ANYTHING off social media. I stress anything because everything they are selling is highly targeted to you and they are attempting to make you fulfill a short-term fix when you are

better served by aiming towards your self-driven long term goals.

First, when you make purchases during your social media time, you are rewarding that time and associating social media with an additional pleasure. This is no surprise to the owners of social media platforms; they know full well this is part of the addictive nature of these time wasters.

Second, when you buy something, you are programming your brain to believe you need something you don't have. If it's clothes, you could be telling yourself you are ugly without even realizing it. Also, it is putting your focus on what others think about you, rather than your own intrinsic value.

Every time you find yourself thinking about someone else, what they are doing, and their success, realize it and IMMEDIATELY redirect your thinking back to your own goals. This will train you to stop looking outward and start looking inward.

**When you reorient your mindset to YOUR success and positivity, you will start seeing immediate changes in your behavior and quality of life!**

### *Perception of Achievement and Failure*

Once I started focusing on positivity I suddenly found myself feeling better and getting more done. When I started focusing on my own goals my ambition went through the roof.

The next step that changed my life was my perception of achievement and failure. I started to associate massive pleasure with my long-term results, and massive pain with my failures.

Everything we do is either to experience pleasure or to avoid pain. Think about it for a second, why do you go to school? You want to get a job that pays well. Well, why do you want that? So, that you don't have to suffer the pain of having low income and to reap the pleasure of spending money, traveling, and all that fun stuff.

Take a second to think of anything you might do that isn't for pleasure or pain. How about volunteering? Don't you get pleasure from helping people?

## **Everything we do is to experience pleasure or to avoid pain.**

I really like how Tony Robbins puts it in *Awaken the Giant Within*: “The secret of success is learning how to use pain and pleasure instead of having pain and pleasure use you.”

Knowing this simple fact gives you tremendous personal power. You can choose whether to focus on short or long term pleasure, and in doing so, you can take control of your destiny.

For example, if you begin to associate massive pleasure with getting your promotion then you will start to do things that will attend to that goal.

This is the supercharged version of the Law of Attraction. If your subconscious is already driving you to accomplish something because you are thinking about it all the time and your subconscious believes you will get massive pleasure when you achieve that goal, your subconscious will work overtime to make it happen.

How can you apply this in real life? Well, we will get into visualization later, but you need to start imaging how happy you will be when you accomplish the goal you desire.

Start to imagine yourself succeeding in vivid detail and really think about how amazing it will be. The Law of Attraction will take your visualization and manifest itself into reality faster the more you associate massive pleasure to your accomplishment.

**When I started doing this everything in my life changed. Everything I was doing seemed right in line with my goals. I stopped procrastinating, and I started acting on my aspirations. Now, every day I get closer and closer to my goals till I accomplished them.**

### *Commitment #3: Align Pleasure with Achievement*

**The third mindset commitment you will make today is to associate immense pleasure and happiness to achieving your goals and pain to not meeting them.**

One extremely powerful way to immediately begin to apply this is by telling someone how amazing it will be to meet whatever your goal is. Go into vivid detail about how amazing and happy you would be once you obtained it and how horrible it would be to fail. Then think back to that moment as often as possible.

Set a timer on your phone for 3 times a day morning, afternoon, and night. Have the timer say whatever your goal is and each time it rings think back to your conversation. If your memory of that moment begins to fade just redo it and think back to the new one. This is the most effective way to utilize visualization and the Law of Attraction.

Another way to make sure you are regularly hitting your affirmations multiple times a day is to always take a moment to visualize your success in conjunction with certain daily activities.

For example, if before you eat your meals you were to take a moment to focus on your ultimate success and what it will be like to live the life you want, you will have a built in mechanism for ritualizing this visualization practice.

Keep in mind...this is a commitment. It is not a sometimes, or when you feel like it kind of thing. Once you decide your method for making sure to have at least three short visualization sessions each day, stick to it.

**You are now ready to begin positivity thinking, focusing on your own success, and supercharging the Law of Attraction by associating immense pleasure to achieving your goals.**

## *Chapter 2: Commitments to Action*

After reading this chapter, you are ready to commit to:

### **1. A mindset of positive thinking**

You will only think of yourself and others in a positive light. If you slip up you will announce to the world your greatness and remind yourself of alternative, positive thoughts.

### **2. A mindset oriented to your own definition of success**

You will not let others take up your time and money. You will dedicate a specific amount of time to your phone and watching TV. You will never access your phone for social media, news, or talking to others outside of your specified times.

### **3. Align pleasure and achievement**

You will identify and associate pleasure with accomplishing your goals. You will make these goals known to another person and set a timer three times a day to think about your conversation.

## Chapter 3: Morning Routine

*If you start your day off on the wrong foot you are setting yourself up for failure. Many people immediately wake up and begin scrolling on their phone or turn on the news. This is literally programing yourself to mindlessly go through the motions and give your personal power away to others.*

*Instead, you need to prime yourself for success so that the rest of your day will be easier and full of accomplishment. When you set yourself up first thing in the morning, you are paving the road for a smooth and productive day.*

***If you really want amazing results you need to wake up and take control of your morning so that you can perform at an amazing level for the rest of the day.***

## *The Importance of Your Morning Mindset*

One of the easiest ways to ensure you are in a proper mindset is to start your day off on the right foot! There are many ways to encourage your productivity and focus just by doing a few simple things in the morning.

Think about all the times you wake up and crawl out of bed just to be more exhausted than you were when you fell asleep. When this is how you start your day, it is almost impossible not to allow negative thinking room in your head.

I was just like this. I hated getting up in the morning and I found it impossible to get myself going properly. Before I started my own morning routine it was easy to get distracted, sleep in, and not get any effective work done.

What you need to start doing is let your body and mind know that you are getting up for a reason, to get shit done!

You are not getting up to walk around with a fuzzy and unproductive mind. You are not getting up to skate by in life. You are not getting up to not get anything done.

**You are awake to take advantage of the time you are given on earth!  
You are awake to become the best version of yourself possible.**

## *Make Your Morning Matter*

When I get up now I no longer dread getting out of bed. I am eager to start my day and accomplish something amazing! This transformation didn't just happen. I made some simple changes to my morning routine that immediately made a major difference in my life.

