



How To Win The Resistance Game



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For more information, please write to:

Psychotactics Ltd., PO Box 36461,
Northcote, Auckland, New Zealand
Phone: 64 9 449 0009
E-mail: sean@psychotactics.com
Website: www.psychotactics.com
Facebook & Twitter: [seandsouza](#)

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Game, Set and Match

There's nothing quite like winning against resistance. When we lose we feel like crap. But when we win, we want to dance around in unbridled joy. Yet we seem to lose a lot of games to resistance.

And often we don't know the reason

We may believe that we're creating the resistance in our own heads, but often it's more than just our imagination. It's something to do with how your brain works. And understanding your brain a lot better will help you use it optimally.

Of course there's always the people who can't get anything done

And mostly that's because some people feel better when they're miserable. They've spent their whole lives complaining how they can't do this and can't do that. And have such valid reasons for non-achievement that these people can't help themselves.

They've decided to make excuses

They aren't fighting resistance. They're fighting success itself. They see success and they run a million miles in the opposite direction. In fact if you asked them to write a book on excuses, they would not be able to do it. They'd find some reason why they couldn't do it.

And how do you know if you're a winner?

Because winners never give up. They keep coming back. And resistance is a multiple Grand Slam winner. It will keep coming back to cream you, so unless you're ready to keep bouncing back, you'll lose every single time.

This book isn't for people who make excuses

This book is for people who are industrious and just want to reduce their odds with resistance.

This book is for winners who get taken by surprise by the relentless dominance of resistance. This book shows you how you can fight back—and win.

Ready to serve?

Is It Resistance?

When we struggle to get something done, we think we are dealing with resistance. We're not. What we're dealing with is exhaustion and possibly incompetence.

Think about the things you have to do on a single project.

So let's say you have to write a book. What's involved in writing a book?

- 1) Planning/Outlining
- 2) Feedback
- 3) Writing
- 4) Editing
- 5) Layout
- 6) Graphics/illustrations
- 7) Cover Design
- 8) Sales Page
- 9) Pre-Sell
- 10) Something, something.

And that's just the short list...

Now look at that list for more than twenty seconds and you feel your shoulders sagging. Your eyes glaze over. And you just want to jump onto Facebook, or eat that ice-cream that has been calling out to you from the freezer. In short, you need a sugar rush. Facebook will provide that sugar rush, so will ice-cream or a margarita or two. But once the sugar rush is done, it's done.

Then your fear magnifies ten-fold

And the fear is often called resistance. But it's not always just resistance. More often it's just tiredness. And we know it's tiredness, because you were easily able to update your Facebook posts. But hey, having to write five or ten pages of your book is quite something else. You need a truckload of energy to complete a mammoth task like writing. And then, even if you were able to complete the writing, there's still a ton of other stuff to be done. And after a while you just stop fighting.



Are you tired, exhausted or is it resistance that is stopping you from completing your project? The key is in understanding the difference.

Just getting from one part of a project to the other is tiring

And that's provided you have nothing else to do in the day. No distractions. No phone calls. No mundane stuff to do around the house and office. Nothing. If you were Queen Sheba with twenty thousand attendants fawning over you, and you wanted to write a book, it would still be exhausting.

So the key to understanding resistance is to avoid his long lost cousin called exhaustion.

And we know that it plays a bigger role because we don't start out being resistant. We start out wanting to conquer the world. But something happens along the way. Well, not along the way, but shortly after, as exhaustion sets in. And as you'd expect, Resistance moves in like an 800-pound gorilla. By which time you give up.

I remember attempting to write the 'Black belt presentations' book series

I did almost two and half books (about 85,000 words) in a start-stop fashion over a few months. And yes, writing a series like this should not have been a problem. But then I got tired. And I got distracted. Then I shelved the entire project for weeks, then months on end.

But how do we know that exhaustion is the culprit?

It's because I picked up writing the book after I got back from a break. In less than two weeks I was able to complete the books, do the entire reading over well over 400 pages for the audio version, do 40-50 additional cartoons, yada, yada, yada. There were a ton of things to do. They all got done. Just like that. So why had I stopped earlier? I was just exhausted. It had little to do with resistance.

Resistance gets a bad rap

Sure it's a pain in the butt, but resistance isn't always the reason we don't do things. We may be dealing with resistance if the task involves something simple like backing up your files or tidying your desk. That's resistance alright. But when it comes to more complex tasks, it's a lack of competence and the resulting exhaustion that chew up every single joule of energy. By the time resistance walks through the door, we're easy prey.

So how do we get around to being more competent?

Amazingly most of us will try to learn more. We'll pull up a book, or get involved in a course. And we think that our problems will go away. And they don't. And won't. Because once you decide to do something, you're running right back into

exhaustion and resistance. So you'll proceed two steps and then give up. And that's because you're trying to get competent all by yourself.

And that's a mistake...

Find out just why resistance loves the lonely.

Why Resistance Detests Groups

Resistance loves a loner.
Because loners have limited energy.

They start out on a project, all excited about what's about to unfold. Then, for some reason or the other, they lose their way. And that's when resistance gangs up on the loner big time. It's not much of a fight. The loner is already exhausted. One tiny tap on the head from resistance, and the loner falls into a heap on the floor. But this miserably one-sided bout could be avoided with the understanding of group work.



When you get stuck, you really get frozen. What you need is a support group to keep you on track.

In Africa there's a saying:

If you want to go quickly, go alone. If you want to go far, go with a group. And resistance detests groups. And there are several reasons why a group helps you get a project done with far more efficiency and a lower failure rate:

So how do groups help?

- 1) Release of Pressure
- 2) Exponential Learning
- 3) Support

1) Release of Pressure

The toughest part of a project is dealing with the pressure. And a release of that pressure is needed to give you a breather. When you rant and rave alone, it's kinda depressing. When you're suffering alone, you think it's something to do with your talent, or your genes, or that you're useless (yes, everyone feels superlously often enough). And having someone to just listen to your rant is amazing therapy. You rant, you've been heard and now it's time to get back to work, because you have a ton of mistakes to make, and learning to look forward to.

2) Exponential learning

Mistake making is frowned in our society. We love to get things right the first time. And yet all of us know that it's impossible to learn without making a ton

of mistakes on any project, no matter how familiar we are with the project. The problem is that mistake-making, instructive as it is, is also terribly depressing. When you're going round in concentric circles, your exhaustion builds up rapidly.

However when you're in a group, you learn from someone else's mistakes, thus getting a bit of respite from the exhaustion factor. When a group shares its learning and mistakes, everyone learns and everyone gets a little samba in their steps because you're not just learning, but it's exponential learning. You're learning from four-five mistakes every day, and guess what? Most of those mistakes aren't yours.

3) The third factor is just one of support.

While resistance can take on a loner, it's a lot harder to take on a group. If someone falls, there's usually someone to pick you up. If someone is struggling, there's someone to help. If someone has questions, there are answers that help you move along. Working by yourself, you not only miss the ongoing support, but the struggle wears you out. And inevitably you give up.

Now this kind of group support doesn't necessarily work for all kinds of projects

Sometimes the project is just to clean your desk. You could do with ranting and group support, but it's an overkill. Besides it probably takes under an hour to get even the messiest desk tidy. But if this seemingly mundane desk has to go on over a longer period of say, six to eight months, then you definitely need the power of the group.

In fact at Psychotactics, groups form a critical part of the project experience

If we take just the Article Writing Course for instance, the three months of learning and implementation are physically exhausting. If you were to try and replicate the same pace by yourself, you'd give up in a week or less. But with a group, 75-80% make it to the finish line. When you consider the sheer intensity of the Article Writing Course, you should have the figures the other way around (namely 75% should fail to make it to the end). And yet it's the group that helps you through.

But how do you work with projects where the group doesn't have a common goal?

Admittedly it's harder to pull off a project where everyone is headed in different

directions. When the African saying suggested you go a lot further with a group, they were indeed suggesting the group had a common goal. And if everyone in the group isn't headed towards the same deadline, or using similar tools etc., then they have nothing in common. Then it's relatively easier for the group to be counterproductive, as no one is learning from group-mistakes, and everyone has their own agenda.

It's important for the group to set out a common agenda and at least have some common guidelines. So even if you have ten different writers, writing ten different types of books, they should 'meet' online every day and post their learning for the day, as well as a minimum of 800 words. If they're a group working on a gardening project, there needs to be the shared learning, the shared support moments, and shared implementation.

But don't you need the right group for things to work?

