

Some thoughts about bright shiny object syndrome:

What drives it?

You don't WANT to buy over and over and over again.

But you do.

There is an allure that leads you to.

Here's what happens:

You don't have a clear plan or a purpose.

But your body needs one in order to operate most successfully.

So if you don't have one, and your body needs one, then it looks for the first thing you can do that makes you feel productive.

That might be email, that might be facebook, that might be to buy some new thing.

(note: this is very similar to a retired person who wakes up with nothing to do so he watches the news for 3 hours, then goes to the local pub and talks about his views on the news for 3 hours. It makes him feel important, because he has nothing else to do.)

Maybe you know a person with no job who pretends to hunt for one for 30 minutes a day, to be able to say they worked hard today and no one is hiring.

Same concept.

I could go on and on.

But let's talk about YOU, the entrepreneur.

YOU must feel validated in your work.

But if you don't have a plan, then you default to something else - email, facebook, buying a new training everyday.

So here are the steps:

- 1) Make a rock-solid plan of what you are going to accomplish in the next 30 days - 365 days.
- 2) Write out a rock-solid schedule for achieving that plan.
- 3) Work on that plan BEFORE ANYTHING ELSE every day. Do NOT open email, facebook, or buy ANYTHING until your daily work is done.

Then you feel validated, you don't NEED email, you don't NEED facebook, you don't NEED to buy anything.

Then you use email ONLY when you need to communicate with something that way, use facebook ONLY to connect with someone that way, buy something ONLY when it is training you NEED to learn how to do something you need to know how to do (NOT something that someone else tells you that if you don't do this, you will fail. Nothing is like that. Stop being scared into buying things).

Then simply follow your plan, day in, day out.

You don't even have to focus on NOT reading email, NOT buying things, or NOT going into facebook, because you are too busy being productive.

It's like if someone always watches a certain show on TV at 3 PM.

They are addicted.

Is it easier for them to have self-discipline to stop watching?

Or just schedule something else during that time?

Schedule something else during that time, of course!

Same thing in your business!

Read the book, *The ONE Thing*, by Gary Keller and Jay Papason (yes, REQUIRED READING for this course)

To your success,

Sean Mize