There are many different things you can do in the morning to get your mind and body in the proper place to be the most effective during the day.

Everyone is different, and there is plenty of room to develop a morning routine that best fits your individual style and particular goals. However, there are four elements you **NEED** to cover each morning to feel amazing:



1. **Affirmations**
2. **Mindfulness**
3. **Mini-accomplishment**
4. **Brain stimulation**

In this chapter, I will go step by step to explain why this helped me 10x my life, how I do it, and why you should. **By taking control of your morning routine, you will take charge of your mindset from the moment you start your day.**

### *Morning Action #1: Affirmations*

The Law of Attraction, is very powerful and can completely change your life when done effectively. When your subconscious believes you are your best self, you begin to develop the qualities of that person.

One way to bring the concept of the Law of Attraction to your morning routine is the practice of writing down daily affirmations. Remember, this is not just wishful thinking. In addition to boosting your confidence and providing you with motivation for the day, you can actually program your brain to believe you are someone who you are not...yet! You do this by telling yourself every day that you ARE the person you want to be!

It sounds crazy, but it actually works. Your subconscious is what drives you to do things and it doesn't know the difference between the person you are today and person that you project and visualize as your ideal self.

Remember, your subconscious is your playmaker, and you want your playmaker aimed at the right side of the field to make sure they can score that winning goal. If your playmaker is facing the wrong way, they will enable failure instead of success.

It is important to do this first thing in the morning as soon as you wake up. You want to be in the initial state of just waking up so that your brain is the most susceptible to outside influences.

**I find it helpful to think about affirmations in three different**

## **categories: qualities, actions, and act now's.**

Here is a breakdown:

### Quality Affirmations...

When you visualize yourself as a successful person, whatever that means for you, notice those qualities of your best self and write that down as a series of short statements. For example, my list of quality affirmations looks like this:

*I am capable of anything.*

*I am the greatest.*

*I am a leader.*

*I am a musician.*

*I am a pilot.*

*I am an athlete.*

*I am a CPA.*

*I am an MBA.*

*I am a JD.*

*I have passive income.*

*I am a millionaire*

*I am a CEO*

### Action Affirmations...

Another form of affirmation is action oriented, with strong verbs in the present tense that remind you of the qualities that you want to develop within yourself as you strive towards your same goals. If you are struggling to figure out your action affirmations, just look at the actions of people who already have accomplished your goals and use those as inspiration.

Here are examples from my list of action affirmations:

*I greet today with love.*

*I persist until I succeed.*

*I create good habits.*

*I control my emotions.*

*I control my desires.*

*I work harder every day.*

**And I always end with: *I act now.***

This last affirmation stands alone to remind me that all of my personal power lies in my ability to take action towards my own goals, and that it is in the present moment that I need to direct my energy to bring about the change I want to see in my life.

**After a few months of writing down your affirmations you will realize that you start becoming what you are writing down every day. It is an amazing way to improve yourself.**

## *Morning Action #2: Mindfulness*

After I complete my morning affirmations, the next thing I do is meditate.

If you read the *Tools of Titans* by Tim Ferris, which is basically a book with hundreds of interviews of highly successful people, you realize that over 80% of them are doing some sort of mindfulness practice. This is simply any technique that is designed to focus your mind on the immediate moment.

Do you have any control over things that have already happened or things that haven't happened yet? No, you don't. Your personal power is actually found in taking action in the present. Unfortunately, your mind, left to its own devices, spends a lot of time and energy dwelling on the past and worrying about the future.

Mindfulness practice takes on many different forms, but one of the easiest to learn and put into practice is meditation. Hence, it is one of the most popular ways to integrate mindfulness into your morning routine. Meditation enhances your focus, it relaxes you, and it is known to increase grey matter in your brain, thus increasing your cognitive capacity.

Before I started meditation I was all over the place with my thoughts. I could not effectively focus properly. I would be thinking about a million things to the point that I could not focus on the most important thing I should be doing.

A lot of people think this might be a good thing because it should make me a good multitasker, right? But, if you read *The One Thing* by Gary Keller, you will learn that multitasking isn't really a thing. In the end, the brain can only focus on one thing at a time. Multitasking is a function of being able to switch between focus points, not actually being able to focus on more than one thing at a time.

I lived this unfortunate truth. I would be reading a book while making changes to my website while looking at different calls to sell and I just wasn't getting anything done even though it seemed like I was doing so much.

Meditation slowed me down. It allowed me to concentrate on the task at hand so I was able to focus on actually getting work done. I was then able to complete the task and go on to the next one without wasting time.

Meditation also improved my focus by teaching me how to prevent breakthrough thoughts from invading my consciousness and distracting me from the task at hand.

I felt incredible! My focus was 10x better.

The next benefit I received was that I started noticing things in life that I would normally just glance over. It dramatically improved my ability to be fully present in the moment. This not only enriched my ability to experience deeply satisfying pleasure in life, but it also opened my mind to new ideas, making me a more creative thinker.

This is an amazing and life changing effect! You can actively listen to people when they are speaking to you. You gain emotional intelligence because you notice how others are feeling. You can enjoy your food more because you can appreciate the complexity and depth of the taste as each bite unfolds while you chew. You can start seeing entrepreneurship opportunities by noticing changes in different niches that were invisible to you before.

Meditation also improves your memory because you are more in the moment. You start to remember names, faces, places, important facts, and so much more! This is invaluable in the workplace and for entrepreneurs trying to build a strong network of valuable contacts!

Most importantly, meditation in the morning prepares you for a happy, focused, and productive day.

## Tips for Morning Meditation

After I wake up, I meditate for 20 minutes. I focus only on my breathing and I make sure to breathe in my stomach only.

I think about how the air is going into and expanding my lungs. Then I hold my breath for a few seconds and I try to relax any muscles in my face or

body that are still tight. Then I breath out. Each breath is slower than the next.

When you meditate, you will notice it is really hard at first to focus on your breathing. It is likely you will start to think about the activities of the coming day, or things that happened yesterday. This is fine. Just notice that and redirect your thoughts back to your breath.

One reason I like to do my affirmations before meditating is because when my mind wanders away from my breathing it tends to focus on something that's been on my mind recently. So, even if I get off track during my mindfulness work, at least my mind is drifting to positives before I redirect it to my breathing.

