



**POWER POSTERS
FOR STUCK CREATIVES**



The Stuck Creative is happy to present you a collection of Power Posters from productivity and graphics expert, Derek Franklin.

Derek has been producing tools and wisdom about how to get things done for more than a decade. His posters are distillations of what needs to be done to get started and maintaining momentum on all sorts of projects.

A bit of text and select illustrations tell you what to do and what to think about. Sometimes his posters give a departure point and other times they tell a whole story. Take your time and work with each poster for a day or better yet, a week. Activate the message and associate it to your project, your field, and your obstacles, your strengths.

Enjoy. Be challenged. Cut loose.

The Stuck Creative and Modified Press - www.thestuckcreative.com



www.youtube.com/stuckcreative



www.facebook.com/stuckcreative

More about Derek Franklin at: www.derekfranklin.com

Quotation

A proverb is a short sentence based on long experience. - Miguel de Cervantes

- | | | | |
|---|--|---|--------------------------|
| { | <div>1. What's the lesson?</div> <div>2. How can I personally apply it?</div> <div>3. Have I said it out loud and written it down?</div> | } | Think about it... |
|---|--|---|--------------------------|

We are
• **WHAT WE** •
repeatedly do
Excellence,
THEREFORE,
is not an act,
BUT A HABIT

- ARISTOTLE -

Practice <u>daily</u> success routine 1	Practice <u>daily</u> success routine 2	Practice <u>daily</u> success routine 3	Practice <u>daily</u> success routine 4	Practice <u>daily</u> success routine 5	Practice <u>daily</u> success routine 6	Practice <u>daily</u> success routine 7
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Magnitude

Value, significance, consequence, influence, importance, weight

Anything that changes your values changes your behavior. – George Sheehan

If it is important to you, you will find a way. If not, you will find an excuse. – Unknown

Great things are not done by impulse ... – Vincent van Gogh

The chief cause of failure and unhappiness is trading what you want the most for what you want now. – Zig Ziglar

MAGNITUDE

7

LAWS:

HOW IT WORKS:

1. Value Determines Action

What I value determines what I do (my choices, decisions, and actions).

2. There Are Short (Now) And Long-Term (Significant) Values

Choices are often made by weighing the desire for an immediate, short-term experience of pleasure/avoidance of pain vs. a significant, long-term experience of pleasure/avoidance of pain.

3. Clarity And Emotion Determine Value

The amount I value an experience is based on how clear it is to me, and the strength of my emotional connection with it (with emotion being the considerably stronger factor of the two).

4. Value Is Increased Through Immersion

The more/less I immerse myself in (connect with) an experience, the more/less I'll ultimately value it, and it will influence what I do.

5. Inclination Affects Overall Results

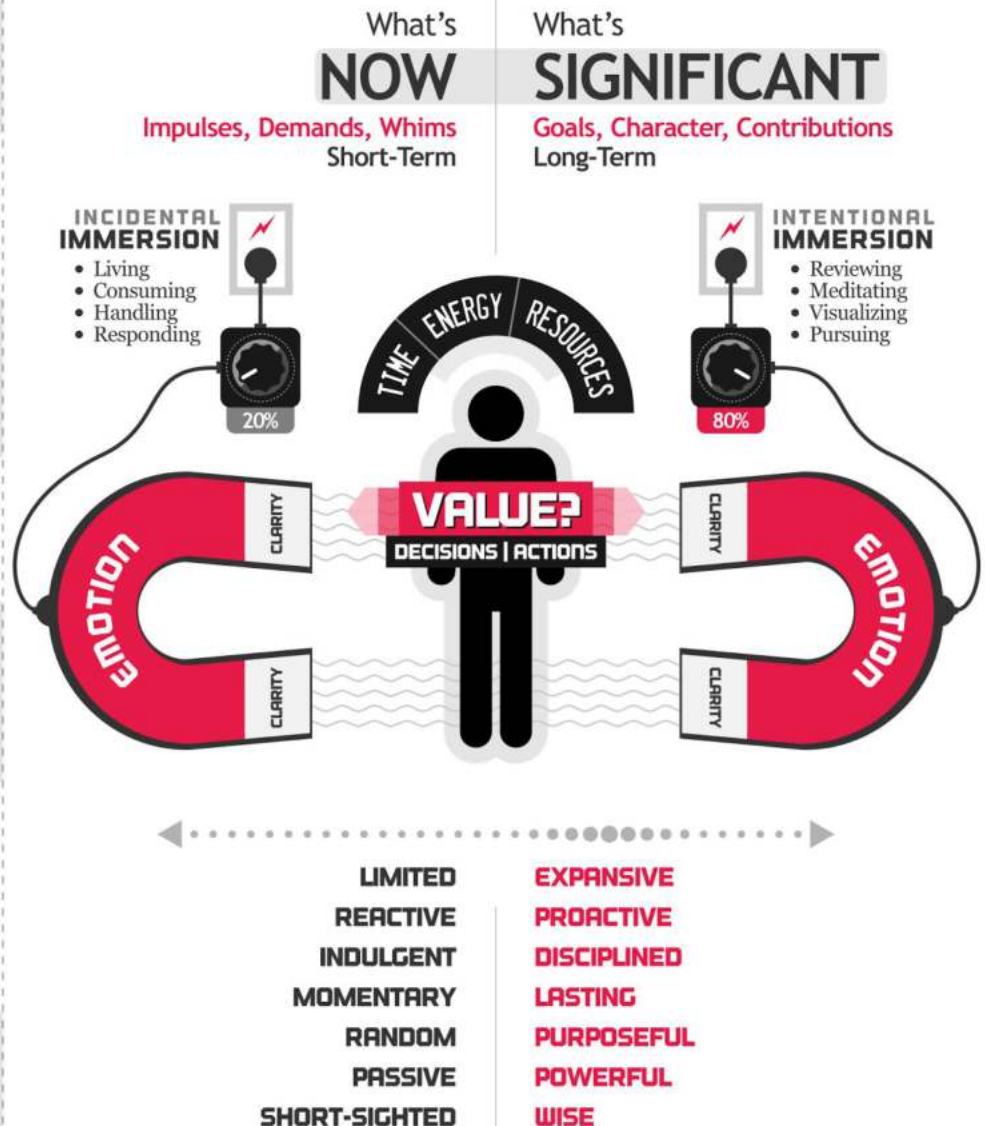
A leaning or inclination to pursue things with immediate, short-term value often leads to a life of frustration, unhappiness, and limited success. A leaning or inclination to pursue things with significant, long-term value often leads to a life of fulfillment, happiness, and substantial success.

6. Without Intention There Is Resignation

If I don't intentionally define and consistently connect with things that have a significant, long-term value to me, by default, what I value and act on will often be the immediate, incidental and impulsive desires (things with short-term value) life presents me because those will be the clearest and most emotionally compelling to me.

7. My Habits Matter

My ability to think clearly and connect with powerful, positive emotions has a considerable impact on my potential to connect with things of significant, long-term value.



To increase the drive, motivation, and desire to do something, give it more value!

