



TWELVE MAVENS

# Wake Up Productive

How To *Install* Habits And Increase Your Productivity

Wake Up Productive was created by serial entrepreneur and marketer Eban Pagan, who wrote an e book about dating advice and turned it into a multimillion dollar business employing 75 people with sales passing \$100M. He now has various marketing and productivity products and services for entrepreneurs.

**The 4 different types of activities you engage in:**

## **High Lifetime Value Activities**

Investing / hiring someone to help build your business / improving your products / services / exercise.

## **High Dollar Per Hour Value Activities**

Working on marketing / talking to customers / finding marketing partners to promote you.

## **Low Dollar Per Hour Value Activities**

Email / mail / running errands / scheduling your own appointments.

## **Zero Value Activities**

watching TV / videos / social media / news.

The old rocks in the container story...

If you put sand and pebbles in a container first, you can't fit the big rocks in it. If you first fill the container with the bigger rocks, then you can also fit in the smaller rocks and then the sand. **High Lifetime Value** items are the big rocks in the container. Like the rocks, those must go in first to fit everything else in around them instead of the other way around.

Peter Drucker: You need to work in focussed uninterrupted blocks of time, working on your **highest value producing tasks**.

Work on eliminating distractions and interruptions during those blocks.

Schedule your interruptions. Have set times when you are allowed to be interrupted about other issues, tasks and to-do's.

Be careful that you aren't programming people to interrupt you. Set the example that you want people to perceive. Convey by your actions that you're not always super easy to get an immediate response from, or you have a set schedule for things.

If you always respond immediately to emails, texts and "got a second" questions, you are setting the tone and the expectation.

Use a timer on your device for focussed blocks of work.

#### **Blocked Focus Time Method:**

55 minutes of focus

5 minute break- change shift completely. (Go eat a light snack etc.)

55 minutes of focus

30 minute break- completely unplugged, rejuvenating, relaxed, cut off.

No news or email.

Ideally do this before getting distracted by email etc.

#### **Busy doesn't mean productive.**

"Productivity is getting you what you want."

We only get a limited amount of time per day where we have our strongest will power. Outside of that window, we tend to go to our default activities to still feel busy, like reading email etc.

You won't even need "will power" when you **convert those things to habits** rather than something you have to use your "will power" to do.

You'll find in your life, you tend to take the path of **least resistance**, not always the path of **highest success**.

"If these two paths are THE SAME path, then you have what's called productivity."

Make the better option the path of least resistance. For example, start the day with a green smoothie also making enough for later, so its easier to drink the 2nd smoothie - instead of eating something else junkie because it was easier.

Make the highest success thing as easy as possible for yourself to do.

Habits are our internal paths of least resistance.

Forming a habit is similar to escape velocity for the shuttle breaking through the earth's gravitational pull.

The first few days are easy because you're excited about it. At about 10 days, you start to feel the strain of it. 10-20 days you are really feeling the gravity and resistance to it. After about **20 days**, you reach escape velocity and it becomes easier for you and even a natural part of you.

You **MUST** do the thing you want to turn into a habit every single one of these days for it to work. Its best to do it early in the day when most people have their window of strongest will power.

Determine what habit(s) you want to install over the next month.

**My new habit(s) I will have installed by our next meeting will be:**

---

---

**Specific steps I'll be taking to install the habit(s) will be:**

---

---

Tell the group your habit to gain the additional accountability to hold you to it.

The 2 Laws Of Installing Habits:

- 1) Start Now
- 2) Don't Deviate

\* 20 Days from today is:\_\_\_\_/\_\_\_\_/\_\_\_\_