Meditation should be really easy and it is the number one thing in the morning that you can do to improve your focus, productivity, and happiness.

Start off with just 5 minutes and work your way up. It should never be hard, but if it is, reduce the amount of time to something more manageable. With some practice, you will find it gets easier and you will be able to meditate for longer.

### *Morning Action #3: Mini-Accomplishment*

The next thing I do for my morning routine is accomplish something. This is really important because you want your mind to realize that this is a day of getting shit done, not one of procrastination.

Here is the trick: **Make this a true mini-accomplishment by keeping it to a simple task that takes 5 minutes or less to finish. Stop for a moment when it's done, focus on the pleasure of accomplishment, and move on to your next thing.**

Check out this article for a great read on this concept: [Navy SEAL's advice to grads: Make your bed every morning](#)

This is good way to start your day with your first success under your belt before you even have your breakfast. Getting something small done as soon as you wake up will create a snowball effect that causes your mind to want to

get more and more done throughout the day.

I start my day by making my bed in the morning. This always makes me want to get more stuff done. I even tracked my productivity before making my bed in the morning and after. I saw a HUGE improvement in what I got done during the day.

I know it sounds like a small thing, and it is, but commit to trying it and seeing for yourself the impact it can make on your mindset throughout the day.

After I made a habit out of making my bed in the morning I switched to a more stimulating accomplishment. I recommend starting off small and adding to your morning routine as you see fit.

### *Morning Action #4: Brain Stimulation*

Finally, before you get into your day full of accomplishment, it is important to “prime the pump” so to speak. What I am talking about here is a little brain stimulation to wake up your mind so that you can start your day off sharp as a tack.

The right side of your brain is driven by feelings, beliefs, imagination and subjective thinking. It is the creative side and is very visually based. The left side is analytical, objective and rational. This is where your science and math skills lie.

**You want to engage in one activity every morning that engages BOTH sides of your brain.**

**Pro Tip:** If you are feeling really amazing, combine your mini-accomplishment and brain stimulation exercise into a single twofer activity!

Here are a few examples:

1. Do a quick set of push-ups or jumping jacks while saying your affirmations.

2. Visualize yourself accomplishing your goals then write an affirmation with your left hand.

3. Solve a math problem then visualize what you will accomplish during the day.

4. Do a quick set of squats then write an affirmation in a different language.

5. Visualize someone you're thankful for, then use your non dominant hand to do something.

There are millions of combinations of activities that stimulate both sides of your brain and prime you for a successful day. Think about something that you can do that requires extra effort, but will not take you longer than a few minutes.

**Your goal should be to get done with this task quickly, but find a task that is hard enough so you cannot do it on autopilot.**

Here is what I do: I brush my teeth with my left hand and then I play some difficult guitar exercises.

I brush with my left hand because it requires way more effort to do. This is a really good way to stimulate your thinking and get you moving!

I play difficult exercises because I want my brain to be active. Easy exercises don't count. After getting something done in the morning you will be ready to take on your day with hyper focus and desire!

After I get my arpeggios done it feels like everything else will be so much easier and it is!

After I added my guitar exercises in the morning I saw a massive improvement in my life! I was more focused, happy, and had a greater desire to get work done.

**I highly recommend you find something that you can do in the morning that triggers the use of your brain for a 10x boost to your**



**productivity and focus that you will reap throughout the day.**

### *Chapter 3: Commit to a Morning Routine*

Morning routines are extremely important and a good one can help make you happier, more productive, and enhance your quality of life. Although I have shared the morning routine that works well for me, it is important that you design a plan that makes the most sense in the context of your life and goals.

Take time now to design a morning routine and commit to it starting tomorrow. Make sure it includes these four key elements:

- Affirmations
- Mindfulness practice
- Mini-accomplishment
- Brain stimulator

## Chapter 4: Goal Setting

*Although goal setting might sound easy, there are some key ideas when it comes to setting goals that are more likely to lay the groundwork for success. One of the big differences that sets the dreamers apart from the doers in life is the ability to use goals as a tool to drive action.*

*In addition, setting the right goals is important in terms of activating the Law of Attraction. If you feel like you are swimming upstream when it comes getting what you want out of life, chances are you haven't fully harnessed this powerful force.*

*Finally, accomplishment is cumulative, and you need to be prepared for the long haul. Have you put in place the right measures to assess and correct your approach to make sure you are making the most of your energy on the path to greatness? Read on to learn how.*

## *What Does A Great Goal Look Like?*

One of the most important things you can do to achieve greatness is to goal set properly.

Before I started goal setting I had no idea what I wanted to achieve and it felt like I was just running around in circles getting nowhere. I thought I was doing the right thing by saying my goal was to make a ton of money, but that's not specific enough to work. It just didn't give me enough information or inspiration to figure out what action to take in order to achieve that goal.

Then I read *The ONE Thing* by Gary Keller and Jay Papasan which is an amazing resource for figuring out how to properly goal set.

**Once I figured out the flaw in my goal setting, I was off to the races!**

My new goal is to have all the benefits of making over a million dollars a year, but also the free time to play guitar, travel, and spend time with friends.

This goal is large enough that it inspires me to work hard at achieving it and it is specific enough for me to realize what I need to start doing to achieve it. In my case, it meant that I needed to start pursuing businesses that generate passive income! Once I figured that out, I started Luminouslampz an e-commerce site that dropships Rustic Lamps.

## *Big Enough, Specific Enough*

It's possible you don't even know what your goal is, or maybe your goals are not specific or large enough. How can you tell? Read on!

Take a moment right now and write down a big life goal. Don't be afraid to let your dream be your guide here. And, make sure it isn't someone else's goal for you, such as your parents. The most important part of your goal is that it comes from you and is an authentic expression of your true vision for your ideal life.

Take your time to think long and hard about what your goal is going to be and make sure it's large and specific. **When you think you have it right, put it to this test:**

**First:** Ask yourself if there is something that you can do right now to get yourself closer to that goal. If there is great, its specific enough!

**Second:** Ask yourself, if you told someone that was your goal, would they think you're crazy. If they would then perfect, its large enough!