Magnitude

Value, significance, consequence, influence, importance, weight

Learning Guide

Intended Lesson For This Map

To demonstrate how what you value (what you give the greatest amount of **magnitude** to) is the driving force behind virtually everything you do, and how changing what you value will change your actions/behavior, thus your overall results.

Understand The Elements Of This Map

The 7 Laws

These laws explain the guiding principles behind how magnitude actually works. While all the laws play an important role in the concept of magnitude, laws 1, 3, 4, and 7 are the most important. In a nutshell: To change who you are and what you do, you **must consistently** get crystal clear and emotionally connected to what's significant and what matters to you (goals, etc.) and eliminate anything out of your life that consistently clouds your thinking and affects your emotions negatively (what you say, what you watch, what you spend your time on, how others influence you).

How It Works

This is an example of how to write a script that describes your perfect day. It should be filled with details and emotional compelling descriptions, but it should be kept simple.

The Bottom Banner

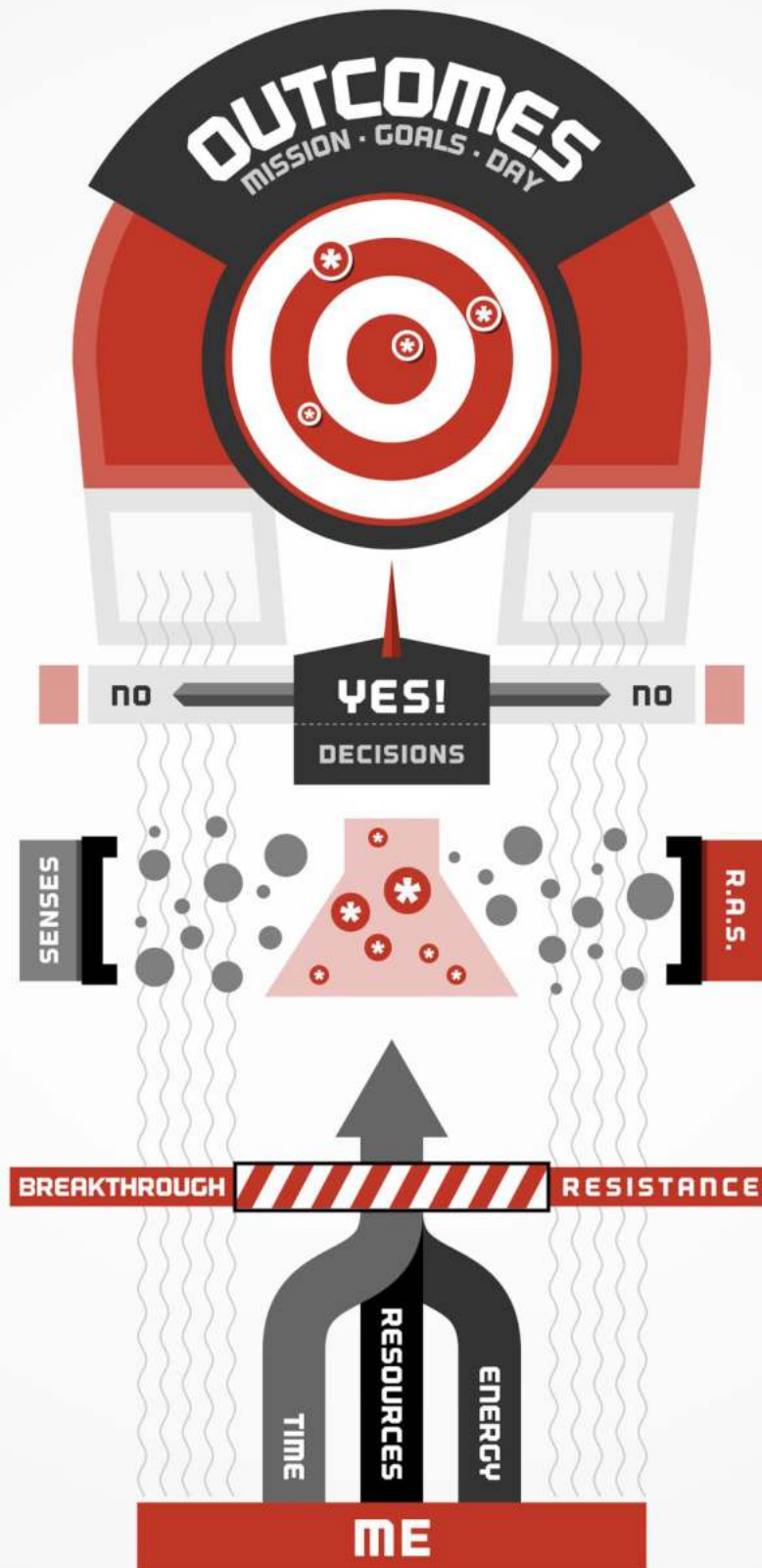
To really connect with the idea of your perfect day, you need to review your script daily - for no more than a few minutes a day. You should not just read the words, but experience all the elements of your day - see it clearly and feel it emotionally.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Review** the 16 characteristics for creating a perfect day
- **Create** the script for your perfect day
- **Print** the script
- **Hang** the script somewhere visible
- **Review** (living) the script daily - seeing the details and feeling the emotions
- **Create** a video slideshow of the script (with pictures and music)

THE **POWER** OF



The Power Of Outcomes (Goals)

