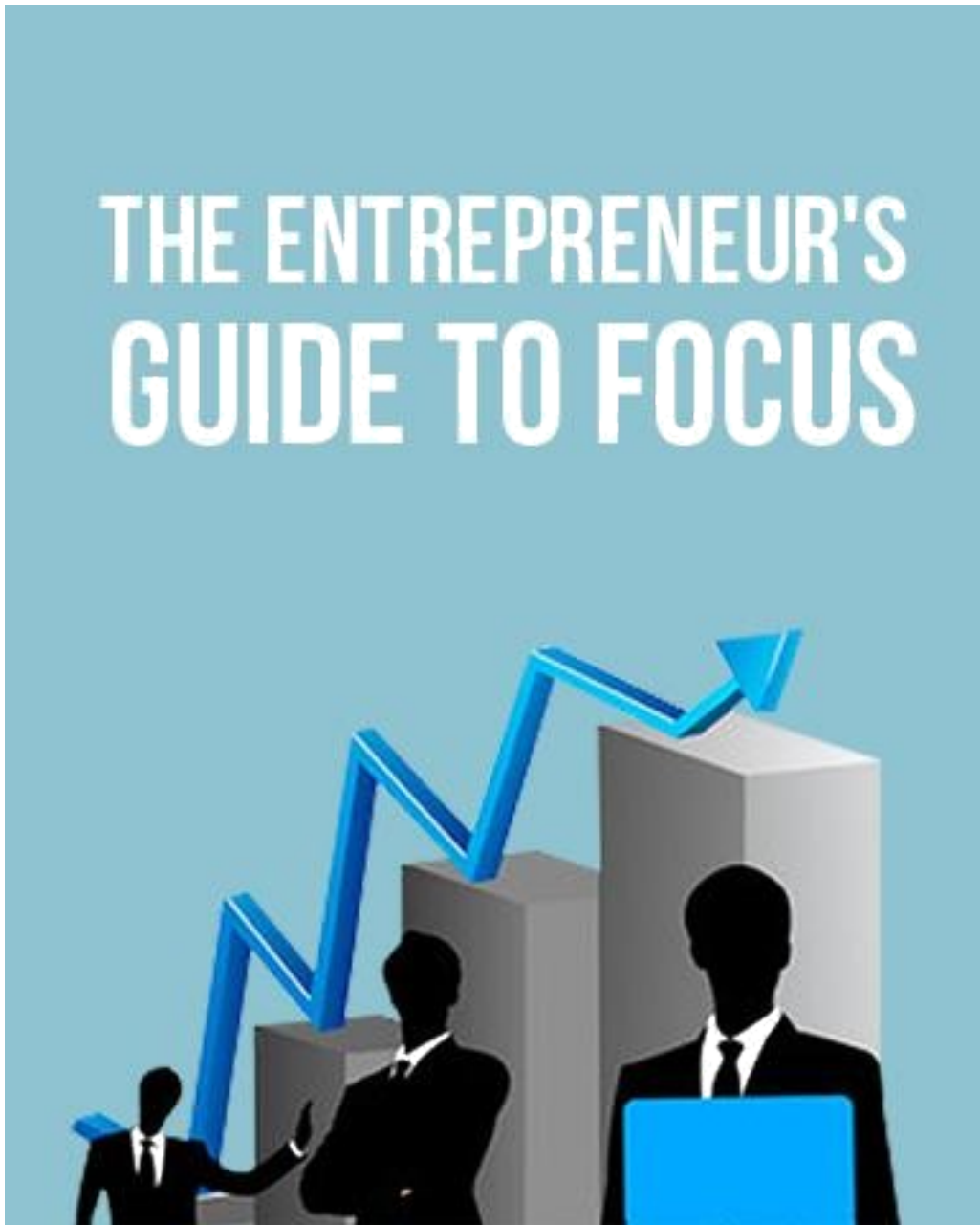


# THE ENTREPRENEUR'S GUIDE TO FOCUS



## Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

# Table of Contents

Introduction.....	5
Chapter 1: The Importance of Stepping Back.....	6
Distractions of All Kinds.....	6
Why Seek Focus.....	7
Benefits of Disconnection.....	9
How to Reinforce Focus.....	11
Chapter 2: How to Avoid Distractions.....	13
Controlling the Sources of Distractions.....	13
Choose Your Responses.....	14
Break Free from Keeping Up With Information.....	15
Controlling Your Time with Your Inbox.....	16
Healthy Distractions.....	17
Why It's Hard to Avoid Distractions.....	18
Chapter 3: How to Simplify Everything.....	20
Clearing the Clutter.....	20
Take It Slow.....	21
Go with the Flow.....	23
Doing Things Effortlessly.....	24
Sorting Through Priorities.....	25
Breaking Free from Goals.....	25
Chapter 4: How to Will Yourself to Focus.....	27
Pursuing Single Tasks and Improving Productivity.....	27
Benefits of Smaller Work Focus.....	29
How to Focus on Reading and Research.....	29

Benefits of Walking on Disconnection and Focus.....	30
Chapter 5: How People with Various Roles Can Focus.....	32
How Parents Can Find Focus.....	32
How Different People Can Focus.....	34
How to Change Office Culture.....	36
Conclusion.....	38

## Introduction

One of the greatest challenges of the modern world is to be able to focus. It's undoubtedly a world full of distractions, which may prevent you from starting a productive day, staying healthy and fit when the temptation of fast food treats and inactivity beckons, or enjoying the calm and quiet in the midst of a chaotic world.

Being able to focus will give you peace of mind, as you take on the world at your own pace.

Once you learn to focus, you will value the smaller things in life. This means that you will become more effective in handling things that life offers you. You will only spend time on things that matters, controlling wasted time on things that have only caused economic, societal, and individual problems.

You will learn more about focus, identifying things that matters, and valuing simplicity in order to improve your life. By focusing on small things first, you'll be surprised to learn that you're doing a lot for your life. Changing things for the better all starts with baby steps, from quitting smoking and eating healthy to being productive and being courageous in reaching for your goals. You need to take on one change at a time, focus on it, and achieve it.

*If you want to learn the best way to make more money online, check out*

*this link*

<https://bit.ly/3E8Alwv>

# Chapter 1: The Importance of Stepping Back

## Distractions of All Kinds

It is the Age of Information, but it can be easily called as the Age of Distraction too.

