

52 Books a Year presents:

EAT THAT FROG

By Brian Tracy

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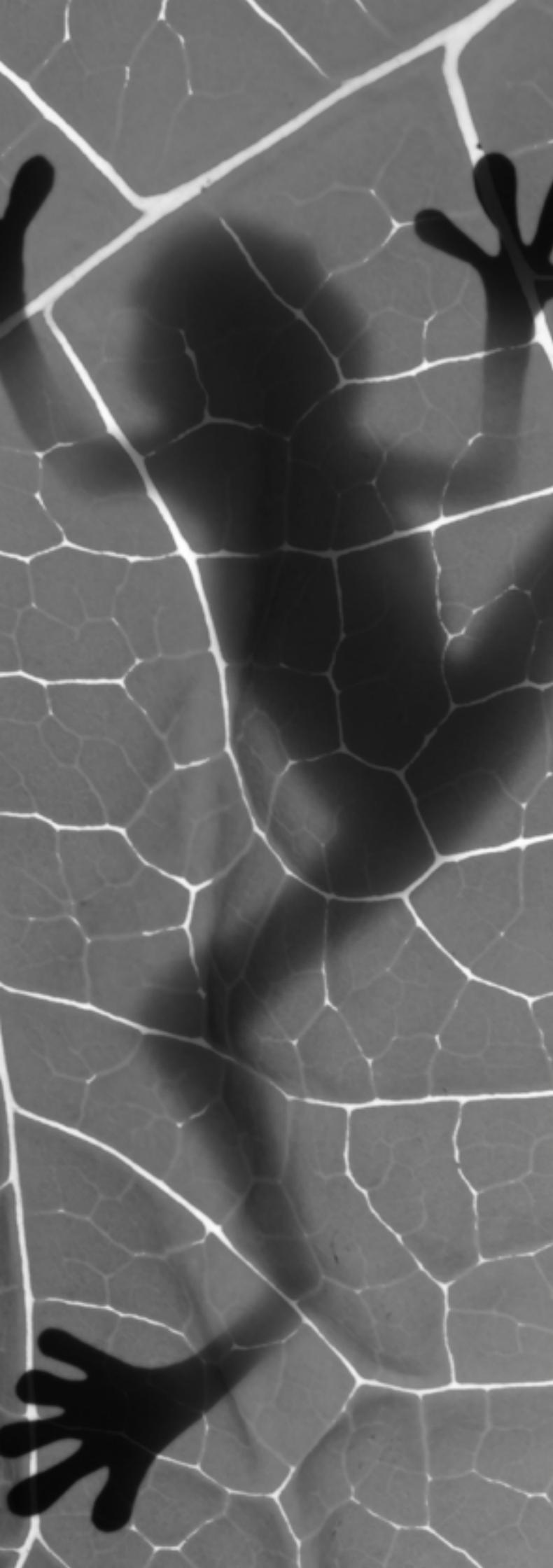
About The Author

Brian Tracy - One of the top business speakers in the world today, has created training for more than 10,000 businesses worldwide on the subjects of Leadership, Management, Professional Selling, Business Model Reinvention, and Profit Improvement.

He is a bestselling author with more than 80 books that have been translated into over 42 languages.



Brian Tracy



Summary

The main focus of "Eat That Frog" is to help you increase your productivity, performance, and output to make you more valuable in whatever you choose to do. While these tips seem like they only apply professionally, many of the ideas can also be put to your personal life as well.

Learn From Successful People

Wherever you are in life, find someone who is doing what you're doing better than you and ask them how they're doing it. Then do exactly what they say. Learn and then apply what you learned.

Success is Predictable

Successful people are not better than you, they just do things differently, and you can learn what they've learned and apply it just like them.

A Simple Truth

Concentrate on your most important task, do it well, and finish it completely. This is the key to your greatest success.

The Need to Be Selective

You will never be able to do all the the things you presented with, but if you are able to prioritize tasks, and get the most important ones done quickly, you will be ahead of most people in life.

Frog

The biggest and most important task. Also the one you are most likely to procrastinate on even though it's likely to have the biggest impact on your life.

If you have several important tasks, start with the biggest, most difficult one and don't stop until it is completed.

Those who discipline themselves to take action immediately and finish tasks completely before moving on to the next are more likely to be promoted faster and get paid more. Luckily this is a teachable habit. And once you develop it as a habit it becomes easier to do.

Completing tasks releases feel good hormones in your brain called endorphins. Whenever you complete tasks of any level of importance, you will get more endorphins and in this way you can develop a positive addiction to completing tasks.

Your mind is like a muscle, the more that you practice any skill the easier it will become, and that includes the habit of choosing your most important task first and not stopping until it is complete.