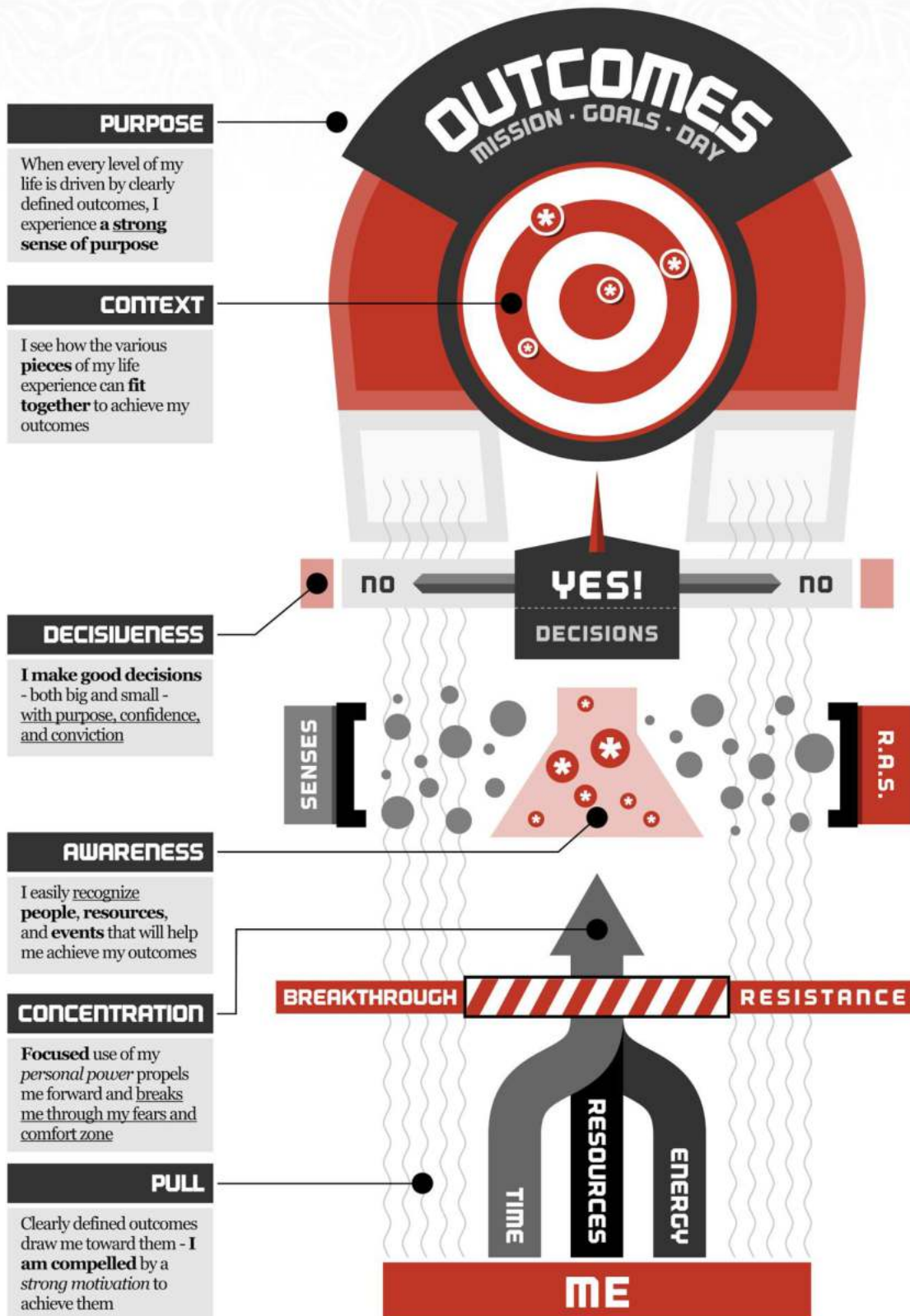
Clear and specific outcomes lead to specific and desired results.

Progress has little to do with speed, but much to do with direction - Unknown

The world makes way for the man who knows where he is going. - Ralph Waldo Emerson

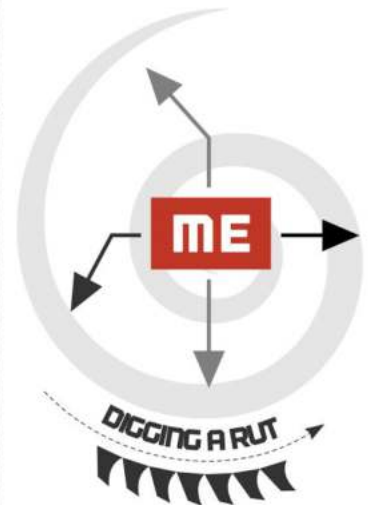
Nothing can add more power to your life than concentrating all your energies on a limited set of targets. - Nido Qubein

In the long run, men hit only what they aim at. - Henry David Thoreau

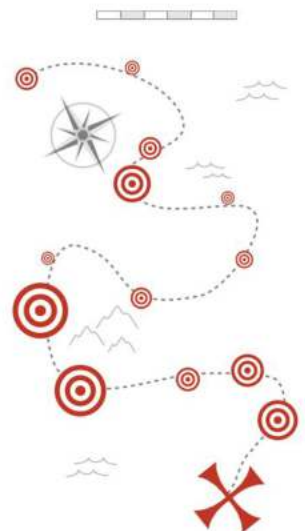


WITHOUTCOMES

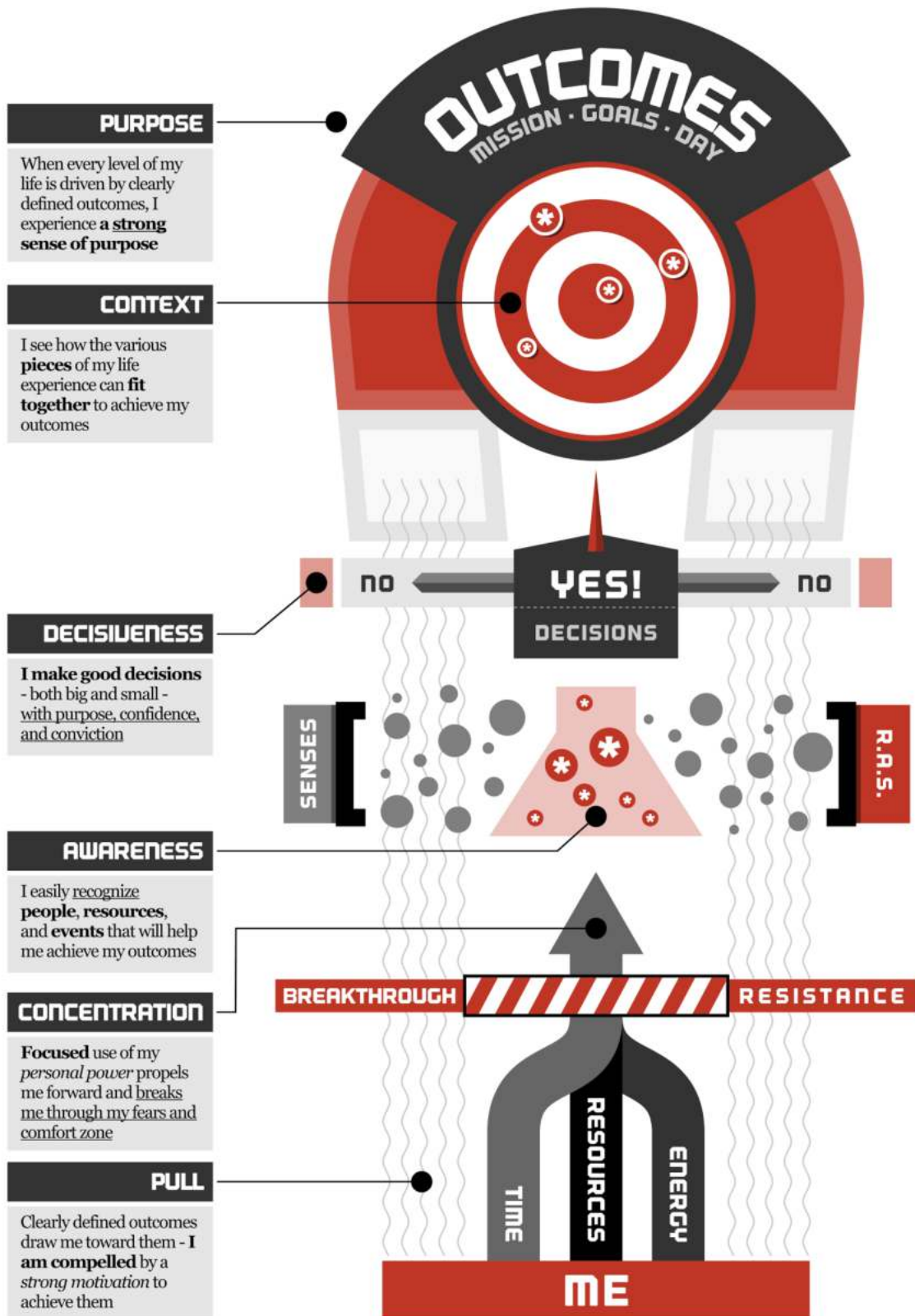
A life without clear and specific outcomes causes an **unfocused use of personal power** (time, energy, and resources), which **pulls me in every direction** - often causing me to go nowhere!