Although the human world has always been full of activity and distractions, they have never been as incessant as they are now. Aside from busy phones, people have to contend with email and social media notifications, open browser tabs, and beeping mobile phones. Even if access to information is beneficial, it also means dividing your attention among several things, forcing you to multitask to deal with everything.

At work, with all the emails flooding in, requiring immediate response, the desk on the phone ringing nonstop from clients and partners alike, the reading materials from gadgets and paper sources.

When you get home, you'll have to scan through 500 channels on TV, with 500,000 million ads screaming for your attention. The computer is on, where additional work is waiting, social networks are busy with notifications, people are texting or calling, and kids or partners are seeking your attention.

Although it's a good thing that the Internet is growing and that everyone seems connected, everyone seems to be running out of free time too fast.

Engaging in online activities seems to have become addictive because of the instant positive feedback that it brings. It makes you feel good to receive an email, get Facebook likes, or see retweets. But these things only end up eating a lot of your time.

Being connected also seems to be naturally growing as a part of a lifestyle. You have to be connected anytime, anywhere, at home, in the car, at work, and on the train. But everyone needs to control this new sense of connection to avoid excessive distractions.

And when you do decide to disconnect, the society might not allow it. Yes, some people might applaud you for doing something different, but more people will likely feel indignant or offended, thinking that you've become too arrogant or that you don't like what they're doing for staying connected.

To test your tendency to be distracted, how many times did you stop reading this portion of the book to do other things? to check an email? to give in to a visual or audio distraction? to talk to other people?

In a world free of distractions, you would have answered "zero" to all these questions, but the real world really is full of distractions of all kinds.

## **Why Seek Focus**

If you're pursuing life as a creative person, such as an artist, designer, writer, musician, photographer, and similar professions, you need the power to focus.

Distractions can ruin creativity in a snap. You can't create anything if you keep replying to emails, posting on Facebook, or reading a blog.

And even when you can switch between tasks, will you be able to do something effective? It will surely waste your creative time and attention, hence ruining your creative process.

All the time spent on communicating with other people or entertaining other distractions is time spent away from your creative process. Being connected does help in encouraging your creative power, as you learn new ideas from other people and listen to their feedback, but you need to spend time on creating and creating alone.

You can do that by making time for each process – for communicating and for creating. When you separate these processes, you can focus each time on a specific process. Your time for creating will be spent actually creating something, making you more productive. Separate your interests and savor the time spent for each one of them.

Aside from spending time for your creating process, you also need free time for the sake of your happiness, stress levels, and peace of mind. It's important that you be completely disconnected and experience real



solitude. You can nap, write, run, read, listen, watch, or engage in quiet conversation with loved ones.

## Benefits of Disconnection

You can do a lot of things when you're disconnected. It will allow you to enjoy the following things:

- It will give you the chance to focus on your creating process.
- It will help you regain your focus on work and on other important things in life.
- It will reconnect you with people without any distractions.
- It will help you rest from the distractions of email, Facebook, Twitter, news, blog, IM, and more.
- It will increase your productivity and your sense of satisfaction.
- It will allow you to read books.
- It will help you de-stress.
- It will give you peace of mind.
- It will give you time to reflect on life.

These are only a few of the things that you can achieve when you disconnect. So, how do you do it?

- Unplug everything. Unplug your router, or disable your Internet connection.

- Follow a scheduled disconnection time daily. Set it at a certain time, for one to two hours minimum, and tell people about those times.
- Find a place without an Internet connection. You could go to coffee shops or public libraries without a wireless connection.
- Go outside. Run, jog or walk without a phone and enjoy nature better with your partner, child or friend.
- Shut off mobile devices. Do this when you drive or when you meet with someone to avoid interruptions.
- Activate blocking software. This will help you avoid distractions from the Internet, so you can't always access Twitter, Facebook, blogs, or other sites.
- Connect and disconnect in intervals. Disconnect for 45 minutes, connect for 15, and such. You can connect to the Internet as a reward for focusing on what you're doing.
- Don't bring your work home. Once you have logged out of work, make sure to focus on matters outside of work. Focus on yourself or your family instead.

The unfortunate thing is that staying connected seems to have become an addiction. But you can beat that using these tips:

- Determine your triggers. List these things down.
- Look for positive habits that can replace the old ones that served as triggers. If you quit smoking, you can take up running instead.
- Change the triggers, one at a time. Instead of opening your browser in the morning, you can get to writing right away.

- Find positive feedback for all the good habits you've practiced. This should motivate you to pursue more positive changes.
- Find negative feedback for all your negative habits. Tell someone about failing to make the change and get negative feedback to discourage you from doing it again.
- Focus more on the positive feedback to reinforce your good habits.

## How to Reinforce Focus

Aside from making a habit out of disconnecting, you need to learn about focus rituals. These refer to a series of actions that you need to do habitually until you feel physically compelled to do them. They become special actions that you need to do.

So when you have to follow a ritual, you can focus better and become more creative. Some of the rituals that you can try include the following:

- Spend your mornings quietly. Wake up before the other household members. Don't turn on the computer and don't go online. Enjoy your breakfast and morning newspaper. Run around the block or meditate. Do nothing. Focus.
- Prepare a to-do list. Start with the three biggest tasks of the day, or the one major thing that you want to finish before the day ends. This should you focus on the things that matter.
- Learn to refocus. During the course of the day, you might get distracted. So refocus on the important tasks at hand every two hours

or so. Close your browser, go for a walk, and clear your head, then look at your to-do list again.

- Focus, then rest. Do this alternating exercise to make sure that you stay focused. Focus for 10 minutes, rest for 2; focus for another 25, then rest for 5, and so on.
- Focus on two things. You can do this when you have two major tasks at hand, but don't make the switch rapidly. Focus on the first task for 10 minutes, then the next 10 on the next project, or focus on one until you lose interest in it before switching to the other.
- Connect, then focus. Set a certain time to check your email or go social, then disconnect to focus on your creative projects. Reconnect for another period of time, then focus. Repeat this cycle.
- End your day right. Enjoy your evening by disconnecting.
- Perform weekly focus rituals. Review your week, look at your projects, edit your to-do list, change your focus rituals to include only those that work, and review the rest of your professional and domestic life to see what needs changing.

## Chapter 2: How to Avoid Distractions

### Controlling the Sources of Distractions

There are more sources of distractions these days with the availability of the Internet. Decades ago, people were only distracted by the phone, memos, fax machine, solitaire, and co-workers. Now, people have to deal with emails, IM, blogs, online forums, social networks, news sites, mobile devices, Skype, online games, online TV, eBooks, online music, videos, apps, and more.

So, how you can control the flow of these distractions?

For one, you need to be conscious about how much time you spend online. Choose what you want to do carefully and focus on the most important information and communications.

Start fresh. Disconnect now.

It also helps to admit to yourself that you can't consume all the information there is. There's just too much information, too many people to communicate with, and too many tasks to finish. Once you acknowledge

this, you have to choose on what you read and how to communicate and let go of the rest.

You may also want to consider going on an information cleanse by not checking your email, social networks, IMs, and favorite websites, not watching TV, avoiding your phones except to answer important calls, going online only to do the necessary research. Instead, you spend your time reading books and articles that you've shelved for a long time or watching thought-provoking movies.

Doing this cleanse will help you clearly see that you can live without being online all the time. So now, you need to choose the most important channels of communication. It could be email, cell phone, or Skype. Find out the most important news sites and blogs to visit for updates. Choose the right music, movies, and TV shows. Eliminate the things that you don't need one a time per day. This will help reduce your distractions.

Limit the time spent on even the online communications that you consider essential. It could be 30 minutes in your inbox, 30 minutes on your favorite blogs, or one hour of TV. List these priorities down and follow them to the T each day, until it becomes a habit.

## **Choose Your Responses**

It seems like it has become a habit to always respond to emails, social network messages, blog comments, posts, and forum posts. However, this only makes you prone to distractions.

But why do people feel that urgency to respond to things right away? It's mainly because of fear that people might think you're slacking on your job, fear that customers might abandon you, fear that people will see you as rude for ignoring their messages.

So how can you get rid of these fears?

- Imagine yourself without those fears. You prioritize who you will respond to and do so not out of fear, but because your reply is important. This will significantly reduce the stress out of the need to send replies to everyone as fast as you can.
- Face those fears. Determine those fears and deal with them by disconnecting for a few hours. Then see what happens, how people reacted, and whether your fears are true or not.
- Wean yourself. Now that you know how your fears and the urgency to respond are ruining your life, free few hours of your day every day by not responding. Gain more control over when to give a response.

## **Break Free from Keeping Up With Information**

As discussed earlier, the need to get the latest information or check the latest messages stems from fear.

If you're scared of looking ignorant, think about how many people will ask you about current events or laugh at you for not being updated. Instead, focus on the important things that really matter to you.

If you don't want to miss an opportunity, then control your need to stay up to date and spend your time on pursuing real opportunities instead.

If you're worried that you won't know the bad things that are about to happen if you ignore messages, you will still know anyway. Family and friends will still tell you about an approaching storm, a possible economic collapse, or any significant event that might affect you.

If you are concerned you might experience something bad for not being informed, the opposite might happen. You can spend your free time being creative. If you're really worried, read the headlines of your favorite news sites, then tune out for two days before checking these sites again. Repeat this until such time when you can spend more days being tuned out and see if something bad happens. You will then break free from the urgency of staying updated and enjoy your life more.

## **Controlling Your Time with Your Inbox**

It's a common habit to leave your inbox open most of the time, at home or at work. However, doing so will keep you distracted since every time a new



email comes, you'll stop what you are doing to check it and even respond to it.

To avoid spending excessive time in your inbox, follow these tips:

- Make a to-do list out of the inbox. Read your emails and list down all the tasks you find in them. Do it on a notebook, Notepad, or programs such as Taskpaper.
- Open emails only at scheduled times. Find the most convenient time for you to stay available through email. You could check your inbox 5 minutes every hour, or twice a day.
- Work without opening your email. Do this to all the other online communications and distractions too. Don't even leave your browser open to avoid the temptation to surf online.
- Prioritize your tasks. After disconnecting from your inbox, choose what's important.

## Healthy Distractions

When think distractions, you might consider them all negatives. However, distractions are also good because of the following reasons:

- They can give you a break. Distractions can relieve stress from your mind and let you relax.
- They can help you forget certain problems, pushing them in the back of your minds.

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