Yes, having the right group is important. But how do you choose the right group? Groups need to be chosen primarily on the basis of attitude. Which is why for instance, at Psychotactics, we call our courses the World's Toughest Courses. This weeds out the excuse-makers and ensures that you get the cream of the attitude crop.

And just as you get a great group, you can also get a lousy group

Then whining, whingeing and depression will be constant, and progress will be impossible. So just having a group isn't enough. You need to put in some filters to ensure that at least 75% (or more) of your group will make it to the finish line. And it's a bit of work putting a group together, but hey it's a lot less work than starting endless projects only to see them go up in flames.

Resistance likes fires

All this namby-pamby, touchy-feely stuff makes resistance look really bad. It prefers the loner. And most projects are done by loners. And resistance is happy. Now it can wield its little finger and push you over.

And resistance laughs and walks away contentedly.

Why Scripting Helps

If you read 'Getting Things Done' by David Allen, you'll may realise something very profound.

He talks about how most people have to-do lists.

But their to-do list has no steps involved. No next action. No script in place.

A to-do list is like a bird's eye view of a topic

And even if you have just one item on a to-do list, you'd find that there's still a ton of detail that needs to be mapped out. So let's do that. Let's put just one item on a to-do list.

To-do list for today

Item 1: Write 800 word article for newsletter.

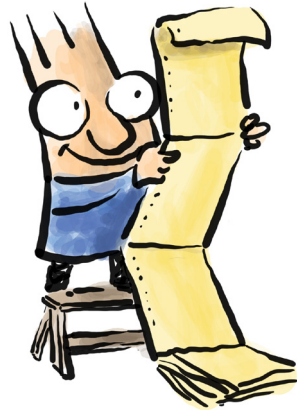
So we have the list, but where are the details?

OK let's list the details.

- 1) Come up with the topic.
- 2) Write the outline.
- 3) Tidy up the outline.
- 4) Find out the one thought and one-word for the article.
- 5) Write the article.
- 6) Add the connectors.
- 7) Edit for typos and grammar.
- 8) Cool Re-edit for style.

When you map something out like that, you've got clear scripting

You know for instance, that it's not a good idea to write an outline and the article in the very same hour. If you're an expert writer you may pull it off, but even then it's not recommended. A good strategy is always to outline the article in advance and then go away and do something else while the contents simmer

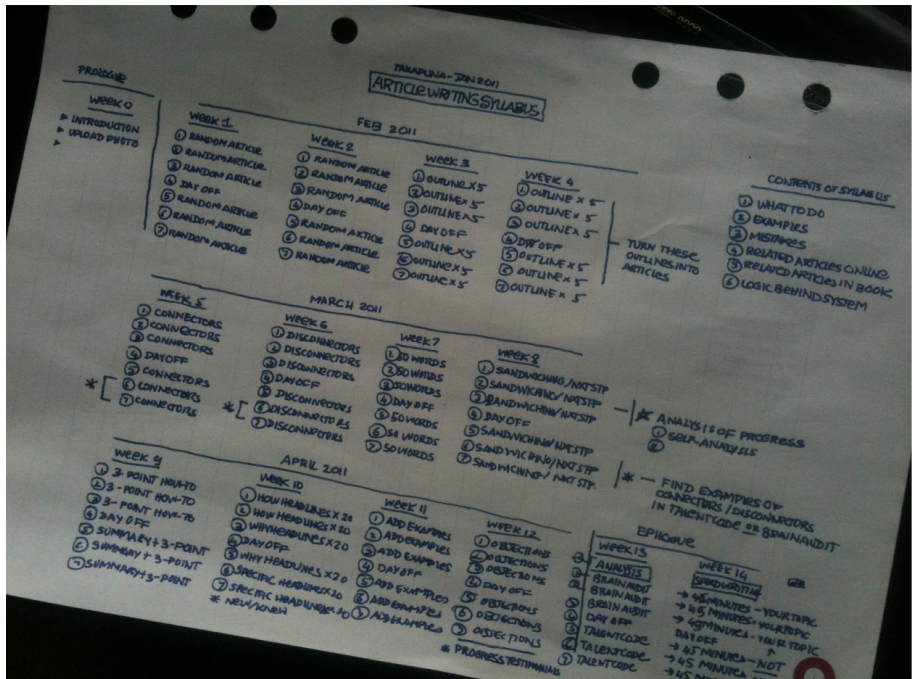


Planning and direction help build clarity in your mind. Without the clarity, resistance will win every time.

in your brain. Then later in the day, or next day, you write the article. And so now, you not only have the steps involved, but also the strategy you're going to follow.

Most projects don't have intricate steps

Most projects run into trouble because there's no detailed planning. And for detailed planning you have to first brain dump everything that you could possibly need to do. For example if I'm writing a book, I have a list of everything that's involved. So it's not just 'write a book', but detailed plans to do with every step of the way. When I'm designing a course, again extreme detail is involved. And most folks never map out the intricate steps.



Then they run into our friend, Msieu Chaos

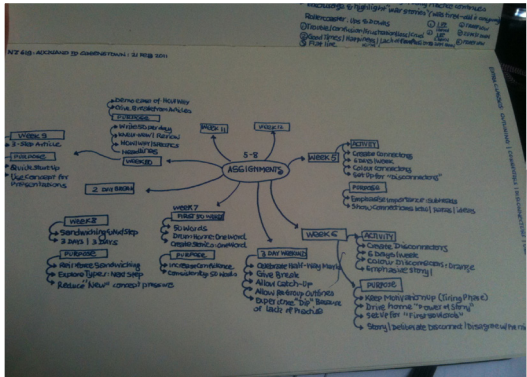
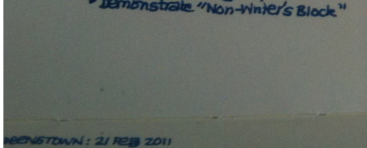
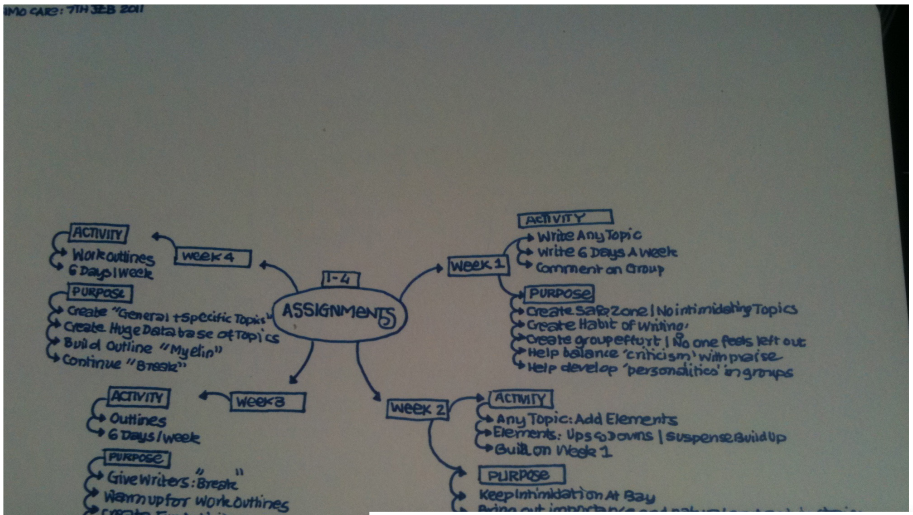
And all hell breaks loose. Suddenly all bets are off as things start to go haywire. Exhaustion soon follows and resistance is pretty much in the neighbourhood as well. To avoid losing momentum you have to have clear next steps. And a clear plan for chaos.

But how do you plan for unforeseen incidents?

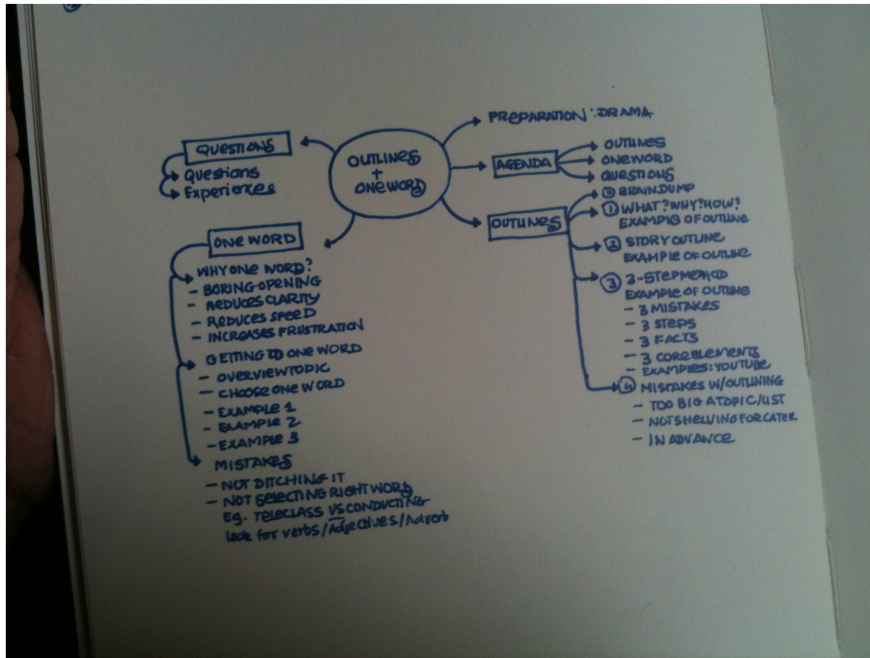
That's the whole point of chaos. It's unforeseen. But it's always consistent. It always shows up, no matter how big or small the project. And incredible as it may sound, we never plan for it. And you can't plan for it. So you just mark out time for chaos. That's all you can ever do. Expect that a third of your time is going to end in chaos, and plan accordingly.

The script needs to be in place. And chaos needs to be part of the script.

Because even if you do get exhausted or bored (which you will) you've factored in time and resources to deal with that chaos. And more importantly, instead of just a to-do list, you've got a ton of detail under every project.



What you see on this page and the previous page is the amount of planning that goes into a course. In this case this is the planning involved for the Article Writing Course. And this plan changes. The courses, products etc., are like a hydra. They change all the time. So I've got to plan all the time.



This is the first stage plan for a tele-class. Then I go into more detail with a mind map software called Mindjet. The point I'm trying to make? Planning and direction help build clarity in your mind. Without the clarity, resistance will win every time. Remember that resistance is the No. 1 seed. It will out-plan you, outplay you, out-strategise you. You have to be a worthy foe.

It doesn't mean resistance won't try and get you anyway, but you're reducing the odds.

And that's really what matters!

Excuses: The Downward Spiral

I have a cold.
I'm not feeling well.
My dog ate the homework.

So what?

What difference does it make how original or valid your excuse happens to be? It's still an excuse. You still don't get the job done. And technically it seems like you're standing still while everyone is moving ahead. But you're not.

You're regressing!

When you don't do what you're supposed to do, the competitive part of your brain puts enormous pressure on you. It doesn't want to be left behind, so it taunts you. It says: "C'mon or we'll be left behind". And of course you continue to stand still. So eventually your brain gets tired and it gives up. But while it's giving up, it comes to a solemn conclusion.

It figures that if you haven't been able to do the project, then you're not able to do the project

So if a person is in a dancing class and they don't do the dance exercises (as they should), the brain comes to the conclusion that the person is not good at dancing. If you're learning to remember names and you don't keep at the task of implementing memory techniques, then you don't remember names. And you think: I'm terrible at this stuff.

And suddenly you're not able to draw, write, dance, etc. And the reason for this sorry state of affairs is simply your ability to be the World's champ in excuses.

You're not regressing in that department

You're getting better at it all the time. You find every darned reason to make up an excuse not to do something. Yet we know for a fact that if you're motivated enough, you'll get the job done. If your family was being held for ransom and



Excuses are a poison and leave you spinning out of control.

you needed to learn to draw a cartoon, you would learn. If you needed to learn how to play Chopin's Concerto No.1 in E Minor, you would. Given time and given direction you'd work out some way to learn how to get the job done.

I've seen blind people get the job done

In my father's college, sighted people sat alongside blind people to learn typing. The sighted people would get the words wrong, make mistakes and make excuses why their typing wasn't as good as it should be (My excuse was this girl called Clara).

But the blind students had no excuse. They desperately wanted to learn to type, and so they did. They'd type faster and more accurately than most of us. (For the record, their accuracy was often 100%.)

You have to stop making excuses

Imagine as a child if you decided that walking was too hard. Or talking was too much trouble. Or perhaps you'd rather see pictures than read words. Would you feel more empowered by this lack of knowledge? Or less empowered?

The job needs to get done. Your excuse is just a attempt at resisting the task at hand. It not only sets you back, but it makes you bitter. You either blame yourself or others. Or both. You suddenly think that everyone is lucky. Everyone else is more talented. And this spirals into a state of either permanent insecurity or some form of depression.

Excuses aren't just a form of resistance.

They're a poison that kills you from the inside.

The sooner you stop making excuses, the sooner you can get on with the job.

If the dog ate your homework, go back home and do the homework again. It's time get the excuse-habit out of your system forever!

How To Beat Inertia

Imagine you had two loans to pay back. Loan A was \$100,000 at 19% interest per annum. Loan B was \$200 at 1% interest. Which loan would you pay back first? Loan A or Loan B? If you chose Loan A, then almost every financial consultant on the planet would agree with you.

Except Dave Ramsey.

To everyone, but Dave, the logic is clear. Loan A has a much higher rate of interest. Logically you should pay back the higher rate of interest first. But as you'd expect, Dave disagrees.

That's because Dave understands inertia better than most other financial consultants

So what is inertia? I learned a funny definition in physics class at school. It went like this: A body in the state of rest or motion is inertia.

Hah, that made me laugh. How can you be stuck and moving, and still be in the same state? But apparently that's how inertia works. And this is Dave's advice to people who are struggling with debt.

First list all the debts on a piece of paper

All debts need to go down. Student loans, credit card, mortgage, blah, blah. Then you need to rearrange the loans based on the size of the loan. So the smallest loan goes right at the top and the biggest one right at the bottom.

And everything else in between (depending on the size of the loan). And then he instructs you to pay only the minimum payment on every debt—with one exception. After the minimum payments were made, every available dollar needs to be put towards the first debt on the list.

Incredible as it may sound, Dave is telling you to wipe out that tiny, itty-bitty



Are you in a state of inertia or motion?

\$200 debt with the pathetic interest, instead of taking on the painful big amount/big interest debt.

Logically it makes no sense

But your brain doesn't always work logically when it comes to inertia. While you're lounging on the sofa, watching endless and pointless political debates on TV, your logic is telling to get off your butt. It's telling you that the debates are endless (and did we say, pointless?).

Your logic is also telling you that you should be doing some work or exercise instead of engaging in mindless drivel. So logic doesn't work. And the same applies to the debt. When Dave's clients wipe out the first debt it's not necessarily logical, but it creates a factor of momentum. First the \$200 is wiped out. Then the \$350. Then the \$800. And so on, right up to the 'monsta' \$100,000.

The motion is what matters

A body in a state of rest or motion is inertia. And going from rest to a state of motion is impossible if you decide to take on the biggest task first.

Logic tells you that you should fix your website right now. Logic tells you that you should write that 300 page book. But Dave would be more likely to say, "Go brush your teeth first." That simple act of doing something—anything at all—gets you off your caboose and into another state of inertia: a state of motion.

So if you need to get something done, fool yourself

Don't go for a 60 minute walk. Instead put on your shoes and decide to walk for just 7 minutes.

Don't try to write a complete article. Just write for 14 minutes. Then stop. Avoid trying to clean the entire bathroom. Just attack the sink.

These tiny bits help you get to the bigger bits. Because even as you go for the 7 minute walk, you know very well that you're not going to turn around in 7 minutes.

You'll go longer and further. But the goal always needs to be 7 minutes or 14 minutes or the \$200 debt. The itty-bitty bits are important, more important in fact, than the bigger goals.

When people say they feel inertia, they mostly refer to a state of laziness.

Of not wanting to do anything at all. But as my physics teacher would tell you: “There’s inertia and there’s inertia.” And to get from one stage to another, you need to make the list in descending order of importance. Then attack the list. And as Dave would be likely to say: Start small.

Acknowledgements

Dave Ramsey’s ‘Snowball Debt’ and ‘Switch’ by Chip and Dan Heath.

P.S. Yes I know. You’re headed to Google these names, aren’t you? You think you’ll find out more about this book and this method of reducing debt, aren’t you? But you already have the tools.

You have a piece of paper. You have a pencil or pen. And you have the methodology. So don’t muck around. Get to work. You need to change that state of inertia right now.

Tiredness and Self-Control

I noticed something very unusual when I went for my 7km walk.

I noticed that as I passed the liquor store, my brain would start to wander.

And it wasn't the liquor. It was just the point in my walk

You see I'd pass the liquor store at about 40 minutes into my walk. And no matter what I was listening to on my iPhone, I'd find it hard to concentrate on. Even on days when I was really trying hard to pay attention, my mind would wander.



Everyone needs a break. A break allows your brain to recharge.

So I tried to listen to music instead

Same thing. Around the 40 minute mark, my brain was off for a walk of its own. And there's a reason why this happens. It happens because of the blood flow to your brain. When the brain has to concentrate on an activity, it fires up its pumps and hey the blood comes rushing in.

To find out just how much you're paying attention, University of Cincinnati researchers tracked mental activity using transcranial Doppler sonography (TDS). The device measures blood flow velocity in the brain. Joel Warm, Professor of Psychology at University of Cincinnati, believes the reading could be an indicator of sustained, or non-stop, attention, also known as vigilance.^[1]

"The velocity goes up, it means that blood is being rushed to an area to carry away the waste product. The more mental activity, the more the waste product," he says. During various 40-minute tests, researchers saw a decrease in blood-flow velocity over time, and, therefore, a decrease in attention.

"Sometimes in the first 10 minutes," Warm says. "That early." And he says many times the participants didn't realise it was happening.

1 Research source: Science Daily + 'Switch' by Dan and Chip Heath

What this means is simply that our brains can't sustain the intense pressure
 But it depends. If the brain has to tackle stuff that is well within our comfort zone and mildly challenging, it will hold out for a lot longer. But if we're learning something new, or doing something that is challenging, the brain feels the intensity. And after a while it just needs a break. In everyday terms this break is often termed as exhaustion.

We don't know why we're feeling so drained, but drained we are
 And of course, we don't want to appear lazy, so instead of taking a break, we soldier on. And the brain doesn't co-operate. Which is when you find yourself checking email, hovering endlessly on Facebook and doing activity that tires you even further.

You're not dealing with good ol' resistance here. You're dealing with a brain that just can't function at that level. And of course, the more you push it the more resistance you feel.

But it gets worse
 Just focusing on a task is hard enough. But when this focus has to be run over the term of a project, we have to put in tremendous self-control. And as you accurately guessed, self-control is extremely draining. And the reason it's so draining is because self-control seems to be in limited supply.

So if you're on a weight-loss diet AND completing an article that needs to meet a deadline, you need twice the self-control. If you add another factor to that list, you would need thrice as much self-control—and so on. So if you use up self-control completing the presentation, you're more than likely to chew on the chocolate cookies—despite the diet.

What seems like resistance is really a factor of exhaustion
 What seems to be a factor of giving into resistance is actually just an inability for the brain to sustain continuous control over the situation. Not only is it battling with tiredness, but the self-control is adding another level of intensity.

Something has to give. And that's when you officially lose the plot. That's when you think you've lost the battle to resistance.

Which is why rest matters
 Every 40 minutes or so, you need to take a break from what you're doing. On a day to day level that helps you prevent this endless back and forth bounce

between Facebook and back. But remember what's also happening when you're resisting Facebook.

You're using up your self-control

You actually like ambling around checking what's happening around the Internet. So don't resist the Facebook temptation. Give in to it. Allocate a fixed amount of time, e.g. 5-10 minutes doing something that makes you happy. Then when your ten minutes are up, and you've had a bit of a rest, go back to what you're doing.

But surely no one has time to take these crazy breaks all the time

No one does. And that's the point. Your brain is going to stop being attentive. And though you may be sitting at your computer pounding away at the keyboard, it's not going to do an hour's worth of work in an hour. It's going to do just 20-30 minutes.

And then it's going to have drop outs in your attention. As it gets more tired, you get more inattentive. By the second hour, you're pretty much drooping.

But if you took the break, and don't constantly strain the leash on your self-control, you give your brain it so richly deserves. That blood-flow velocity reduces naturally. And you're more refreshed to take on the next hour, and the next and the next.

When I'd go for my walks past the liquor store, I'd fight my brain

I'd want to keep concentrating. But now I don't. I realise that I'm fighting two pitched battles: tiredness and self-control. And if I just play along with my brain's natural rhythms, I stand to learn more and achieve more—while still resting more. And what's more, I don't feel bad that I'm just giving in to resistance.

Interesting, huh?

About Lousy Carpenters

It's said that a bad carpenter blames his tools.

But what's not said is what makes a good carpenter.

A good carpenter isn't always the one who has the best equipment. But a good carpenter makes sure he learns how to use that equipment fluently. And there's a reason why you need to spend time learning how to use the equipment. It's called tiredness.

Let's take my early battles with InDesign, for instance...

InDesign is a layout program with which I do all my e-books and reports. I learned InDesign, but not quite well enough. So if I had to do a simple task like updating the Contents Page, I had to manually update it every time. If I added more pages to my document, I'd have to go back, and re-assign all the page numbers.

And even if you haven't got a clue what I'm talking about, you get this feeling of stupidity coming through. Stupidity and hard work. And all because I refused to learn how to maximise the program's capability.

But forget maximisation, let's just talk about fixing the immediate problem. No matter what you do right now, there's a better way to do it. And there's someone out there on the Internet who can help you find a better way. For all you know there are probably ten thousand tutorials and fifty videos on solving your exact problem. But guess what? You're doing the same old stuff in the same old way. And resistance loves you for it.

It loves that you have great tools and lousy habits

Because if you did what I did with InDesign, it would take you thrice as much time to do the same job. Maybe even ten times as much. Well, guess what? If it takes you five minutes to do a job vs. fifty minutes, which job is going to tire you



Hey! You are not wet because of the wind and rain. It has to do with the type of umbrella you bought.

out? No prizes for guessing, but you've just opened the door for exhaustion to come rushing through.

And it's not just exhaustion but frustration as well. If you did two jobs side by side, and finished a ton of stuff vs. finishing just one measly contents page, there's no doubt which one brings more satisfaction.

The more dissatisfied and tired you are, the better resistance feels

It doesn't have to do any work at all. You've been a complete nincompoop and done all the work yourself. You are the bad carpenter. You blame your tools when you should be working very hard to maximise the power of the equipment you have.

And let's face it, you need better tools as well

If you're running outdated tools, it doesn't help. But we're often just glitzy-eyed for the best tools without ever putting aside time to learn them well. But the question does arise: Most tools are so complex. How do you get the time to learn them well?

The answer lies in doing continuous sweeps, kinda like a radar

If you try and learn something the first time, you only pick up so much. So you come back again for the second sweep, then the third, then the fourth and so on. I spent a lot of time (about a week) first trying to work out how to use InDesign.

Now I know it well, but I still spend a good hour or two every month to learn tiny bits of stuff. And it helps me improve my productivity. Of course, InDesign keeps getting better, so now not only am I faster, but I'm equipped with superior equipment.

And resistance doesn't like that one tiny bit

It would prefer to see me swearing.

It would love to see me frustrated with just doing a simple contents page.

But nope, I won't let it win. And neither should you.

If you're a good carpenter you'll learn how to maximise your tools

Then you'll earn more, because you'll be in demand. And that will help you get the fanciest, most sophisticated tools that will put you head and shoulders above everyone else. And most importantly it keeps resistance away from your door.

How Inspiration Helps

Before I start, let me make one thing clear. John Forde is a copywriter who lives in Paris. And a good friend with a great newsletter. And me, I'm Sean D'Souza. Which of course makes it really weird when I say I used myself for inspiration. It sounds a lot more than weird, actually. It sounds egocentric. Let me assure it's got nothing to do with ego.

And everything to do with desperation

You see when I started writing articles for my website back in about 2001, I was at best a cartoonist. If you asked me to draw something, you had a bouncy volunteer right besides you. But when you asked me to write, the bounciness would sure fade away pretty rapidly. You see not only did I consider myself an average writer, but I had enough reason to be afraid of writing.

And the reason I was afraid was because of girl named Clare.

I remember writing an article way back in the year 1990-91

I wanted to be a copywriter and in one of my diverse moods I decided to “make some money” writing for the newspapers as well. So I met up with this guy called CY Gopinath, who ran this writing agency. Well CY gave me an assignment, and I wrote about it.

And Clare, who worked with him, edited my assignment. And when Clare was done I couldn't recognise the darned thing at all. There was so much edited; so much added; so much removed that it seemed to me not my work at all. Today I can't even remember the subject of the article.

But I remember the memory of frustration

I remember that I didn't want to be a writer. Well who cares about writing



Sliding down a slide is a terrifying thing for a kid, when they do it the first time. But they look at other kids and forge ahead.

articles anyway? I could be a cartoonist instead. I could write ad copy. Clare wouldn't be around to edit my stuff. And who died and made Clare queen anyway? And there I was, ten years into the future, and Clare was still bothering me.

In fact most months, article writing was a drudgery

I wrote articles because I was forced to do so. I knew I was supposed to update my website. I knew that one of our alliances, Allen Weiss (from MarketingProfs.com) would be asking me whether I'd completed my article. Somehow I had to banish Clare from my head and take away the fear of writing.

Article writing was intense drudgery

I hated every bit of article writing. I hated the start, the middle, and I couldn't be sure of the end. If I completed an article in one working day, I'd be ecstatic. Most days it would take me two days.

Two whole days and I couldn't honestly tell you if the article wouldn't end up in this article graveyard. Thankfully it was only two days in the whole month (Yup, I'd write once a month).

And then I decided to get inspiration from my own articles

I started looking back at the ones I'd completed, and felt this immense sense of satisfaction. Even inspiration. And so before writing, I'd look at my previous headlines. I'd read my own articles. And feel a sense of accomplishment. That put in a little juice in my reserve tank. That propelled me off the starting point.

And I coughed and sputtered, but at least I was writing a new article. It didn't make things any better. I was still a foul person to be around on article writing days. So I had to search for inspiration.

And inspiration came in the form of a guy named John Forde

I loved the way John wrote. His writing was always so effortless. He seemed to be having so much fun. And he knew his topic (unlike me who mostly knew about cartooning). And so I'd read many of John's article. At one point, after getting to know him, I even asked him for an archive of sorts. Just so I could read and be inspired.

John's writing and mine: They both nudged me on

And while I got a lot better over the years, there was a moment in time when

I got radically better. That moment was when I promised my members that I would write 5 articles a week. No one paid attention of course, but I had promised 5000bc members that they'd get this wealth of information week after week.

And there I was trapped—in a way. I had to write those articles. If you thought writing one is hard, five must be pure agony.

Actually I found quite the opposite

The moment I started writing five-six articles a week, something changed rapidly. Not all at once, of course, but in a few months I found that I could literally sit down at my computer and turn out five articles in the course of the day.

Fast forward to the year 2008, and I could write five articles in about 3 hours or fewer. In March 2010, I surprised myself.

I wrote 350 pages of content in four weeks

Three whole books: One on “Chaos Planning”, one on “The Secret Life of Testimonials”, and one on “Blackbelt Presentations: Part 1”. And this is while tending to forum posts on 5000bc.com and answering email and creating new websites, blogs, and doing at least two dozen projects at the same time.

And when you see all of this from the outside, it's easy to think: This Sean is a genius. Or a mad man.

I don't see the same Sean as you do

I see the Sean who struggled with Clare's edit (she was only doing her job well). I see the plod, the drudgery of writing articles for MarketingProfs in the early days (I wrote almost 50 articles for them). I see the fear in my eyes when I promised to write five articles a week in a moment of madness. And I know that anyone can do it.

Anyone

I don't care who you are.

I don't care what your education.

I don't care if you can even read—or write.

The best part is that you don't need to slave for almost ten years like I did. Or if you go back in time to Clare, twenty years. You can do it in three-six months. It's still going to be a slog, but you can do it.

And then there are going to be times when you're super frustrated

And the only inspiration you have is yourself. Or someone like John Forde. And if you persist, something magical will happen. You'll get enormously better at writing.

And you'll be an inspiration to others.

Imagine that!

Trigger Time!

Right now, I'm sitting here resisting like crazy.

It's 7:27 am and I should have been out for a walk. But no, I'm writing articles on resistance instead. However let's say it wasn't 7:27 am but 2:43 pm on a Friday. In that case, would I be writing an article? No I wouldn't. I'd be well on the road, come rain or shine because it's the day I pick Marsha up from school.

And I don't drive to her school. I walk

So every Friday, at the very least, I get a chunky 20 minutes of walking no matter what happens. I can't procrastinate by drawing, or writing or just lazing around. I have to get going because I have a trigger that forces me to get to some place at a specific time.



A trigger forces you to get things done.

If you are to beat resistance, you can't afford to wait for inspiration

While inspiration is all nice and fuzzy, you need to have a specific trigger. And if the trigger doesn't exist, you have to create it. For some people the trigger is music. They put on the music and they're instantly charged. For some, it's just the peer pressure of the group (you find this a lot in the Taking Action forum in 5000bc). You realise the moment the trigger is activated, it's time to do the job.

When your car is running out of fuel, you don't sit and wait for inspiration to strike

You have your trigger flashing in front of you and you pop into the nearest fuel station and refuel. But the problem is that most of us have no triggers at all when it comes to getting stuff done. So we wake up, then we're faced with a mountain of email, tons of things to like on Facebook (yes, I do this too) and then before we know it, the day is running wildly out of control.

I'm prone to wayward days too, so I have to have triggers in place.

So how do I use the trigger while doing the squillions of things I do?

- 1) Taking Action Forum
- 2) External Deadlines

1) The Taking Action Forum

If I have a big project to finish, I can't depend on my own ability to beat resistance. I need help. So I go to the Taking Action forum in 5000bc and I list my project. Then along comes someone and they help me get the job done. The trigger, as you can see, is that I have to keep posting my updates every day, so I'd better get some work done, if I'm not to look like a complete doofus.

So that's my trigger. If I wanted to make this trigger even sharper, I'd put a time. At 5:22pm every day, I'd have to update my action plan. And this Taking Action plan may help get ahead, but give me some wiggle-room if I have a massive project. That's when I need an external deadline.

2) External Deadline

I had been writing the 'Black belt presentations' book series for almost a year. But not quite. I had completed most of it, but still wasn't able to get about a fourth of the work done. And you know as well as I do, that an unfinished job is like an uncooked dish. No one is going to be interested in it.

And because of the size of the job and the tons of elements involved, I was getting hit on the head big time by resistance. The Taking Action Forum nudged me on, but what I needed was a swift kick. So I pre-sold the product. And then the pressure was on to deliver on April 1. Of course I got a bit exhausted, intimidated, yada, yada, and so I thought I'd kinda postpone the date to April 7th.w

But no, I started getting emails asking me what time I could deliver on April 1. Heck, my butt was on fire. There was no way out of this trigger. So I soldiered on. I woke up at 2:30 am for a week or more (yes, it's early even for me) and got the job done.

April 2 was out of the question. My trigger was well and truly set.

I run into a similar external deadline on every project, big or small.

Where's the newsletter for this week?

Do we have a new cartoon assignment?

Is the presentations project ready yet?

I'm still sitting here writing this article

Resistance has won, because there's no trigger in place. Writing is my way of procrastinating.

And you will find a way to procrastinate too. You'll do something else that may be equally hard, just to get out of doing what you need to do. And that's resistance at it's best.

It actually swaps your activity, making you do some other activity altogether. And the other activity doesn't even have to be a crappy one. It can a useful, even noble activity. But deep inside, resistance robs you of the joy of doing what you really wanted to do.

Because I feel cheated out of my walk right now. And I know one other thing. If it was 2:43pm on Friday, I'd be gone!

Stopping The Bully Brain

In our workshops and courses we do what would be considered a very strange exercise.

We get you to focus on non-work activity

Supposedly you're at the workshop to learn how to improve your business, or how to learn to write etc., but that aspect is ignored. Instead we get you to focus on building a yoga class, or writing stories about how it was like growing up etc.

In short, we're dealing a death blow to your bully brain

Your left brain is a bully. It's logical. And that means it will evaluate an entire project and pull up its shortcomings before you even begin. And then it will logically inform you that you're in trouble.

At which point you twitch uncomfortably in your seat because you have this feeling of impending doom. And there's no way to get rid of that feeling unless you tie up the bully brain. That's when the creative side appears.

So when we get you to write about your life as you were growing up, you first hesitate. Then you write. Then you read the work of other people and you like their stories. This compels you to write more, because they in turn like your stories. All the time you're writing, but your bully brain is sulking.

It doesn't want part of this nonsense of non-logical, so-called creative stuff.

But that's exactly where you get momentum (and get rid of resistance)

Momentum is terrible opponent to resistance. Momentum means you're moving forward. And because you're using your right brain, you're not just moving forward, but using the creative part of your brain too.



Yes, your brain is a big bully. All you have to do is stop being terrified and understand how it works. Then you can trick your brain to do what you want.

This gives you great joy. You don't have to get anything right. You just have to get the job done. Crazy, sloppily—it just doesn't matter. All that matters is that you're having a ton of fun.

And when was the last time you had fun when starting on a project?

Never, right? Instead you put on your dour face. You sat at your computer and you hit your head on the keyboard. But get out of your doom and gloom. Engage in some fun activity. Put on the music. Call some friends over. Brainstorm. Drink a wine or highly-concentrated apple juice.

All you really have to do is take on the problem without needing to use your dreary method of trying to get started all by yourself.

I mostly sit at the cafe

I brainstorm online.
I post in forums and ask for feedback.
That's how I get momentum.

And when teaching, I get students to do stuff that's not related to work

To build companies (like a yoga class) where they can't go wrong at all. To do stuff that's fun and you know it's fun, because you can hear the giggle. The giggle turns to laughter. No one is overly serious. They're all having a burst of momentum and solving the very same problem.

And that momentum gets you off the starting blocks

You're not feeling impending doom any more. You feel good and don't worry about mistakes. And you move ahead.

It's not that resistance won't show up later.

It will. It never gives up.
But it won't be as effective because by this point you're way off the starting blocks. And resistance has some catching up to do.

Imagine you had to learn Photoshop.

And you were given a Photoshop manual. Or maybe thrown into the deep end, with the program.

There you are, wondering what those complicated things on the tool bar mean. There you are, wondering why Photoshop—or any other learning—can't be simpler.

But yes it can be simpler

What if we learned Photoshop, or at least a bit of Photoshop without opening Photoshop at all? What if we learned it, without even a computer at hand? That would be nice and un-intimidating, huh?

Most learning is intimidating

Not only do our brains have to take in too many facts, but the things we learn are often complex. And the method used to teach often erroneous. Because the best way to learn is not to learn at all.

But to have fun.

To discover things.

And to feel this sense of achievement.

Achievement and awe.

If you don't know Photoshop, you're going to feel this sense of awe in a few seconds. But even if you do know it, you'll see the simplicity in the method.

So here we are: Without Photoshop in hand. Or a computer. And let's say you want to draw a brush stroke. Now tell me, if you wanted to use a brush stroke, which letter of the English alphabet would you choose?

You said "B" right?

Well you're right. If you opened Photoshop, and pressed the letter B on your keyboard, the program would take you right to the Brush tool.

But suppose you wanted to decrease the opacity of the brush tool to 50%, what number on your keyboard would you press?

Did you say the number 5?

Well, you're right. And if you pressed the number 6, you'd get an opacity of 60%. And the number 1 would give you an opacity of 10%. And of course 90% would be the number 9. So what would 100% opacity be?

Yes, it is indeed the number 0.

So here we are, without a computer. Or Photoshop.

We chose a brush tool.

We increased and decreased the opacity.

Now how about we increase and decrease the brush size.

So you have two square brackets on your keyboard

The left one that looks like this: [

And the right one which looks like this:]

Which square bracket would you press to increase the brush size?

The right one, right?

But what if you said, "The left square bracket."

Well, so what? You got it wrong once, but you learned from it.

And in a few minutes, we learned how to:

- 1) Pick a brush.
- 2) Increase the opacity (or decrease it)

3) Increase the brush size (or decrease the brush size).

All without touching the computer.

Playing Tennis With Resistance

I didn't start it.
And it started on the Cave in 5000bc.
com (Jessica Reed started it).

Anyway we call it the resistance game
and it's a lot like tennis. Except the
points go on forever.

So what's the game about?

You have a goal. You have a project,
right?

And you know you're going to go
round in circles because of the
resistance that's sure to be involved.
So you set up a game. And your
opponent is 'resistance'.



You need to plan your match well if
you want to win against resistance.

So how is the game played?

First the rules:

Rule 1: You need to define your project.

Rule 2: You need to be very specific.

Rule 3: The project needs to be as public as possible.

Rule 1: You define your project in as much detail as needed.

For example: I'm writing a book on 'Black Belt Presentations' at this point. It's a trilogy. That's about 300-400 pages worth of content in all. There's audio, video and cartoons too. In short it's a massive project. And the resistance is enormous. It's easier to just do something else. So I define what I have to do. Then I get specific.

Rule 2: Specifics:

I need to finish the book by (insert date). If I work backwards, that's x. no of pages per day without fail. But heck, chaos will hit me, so I'll have maybe 5 'get out of jail' cards that I can use (we'll get to this shortly).

Rule 3: As public as possible:

You don't have to go on the Ellen DeGeneres show. Nope. You could just post it in a forum like the Cave. And you can have someone watch over you. Someone like a buddy. This post can be private, or really private, as long as there's someone you're 'reporting to.' And that someone isn't you.

And that's it.

I've set my goal. I know the specifics. I have it in a 'public' place. Now the game starts. And yeah, it's just like tennis. As the days tick along, you keep score.

Resistance=0

Me=1

Resistance =0

Me =2

Resistance =0

Me= 3

Resistance =1

Me=3

And so it goes. Keeping score keeps you honest.

And let's face it you have to be honest. Resistance is such a tricky opponent, that not only will he try to keep you from achieving your goals, but also keep you from posting the fact that you've 'lost a point'. Resistance doesn't care if you don't update the score. He knows he can win, if you stop keeping score.

But hey, what about the 'get out of jail' card?

Yup you're going to need some of those. You're going to run into trouble because chaos has a way of showing up. So you need to plan your project so that you have some amount of in-built chaos. That way you use your "get out of jail card" and don't feel bad about it. It may be procrastination; it may be chaos.

And yes, we all need a break. However once you use your cards, you're done. And no you can't cheat and give yourself too many cards. You're only fooling yourself, you know

So yeah, play the game.

Get started. It gives you a chance to beat the crap out of resistance!

Here's Jessica's take on the Resistance Game

- If I'm scheduled to do something and I do it, I get one point.
- If I'm scheduled to do something and I don't do it, Resistance gets one point.

I also keep a charity donation penalty fund. I add \$1 to this fund if:

- Resistance won on that day
- I won on that day, but did not post it to my Taking Action thread (in 5000bc.com) by the next evening. (i.e., if I practiced on Tuesday but didn't log it before bedtime on Wednesday, I'm still the winner for the day, but I have to put \$1 into the charity balance.)

I also keep a frivolous treats reward fund. I add to this fund when I do something beyond what I am committed to, but that contributes toward my goal of getting myself performance-ready. So I add \$1 for every extra half-hour of:

- Dance practice or class.
- Cardio (still building up my stamina).

Epilogue

Excuses.

Excuses. Excuses.

Excuses. Excuses. Excuses.

Excuses. Excuses. Excuses. Excuses.

Excuses. Excuses. Excuses. Excuses. Excuses.

Excuses. Excuses. Excuses. Excuses. Excuses. Excuses.

Excuses. Excuses. Excuses. Excuses. Excuses. Excuses. Excuses.

Excuses. Excuses. Excuses. Excuses. Excuses. Excuses. Excuses. Excuses.

It doesn't matter what the problem

If you have excuses, it doesn't matter.

The job doesn't get done.

You can go on for the rest of your life trying to find something that works. And you'll never find it. Because you have the perfect excuse.

This book isn't for excuse makers

People who make excuses will keep making excuses.

Winners don't.

It's that simple. ^[1]

1 Put the word 'excuse' on your computer, in your wallet, in your hand bag—or even on your phone background. In reality the only thing that stops you is your own excuses. It's that simple. And no, reading another book on resistance won't help you. Getting rid of the next excuse, will.

Melanie's Story

Melanie McIntosh is a single mother of four kids. In 5000bc (the membership site of Psychotactics), Melanie wrote this post in response to some one's comment on resistance. Read it. If you are resistant, this should give you a swift kick.

I had excuses too

I have tons of excuses. Valid ones.

Real reasons not to write.

Not to work on the website.

Not to work late.

Or get up early.

I started my business in 2000.

After all this time, it is not where I want it to be. I have been knocked down so many times by stuff happening. And so discouraged. I had a baby. A move to another city. A divorce. A bankruptcy as a result.

And I was tired. I still am. I'm tired almost always.

I feel good a few days out of a month.

My kids learn at home, so they're always talking to me. And coming up with new projects, ideas and messes. I have a hard time thinking my own thoughts because I'm always interrupted.

Once a year I would have a crisis about my business

My work and my family pull me in opposite directions constantly. I think Melinda & Natalya recently made posts about similar struggles. But every time I looked at my options, doing what I was trying to do seemed like the only thing that would work for me.

But, I knew something had to change

After one of these crisis moments, I decided to do something I had always told myself I couldn't afford. I knew it was critical to learn to change my point of view, and I hired a life/business coach. I wanted to focus on the business, she focused on me. It was an expense I couldn't really afford, but knew I needed to do.

I learned to take breaks, look at what I really wanted everyday, and ask for help. I learned how my fears were stopping me. I learned to celebrate success and to

realize I had a lot of what I wanted - I just wasn't enjoying it. I also learned what I was missing - that in all the stuff that happens every day, I have more choice than I think I do. Choices about excuses or freedom.

It took me two years to de-stress

I only did it with the support of my coach, my sister, a long-time friend and my boyfriend. But even that wasn't enough support. I joined a mentoring program and got a business mentor. The first year, I did some stuff, but my personal life kept derailing me.

Last year, the timing was right

I joined 5000BC. I followed Sean's directions that came in the emails.

He said decide what you want out of it.

He said to commit to being there every day for 10 minutes.

He said start a Taking Action post.

So I did.

And I followed the threads of the people on the forum that were getting stuff done.

Meanwhile, I kept up my mentorship relationship. I check in with my mentor every month. And I pay an annual fee for it too. I don't have much money to spend, so I can't let it go to waste. I could see progress, but this year I determined to do even better.

I signed up for whatever Sean offered last fall.

I learned and I worked.

And I got stuff done.

More stuff than I had in the past year.

But I still had excuses not to write. (And fear)

So, I signed up for the article writing course right away.

Then everything went to hell in a handbasket - again

I became the sole financial support for my family. I used up all the money I'd saved.

All the progress I made in the past two years was wiped out.

By someone else. Someone else with lots of excuses.

I could blame that person.

And feel sorry for myself.

But I don't have time.

I have to keep a roof over my head and put food on the table.

So, I did the Article Writing Course anyway

Because I had to change something.

And fast.

I had no choice.

And no more excuses.

I wrote

I just followed Sean's instructions.

When I didn't want to write, I wrote.

When I was sick, I wrote.

When I wanted to quit, I wrote crap.

But I wrote.

At the very end, I was having trouble keeping up.

I still feel terrible about that.

On the other hand, I was still writing - it's just that I was writing sales copy for the report I finished.

And finishing up the workbook.

And I had taken on too much work during the course (I don't recommend that!)

So, I'm taking a break, and getting started again next week in the follow up group. Because I don't want those excuses to creep up on me again.

A year ago, I was where you are

A year ago, my attempt at the Article Writing Course would have been half hearted. I would have said I was committed, but the chaos and resistance would have beaten me.

No other choice

I think both Stephen Pressfield, Seth Godin and others say this about what it takes to be successful and beat resistance. Your big reason has to be that you have no other options.

That's what it took for me.

Although the last five years of work I did prepared me for it, and built me a support structure.

Are you there yet?

Is your business your only choice, or could you do something else?
If what you're doing now is your only option, then commit wholeheartedly.
It's a pretty amazing feeling once you're doing it.
Once you can see it finally working.

Build support

I couldn't have done what I've done alone.
(And I still have a long way to go yet)
I learned to rely on my kids, their friends parents, my boyfriend, a close friend,
my sister, my mentor and some great people in 5000BC. And in the Article
Writing Course, Sean and the group were an amazing help.

Do the work

Start with one project that is the most urgent for you, and that you have the tools
to change. Mine was my website. It just grew from there.

And post results. When people support you and help you, they want to see you
moving forward, or they get discouraged too.

Everyone here wants to see you succeed.

So, what are you going to do?

- *Melanie McIntosh*

Melanie: Part Deux

Find your love in your work

I've written about how what you choose to do needs to be your only option.

About how you have to do it even when you don't want to. And I started feeling a little bit guilty. I was afraid that I may have given the impression that you have to beat yourself into working.

But that will never succeed

Whatever you're doing has to draw you in. It has to pull you.

If it doesn't, you won't do the work.

You'll avoid it. It'll be something you put off and procrastinate. You can't beat resistance if you're not in love with what you do.

I think Sean mentioned this in the article writing course.

He said that whatever you're doing, it has to be something you would do even if you didn't get paid for it.

I see my business as a creative pursuit

I'm not totally in love with merchandising. But I understand it. What I love is helping others understand it. And I what I really love is creating things.

Like creating and crafting my business.

I can lose myself in the work it takes to build my business, just like I used to lose myself in drawing for hours. It's exciting just to see what I can do.

To see what I can build on my own. To make something that didn't exist before.

To take something that I imagine in my head, then shape and mold it into something real.

My business is my work of art

Even if it's more like a crayon scrawl right now. Eventually it will be better.

But only if I keep crayoning every day.

But it didn't always feel like art

It was drudgery. For a long time, I didn't want to be doing what I was doing.

I had lost my energy. I had lost interest. It all seemed too hard and overwhelming.

My business/life coach told me to stop thinking that things have to be hard. She said that when I have something to do, think of how I can make it easy. Well—that had never occurred to me.

Most areas of my life turned around

Many things in my life got better. I learned to make projects and tasks more enjoyable instead of forcing myself to do them.

Still, I was avoiding one big part of my business. I didn't even admit to myself that I was avoiding anything. I was avoiding marketing my business locally. I didn't want to put myself out there. I thought of it as a huge chore I didn't want to do.

Ugh!

Just a few months ago, I realized marketing my business didn't have to be drudgery. I didn't have to set a goal to cold call all the retail businesses in one area, or even one street. I could just take a couple of hours at a time and go visit different areas of the city.

Since I work with retailers, I could just go window shopping.

I love poking around and visiting stores. But I never have the time. Now I could find the time to window shop, and call it work.

Marketing can just be doing what I love

I can browse stores I like, strike up conversations with the owners or managers, and get to know them. If it seems natural, I can tell them what I do, let them know about my newsletter, and give them something to remember me. Before going home, I can stop to enjoy coffee and make notes on what I learned.

I only have to market to the businesses I really want to work with!

I can walk on past the businesses that don't appeal to me. And 'marketing' can be just getting to know more of my target clients. How hard can that be?

What a relief! Marketing can be fun.

When I came to that realization, I really started getting off my butt.

I was already busy in the Article Writing Course. Somehow I still found time to make more personal connections with potential clients or alliances in February

& March, than I had in ages. I was surprised to discover that people were actually interested in what I had to offer.
Imagine that!

And I enjoyed myself.

Start by finding the fun

It's exactly how Sean got us to start writing articles too. He had us begin by having fun. And getting to know each other. We thought we were kind of wasting time.

But Sean knew what he was doing.

Find what you can love in your work. Even if it's small. Otherwise, resistance has you beaten before you begin.

Summary

- People who make excuses will always find another excuse not to do a task. There's nothing you can do about it. Resistance is a winner. It's No.1 on the circuit. If you're going to take on resistance, you can't make excuses. You just have to work out how to outwit resistance and get the job done. If you don't do the job, nothing else matters.
- Sometimes what we feel is resistance. Sometimes it's just exhaustion. Sometimes we just can't go on. Our brain needs a break. Sometimes that break is a short break. Sometimes nothing short of a week will do.
- Resistance detests groups. It can pounce on a loner and beat the loner to a pulp. But groups are a pain for resistance. Groups help release of pressure while putting reasonable peer-pressure anyway. The help in exponential learning so you don't have the exhausting task of making all the mistakes yourself. And they help in support. If you fall, there's someone to help you stand back up—provided you want to stand, that is.
- Just as you can get a great group, lousy groups exist too. Whiny, cranky groups thrive as well. They thrive on excuses and complaints. To avoid getting stuck in such a group, you need to have filters in place to make sure at least most of your group makes it to the finish line. That the group knows there is a finish line in the first place and rallies towards it.
- Scripting the journey ahead helps. Just having a to-do list is all very fine but the details can kill you. You need to script the journey and most importantly plan for chaos.
- Excuses don't count. They never have. They never will. It doesn't matter how great your excuse turns out to be, it's still an excuse. And excuses don't just stop you in your tracks. They cause regression. You suddenly believe that you're not talented, when you are talented. You are talented at making excuses for everything. If the dog ate your homework, go back home and do the homework again. And get rid of the dog instead.
- Logic tells you to do the big tasks first. To pay the big loans off first. Instead

you need to make a list. Smallest to biggest tasks. Make a ‘minimum deposit’ on all your projects, but then start getting the small tasks out of the way first. Don’t go for a 60 minute walk. Instead put on your shoes and decide to walk for just 7 minutes. Don’t try to write a complete article. Just write for 14 minutes. Then stop. Avoid trying to clean the entire bathroom. Just attack the sink.

- You can’t battle tiredness with self-control. At a certain point your brain just can’t handle the high-level activity. It will seem like it’s going ahead as usual, but instead you’ll have a high level of dropouts. What seems to be a factor of giving into resistance is actually just an inability for the brain to sustain continuous control over the situation. Not only is it battling with tiredness, but the self-control is adding another level of intensity.
- Self-control is extremely draining. And the reason it’s so draining is because self-control seems to be in limited supply. So if you’re on a weight-loss diet AND completing an article that needs to meet a deadline, you need twice the self-control. So instead eat a tiny piece of that chocolate cookie as a reward. And that will enable you to tackle the other task a lot better.
- Breaks matter. They do. You just have to have a break from time to time just so the brain can recharge. The more you organise your breaks, the more productive you’ll be. And yes, keep time for time-wasting activities too. Yes, you can have time well-wasted!
- A bad carpenter blames his tools. But a good carpenter works hard at learning the tools that make his efficiency go up exponentially. Most of us just don’t learn how to use our equipment well, or use tools that are plain fuddy-duddy. The best tools are expensive, but worth the expense—provided you learn how to use it well. It pays off many times over, so yeah, invest in the best and learn how to use that tool to best advantage.
- Inspiration matters. Some days you’re just like a spent rechargeable battery. You need someone or something to charge you up. Get inspiration from others, or even get inspiration from your past work. What matters is not a whole bushel load of excuses, but persistence and hard work.
- Having a trigger helps. Mostly one thing leads to another—if you have the first thing in place already. But most people don’t put the trigger in place. Hence nothing happens. Did I say nothing? There will always be room for another excuse. Something does happen, it’s just not the right something.
- Starting up a project requires tremendous energy. And the first off the mark

is your left brain—the bully brain. It will give you all the reasons why a project should fail. It will try to subdue your creative side just because it can. So the way around the problem is not to engage the bully brain at all. Attack the problem in such a crazy way that the bully brain can't engage at all. That will get you the momentum you need to get off the ground.

- You can play tennis with resistance. And though it's seeded No.1, you can beat resistance if you're clear about winning. Resistance hates specifics and hates when you have a buddy join your team. It hates the scoring system and will do everything that it can to get you to bring up yet another excuse. When you have your excuse, it starts to claw back. Stop your excuses and you win. Start them and resistance wins.
- Excuses. Do you have even half an excuse? Well then it's game, set and match to resistance.

Resources

The Three Month Vacation: Audio and Transcript

This podcast isn't some magic trick about working less. This podcast isn't about making endless amounts of money, working like a lunatic. Instead it's about how to really enjoy your work, enjoy your vacation time—and yes, get paid in advance.

Popular Episodes

- #1: Is The Four-Hour Work Week A Waste Of Time?
- #3: Unusual Time Management Ideas
- #11: Strategies vs. Tactics: Which One Is Superior?
- #2: How To Craft A 100-Year Business Plan: The Three-Prong System
- #8: The Power of Enough—And Why It's Critical To Your Sanity
- #9: The Bikini Principle: Why It's A Cool Attraction Factor
- #17: How To Slow Down—And Why It's Critical
- #15: Why You Lose Control in Your Business (And How To Get It Back)

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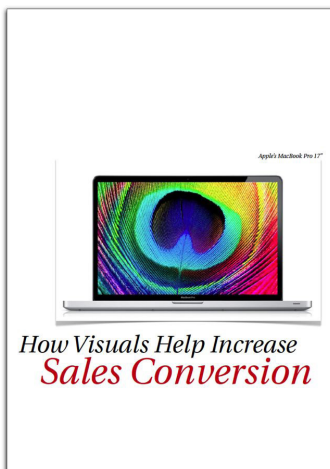
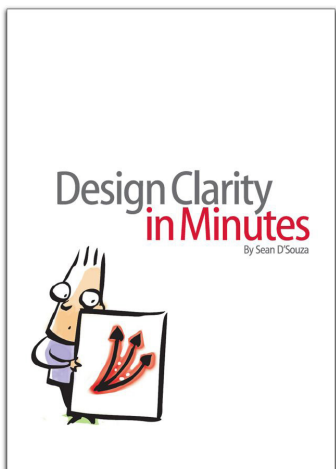
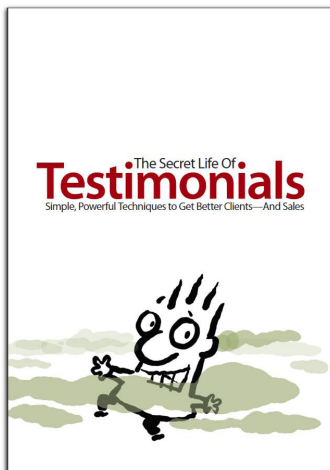
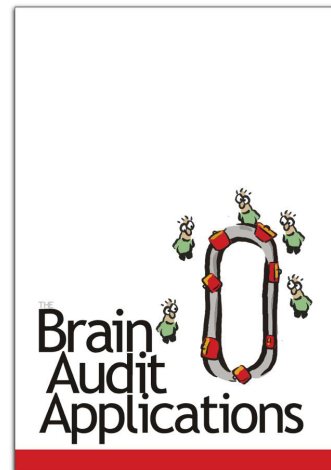
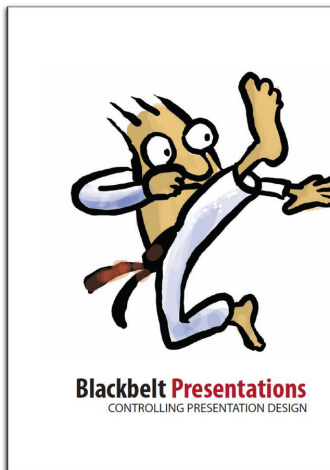
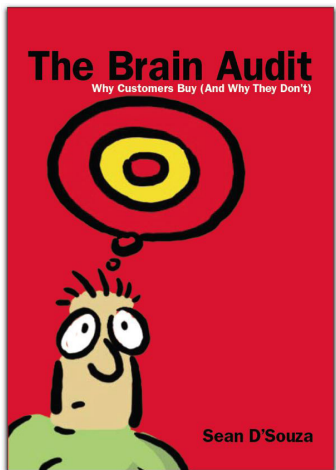
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There are other live courses, workshops and homestudy versions that include article writing, copywriting etc. But it's best to do your due diligence with these products above, before moving on to the more comprehensive and demanding courses.

Psychotactics Courses

Why article writing creates expertise

Every business has not one, but about five hundred competitors. And no matter how unique your business is today, you will have competition lurking just around the corner. This leads us to a dilemma. How do you separate yourself from the herd? How do you get customers to come to you, instead of you always having to pitch to them?

The key is the ability to get a message across to your audience in a manner that's non threatening, educational, and entertaining at the same time. And let's face it, you're probably intimidated that you're never going to be able to do that ever.

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You know that article-writing is crucial, but you've tried it, and it's been frustrating. So how do you stop the struggle? Find out in this course.

Is it really hard to create saleable information products?

What if you don't consider yourself a writer? Can you still create an information product that sells? And can that information product then help you get increased revenue and time? The answer lies in your ability to believe in yourself. Most of the clients I deal with don't believe they can create an info-product. And then having created a single info-product believe that they've put all they know into that product. And that they have nothing else to give.

And from experience we know that those who follow this course, and what it teaches, can create not one, but tens, even hundreds of info-products. Which of course leads to another problem. How do you get customers to buy? How do you create a distribution channel? How do you do all of this without the hype and the hoopla. How? Find out at <http://www.psychotactics.com/homestudy-courses>



Can you create an information product that sells? What if you don't consider yourself a writer? How do you create a product without the hype and hoopla? Find out in this course.

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PsychoTactics.com

PO Box 36461, Northcote, Auckland, New Zealand
Tel: 64 9 449 0009 | Email: sean@psychotactics.com
Facebook|Twitter: [seandsouza](https://www.facebook.com/seandsouza)