A Life
of Purpose



THE POWER OF



What's the next thing I need to: Do • Change • Eliminate • Practice • Pay Attention To • Review?

Learning Guide

Intended Lesson For This Map

To understand that there is virtually unstoppable power created when you concentrate your time, energy, and resources to achieve clear and emotionally compelling outcomes. Everyone has the ability to access this power, but few tap into because they have never defined significant outcomes that are important to them.

Key Ideas On This Map

PULL

Just the fact that a clearly defined outcome exists causes you to be 'pulled' toward it, like a magnetic force.

CONCENTRATION

Barriers and obstacles often stand between you and what you want. Clearly defined outcomes allow you to concentrate all your personal power to break through that resistance - something otherwise difficult, if not impossible, when your personal power is spent without direction or purpose.

AWARENESS

To achieve most outcomes, you often need access to resources that may not be obvious to you - things that exist in your life and surroundings that your brain may normally 'filter out' of your everyday experience. Outcomes are like programming instructions that tell your brain what to begin noticing and paying attention to that could help you achieve those outcomes. These can often be resources that have always been there, but you never saw them, because your brain filtered them out.

DECISIVENESS

Life is a collection of decisions. All those decisions, added together, lead to the results you get. Clear outcomes allow you to ensure that most of the decisions you make are in alignment with those outcomes and achieving them, as opposed to sidetracking you from them in some way, which easily happens when you make decisions without any clear long-term direction.

CONTEXT

Once you set clear outcomes, you begin to see how to bring to bear all the elements of your life in order to achieve your outcomes - resources that were previously untapped, or used unwisely. Clear outcomes are like a connecting force that gives focus and direction to everything that has at your disposal.

PURPOSE

Having a sense of purpose (a reason for getting up in the morning) is an essential part of a happy life. Clear outcomes give you reasons.

OUTCOMES - Missions, Goals, Day

Outcomes exist in many forms: Your mission in life, goals you want to achieve, and what you want to accomplish each day are some examples.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Examine** your own life to determine whether you are making full use of the power of outcomes!
- **Consider** how the mindset of defining and having clear outcomes in your life could create the changes and experience that you want

Each Day

DO SOMETHING

SIGNIFICANT

FIRST



IT WORKS LIKE A ROLLER COASTER

INITIAL EFFORT - Doing the most significant thing first each day requires real effort
MOMENTUM - Completing what's significant first gives me momentum to do everything else
FINISH - I do what's easiest toward the end of my day, when my momentum is fading

1ST Significant Things

- The most important thing I need to do (usually the thing I want to do least).

2ND Important Things

- Answer emails
- Answer voicemails
- Post something on my blog
- Talk with designer about latest changes
- Work on my presentation

3RD Things To Do

- Search the Web for information
- Check Facebook/Twitter updates
- Read the news
- Water the plants



What's the next thing I need to: Do • Change • Eliminate • Practice • Pay Attention To • Review?

Learning Guide

Intended Lesson For This Map

To appreciate how the *sequence* of what you do each day plays an important role in how much you accomplish. Do what's significant, first, and you'll accomplish more. Leave what's significant for some time later in the day (which will likely be the easier route to go), and you'll probably not do it, because with all the small stuff you've already done, you no longer have the time, energy, or motivation to do something of real significance.

Key Ideas On This Map

The main roller coaster

This part of the illustration shows the process and effect of doing something significant first, each day. Like the first hill of a coaster, doing something significant first each day is going to require some real effort to complete - it's probably going to go slow and it's going to take a considerable amount of energy to finish. But, once you've reached the top (completed something significant), what follows is whole bunch of momentum, which allows you to travel over smaller hills (complete other daily tasks) more easily and faster.

The smaller roller coaster

This shows what happens when you take the opposite approach (go **the wrong way**) by doing what's easy and not as important, first thing each day. You eventually have to face a hill (something significant) that you've seen and had on your mind all day. But, towards the end of the day, that hill tends to appear too difficult to overcome (especially since you've spent all your time and energy on less important things) so you put it off until tomorrow, usually repeating the process.

'It Works Like A Roller Coaster' text

This section explains the similarities between how a roller coaster works and doing something significant first works.

Examples and ideas (at the bottom of the page)

These are examples of things most people do each day, and where they need to fit into the sequence of when they should be taken care of. Keep in mind that what's significant tends to be the thing you least want to do, whether that's to exercise, doing your taxes, or something similar. If the first thing you do each day is easy (read the news, check Facebook, etc.), you're doing it wrong!

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Choose** something significant that you need to do tomorrow, and do it first
- **Evaluate** the experience of doing something significant first, and the results you experienced
- **Approach** each day with this mindset



20 Steps To Achieving Anything

Clarity + Emotion + Action = Achievement.

Great things are not done by impulse, but by a series of small things brought together.
- Vincent van Gogh

You have to learn the rules of the game, and then you have to play better than anyone else.
- Albert Einstein