The 3 D's of Habit Formation

Decision

Decide to make task completion a habit.

Discipline

Practice over and over until it becomes automatic.

Determination

Stay determined until the habit becomes a permanent part of your personality.

7 Step Method For Setting & Achieving Goals

1. Get crystal clear on what is expected of you and the order of priority.
2. Make your goal concrete by writing it down.
3. Give your goal urgency by setting a deadline on it.
4. Write down your steps to achieving your goal.
5. Prioritise your list and create a plan.
6. Get to work on your plan immediately.
7. Do at least one thing every day that moves you toward the main goal.

Planning out your tasks unlocks your creativity and gives you clarity on what you need to be doing. Every minute spent planning out your day saves you as much as 10 minutes in wasted time trying to figure out what you should be doing next. That is why it is important to be working from a list, and making sure to add any new tasks to the list as they come up before you start working on them.

Lists That You Need

Master list

You write EVERYTHING down on this list. Capture all of your ideas here to sort out later

Monthly list

Make this list at the end of each month, transfer things from your master list that need to be done this next month onto this list.

Weekly list

Take time at the end of each week, to plan the upcoming week. Transfer items from your monthly list to your weekly list.

Daily List

At the end of each day, plan tomorrow. Take items from your weekly and monthly lists and put them on your list for tomorrow. Take care not to overload this list. Make sure to only add things that MUST be done.

Project Planning

List out every step of the project from beginning to end, and then organize the steps by priority and sequence. Start with the end in mind and work backwards.

The 80/20 Rule

20% of your activities will account for 80% of your results. On a list of 10 tasks, usually 2 of them will be worth more than the other 8 combined. Use this rule to help you find out what your frog is. What 1 or 2 tasks are the most valuable to your success? Focus on accomplishment instead of busy work. Resist the urge to work on small tasks first.

Action: Make a list of all the goals, activities, responsibilities, and projects in your life right now. Highlight the top 10-20% that represent your most valuable results. Resolve to prioritize those things and to spend more time working in those areas of your life, and less in the others.

Consider The Consequences - the key to determining how important a task really is, is to consider the consequences of doing or not doing it. Thinking long term will improve your short term decision making. Anything that is truly important has the potential for long term effects. Usually unimportant things have few or no long term consequences. If a task or activity has significant potential for positive consequences, make that your top priority and start working on it immediately.

3 Questions For Maximum Productivity:

What are my highest-value activities?

What is going to have the greatest contribution?

What can I and only I do, that if done well, will make a real difference?

If you don't do it, it won't be done by somebody else, and could have a significant impact on your life and career. What is the most valuable use of my time right now? What can help you most right now?

Procrastination

Everyone procrastinates on something, so commit right now to eliminating, outsourcing, delegating, or procrastinating on the things of low-value, that doesn't make much difference or positive impact on your life. Say no to anything that is not vital to you right now and regularly review your life to find time consuming tasks and activities that you can let go of. One way to do this is to regularly ask yourself "If I were not doing this already, knowing what I now know, would I start doing it again today?" Choose one activity that you can immediately abandon or put off until your important goals have been achieved.

The ABCDE Method

Start with your daily list.
Place an A, B, C, D, or E next to each item on your list.

A = something that is very important, prioritize these tasks "A-1," "A-2," "A-3"

B = a task you should do but there are only mild consequences

C = something that would be nice to do but there are no consequences

D = a task you can delegate

E = a task you can eliminate altogether

When you're done, start immediately on your A-1 task and work your way down the list.

Focus on key results areas that represent the results you absolutely must get to fulfill your responsibilities and make your maximum contribution to your organization. Any job can be broken down into five to seven key areas that are under your control and if you don't do them, they don't get done.

Talk with your boss and make a list together of your most important responsibilities and make sure that the people above you, on the same level as you and below you are all on the same page. Now grade yourself in each area. Your weakest area will hold you back in all other areas, so make it a point to develop and increase this key area.

Make it a habit to do this evaluation regularly for the rest of your career and life, and never stop improving. When you know that you can do a job well, you are less likely to procrastinate.

The Law Of Three - In order to determine the most important tasks you do at work, make a list of all the things you do, and then ask yourself "If I could only do one thing all day long, which one task would contribute the greatest value to my career?" Do this to find the top 3 things for you to concentrate on and find a way to delegate or eliminate all the rest. Don't stop with your career. Identify your goals in each area of life and then organize them by priority, make a plan for their accomplishment, and make progress in each area every single day.

Questions to help you determine the 3 most important goals in each area of your life

What are your three most important business or career goals right now?

What are your three most important family or relationship goals right now?

What are your three most important financial goals right now?

What are your three most important health goals right now?

What are your three most important personal and professional development goals right now?

What are your three most important social and community goals right now?

What are your three biggest problems or concerns in life right now?

Overcome procrastination through preparation. Gather everything you need before you get started and create a comfortable workspace for yourself. Then sit down and complete one item on your to do list. Once it's done, commit to one more. Always keeping the task at hand your primary focus and not worrying about what's next.

Three Steps to Mastery

Each day read for 30-60 minutes from sources that can help you become more effective and productive at what you do.

Take courses, attend seminars and conventions, on key skills that can help you.

Use your free time in the car to listen to audio programs.

Identify Your Key Constraints so that you can overcome them, and maintain ultimate productivity. It could be a person you need help from, a resource you need, a weakness in some other part of the organization or something else.

Accurately identifying the choke points and relieving them is often the difference between success and failure. You can also apply the 80/20 rule to constraints, 80% of the factors are likely internal, 20% are likely to be external factors.

Determine the one constraint that is holding back your goal and ask, **"Why haven't I reached it already? What is it in me that is holding me back?"** Do what you can to start your day off with removing key bottlenecks to propel the rest of your day forward.

No one is going to come along and motivate you, you need to figure out how to put pressure on yourself. Raise your standards and begin to see yourself as a role model. Create imaginary deadlines, and work as though you only have one day to get your most important jobs done. Successful people continually put pressure on themselves to be high performers. Try to make it a game to beat your own deadlines!

In order to keep yourself motivated you will need to become an optimist and your own best cheerleader. Your self-esteem is how much you like and respect yourself, so you should make sure to talk to yourself positively. Refuse to complain about your problems, and when you feel doubt or fear tell yourself **"I can do it!"**.

Optimists...

...look for the good in every situation.

...always seek the valuable lesson in every setback or difficulty.

...look for the solution to every problem.

...think and talk continually about their goals.

CEO's and entrepreneurs who unplug from technology have improved memory, deeper relationships, better sleep, and make better life-transforming decisions. When you respond to notifications immediately your brain releases a tiny shot of dopamine, and stimulates your curiosity so that you instantly forget what you were doing.

To stay clear headed, calm, and performing at your best, disconnect from technology the overwhelms you regularly. Turn off notifications, unsubscribe from unwanted newsletters, and commit to only checking your email twice a day. Refuse to be a slave to bells and whistles that distract you, and leave your devices off.

The purpose of technology is to make your life smoother and to ease stress. Use technology to remind you of what is most important and to get control of your communications, time, and even your emotions. Before you do anything ask yourself, **"Is this helping me achieve one of my most important goals, or is this just a distraction?"**

The "Salami Slice" Method - this method of getting work done is to lay out the task in detail, write down every step in order, and then resolve to do only one slice of the job for the time being. This way you aren't overwhelmed by the size of the project, and usually once you finish one "slice" you'll be motivated to do just one more "slice."

The "Swiss Cheese" Method - resolve to "punch a hole" in a task by committing to work for a specific period of time on it. Could be as little as five minutes, after you can do something else. The power is similar to the "Salami Slice" Method in that once you begin, you become internally motivated and propelled to keep going until it's complete.

Schedule Blocks Of Time - many of your important tasks will need chunks of uninterrupted time to complete, so when you are planning out your day, remember to block out chunks of uninterrupted time for important tasks and for any task that you are likely to procrastinate on.

Get into a state of flow by developing a sense of urgency. By developing a fast tempo you build up a sense of momentum so that it takes less energy to keep going once you get started. The faster you work, the more you get done, and the more self-respect, self-esteem, and personal pride you'll have.

Key Quotes

"The first rule of frog eating is this: If you have to eat two frogs, eat the ugliest one first." **pg.2**

"One of the very worst uses of time is to do something every well that need not be done at all." **pg.8**

"Successful people are those who are willing to delay gratification and make sacrifices in the short term so that they can enjoy far greater rewards in the long term." **pg.24**

"Your ability to select your most important task, to begin it, and then to concentrate on it single-mindedly until it is complete is the key to high levels of performance and personal productivity." **pg.101**

Key Takeaways

- I. The key to success is action.
- II. Plan every day in advance.
- III. Apply the 80/20 rule to everything.
- IV. Focus on key results areas
- V. Prepare thoroughly before you begin
- VI. Commit to one task at a time.
- VII. Stay focused
- VIII. Chunk your time
- IX. Develop a sense of urgency

The ONE Action To Take

Make a list of your top ten things you want to accomplish within 12 months, but make sure to write as though your goals are already your reality

E.g; I earn \$100,000 per year by May 2018, I weigh 180 lbs by June 2018, etc.

Look at your list of 10 goals and choose the one that would have the greatest impact on your life once you achieve it. Now go write it on another piece of paper and use the 7-Step Method for setting and achieving it: