

# DO WHAT YOU HATE ...

## Then love what you do!



Boy the weekend comes around fast! Here it is Saturday and time to write my article of the week. My greatest passion behind my wife and pup is writing – I love it! I love how it makes me feel and I love how it positively impacts others. So I really look forward to sitting down and creating my article each week ( I hope you enjoy reading it as much!). Today however, as I was preparing myself to launch into this article and be creative, I had this nagging feeling about something I had to do which wasn't much fun! I was preparing myself to just ignore it and keep writing, but I stopped ...

I have set myself the **daily task** of making 5 business prospecting calls. To be honest I don't enjoy it – I dislike getting questions I don't want to answer on the phone and I hate getting rejected or turned down. Unfortunately these are the main responses I get so understandably I never really look forward to making the calls. The problem is that, whilst I get largely negatives, the small amount of positive responses I get make the whole process worth it and have provided me with some fabulous results. So my commitment is to do it daily! As I sat here today I thought about doing it after writing my article, but I knew I would then find something else to distract me until it was too late to make the calls. So, I stopped writing, got my contact list and made my 5 calls!

After the 5<sup>th</sup> call was made I sat back and thought woohoo!! Now I can do what I love doing without that nagging feeling of unfinished business. So, here I am doing what I love and loving what I do, feeling great because I made the decision to first do what I didn't really enjoy but knew had to be done. It then came to me that this is a pretty cool lesson and one that I think I will write about today in this article. What we are really talking about is solving one of the greatest challenges that mankind face. The one thing that stops so many people ever really achieving what they want ... PROCRASTINATION!



### **Ridding ourselves of that nagging feeling**

Are you feeling it now? What is it you have to do and are just hoping it will either go away or someone else will do it for you? Well unfortunately, I can tell you from my experience (sometimes bitter), neither will it just go away, nor will anyone else

do it for me. What a horrible realisation that was! What's worse is that the longer it is left the harder it is to do and the worse the situation becomes. For example, the longer we leave getting healthy, the harder it is to get started and the more chance it will get to a point that forces us to act; sickness, disease, lethargy, obesity and dare I say it; death! The best way to deal with that nagging feeling we are experiencing is to stop whatever we are doing RIGHT NOW and go and deal with it. Go and do what you hate to do and then come back and love what you do!

### **Eat that frog**



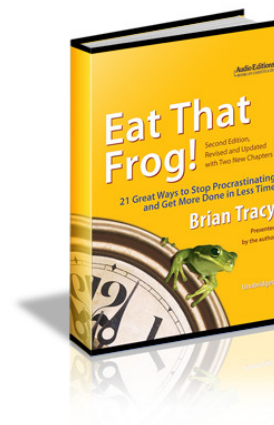
Brian Tracey wrote a fabulous book called **Eat That Frog**. Brian says that procrastination is the number one reason for failure in the world today. He says that often the most important tasks we have are the least enjoyable to do. I, for one, agree. In his book he uses the analogy that if everyday we get up and have to eat a frog (i.e. do what is most important) then the best time to eat it is straight away and without

thinking too much about it. Now there is nothing fun about eating a living frog, unless you are that way inclined! So, if you have to do it but kept putting it off, can you imagine the sick and nagging feeling you would have inside? Then even worse, if you didn't eat it today, when you wake up the next day there are two big fat frogs looking at you for you to eat!!

This is a perfect analogy for life. The longer we keep waiting and waiting, putting off and putting off, our list of yucky tasks gets bigger and the consequences of not doing them gets more severe. So the answer is simple – note I said 'simple' NOT 'easy'! Just wake up in the morning, grab that big juicy, squirming and slimy frog and without thinking about it – get it down!! Get up in the morning and without thinking, without worrying about how you are feeling nor what the weather is like go for that run! Get up in the morning and without debating, without pre-judging what the response will be make that or those calls that need to be made. Life will be so much more enjoyable if we do.

### **We don't think about our habits, we just get the results ...**

Brian says in his book that if we pick our most important task for the day and stick with it until it is done, and deliberately do it over and over and over then high performance becomes a habit! Once something has become a habit we don't think about it any more - if we can turn the most important tasks into habits then we don't have to debate over them any more. We will just do them first and spend the rest of our time enjoying the successful results they provide and doing **the things that we most love to do**.



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