There are no shortcuts to life's greatest achievements. - Unknown

<div>1</div> <div>★ CLARIFY ★</div> <div>MY GOAL</div> <p>I will write down exactly what it is that I want to achieve. I will include as many <u>details</u> as possible!</p> <div>COMPLETED <input type="checkbox"/></div>	<div>2</div> <div>★ DISCOVER A ★</div> <div>BIG WHY</div> <p>I will write down a list of specific, positive, emotional reasons for achieving the goal, and post the list where I can <u>review</u> it <u>regularly</u>.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>3</div> <div>★ DEFINE ★</div> <div>THE PAIN</div> <p>I will list all the regrets and/or consequences of NOT achieving it (think <i>1, 3, and 5 years into the future</i>).</p> <div>COMPLETED <input type="checkbox"/></div>	<div>4</div> <div>★ CAPTURE ★</div> <div>MY VISION</div> <p>I will create a vision board with pictures (<i>people, places, and things</i>) and words that help me <u>'live' the emotional experience</u> of achieving my goal.</p> <div>COMPLETED <input type="checkbox"/></div>
<div>5</div> <div>★ LEARN WHAT ★</div> <div>I NEED TO DO</div> <p>I will use Google to find books, courses, articles, how-to's, guides, tips, and videos that explain how to accomplish my goal.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>6</div> <div>★ FIND A ★</div> <div>MENTOR</div> <p>I will gather a list of <i>10-20 questions</i> and interview someone who's achieved what I want to achieve.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>7</div> <div>★ DEVELOP A ★</div> <div>PLAN</div> <p>I will develop a <u>simple step-by-step plan</u> containing <i>milestones</i> with <i>dates</i>. I won't know all the details initially, I just need a rough guide.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>8</div> <div>★ CHOOSE ★</div> <div>SOME REWARDS</div> <p>I will choose several <i>small rewards</i> (books, movies, clothes, tools, days off, etc.) to give myself after completing various stages of my goal.</p> <div>COMPLETED <input type="checkbox"/></div>
<div>9</div> <div>★ IDENTIFY ★</div> <div>RESOURCES</div> <p>I will take inventory of what assets I currently have at my disposal, including <i>tools, skills, experience, contacts, websites</i>, etc.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>10</div> <div>★ ELIMINATE ★</div> <div>ROADBLOCKS</div> <p>I will create a <i>simple list</i> of potential roadblocks I could encounter, then decide (in advance) how to quickly overcome them.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>11</div> <div>★ REMOVE ★</div> <div>DISTRACTIONS</div> <p><i>Too much</i> TV, games, over-socializing (in person, on the phone, or online) <u>consume valuable time</u>. I will create a 'time-budget' for these activities.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>12</div> <div>★ ENLIST A ★</div> <div>PARTNER</div> <p>If I know someone who desires the same outcome as me, I will join forces with them - there's real power in synergy!</p> <div>COMPLETED <input type="checkbox"/></div>
<div>13</div> <div>★ MANAGE ★</div> <div>MY TIME</div> <p>I will take <i>the steps</i> within my plan, <i>assign them each a time</i> (30 mins., etc.), then <i>use a timer</i> to focus on completing each of those steps.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>14</div> <div>★ CONNECT ★</div> <div>WITH IT</div> <p>I will regularly turn off all noise (TV, computer, phones, etc.) so I can <u>sit quietly</u> for <i>5-10 mins.</i> to <i>visualize and meditate</i> on my goal.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>15</div> <div>★ MAINTAIN ★</div> <div>MY HEALTH</div> <p>Good health provides energy! I will drink plenty of <u>water</u>, eat <u>healthy foods</u>, <u>breathe deeply</u>, and get some moderate <u>exercise</u>.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>16</div> <div>★ BECOME ★</div> <div>ACCOUNTABLE</div> <p>I will commit to my goal publicly by telling others about it (<i>in person or online</i>). I will share with them both <i>details and progress</i>.</p> <div>COMPLETED <input type="checkbox"/></div>
<div>17</div> <div>★ IMMERSE ★</div> <div>MYSELF IN IT</div> <p>I will surround myself with anything (people, pictures, books, music - whatever) that <u>keeps me immersed</u> in the reality of my goal.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>18</div> <div>★ TAKE ★</div> <div>SPECIFIC ACTION</div> <p>I will take at least 1 action toward achieving my goal each day - <u>even if it's something small</u>.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>19</div> <div>★ STAY ★</div> <div>EXCITED</div> <p>I will keep myself excited about my goal by adopting a 'What if UP' mindset: <i>What if I do better than expected? What if it all goes right?</i> Etc.</p> <div>COMPLETED <input type="checkbox"/></div>	<div>20</div> <div>★ REVIEW ★</div> <div>MY PROGRESS</div> <p>I will spend <i>5-10 mins.</i> a week reviewing the progress I am making toward my goal, and <u>make any changes as necessary</u>.</p> <div>COMPLETED <input type="checkbox"/></div>

20 Steps To Achieving Anything

A step-by-step plan for achieving anything.

Learning Guide

Intended Lesson For This Map

To help you understand that successfully achieving something is rarely the result of chance, but it requires following a proven blueprint, or step-by-step plan. These 20 steps are designed to help you clarify your goal (to define and see it clearly - including specifics and details), and to help you regularly connect with it on an emotional level.

Understand The Elements Of This Map

The 20 Steps

Each of the 20 Steps is action-oriented - each one begins with a verb! The action for the individual steps is self-explanatory. The steps should be completed in the order shown.

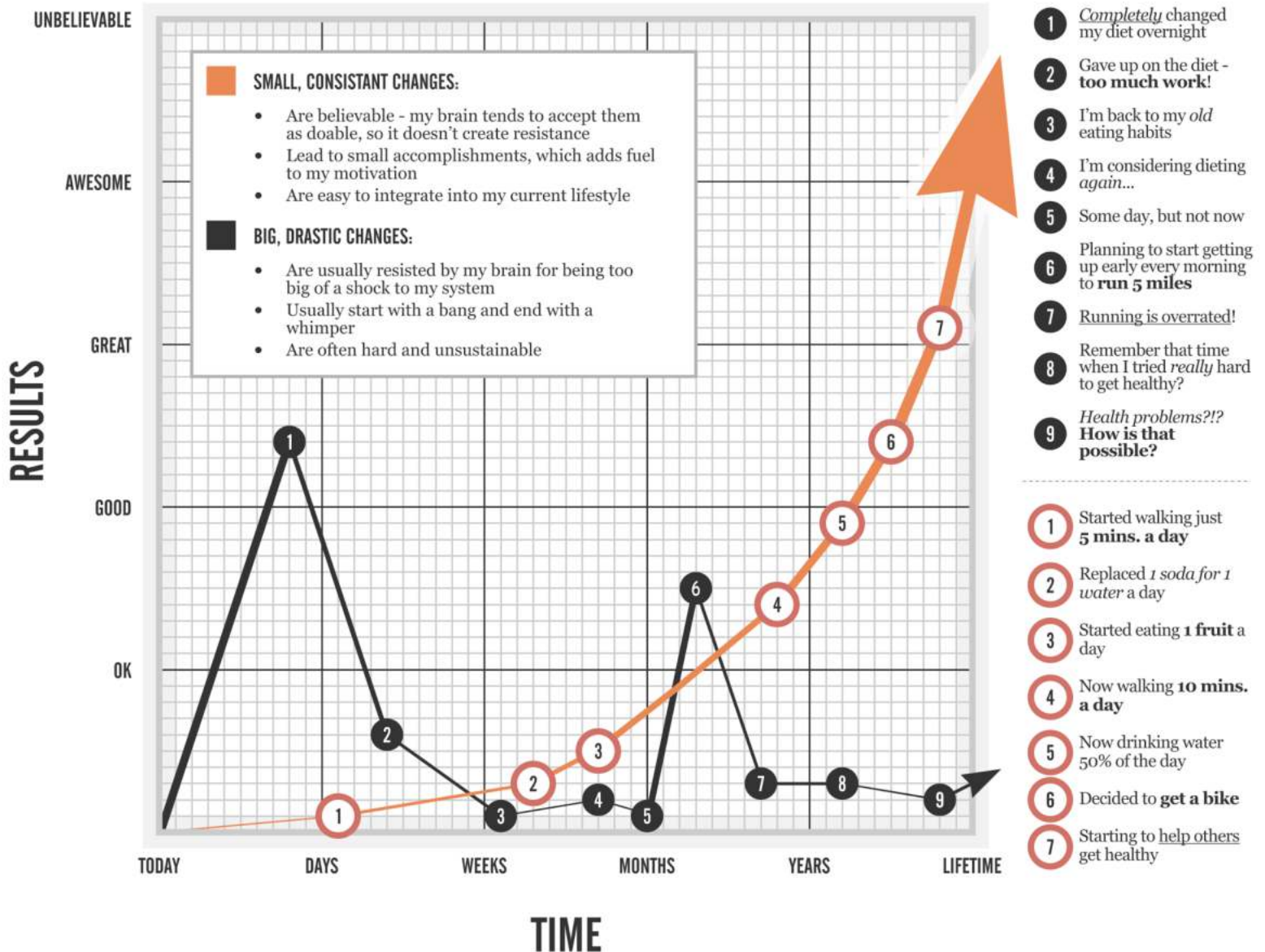
Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Review** the entire 20 Step plan
- **Create** a personal plan, beginning with Step 1

Small Changes *Versus*

« BIG » CHANGES



- 1 Completely changed my diet overnight
- 2 Gave up on the diet - **too much work!**
- 3 I'm back to my *old* eating habits
- 4 I'm considering dieting *again...*
- 5 Some day, but not now
- 6 Planning to start getting up early every morning to **run 5 miles**
- 7 Running is overrated!
- 8 Remember that time when I tried *really* hard to get healthy?
- 9 *Health problems?!?*
How is that possible?

- 1 Started walking just **5 mins. a day**
- 2 Replaced *1* soda for *1* water a day
- 3 Started eating **1 fruit** a day
- 4 Now walking **10 mins. a day**
- 5 Now drinking water 50% of the day
- 6 Decided to **get a bike**
- 7 Starting to help others get healthy

The winner is...

Small Changes x Repetition (Over Time) = Success

Learning Guide

Intended Lesson For This Map

To demonstrate that *small* changes - including those that seem almost too insignificant to often matter, when done consistently, are a more powerful force for long-term improvement than **BIG**, drastic changes.

Key Ideas On This Map

The graph

Tied with the information listed along its right side, the graph demonstrates the general results you get when attempting big changes (shown in black) vs. small changes (shown in orange). Attempting to make big, drastic changes can often lead to some huge results initially (shown as spikes in the black line), but over time, these drastic changes tend to be unsustainable, leaving you back where you originally started - with little to no improvement. On the other hand, the orange line shows that when small changes are made, there are no spikes in results, and the results can often be subtle, but if maintained, the effects of these small changes continue to compound, causing massive improvement over time (weeks, months, years).

Inside the graph

This box gives a simple explanation as to why small changes work and big changes don't.

The 'formula' banner (bottom of page)

When it comes to making sustainable changes in life, this formula represents the essential mindset to adopt in order to be successful doing it.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Examine** your own beliefs and experience with change - have you tried to improve your health, relationships, etc. using drastic changes in the past? What were the results?
- **Choose** one area of your life (your health, relationships, productivity) that you would like to improve, then identify 3 small changes you could make to experience that improvement, then implement the first change, work on it until you see great results, move onto the second change, and so on

The Power Of Making Small Changes

Over time, a bunch of small changes compound to create a **BIG** change.

Nothing is particularly hard if you divide it into small jobs. - Henry Ford

Success is earned in the moment to moment decisions that in themselves make no visible difference whatsoever, but the accumulated compounding effect is profound. - Darren Hardy

Great acts are made up of small deeds. - Lao Tzu

UNBELIEVABLE

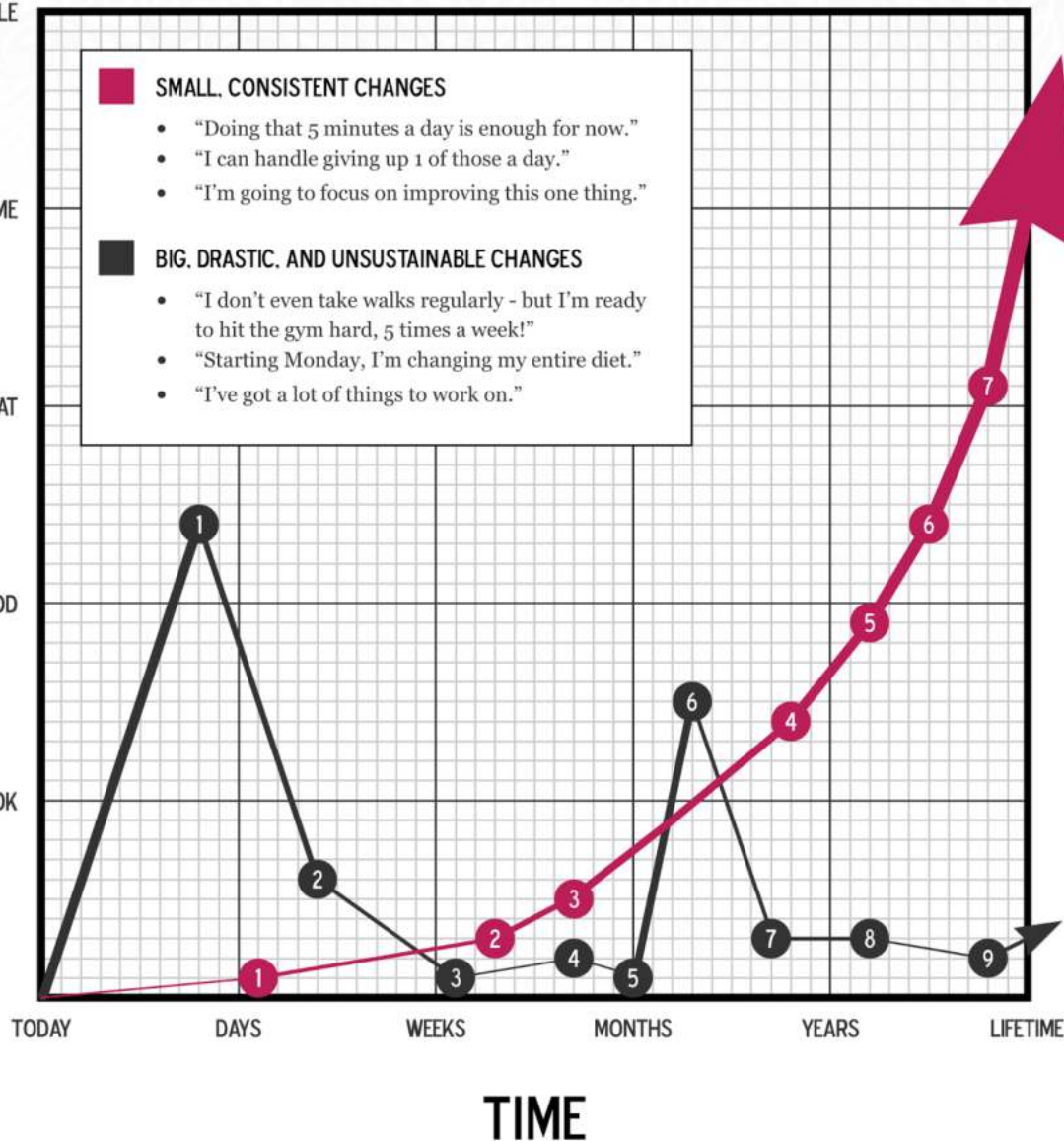
AWESOME

GREAT

RESULTS

GOOD

OK



- 1 Completely changed my diet overnight
- 2 Gave up on the diet - **too much work!**
- 3 I'm back to my *old* eating habits
- 4 I'm considering dieting *again...*
- 5 Some day, but not now
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- 7 **Running is overrated!**
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- 9 *Health problems???* **How is that possible?**

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- 7 Starting to **help others** get healthy

✳ **Formula:** Small Changes x Repetition (Over Time) = **Success**

WHAT'S MY APPROACH TO LONG-TERM CHANGES IN LIFE?

BIG &
unsustainable

or

SMALL &
BELIEVABLE



ACTIVITY - "You can't improve what you don't measure."

JAN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

FEB	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29			

MAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

APR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30		

MAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30		

JUL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

AUG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

SEP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30		

OCT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

NOV	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30		

DEC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

Learning Guide

Intended Lesson For This Map

To provide a simple visual tool/system for helping you to achieve significant goals in life by making the process of taking small but consistent action on them something that becomes habitual. The concept of *'Don't Break The Chain'*, for which this map is based, was reportedly developed by Jerry Seinfeld (yes, *that* Jerry Seinfeld) for doing this.

Key Ideas On This Map

ACTIVITY box

Use this box to write down the goal, habit, or activity you want to focus on taking action on consistently.

Date boxes

Every day that you take a little action toward the achievement of the activity you've chosen, mark that date down on the page (with a fat, red X, if possible). Each day that is crossed off is another 'link in the chain' you're building for the achievement of the activity. Build the chain as long as you can without breaking it (missing a day of action). Tracking your progress visually in this way gives you the motivation you need to keep progressing forward - you don't want to 'break the chain', especially after it's reached a significant length.

Tips

- **Put it where you can see it** - For this strategy to really work effectively, print the main map page and place it somewhere you can see it regularly.
- **When you break the chain...** - If you *do* break the chain, don't beat yourself up about it - start rebuilding it again tomorrow.
- **Work on one activity at a time** - Focus on building chains for one activity at a time. It can be a big enough challenge to build a chain for a single activity, building multiple chains at the same time can feel overwhelming, causing you to give up more easily on both. Once you've built a significant chain for one activity, begin another chain (while maintaining the previous chain as long as you feel necessary).
- **Choose a time limit** - In order to be as effective as possible, decide in advance how much time constitutes 'taking action' on the activity in order for it to be marked down. This will help you to avoid marking down 10 or 30 seconds of action, which tends to not lead to any significant results, and defeats the purpose of the system.
- **When things happen** - Sometimes sickness, vacations, or other events in life, could be considered legitimate reasons for not taking action on an activity on a particular day. If you feel that skipping a day or several days due to these kinds of events is acceptable, then have a process in place for dealing with them. Mark the day in a different color, put an *S* or a *V* (for *sickness* or *vacation*) in the date box, or something similar.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Choose** an activity that you would like to take action on daily - whether it's to do something consistently toward achieving a goal, or a new habit you'd like to incorporate into your life (writing a blog post, exercising, going through a morning success routine, stop nail-biting, etc.)
- **Write** down the name of the activity in the *Activity* box at the top of the page
- **Take action** on your intended activity, and every day that you do, place an *X* in the appropriate date box
- **Build** your 'chain' by daily taking action on the activity you've chosen

Use Action Words!

Verbs are powerful motivators!

Life is a verb. – Charlotte Perkins Gilman

Handle them carefully, for words have more power than atom bombs. – Pearl Strachan Hurd

Make generous use of verbs – you'll be amazed at how much you accomplish! – Unknown



Verb: A word that conveys an action.

Use Action Words!
Verbs are powerful motivators!

Learning Guide

Intended Push For This Map

For you to understand the real power of using action-words (verbs) to 'command' your brain to get things done.

Understand The Elements Of This Map

The Words

These are a sample of the kinds of action-words that can be used in various life-scenarios (see below)!

When

These are a few scenarios where using action-words would be useful.

How

Here's a comparison between stating things that need to be done, with and without the use of action-words. Without action-words, each statement is unclear (what exactly does 'Book project' mean?!?) and weak (there's no command to do anything with it). With action-words, what needs done with each item becomes clear and specific, and your brain is given a command to take action on it).

The 'Verb:' Banner

Identifies what an action-word *really* is: A verb!

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Say** out loud, the action-words shown - do it quickly and observe how it makes a difference in your level of motivation
- **Identify** some additional scenarios where using action-words would be useful
- **Practice** using action-words to create a written to-do list, or to delegate a task to someone

Action



• DEFINITION •

1. *To exert force or power.*
2. *The state or process of acting or doing.*
3. *An act of will.*

• SYNONYMS •

life, power, energy, doing, accomplishment, motion

• MINDSET •

1. *Why do I easily take **action**?*
2. *Why do my **actions** support my goals?*
3. *Why do I take **action** with intention and purpose?*

Action



• DEFINITION •

- 1. To exert force or power.*
- 2. The state or process of acting or doing.*
- 3. An act of will.*

My Perfect Day

Everything I would do, see, and experience if I could create my perfect day.

The best dreams happen when you're awake. - Unknown

You can't live a perfect day without doing something for someone who will never be able to repay you. - John Wooden

Isn't this great? The salty sea air! The wind blowing in your face! *sigh* Perfect day to be at sea! - Eric (The Little Mermaid)

Today is a perfect day for a perfect day! - Unknown

27 MY PERFECT DAY!

A day so perfect, I would be very happy to live it over again and again!

Create a Script

* Write It Down

Begin with the following statement:

I love these things...

Follow that with a list of things I enjoy doing, including as many details as possible. For example:

I love these things:

- Waking up refreshed in the morning in Naples, Florida
- Seeing the early morning sunshine, hearing the chirping of the seagulls, and smelling the fresh ocean air
- Making a healthy breakfast of fresh fruit salad, toast, and a hot cup of black tea and enjoying it while talking with my wife
- And so on...

Each item on the list should be a highlight of my perfect day.

Update It
Continue to improve it as the inspiration hits me

Make A Video
Using pictures and music, create a video slideshow

 Waking Up: What's the time? What's the first thing I see, hear, and smell?	 My Morning: How do I spend my morning - what activities and with whom?
 My Location: Where do I live - the beach, mountains, country, or city?	 Lunch: What's the setting, what am I eating, who's with me?
 My Bedroom: What's it look like - the walls, furniture, floors, pictures, etc.	 My Afternoon: How do I spend my afternoon - what activities and with whom?
#1 1st Thing: What's the very 1st thing I do after waking up?	 Dinner: What's the setting, what am I eating, who's with me?
 Breakfast: What's the setting, what am I eating, who's with me?	 My Evening: How do I spend my evening - what activities and with whom?
 Style & Dress: How have I decided to dress for today (clothes, shoes, accessories)?	 Friends: Who are my friends, what are they like, and why do I like them?
 My House: Describe the walls, furniture, layout, floors, windows, exterior	 Free Time: Do I spend time I relaxing/ learning, where, and with whom?
 My Neighborhood: What does it look like - the houses, streets, trees, etc?	 Going To Bed: Before bed, do I read to my kids, sit outside, or enjoy a movie?

★
LIVE IT
Daily
★

See It CLEARLY

Details, People, Colors, Sounds, Smells

Feel It EMOTIONALLY

Happiness, Joy, Excitement, Fun, Contentment

3-5 MINUTES A DAY

My Perfect Day

Everything I would do, see, and experience if I could create my perfect day.

Learning Guide

Intended Lesson For This Map

For you to experience living your perfect day (visually and emotionally), and for you to have a tool (your script) that will allow you to relive that experience daily, which will inspire you to act in a way that is conducive to making your perfect day a reality.

Understand The Elements Of This Map

16 Characteristics Of My Perfect Day (left side of page)

These idea-starters help you to define the various characteristics of your perfect day. It's essential that when you write down the characteristics of your perfect day, you focus on details (numbers, sizes, colors, etc.) and descriptions that are emotionally compelling!

Creating A Script (right side of page)

This is an example of how to write a script that describes your perfect day. It should be filled with details and emotional compelling descriptions, but it should be kept simple.

Living It Daily (bottom of page)

To really connect with the idea of your perfect day, you need to review your script daily - for no more than a few minutes a day. You should not just read the words, but experience all the elements of your day - see it clearly and feel it emotionally.

Updates And Video (right side of page)

You are encouraged to update your script as needed, as well as turn it into a video slideshow.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Review** the 16 characteristics for creating a perfect day
- **Create** the script for your perfect day
- **Print** the script
- **Hang** the script somewhere visible
- **Review** (living) the script daily - seeing the details and feeling the emotions
- **Create** a video slideshow of the script (with pictures and music)

Do I Click?

Instead of mindlessly clicking, I will first have a good reason to do so.

We say we waste time, but that is impossible. We waste ourselves. - Alice Bloch

It's not hard to make decisions when you know what your values are. - Roy Disney

It has been my observation that most people get ahead during the time that others waste. - Henry Ford

Does it **directly impact** my life?

Should I be **doing something else** right now?

Do I Click?



Is it **positive**?

Does it **add real value** to my life?

~~Today's Headlines~~ Nonsense:

[A Story FULL Of Misery, Pain, And Despair - Read More To Get Depressed!](#)
[Singing Star Misplaces Car Keys...Then Finds Them - See Exclusive Photos!](#)
[Woman You Don't Even Know Does Something You Couldn't Care Less About!](#)
[Defendant Lies: Watch Shocking Video Of Her Lying And Get MAD About It!](#)

👍 **Your Friends Liked:** [I just ate the best pickle ever - I give it 5 stars!](#)

📺 **Today's Viral Video:** [Pigeon on a treadmill](#)

THE COST

\$ TIME.00
20 Mins. Wasted A Day
x 365 Days

= 2.5 Work Weeks A Year

\$ ATTENTION.00
Garbage In - Garbage Out

LOOK BENEATH THE SURFACE

It's a sure thing!

No it's not!

It's harmless!

It's effects aren't

He's/She's OK!

I'm not really sure

It's fun!

The consequences aren't

It's easy!

Experience says otherwise

Illusion

Reality

BARRIERS TO GOING DEEPER: Popularity - Gratification - Habit - Apathy - Fear

GO DEEP

With Questions:

- Have I clearly identified the negatives?
- Is it something that strengthens my values and beliefs, or does it conflict?
- What would someone I respect say about it?
- Is my desire to 'enjoy myself' or 'feel good' clouding my good judgment?
- Is it really something that adds value to my life?
- How will I know if I'm being deceived?
- **What's the illusion?!?**

Your life will change dramatically when you realize that 'feels good' and 'is good' do not mean the same thing! - Unknown



What's the next thing I need to: Do • Change • Eliminate • Practice • Pay Attention To • Review?

Learning Guide

Intended Lesson For This Map

To understand that not everything that appears 'on the surface' to be good, harmless, and enjoyable, really is! And to emphasize the need to adopt a mindset of looking beneath what's visible (what's often an illusion of reality) in order to discover truth.

Key Ideas On This Map

Above The Surface: The Top Of The Iceberg

An iceberg is the perfect metaphor for understanding the principle idea of this map - that what you see on the surface is only a *small* part of reality. The top of an iceberg is what's easily visible, and it can appear beautiful, bright, and shiny, and it doesn't take much to be deceived and drawn closer to it, not fully understanding what lies beneath the surface. People, beliefs, what you feed your mind, opportunities you're presented, and the choices you're given, are all elements that have the potential to appear to be good things 'on the surface' but once you look beneath the surface, may be something totally different in reality.

Beneath The Surface: The Bottom Of The Iceberg

What's unseen - beneath the surface - is more massive than what is seen, and it can have a greater overall impact on your results, whether you choose to look for it or not. It's not immediately visible, but requires effort to see and explore completely. What's discovered here is typically closer to long-term reality. The dots at the bottom-tip of the iceberg have dotted lines that lead 'statements of reality' that are shown above the surface. This part of the illustration is used to symbolize what you see when dig deeper.

Barriers

While looking beneath the surface has massive benefits, often times, people still don't it - they allow what they see on the surface to drive their thinking and decisions. What prevents them from looking beneath the surface?

- It may be something popular, which to them means it must be good
- It may make them feel good, which they 'think' means it *must* be good
- It may be something they do automatically - out of habit
- They just don't care
- They may be afraid of what they might find if they look below the surface

The 'GO DEEP' Questions

These are questions that allow you to dig deeper into something, in order to help you discover a truer picture of the real effects it could have in your life. The question, '**What's the illusion?!?**' is highlighted because it's a simple, easy-to-remember question to ask yourself when presented with choices in life.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Think** about the people you associate with, things you feed your mind, opportunities you have, and decisions you're about to make, and ask yourself if you've really looked beneath the surface
- **Ask** yourself if you allow popularity, gratification, habits, apathy, or fear to prevent you from looking beneath the surface of something in your life
- **Adopt** the the mindset of asking yourself: **What's the illusion?!?**

LOOK BENEATH THE SURFACE

It's a sure thing!

No it's not!

It's harmless!

It's effects aren't

He's/She's OK!

I'm not really sure

It's fun!

The consequences aren't

It's easy!

Experience says otherwise

Illusion

Reality

BARRIERS TO GOING DEEPER: Popularity - Gratification - Habit - Apathy - Fear

GO DEEP

With Questions:

- Have I clearly identified the negatives?
- Is it something that strengthens my values and beliefs, or does it conflict?
- What would someone I respect say about it?
- Is my desire to 'enjoy myself' or 'feel good' clouding my good judgment?
- Is it really something that adds value to my life?
- How will I know if I'm being deceived?
- **What's the illusion?!?**

Your life will change dramatically when you realize that 'feels good' and 'is good' do not mean the same thing! - Unknown

Make Knowledge Powerful

The difference is action!

Knowledge is of no value unless you put it into practice. - Anton Chekhov

To make a deep mental path, we must think over and over the kind of thoughts we wish to dominate our lives. - Henry David Thoreau

We are drowning in information and starved for knowledge. - Anonymous

To know and not to do is not to know. - Proverb

Knowledge Without **ACTION** Is Worthless



Knowledge should affect me - change how I think or what I do!

Choose
Quality
Over Quantity

A single idea that I think about and put to use, is more powerful than 100 ideas that I discover and do nothing with.

IDEAS I'VE BEEN EXPOSED TO:



HOW MANY AM I REALLY USING?



Do I Lack Information Or Do I Lack Implementation?

I MUST DO MORE THAN:

- Highlight text
- