

FIND YOUR MONEY-MAKER

MICROBLOCKING

HOW TO MAKE PROGRESS WHEN YOU HAVE VERY LITTLE TIME

Today, we are all busier than we've ever been. We have so many calls on our attention. SO... how do you make your project happen even when you're short of time?

By super-focusing for small blocks of time.

You'll be surprised what you can do in even ten minutes when you're prepared and you focus completely on the task in hand. Most of the time our attention is divided between the task in hand, incoming emails, texts, twitter notifications and other interruptions. When you exclude everything else and focus on one task, your productivity is multiplied. Try it!

Previous participants report that microblocking had a transformational effect on their ability to make progress in short amounts of time - like Rowan Hand who told us, "My productivity in the past month has shattered any expectations I previously had. It makes sense how prolific people work in a way that it never had before." Many continue to use microblocking for many years and some have described it as no less than life-changing!

"What if I'm not feeling motivated?"

Don't feel like doing anything when you come home exhausted at the end of a day at your current work? The fact is that motivation often comes after you start something, not before.

Feeling overwhelmed, meeting some internal resistance, or are you prone to procrastination?

Microblocking is the cure - short, super focussed blocks of time where you do the most important action on your project.

TRY committing to doing one microblock of 20 minutes, six times a week. You can make your microblocks longer - and some of them should be if you want to make good progress on your project - but this is the main commitment.

This gives you over 8 hours of super-focussed time over the course of the Academy. That might not seem that much but when was the last time you spent 8 hours of intense focus on your own creative project? For a lot of people, the answer is "a very long time!"

You'll find you often make a lot more progress doing little and often than waiting for hours of time to magically free themselves up in your diary.

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Here's how to use microblocking:

Think of the next task you need to do to move your play project forward. What single thing will have the biggest impact for the least amount of time spent? Write it down. Don't choose something just because it fits the time - it's far better to choose something important that you may not finish than fill your microblock with a lesser task that's quicker.

- Decide how long your micro-block will be. 20 minutes? 30? 60?
- Write down what you can do in this micro-block. Don't go writing things like "Learn French" or "Plan business". Write "Do exercise 10 in French book", "Search online for 3 good articles on making money from a blog and print/bookmark them to read later", "Read the 3 articles printed/bookmarked yesterday"
- Get out your diary and write it in as a real appointment; eg 7:00 to 7:20 Do French Exercise 10.
- Turn up for your appointment. Make this as real a commitment as if you had a doctor's appointment. If something truly critical comes up you might move it, but otherwise you stick to it. You never just skip it.
- Switch off your phone, your email and anything else you don't need that might distract you. Tell others who might interrupt that you are busy.
- **Use this brilliant tip from Time Management guru Mark Forster:** Get a kitchen timer that counts down and set it to 20 minutes or whatever time you've allocated. Place the timer right in front of you and set it counting down. This will help keep you focused.
- Alternatively use this free app: <http://www.focusboosterapp.com/> and it will count down a microblock. (You can also use this app to time a series of microblocks interspersed with breaks)
- Do exactly what you wrote down that you were going to do.
- When the timer goes off, you can stop - even if you haven't finished the task. (But if you're now feeling motivated to continue, do.)
- Before you file your notes, or close your document, decide what you will do in your next micro-block. Write it down as your next action so that when you pick up again tomorrow, you know exactly what you're doing. Put your project away somewhere you can pick it up again quickly.
- Get out your diary and write in the appointment for your next micro-block and the action you will take in it.
- Go and relax!

You don't need to know exactly how you're going to achieve your project. You only need to know the next action and then turn up and do it. Your success is pretty much guaranteed if you do. Just keep moving forward and adjust your course according your results.

"It's like driving a car at night: you never see further than your headlights, but you can make the whole trip that way." – EL Doctorow

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Set your schedule

Try doing a micro block first thing in the morning before you start anything else. It's a great way to start your day and ensures nothing can get in the way of doing it. If you can grow the block of time to an hour every day, you can make a huge amount of progress on your project.

If you can do your microblock at the same time every day, why not put a recurring appointment in your calendar?

Why do we say you should do microblocks six days a week and not seven?

Because sometimes it's good to deliberately *not* think about your project for a day (even God rested on the 7th day!) Strangely this time off can sometimes generate the freshest insights on your project when you weren't even trying. (Feel free to break this rule, however, if you prefer to work on your project every day on some weeks.)

Note: Doing 40 minutes one day does NOT make up for doing nothing on another day. The point is to keep your promise to yourself and build the habit of daily progress.

Go make an appointment in your diary for today's microblock now - or even better, actually DO it.

Congratulations, you just took one step closer to your dreams.

John