



EARLY ACCESS SNEAK PREVIEW CHAPTER 1

1

Productivity... It's All In Your Head!

“WHAT’S WRONG WITH ME, ANYWAY?”

So, you’ve just bought *another* self-help book. And, if you’re anything like me, it’s probably not your first... not by a long shot.

You’ve probably bought organizers and software, books and courses, but all they ever seem to do is make you feel **guilty** because you didn’t actually *use* them for very long. When you did the affirmations or visualizations that were supposed to motivate you, you just felt stupid, or like you were wasting your time.

Sure, when you first filled in the time management forms and lists that were supposed to get you organized, you felt good... **virtuous** even. At least, for a week or two! Then, even though it might’ve been helping you make progress, you mysteriously **stopped** using it... and for the life of you, you can’t even remember *why*!

I know, it’s not like you’re not *trying*. In fact, you’re probably trying **harder** than everybody else. And perhaps you’ve even ended up feeling like you must have some kind of syndrome or disorder, or worse yet, that maybe you’re just incurably lazy... undisciplined.... and **weak**.

You look at the world around you, and all you seem to see are happy shiny people whose lives are more “together” than yours. Sure, maybe they’re not living the kind of big dreams you have in mind, but they seem to get stuff done without all the getting-started-angsts and deadline-dramas you suffer in private, every time you try to do something *impor-*

tant.

Maybe you tell yourself that *some* day, you'll get your act together, and take the world by storm. But sometimes, in the quiet lonely hours of the night, you lie awake and wonder if you'll **ever** *really* change.

Did you ever think that maybe you could have *done* more with your life by now? I mean, you have so many great ideas about what you *could* be doing... but you haven't even **started** on most of them, let alone finished. Where's your masterpiece, your life's work, your mark on the world?

Is this you? It certainly was *me*, just a few short years ago. In fact, I spent most of my **life** trying to become an organized and productive person.

Trying...

...and Failing!

At 18, I went broke and nearly homeless, trying to be a writer. I couldn't get myself organized enough to figure out what to do next, and I couldn't overcome my fears enough to promote my work.

I then went on to slave away another decade as an underpaid, underperforming computer programmer. (In the words of the old joke, I pretended to work, and they pretended to pay me!)

Then, much later, I lost nearly all my savings running a business... right into the ground. Once again, I couldn't start, stay focused on, or **finish** any of the things it took to be successful.

And through all the years in between, I felt like a loser pretty much the whole time. I felt like I was defective somehow, as if there was not only something *wrong* with me, but that it was also **all my fault**!

I felt like the only reason I put off starting things – or quit in the middle of them – was that I was a nobody: a quitter and a coward.

And even when I did occasionally do something worthwhile, I still didn't feel any **better** about myself. I just thought I caught a lucky break, or that what I did must have been *easy*... and thus, not very important or meaningful!

My successes didn't mean anything to me, and only my failures counted.

Of course, I tried every kind of self-help and time management book or course I could get my hands on. I kept thinking that if only I found the right *system*, then surely all my problems would be solved. Franklin, Covey, Robbins... you name it, I tried it.

Heck, I can still remember the day I first saw David Allen's "Getting Things Done" in a bookstore.

The first moment when it caught my eye, gleaming on the table of new and popular books. The second moment, when I realized, flipping through it, that this guy had actually captured something important and new and *different* about productivity. And the spellbound moments I spent at home afterward, reading it all the way through.

What I *don't* remember so well, however, is how things turned out the first time I tried *implementing* his system... Or almost any other system, for that matter.

See, after the first passionate week or two spent with a new productivity system, things usually get a bit blurry. Even though I'd always feel like I learned *something* new and important, it was rare that this "learning" would produce any **real changes** in my life.

And it's not just David Allen's book, either. I can still remember when I got Tony Robbins' "Time of Your Life" course, and most of the other 30+ productivity and time management books that are either lying around my house right now, or resting on the special bookshelf set aside just for them. (Let's not even get *started* on all the software I've tried, or the hundreds of other self-help books I've bought!)

Books, tapes, software, planners... they all follow the same pattern. The electricity of discovery, a brief torrid affair, and then.... the letdown of discovering that after all, *you're still the same person*.

So why am I bringing all this up? Isn't it kind of stupid to begin a productivity book by talking about how nothing ever comes of reading productivity books?

Thing is, I don't want you to follow the same pattern that I've been following nearly my **entire life**.

Not here, not now, and definitely not with this book.

So the very first thing we need to talk about is what's going to make your experience with *this* book **different** from all the rest that came before.

And it's something that's in **you**.

You see, when I got excited and passionate every time I discovered a new productivity system, it was only because I had some terribly **mistaken** beliefs about myself.

Which is why I'm now going to share with you...

THE SEVEN TERRIBLE TRUTHS THAT ARE KEEPING YOU TRAPPED... IN SELF-HELP HELL!

Now, these truths are only "terrible" because nobody wants to **own up to them**. (The self-help industry sure doesn't!)

But, only by actually *facing* them, can you make any **real** progress.

And the first terrible truth you need to face, is the one that kept me trying so many new productivity systems for so many years.

You know how they say that locks only keep honest people out? Well, the honest truth is this:

Terrible Truth #1:

Productivity systems *only help productive people*.

Think about that for a moment. *Every single productivity system* is used by some people who are productive... and some who are not.

And when I was **not** a productive person, I would spend all my time wrestling with whatever system was supposed to help me, and almost no time on my actual goals. I was too caught up in trying to do things *right*, to actually get anything **done**.

Now, think of the most productive person you know. Does that

person even *care* what kind of organizational or productivity system they use?

And if you *took away* their existing system and just handed them an empty notebook or a stack of notecards to use instead, how many **minutes** do you think it would take before they'd be up and running again, and getting results?

It's not the system that makes the difference.

It's the *person*.

It's **you**.

Now don't get me wrong: I'm not saying it's your **fault** you're not as productive as you'd like to be.

And I'm not saying that you lack willpower or discipline, or that you're just not *trying* hard enough... no matter what your friends, boss, parents, or spouse might have told you!

But if both productive and unproductive people can use the same systems and get different results **out**...

Then the difference must be what they put **in**.

And what do you put *in* a time management or organizational system?

Why, your **thoughts**, of course!

Terrible Truth #2:

Organization and productivity systems
are only *containers for your thoughts*. If your
thoughts are unmotivating, disorganized,
or directionless, a system *cannot help you*.

And the productive and the unproductive think *very* different thoughts.

Not only in *what* they think about, but **how** they think about it.

Most self-help and productivity works, however, are about **what** productive people think, not *how* they go about thinking it.

And the way that productive and unproductive people think, is so *very* different, that it's almost as if they're two different species!

Because the difference between them isn't just in their productivity... It's also in their levels of happiness and confidence, the quality of their relationships with people.... **everything**.

Which is why, instead of just calling them "productive" and "unproductive", I prefer to use the terms "naturally successful" and "naturally struggling".

Terrible Truth #3:

At any given moment, a person is either naturally successful, or naturally struggling.

People in the naturally successful orientation have a bizarre knack for turning everything they touch into a success. Even if things don't work out at first, they brush off the failure and just keep going. Often, they're unrelentingly positive (or at least not negative!) about everything they do, and believe that traditional catchphrases like "no pain, no gain", and "when the going gets tough, the tough get going", actually carry some sort of deep wisdom.

People in the naturally struggling orientation, on the other hand, seem to have the knack for turning everything they do into a **struggle**, and even when they finish or succeed at something, they tend to find fault with it (or themselves). Even when they keep going past a failure, they usually see the resulting success as just a rare victory wrapped in a string of agonizing defeats.

And, if you're in the naturally struggling orientation, then the *very same* catchphrases and slogans that spur naturally successful people to new heights of achievement, will just make you feel **inadequate**.

Consider this: when you tell yourself to "just do it", does it make you **want** to get started right away?

If so, then you're probably a naturally *successful* person. But if it just makes you feel miserable... pressured... trapped... or any other negative feeling at all, then you're *definitely* naturally struggling.

Which brings me to a very important point:

Terrible Truth #4:

**Naturally successful and naturally struggling people
*don't even speak the same language.***

The same words that tend to make naturally successful people feel *good* (like "just do it"), tend to make naturally struggling people feel **bad**. In effect, the words literally *mean* different things, depending on your orientation!

When a naturally successful person talks about wanting things badly enough, believing in yourself, and being committed to something, "no matter what"... they feel *good* about those ideas. (Just like when they say to "just do it".)

But when I was a naturally struggling person, I would feel **pain** every time I heard those phrases. Because to me, those words meant that I wasn't *doing* enough.

That I wasn't *trying* hard enough.

Or that I just didn't care.

So, the terrible irony of self-help is this: if you're naturally struggling, and you try to use self-help materials written for naturally *successful* people.... it actually makes your life **worse**!

Because then, not only do you *still* not get what you want... but you also feel even more **inadequate** than you did in the first place!

For the naturally struggling, self-improvement is like trying to learn to ride a bicycle when:

- You've never even *seen* a bicycle before, let alone anybody else *riding* one,

- You don't have the slightest idea what it's even *for*, and
- The only thing you have to go on is what it says in the owner's manual!

And the owners manual (self-help book) isn't really all that helpful, either. Sure, it talks about the joys of riding a bicycle, and shares some great stories of how people's "lives were changed" by riding their bicycles. Heck, it even describes all the parts that go together to *make* a bicycle! And a really good one might even give you some "helpful tips" like:

- Be sure to keep your bicycle upright!
- Stay balanced, and
- Keep moving forward!

Now, if you were a "natural" at riding a bicycle, you might be able to learn something from this kind of information. Otherwise, you're going to run into some problems.

And the situation with self-help is even **worse** than this analogy would suggest: at least a bicycle is something that exists in the real world, so you can actually *see* what people are doing with their bicycles, and have a chance of learning from their example.

But when we're talking about the **minds** of naturally successful people, how can you possibly *see* what they're doing with them?

Heck, most of the time, even the naturally successful people don't know how to **explain** what they do, any more than you can explain how to "stay balanced" on a bicycle!

Terrible Truth #5:

What naturally successful people
don't *know*, they can't tell you!

From the naturally successful person's point of view, it's like you're

asking them to explain **breathing**. So they just don't **get** what it is you don't understand.

That's why they can write entire best-selling self-help books without ever *once* mentioning a single thing a naturally struggling person needs to know. (At least, in a way that a naturally struggling person would be able to understand!)

So they're reduced to telling stories and giving you "bike riding tips", like:

- You've got to really **want** it,
- You've just got to *believe* in yourself,
- Visualize success, and
- Be totally committed!

Now, once I began to unlock the secrets of naturally successful people myself, I was actually able to go back to all the hundreds of self-help books in my personal library, and see that they really were talking sense all along. It's just that as a naturally struggling person, I had **no frame of reference** for anything they were saying.

If I had known what those tips *meant* (in the same way that you know what "keeping your balance" on a bicycle means), then I could've understood them in the first place.

But because I didn't, it was like they were speaking another language entirely. Men may be from Mars and women from Venus, but sometimes, when you're naturally struggling, self-help authors can sound like they're from Uranus!

All kidding aside, though, there's an even more important reason why self-help is tougher for naturally struggling people:

Most likely, you don't have any **mental or emotional blocks** about riding a bike!

But almost by definition, a naturally struggling person is someone who *does* have mental or emotional blocks about *success*.

This fact makes self-help authors' jobs a lot tougher. When it comes

to what they need from a book, naturally successful people are much more **similar** to each other than naturally struggling people are. All a naturally successful person needs is a few new tips or tricks, spiced with a few reminders of the importance of doing what they do best. (Like wanting, believing, and committing to things.)

But a naturally struggling person – who can't motivate themselves to actually **use** those tips and tricks in a consistent way – has a big problem.

You see, despite the impression you might get from most self-help materials, going from struggle to success is **not** simply a matter of learning a few new skills.

*Happy families are all alike;
every unhappy family is unhappy
in its own way.*

– Leo Tolstoy

That's because naturally struggling people not only don't know *how* to think like a naturally successful person, their brains **actively block them from doing so**.

Remember, if you're naturally struggling, one of your key talents is *finding ways* to struggle and fail at just about anything... and that **includes** the stuff you learn from self-help books!

So it's not enough for a naturally struggling person to try to develop new skills; you must also **eliminate the blocks** that keep you from *learning and using* those skills.

Terrible Truth #6:

Skills are not enough; You must also *not be blocked!*

Unfortunately, the blocks people have can vary *tremendously* from person to person and situation to situation. Sure, self-help and pop-psych books throw around a lot of terms like these:

- Fear of failure
- Fear of success

- Fear of commitment
- Procrastination
- Perfectionism
- Low self-esteem
- Lack of motivation

And indeed, there have been whole books devoted to each of these topics. But do these terms really **mean** anything? Or are they just vague, “feel-good” labels that make people imagine that they “understand” something about themselves?

And if so, what *really* defines the nature of a naturally struggling person’s mental and emotional blocks? And how can they be fixed?

We’ll answer both of these questions in later chapters, of course. But for right now, I want to bring your attention back to the bicycle analogy again.

Let’s say that you *haven’t* gotten frustrated enough yet to get some kind of emotional block about even **trying** to learn to ride this crazy “bicycle” thing. But how will you acquire the necessary *skill* to do so?

Well, obviously you’ll have to use trial and error, noticing what works and what doesn’t. Really, that’s the only way to acquire **any** skill.

But if you don’t know what the *right* way to ride a bicycle is, then *how can you tell* “what works and what doesn’t”?

It’s simple: you **can’t**.

Terrible Truth #7:
Without feedback, there’s no learning... and no skill.

And traditional self-help is just like that, only *worse*. Imagine that you had to try a certain way of riding a bike for **days** or even **weeks** before you could even *find out* if that way “works” or not!

And yet, this is exactly what traditional self-help books insist you do: “Just try my techniques for 30 days”, they say, “and you’ll see a difference.”

Ummm.... okay.

I’ve got to tell you, as a computer programmer, I don’t put up with that kind of crap from a programming book. If a programming technique doesn’t make life **measurably** better for me right **now**, the *very first time* I use it, I’m not really interested in it.

Sure, I’m willing to take time to learn to use a technique properly, but I have to be able to see the **benefit** right away, even if it’s difficult to do at first or takes me a long time in the beginning. Because if I can see a benefit, then I know the cost will go down as I get better at it.

And I’ll know it’s worth *practicing* to get better at!

Meanwhile, self-help books where you’re told to “visualize” or “affirm” things for days or weeks on end might be okay for naturally successful people, who have an easier time motivating themselves to do things like that. But for naturally struggling people? No way.

So, it’s no wonder that naturally struggling people get so **frustrated** with self-help. We’re not only working against our own inclinations and blocks, but we’re also trying to use tools that just aren’t suited to the job!

But what if there was **another** way?

An *effortless* way.

THE EFFORTLESS WAY™ TO START, FOCUS, AND FINISH

What if you had a robot that could do all your work for you? A robot that had all your knowledge, skill, and talents, but had no desire to do *anything* but what **you** wanted it to do.

And all you had to do, was *think* of what you wanted done, and the robot would go ahead and take care of it for you.

What could you achieve in life, if you had a robot like that? One that never got tired or bored or “too busy” to do something for you? One that was willing and eager to learn whatever new skills you might want it to use on your behalf, and never was afraid of failing or making a mistake?

Heck, suppose we just loaded your *mind* into a robot's brain and we made its body look *exactly like you*. Then, whenever the robot dieted or exercised, YOU would get all the benefits, but you'd never have to lift a finger yourself! You could just sit back inside the robot's brain and watch it working, maybe stepping in occasionally if you saw something you wanted done differently.

Can you imagine the confidence such a thing would give you? The *freedom*?

What new skills would you teach your robot? What new goals would you take on?

Is there anything you *wouldn't* dare to dream and do, if **you** didn't have to struggle and push at every moment, trying to do it all by yourself? How much pain and worry and self-doubt could you have saved, if only you'd had such a robot sooner?

And, you've probably already guessed it, but what if I told you your mind is *already* loaded inside a robot like that, it's just that the robot needs a little **reprogramming**?

I know, I know. Plenty of books promise to show you how to "re-program your mind". And just a few years ago, if you'd told me about something like that, I would've simply nodded politely... and then ignored you.

Because by that time, I'd heard so many self-help books talk about "reprogramming the mind" that I was absolutely *numb* to the idea. After all, computer programming and the kind of repetitive brainwashing promoted by most self-help books have essentially **nothing** in common. So to a computer programmer like me, the very *idea* of comparing them is a joke!

But as things turned out, it was just such a joke that ended up changing **everything** for me.

A little over three years ago, I read a message on an online forum for players of a computer game where you trained artificially intelligent robots to achieve various goals.

The message was written by another computer programmer, and in it, he made a joke, comparing *himself* to the robots in the game.

And his joke got me to thinking: what if our brains really *did* work like the robots in that game... learning to produce complex, automatic behavior without any actual **thinking** being involved?

The idea was absolutely staggering. For the next two months I did little else but think about how this idea seemed to explain everything about everything... especially many of my own quirks and “character flaws”.

Indeed, I began to see that these were not **my** defects at all... just errors my “robot” had made in its all-too-literal learning process. (Like in the movie *Starman*, when the title character learns how to drive by observation: “Green light go, red light stop. Yellow light... go very fast!”)

And then, I began to wonder: even though computers and our brains are incredibly **different** in design and function... what if the skills involved in *troubleshooting* them were exactly the **same**?

So, ironically enough, even though I’ve never learned anything about computer programming from a psychology or self-help book...

Perhaps, just perhaps... I’d *already* learned something important about the **mind**, from my *programming* books.

And if that were **true**, then it would have to mean... that I could *change* things about myself.

Instantly!

You see, when I’m programming my computer, and I make a change, the program changes *right away*. It doesn’t have to **want** to change, it doesn’t have to have willpower, and it sure as heck doesn’t need to repeat affirmations over and over!

And above all else, it absolutely doesn’t *try* to work one way for a while, then “forget” and go back to doing things the old way!

So once I got that idea into my mind, I could **never** go back to thinking about change or success or *anything else* about myself in the same old way.

And that was when my life started to change.

Forever.

The way **yours** is about to.

You see, from that day forward, I began studying how I could use my computer programming knowledge to “hack” into my own mind, and take **control** of the “robot” I lived in.

To become a *different person*.

Organized, productive, confident, outgoing...

All the things I was afraid I'd *never* be!

And, although it took me just over three years to go from hearing that programmer's joke to becoming the person I dreamed of becoming...

It doesn't have to take **you** anywhere *near* that long!

You see, during my early days, I fell into a **lot** of traps. My brain had been polluted by so many vague ideas (or just plain wrong ones!) from psychology, religion, and self-help, that it often kept me from seeing just how **simple** the brain really is!

But what kept me going was the idea that, if my brain really *was* a computer, then it could be controlled.

Really controlled.

Not just in some seat-of-the-pants, works-for-some-people kind of a way, like most self-help stuff.

But in a **rigorously specified**, computer programming kind of a way.

A reliable, repeatable, *testable* way.

Like a **robot**.

So I searched for a way to change the “programs” in my head. At first, I found a few things that worked once or twice, but nothing I could apply in a systematic and repeatable way. Then, a little over one year from the day I saw that programmer's joke, I discovered a way. It didn't work for everything, but it was quick and easy to use and teach, and when it worked, it worked immediately.

Then, several months later, I found another method, that worked for things the first method didn't. And then a few months later, I found

another. And another.

And as I used each method, my life began to change.

But not because I had to *remember* to do anything different!

Instead, I just *automatically* thought differently...

Felt differently...

And then **acted** differently!

I began putting things off less and less... feeling more confident and motivated... better able to focus on my goals.

All with no effort or willpower required.

And instead of feeling like I had to struggle to **make** my defective self behave, I was simply *becoming the person I wanted to be*.

Yes, I still did struggle at times, especially when I didn't have a technique yet to handle a particular problem. But mainly, it was because of this one simple fact, that any programmer can tell you:

**It's harder to see the bugs in *your* program,
than in somebody else's!**

And this goes **double** when the bugs are in your *brain*!

I know this because, for over two years now, I've been teaching a small circle of friends and clients my methods, and helping them to find (and **fix**!) the bugs in *their* brains.

Quickly... painlessly... and permanently.

And after I'd found enough bugs in *other* people's brains, I began to find the ones in **my** brain a lot faster!

In fact, I even discovered the bug that made me naturally **struggling**... and what additional "code" I needed, to become naturally **successful**, instead.

Now today, I'm living the life of my dreams. I work from home, I set my own hours, and I don't worry about money. Better yet, I wake up in the morning excited about writing or recording or doing my teleclasses and videos. And I can see how every little thing I do each day – like writing each of these words right now! – contributes to my goals and dreams over the coming months and years... while helping other people.

And I'm far more confident, outgoing, and **productive** than I've *ever* been before.

So now, in this book, I'm going to share some of what I've learned with you.

Now, this is not going to be a complete instruction manual for the brain, or anything *remotely* close to it. There's not enough room in just this one book to even **mention** all the things I've discovered over the last three years... let alone **teach** them!

What I *will* do, however, is share with you some key portions of my work, that deal specifically with **accomplishing things**... and the blocks that stop naturally struggling people from doing so.

And, I'm going to show you, step-by-step, how to **use** your brain in a way that really **works**, to get the results you want in life – the way *naturally* successful people do.

First, in Part 1, *The Effortless Way*, you'll:

- Find out how your “robot” actually works... And in the process, you'll discover an **entirely new way** to understand who you *really* are, underneath all the lies you've learned from the media, the self-help industry, and your own **self-deceiving** brain!
- You'll finally know the secret ways your brain *deliberately* derails your best intentions, and **why**!
- You'll discover why willpower often doesn't help, and can in fact seriously **hurt** your ability to motivate yourself and get things done!
- And last, but not least, you'll learn the **true** difference between natural success and natural struggling, and what you'll need to **do** if you want to become a naturally successful person.

Then, in Part 2, *Thinking*, you'll find out:

- How to **seize control** of your “robot”, so that instead of constantly *fighting* with your thoughts, beliefs and emotions, your body and mind can *automatically* align themselves with your goals.
- How to **switch on and off your emotions** and beliefs, creating instant motivation, confidence, and commitment.
- A ridiculously simple way to remove emotional blocks and damaging beliefs, not by willpower and struggle, but by simply **deleting** them from your brain to create *instant* change.
- How to discover what you *really* want, even if you never knew for sure before.
- And above all, how to turn your idle thoughts and vague hopes into action, *now*!

Next, in Part 3, *Things*, we'll go beyond controlling your robot, to controlling your **life**. You'll discover:

- How to use your brain's **built-in planning system** to create goals and plans that motivate *you* – instead of you having to motivate yourself to do them!
- How to “get your life together” in a matter of **minutes**.
- How your “attention deficit disorder” might really just be a *planning* deficit disorder!
- How to truly *focus* and make decisions that reflect what you **really** want in life, not just short-term fears and emergencies.
- And, how to think your way out of every mental “box” that's keeping you from taking on your really *big* dreams and projects, or living the life you want, *today*.

Finally, in Part 4, *Done!*, I'll show you:

- How to translate your dreams and goals into *automatic* action, so that your goals practically accomplish themselves!

- The truth about what it *really* takes to make a habit stick – and why it's **not** what the self-serving self-help industry has been telling you. (In fact, you'll be amazed at how **easy** it really is... *if* you know this secret.)
- You'll also learn how to prioritize and create balance, so that you don't have to put your life on hold just because you want to accomplish more.
- And finally, you'll discover how mastering the secrets of **three-dimensional time** will allow you to get **focused fast**, **finish** before you know it, and **feel the flow** of "being one" with everything you do.

In other words, you're going to learn how to start, focus, and finally **FINISH**... absolutely *everything* you've been putting off.

Or only *dreamed* of doing.

And to do it all with no sensation of *effort*: no struggling, no willpower, and no "discipline" required.

In fact, I'm not even going to make the standard self-help author plea that you just "try my ideas for 30 days".

Because most of the techniques I'll share with you in this book, will produce results for you *the very first time you use them*, if you follow my instructions **precisely**.

Now, following instructions precisely doesn't mean you have to *believe* in me, or in anything I say! A computer doesn't have to **believe** in a program in order to run it. And when the program is run, it either produces the result it's supposed to, or it doesn't.

So beliefs and opinions are irrelevant here. Because in real life – **your** life – only the facts count: Do you know what you want? Do you feel motivated? Did you reach your goal? These are all yes-or-no, on-or-off questions.

Because whether you believe it or not, your brain and body are a **robot**. And no matter what lazy, crazy, or just plain stupid things that robot has done in the past, you have the ability to *change* its settings and programming... almost as easily as you can change channels on a TV.

But first, you need to understand what's *really* in control of your life...

And, as you'll discover in the next chapter...

It's *not* your willpower!

Stay Tuned for Chapter 2...

Coming Soon!