I knew exactly what I could do to move towards my goal so it was specific enough. People think it's crazy that I want to have a ton of money passively, so it's large enough. Once you have a goal in mind that passes the test, read on.

## *Setting a Goal to Activate the Law of Attraction*

Once I wrote my goal down it was so much easier for me to figure out what I needed to do to achieve it. Not only that, it seemed like the world was working with me in order for me to obtain it. This is because when you write your goals down your brain starts to apply the Law of Attraction.

Once you write down your goals it is easier for you to visualize yourself achieving them. Remember, when you visualize yourself doing something your brain actually can't differentiate reality from what you are picturing in your mind.

This causes you to believe that you have already achieved your goals and your subconscious will effectively start working towards achieving them by assuming they are true and acting accordingly.

**Now you are reprogramming your brain to achieve those goals and enlisting your subconscious to work for you instead of against you.**

But, I want you to take this one step further. Instead of saying I want to be a millionaire who doesn't have to work you say: *I AM a millionaire who does not have to work.*

Just like reality and dreams, your subconscious can't tell the difference between the future and the present. That means that when you picture yourself achieving your goals in the future your subconscious thinks that you have already achieved those goals.

So, if your goal is to sing and play guitar in front of thousands of people and you start visualizing yourself doing that, your subconscious thinks you are already doing that and starts to drive you to act a way someone who performs would act!

You can actually have your subconscious working for you like this! Isn't that awesome?

This is extremely powerful stuff. Now you have identified what your goal is, you have made it large enough and specific enough, and you are highly

effectively using the Law of Attraction to drive you to success! Wow!

### *Translate Your Long Term Goal into Incremental Goals*

While a massive long term goal can be very important in terms of keeping you aimed in the right direction and motivated to persevere in the face of the work ahead, it is also a recipe for paralysis and inaction if you are unable to break it down into an actionable plan.

I find it helpful to think of my overarching goal as a 10 year goal, with incremental goals that work back from that ultimate vision to 5 year, 3 year, 1 year, monthly and finally weekly intermittent goals.

This is an exercise in working backwards. Think of it as reverse engineering. As you work backwards, you will have several additional items in each goal set as well.

For example, 10 years from now if I want to be able to play in front of thousands of people then maybe 5 years from now my goal will be to have created a band, mastered my instrument, and already be performing gigs.

Then I look at where I want to be in three years. Each of those 5 year goals can be broken down further into 3 year goals such as learning to count time, have practice playing in front of others, practice with a band, and so forth

Then I look at where I need to be a year from now to get that. I'm going to need to make some progress on my ear training by then and I need to be performing at least at small scale open mics. Then my 1 year goal will be to play 15 open mics, have a teacher that will help teach me to play by ear, and learn 5 songs only by listening to them.

Notice all of my goals are very specific. This is extremely important because if they are vague you will treat them as such, that is, you won't do them.

Once you work your way down to weekly goals, you should be identifying specific, accomplishable tasks. Your weekly goals will look almost like a to-do list that you scratch off as you add them to your weekly

planner.

**By reverse engineering your overarching life goal, you can make a plan that forces you into purposeful action and helps aim your energy towards activities that further your vision of your best self.**

### *From Goal to Action*

There's a theory called Parkinson's law that no matter the task, depending on how much time you allocate to that task, you will take that long to finish it. For example, if I needed to sell my house and I have 6 months to do it then I would sell the house in 6 months. However, I probably could have sold it in under a month if I wanted to.

This is because people are inherently lazy, and depending on the urgency of the task at hand, we will only allocate the bare minimum of energy to that task.

One effective way to prevent this is by making your goals very specific. Doing this will force your brain to give enough effort to achieve the goal rather than skate by. After determining your 1 year goal you can start mapping out how the progress you need to make every month to reach that goal.

For example, one month I might say that I will learn how to identify the tonic of a song by ear. Another month the chords. Then I will start working on songs, each month being another song.

Then you work your way all the way back to this week. Each week you set out a goal and every Sunday you identify what worked and what didn't work. (I will cover more on how to track your progress and adjust your strategies in chapter 6.)

Once you are ready to start mapping your day you will be breaking these incremental goals into small, daily tasks that are easily accomplished. For example, for my goal to learn songs by ear, I started plucking random notes until I could hear what notes were in the song. Then I worked my way back to the tonic based off those notes. I did this by scheduling a small amount of time every day to pluck some notes while listening to these songs.

See how this incremental goal setting works perfectly for obtaining your larger goals?

The best part is, every week you identify what's working and what you need to change. If something isn't working then fix it! (More on this coming up in a later chapter.)

**It's as easy as that! Identify huge specific goals and work the process all the way back to this week. Then every week identify what's working and follow your map all the way back to meeting your goals!**

### *Chapter 4 Recap: Goal Setting Action Steps*

Great goal setting separates the dreamers from the doers. Commit to setting at least one major life goal, and use the techniques in this chapter to develop a plan of action using the reverse engineering method.

1. Identify a major goal that is specific enough that it inspires a clear path of action but is large enough that people think you are maybe just a little nuts to dare to dream it.
2. Reverse engineer your major 10 year goal by working backwards to lists of 5 year, 3 year, 2 year and monthly incremental goals.
3. Refine your monthly goals into sets of weekly goals that you can reasonably accomplish over the course of a week. These are small enough that they should be easily broken down into a series of tasks.



## Chapter 5: 80/20 Your Life!

*The Pareto Principle is a concept in management theory named after an Italian economist by the name of Vilfredo Pareto. Although originally articulated as theory about land and population distribution, it has been extended to many natural phenomenon, including several processes in business management.*

*When applied to life in general, the Pareto Principle suggests that approximately 20% of everything you do creates 80% of your results. This has actually been proven time and again in various industries and it's true for your life as well.*

***In other words, most of your positive results come from only a relatively small percentage of your actions.***

Think about your clothes, do you wear all of them? Do you even wear close to all of them? I bet if you went through all your clothes and donated the ones you don't wear you would realize that you only actually wear around 20% of what you own.

Take 30 minutes this week and go through your clothes. Be very honest with yourself and put the ones that you don't normally wear in one pile, and toss the ones you do in another.

After you have separated your clothes into two piles, go back through the ones you decided you would keep. Filter through them one more time and really think about if you are just keeping it because you like the shirt but don't ever wear it. Remove those from the keep pile and donate the clothes you decided you don't normally wear.

The act of sorting your clothes in this way is going to be helpful to teach you the 80/20 principle in practice. Once you understand how it works on a tangible level, you will be surprised how important this principle is when it comes to focusing your energy in an effective way. This goes for job applications, finances, studying, you name it!

If you just sent your resume to every job out there, don't you think you would be wasting a lot of time? It would be much better to identify what skills and experience you have and then identify which jobs out there are seeking someone like you. Then you only apply to those specific jobs.

For your finances, a lot of people try to spread themselves out into a ton of areas, but this is not always the best idea. A better strategy is to try out a ton of different investing methods and follow which ones are bringing in the most money.

Chances are that in your portfolio there are 1 or 2 huge revenue growers and the rests are duds. Once you identified which 1 or 2 bring in 80% of your profit, scale those strategies and get rid of the rest.

Take 30 minutes and look at your finances. If you have multiple sources of revenue, working multiple jobs, investments, anything, determine which is your smallest revenue generator. Then assess how much time you are spending on that task. You need to think about this from a return on your investment perspective. The investment being your time and money, the return being your income.

If that investment is appropriate for the income you generate then keep it. If not, get rid of it. Also, if there is a clear distinction from your larger revenue generator and your smaller ones, determine if you should just put more time and money into that and just get rid of the rest.

Another way you can apply this is with your expenses. Look through your income statement, and identify where you are spending the most money, food, entertainment, gas, ect. Determine if that is something you can live without, if it is, get rid of it. If you do this a few times you will be able to maximize your revenue and minimize your expenses.

**If you are not using the Pareto Principle you are losing tons of time and money.**

Studying is another great example. In Law School tons of people read cases and go to class diligently, but from my experience this is generally a massive waste of time. A much more efficient strategy is to build an outline

yourself based off someone else's outline (sometimes you can even skip making an outline based on your class) and then start taking exams.

The number one way to study for your Law School exams is to just take all of the last 20 year's worth of state bar exams.

The reason for this is that it improves your knowledge of the material because you look at the answers, take notes, and update your outline. And, it improves your writing style because you can mimic the top answers from previous bar exams.

Instead, other students are spending countless hours reading hundreds of pages a night just to keep up with class. They go to class to learn nothing and then they go home and read more. But likely only 20% of the material they are trying to learn is relevant to the bar exam.

What a waste! They must not know about the 80/20 rule.

One thing that no one tells you about the 80/20 rule is that you can take it even further. Once you have identified the few inputs that are bringing the most outputs, you can keep 80/20ing.

For my investing, I used the 80/20 rule for my option strategy. At first I was buying and selling calls and puts for several different companies. I quickly realized that selling brought in more profit than buying and switched to only selling puts and calls. Then I realized that selling calls was more profitable for me than puts so I only did calls. Then, I realized that only a few companies were bringing in the most profit for me so I only traded those securities and made a killing.

This is a great example of why the Pareto Principle is so powerful. I identified my strongest revenue grower, increased it, and got rid of extra expenses.

But, most people just stop the first time they use the 80/20. Instead of doing what I did, a lot of people would just identify their top revenue grower and scale it.

**What I want you to do is never stop using the 80/20 principle.** Figure out what's working the best and focus on that, then A/B test out something against it and keep 80/20ing till you are satisfied with everything.

In my example, I tested selling vs buying, then I tested out calls vs puts, then I tested companies against each other, then I tested out different expirations, and so forth. I ended up with a really profitable strategy.

Consistency is key. You can't just do something every once in a while to get amazing results. You need to do it daily. For trading, studying, whatever you need to do to get your desired result -- you need to be consistent with your practice.

**Once you use the Pareto principle to determine how to effectively get the best results from your input, you won't turn back!**

### *Putting the 80/20 Principle into Practice*

I suggest setting aside the exact same time every day to do your tasks for a specific goal. This is the best way to leverage your subconscious to work for you and harness your body's inner clock.

The problem most people have is that they create these amazing goals but then when they go out to work on them they burn themselves out because they put way too much effort in all at once. Instead of realizing that results take time and the best results come from small inputs every day, they think if I put in a ton of effort right now I will get the result faster. **THAT'S WRONG.**

People have limited willpower. **That's why you need to leverage consistency and habit.** During times of low willpower your consistency and habits will be what carry you through!

There's a theory that every day a person has different times where they either low or high in willpower. For most people the willpower path is strongest in the morning and then it drops right before lunch, picks up again, then falls right before 5 pm.

A really interesting study about judges who were listening to cases for

bail saw a dramatic decrease in every judge's willingness to allow someone to post bail from over 60+% chance of bail in the morning to 0% by 11 am. The pattern was similar right after lunch.

This means that we are more likely to be "out of it" at certain times of the day. But, knowing this, how can we still make sure we effectively achieve our goals?

One strategy that works really well is to set a time you will do your most important tasks every day. That way your body starts to identify that time of day with that task and even if your willpower is low, you will be more likely to push through and complete the task.

**If you do your 80/20 task every day, even days when your willpower is low, you can push through and complete the task and effectively achieve your goals.**

### *Chapter 5 Recap: Make 80/20 Work for You*

1. You will now 80/20 your life and identify what the most important inputs are that are bringing you the greatest results.
2. You will not stop there! You will continue to test and apply 80/20 strategies until you find the ultimate result that you desire.
3. You will be consistent with your practice. You will not try this every once and a while. You will apply this daily.

## Chapter 6: Map Out Your Day

*Now that you have determined your goals and figured out what you need to do to achieve those goals, it's time to build a schedule around your tasks. When you map out your entire day it is so much easier to actually accomplish the tasks and make progress towards your goals.*

*There is really no excuse to not map out your days. It is so easy to do and it helps you in so many ways. It serves many functions, but most importantly it helps you optimize your life, commits you to habits, and protects you from distractions.*

## *Make a Map: Detail Your Path to Success*

When you map out your day you are putting pen to paper letting your mind know that this is the schedule it is about to adhere to. Not only that, you have something that you can reference and read when your willpower is low.

I like to print mine out and have it on my wall, in my car, and at work. This helps remind me that I am on a path of greatness and I have literally drawn myself a map to get there. Plus, if I start to feel demotivated, I take a moment to review my daily map and it reminds me that I am on the path to being my best self.

Mapping out your day helps you utilize your subconscious for your own benefits because it helps you stay consistent. When you start doing things consistently it stops becoming difficult to convince yourself to do that task. In fact, your mind starts to become automated and will start doing the tasks without you t even having to think about it.

### *Email*

When you map out your day you will commit to doing a single activity at a specific time and nothing else. This includes distractions like social media, talking with friends and, perhaps most importantly, EMAILING.

Emailing is a HUGE problem in our generation. People are constantly emailing me and it used to be a huge distraction. That is, until I read Timothy Ferriss' *The 4-Hour Work Week*.

One of the key takeaways from this book is about minimizing distractions, particularly from interruptions like social media and email. For email, Ferriss suggests picking a specific time every single day to answer emails and ONLY use that time.

When I applied this to my life, I can't tell you how productive I became. I found that around 80% of my emails are a complete waste of my time, so I tried setting a time to check them. People even stopped emailing me, it was great.

What I'm sure a lot of you realize is that most of the emails you receive are not important for you. You just got cc'd for this or that reason and it is just a complete waste of time for you to even read it.

When you select a specific time to read emails and respond to them you are saving countless hours having to switch from task to task.

Think of it this way: Each time you switch gears, it takes a few seconds to regain your focus. Those seconds add up! Before you know it, your entire train of thought on what you were doing before you opened your email is lost and it might take several minutes to get back into your flow.

When you select a specific time to do email you are leveraging the effectiveness of doing one activity at a time. Meanwhile, you are making your other work time more efficient by maintaining your focus and flow.

You might be concerned that people will be upset if you don't email them back right away; they won't be. Give them a week to adjust, you can even give them a heads up that you're doing this if you're really concerned about it. They will understand after a few days.

The next step is telling people to stop emailing you unless it is absolutely necessary. This is harder for some people to do, but it shouldn't be. Just tell them that you are trying to increase your productivity and it is distracting when you get emails that don't really involve you.

Finally, you need to turn your email notifications off. This will make sure you are free to focus on yourself and only check during the times you set.

**When you take control of email and properly contain it, you will be amazed at how much more you get done with your day.**

### *Map Your Routine, Habits and Tasks*

Once you have decided on when and how much time you will devote to email, social media, and other potential distractions, it is time to knuckle down and think about when and how to schedule the rest of the tasks you need to accomplish with your day.



We already talked about writing down your affirmations and visualizing your success 3x a day: morning, mid-day and night. We talked about setting a time to use your phone or watch TV. We also talked about picking the same time every day to do your habits and being extremely consistent.

That is a great place to start with mapping out your days.

These are the kinds of daily activities that will be more or less the same day after day. In other words, you don't even have to think about them. Figure out what works for you in terms of time of day and time allotted, and just copy these items from one day to the next.

I like to print out my daily map, and these items are the starting point for my document. Each day, I already have the basic framework for my daily map just by getting these regular activities on a template that I reuse each morning. Talk about efficient!

### *Habits*

There is a great benefit to intentionally developing habits that support your long term goals. Although it takes a few weeks to get a habit firmly ingrained, the payoff is worth it. By developing healthy habits that contribute to your success, you are harnessing the power of your subconscious and putting it into the service of becoming your best self.

One of the key principles here is to keep your schedule consistent from day to day. That is, if you are trying to develop a habit of working out to reach your fitness goals, make sure you schedule a work out at the same time every single day, and stick to it. This is how you 10x your life!

What you will notice if you do this is that your mind and body have a kind of muscle memory. When that time of day comes around, you may even notice before your alarm goes off that it is time to get moving!

In addition, doing the same kind of task at the same time of day everyday helps you jump into your flow easier because your brain is expecting to do that kind of thinking and transitions more easily into your work. This adds up to accomplishing more in less time and getting you closer to your ultimate goals much more quickly.

## *Weekly Goals*

In my chapter on goal setting, I shared how to work backwards from your major goals in life to intermediate goals, all the way down to weekly targets. Now is the time to take a close look at those weekly goals and make a commitment to breaking them into manageable tasks that will be added to your daily maps.

## *How I Map My Day*

In order to give you an idea of what mapping a day out looks like in practice, let me share an example from my life.

My map would include my morning routine in specific detail and approximately how long it would take. Then it would have my mid-day and night time affirmations. Lastly, I would fit in the habits I am trying to form. Then I go back to this week's end goal and see what it is. For me my goal was to identify the tonic of 5 songs.

So, mine would have a time set every day at the same time for identifying the tonic of a song. For me, I did this every day at 7 pm.

Then I had quality time with my girlfriend Kayla around 9 PM. This included whatever she wanted to do, but I dedicated that time for her.

If you have other things you do consistently everyday it's really easy to put those in too. Work, school, gym schedule; everything you do consistently should go on the daily map before you add your blocks of time to accomplish specific tasks..

**I highly recommend that everything you do should be at the same time every day. Otherwise, you are not effectively getting your mind and body to work for you.**

## *Print and Carry*

**Now that you have mapped out your days you need to commit to it. Print it out and take it with you everywhere to help you be accountable.**

## *Track, Test, and Adjust*

In order to make the most of your planning, it is critical that you systematically review your progress, figure out what is working and what isn't, and make adjustments. Remember the 80/20 rule, and be on the lookout for what activities are making the largest impact so that you can continue to refine your plan in a way that is optimized for your desired outcomes.

**Every Sunday you look back on your week.** How many days did you do all your tasks? What about those days made it easier or harder to get stuff done? Do you think you were effectively using your time? These are the kinds of questions you need to ask yourself and adjust according to the answers.

When I started tracking my days like this I noticed there was a huge correlation between the days I nailed my morning routine and what I got done that day. Then I noticed that the days I stayed longer at work it was harder for me to work out, but I wasn't necessarily getting more done at work, so I stopped staying longer.

When you track your days you start to notice what works and what doesn't. Then you can plan your entire day for the best results.

Tracking is really easy too! With your printed day map just highlight when you get the things done that you were supposed to do. Then, just look back and assess what worked.

After you get into a rhythm you should then start A/B testing things. Test out getting up earlier versus later. Test out different times for eating, or what you eat. Test out where you work or study. Test out what makes you the most productive.

Make sure you only test out one thing at a time otherwise you could accidentally think one thing is helping you, but really it is something else.

**After a while you will have a productivity plan for everyday that fits you and makes the most of the time you dedicate to achieving your goals. Now you are really setting yourself up for success!**

## *Chapter 6 Recap: Map Out your Day*

1. Mapping out your day is an amazing tool for increasing your productivity because it helps you stay accountable, and it helps let others know you are busy during those times.

2. Eventually you want to have your entire day mapped out to a T, but for now you should at least schedule your affirmations, visualizations, phone time, email time, and other things you tend to do daily. Remember, it is important to set your activities for the same time every day.

3. Print out and carry your map everywhere you go. Track if you accomplish your set activities and every Sunday look at your results. Then determine what worked for you, what didn't, and why. Lastly, start A/B testing different things that you think might improve your productivity.

# Chapter 7: Habit

*“We are what we repeatedly do. Excellence, then, is not an act, but a habit.” - Will Durant*

*The best way to leverage your subconscious and get your body working for you instead of against you is through your habits. If you really want to get amazing results you need to be the master of your habits, otherwise you are wasting time and missing out on even greater results.*

*Just like the Law of Attraction helps drive you to get things done, so can your habits, but only if they are good habits.*

**Have you ever done something and realized that you didn't need to think about it, you just did it?**

A good example is brushing your teeth in the morning. A lot of people get up and immediately brush their teeth without even thinking. This is because it's a habit. Their mind doesn't have to force them to do it, it's just automatic.

Here is something that is important to notice about brushing your teeth each morning: If you don't do it, you notice and actually *miss* that feeling of clean smooth teeth and fresh breath.

This is the power of habit forming. By making accomplishment towards your goals a habitual practice, you are reprogramming your subconscious to work towards your intentional ambitions, teaching your brain to notice when you are slacking off, and rewarding you, almost imperceptibly, for taking daily action towards your best self.

**Your goal is to turn all the actions that you determined will help you achieve your goals into habits. This is important because the more good habits you build, the less your mind needs to work to get things done.**

Many CEOs like Mark Zuckerberg have this theory that there are a limited amount of good decisions a person can make every day. He says this

is why he wears the same grey T-shirt every day, because he doesn't want to waste a good decision on what he wears.

If this theory is true, which I think it is, then the number of goods habits you have save the number of good decisions that you can use on other things, like making more good habits.

So, how do you build good habits? According to *The ONE Thing* by Gary Keller and Jay Papasan, your habits begin to automate after around 66 days. After that amount of time of consistently doing something every day it becomes a habit, and your body will automatically want to do that task without requiring much if any thought.

**This is huge! Now you can save tons of energy by leveraging the specific habits that you think will help obtain your goals.**

An example from my life is my singing. I played guitar and always wanted to learn how to sing, but with my tight schedule it was hard to fit singing practice in.

I started singing every time I was in the car. I made recordings of myself playing scales that I could sing along with while I drove. I did this every day to and from school, work, and pretty much anywhere else.

Before I knew it, every time I got in the car I was automatically picking up my phone, turning on my recording, and singing without even thinking!

It was especially helpful when I was exhausted. When you are tired, you are far more likely to not accomplish whatever your trying to do due to lack of energy and motivation. But, because I created a long lasting habit to sing in the car, even when I was tired, I automatically picked up my phone and began singing.

I was easily able to overcome the urge to not sing because it didn't require as much energy.

*The Secret to Forming Good Habits*

So why doesn't everyone just do this?

Well, making good, lasting habits is hard. Luckily for you, I know the secret to getting strong, long lasting habits, with minimum work.

**The secret lies in the difference between willpower and motivation.**

Have you ever been really excited about starting something and got going really hard, your motivation died off, and you never accomplished your goal? Everyone has. This is an example of using motivation to develop your habits.

The reason motivation is not as effective as willpower is because eventually your motivation ran dry before you created a foundation for your habit to build on, so you did not persevere and actually create a habit.

Also, motivation makes you think that you can do much more than you really can. This is partly because people decide they are going to create enormous habits like running 5 miles a day when they haven't ran in months. They get excited that they are getting back into it, maybe run for a few days, then never run again.

Even worse, when you set yourself up to fail by biting off too much at the start then lacking follow through, you can program yourself to become resistant to even trying to change because you have come to associate even trying with painful failure.

Sound familiar? **This can become a self-fulfilling prophecy where your subconscious starts working hard to manifest your vision of yourself, but in the wrong direction!**

**What you need to do is create an extremely tiny habit and build on it. You set your habit so small that it can't fail no matter how exhausted you are.**

### *Set Yourself Up for Success*

Instead of saying "I'm going to run 5 miles a day!" you say "I'm going to run 1 block a day." The real kicker though is that you HAVE to do it every

single day. No excuses because it is so small.

That doesn't mean you have to only run 1 block a day, in fact, usually you will go well beyond your small habit and run a mile or more.

But, on days you don't feel like running, you have to push through, use your willpower, and run at least the 1 block. When you are done, take a moment to pat yourself on the back for the accomplishment, and move on to your next task.

Eventually, this will form a concrete strong habit that will last you a long time because you are doing it every day and you are persevering on the hard days. In addition, you are rewarding yourself with taking a moment to direct your thoughts to focus on the achievement.

**Remember all that talk about positive thinking we started with? Well now we have arrived full circle!**

This shows your mind and body that you are committing to this activity. Eventually, you will grow your habit from your starting point into something larger, but not until after it's become a habit.

It is also important to note that doing something small repeatedly will grow into something amazing over time. If you spend 10 minutes a day singing, in a year you will see some huge improvements.

Doing something small every day is much more effective than doing something occasionally. This is true across the board in everything you do because results come from consistency.

### *Choosing Goal Focused Habits*

Now, let's figure out what your small habit is going to be. Think about all the goals you have: write a book, run a marathon, pass the CPA, get ripped, whatever it is.

You have already decided what task is required to get the results you need from our earlier chapter. Now, think about what the smallest version of that task can be.



For writing a book, maybe you'll write one word every single day. Commit to that habit. Always write that one word because there is no excuse, it's so easy!

For getting ripped, do one pushup a day. Commit to it and never skip a day.

**Your small habit needs to be so easy that it cannot fail. This is what it means to set yourself up for success.**

In my case, I said I would sing for one minute every day in the car. Most days I would sing for around 30 minutes, but on days I was exhausted I would just do the bare minimum. Most of the time though, once I got going, I blew way past one minute and continued working for long periods of time.

Now I have come very far and feel really comfortable with my voice. In fact, every week my singing teacher tells me to just keep doing whatever it is that I am doing because it's really working.

**Your habits are truly what define you. If you can successfully leverage your habits to work for you properly, then you can do anything you set your mind to.**

### *Identify the Path of Least Resistance*

Sometimes when you try to start a new intentional habit, something small can get in your way of taking the kind of regular action required to get a strong habit formed. By identifying and removing these small obstacles, you can find the Path of Least Resistance.

The Path of Least Resistance is an extremely powerful concept. If you have even residual resistance to change in your subconscious mind, you can unknowingly put up barriers to avoid taking action.

Once you remove obstacles and find the Path of Least Resistance, doing tasks is much easier. Let me share an example from my life.

For me, guitar was always a passion, but I have experienced lulls in my practice. What I noticed was the times I practiced the least were when my

guitar was put away.. I realized that if I left my guitar out and nearby, I was 10x more likely to play every day. When I removed the resistance I was setting myself up for success.

Another prime example happened when I started to do a daily journal. Getting myself to journal every night was really hard. When my journal was away from my bed I always seemed to make an excuse to not get up and get it, even though it was not that far away. The way I overcame this was by putting my journal right under my pillow. That way I never had ANY excuse to not journal every morning and night.

**If you find yourself stumbling to be consistent with the daily practice it takes to develop a new habit, look for any obstacle that is getting in your way and eliminate it. Use the Path of Least Resistance technique in every aspect of your life and I guarantee you great results.**

### *Mental Habits*

Your habits are not just the activities you do every day. In fact, the most important habits you can have are in your mind.

We talked before about mindset and how it should be dedicated to positivity, to yourself, and to success. We talked about controlling what you associate pain and pleasure with and how this can help you achieve your goals.

After talking about habits, I hope that it's easy for you to understand that we also need to create and practice mental habits as well.

I gave you some ideas about how to start developing those habits by using timers on your phone. But, that is just one small habit. You need to be trying to think this way at all times. The more you control how you think the easier your life will be. Even just realizing that you are not thinking in the way you should be is huge.

**That's the first step to making positivity, success, and focusing on yourself a habit. When I started making these mindsets a habit, I saw huge changes in my life. I was happier, I was more successful, and my drive and ambition went through roof. This will happen for you too, if**

**you start to make these mindsets a habit.**

### *Chapter 7 Recap: Make Habits that Work for You*

Your habits are what define you. Good habits save you energy that you can spend on other things during your day because they become automatic. Making strong, lasting habits requires work, but if you set your habits as small, impossible to fail habits, you can make them last forever.

1. Look over your intermediate goals and choose a very small habit that you can easily add to your daily routine that will contribute to progress towards your goals. Make it very small and easy to accomplish so you are setting yourself up for success.

2. Set your habit, do it every day at the same time when possible, and make sure you at least do the bare minimum. If you notice that you are stumbling to get it done, identify any obstacles to find the Path of Least Resistance.

3. It is important to make your mindset a habit. Control the way you think and you will see huge improvements in the quality of your life. Create the habit of setting your mind to positive thinking, success, and associating huge pleasure with achieving your goals.

## Conclusion: It's Your Choice

At this point you have learned so much about how to achieve your goals. I have shared with you my tips and tricks for increasing productivity, drive, and happiness. I want to remind you that all of these strategies, habits, and mindsets are a lifelong practice.

You will not get it all at once. You will fail. You will fall off the wagon. You will forget a lot of these ideas. I am constantly trying to get myself to continue to do all of these success tips, but it is hard. We are only human and realizing that we will fail and that's okay is extremely important.

The difference though, is to not be complacent in your failure. Failure is good, if you learn and CHOOSE to change. I failed thousands of times, but I decided I wanted to be different. I decided I would learn from my failures and actively make changes in my life. I decided to work hard to change my mindset, change my habits, and change my goals.

My results reflect these changes. If you truly make a change your results will reflect these changes too. Be accountable for yourself. If you tell yourself you're going to change your mindset, do it. If you tell yourself your going to create a mini-habit, do it. If you tell yourself you will get up every morning and meditate, do it.

The last thing I want to leave you with is my final lesson: **Stop waiting for things to happen to you and take charge of your life because if you don't nothing is going to happen.**

For a long time I thought if I just did the right things, life would reward me. If I went to school I would graduate and people would beg me to work for them. This is so far from the truth. Life will not happen to you unless you take action.

The way I realized this is kinda funny. I would go home once or twice a year and my room would look exactly the same. I left a jacket on the floor five years prior and it was still sitting there on the ground where I left it. It

occurred to me that if I didn't make the choice to pick up after myself, no one else would.

**All the sudden, I realized that if I didn't choose to act in every aspect of my life, no one was going to act for me.**

So remember this the next time you want a promotion: No one is going to act for you, you're the only one who can take the promotion.

Remember this the next time you want to learn guitar: No one is going to practice for you, only you can decide to learn.

Remember this the next time you want to be an entrepreneur: No one is going to do your work for you, only you can start your company.

Remember this every time you think about you goals: Only you are going to be able to do what is necessary to achieve your goals, not someone else.

The choice is yours to make.

# I'll Help You TURBOCHARGE Your Results

Don't Forget to download your free 10x Your Life Action Workbook.

This is a free ACTIONABLE workbook that will help you implement all of these concepts in your everyday life.

I show you exactly what I did every day in order to make HUGE changes in my life.

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Not only with you get the free action workbook, you will also get tons of great content for how you can continue to make positive changes to your life!

I really hope you enjoyed the book and I would love a review on your honest opinion! It will only take you 30 seconds and it will make the world of a difference to me and how this book will do. Without reviews, books like mine never see the light of day.

Thank you,

Now get working!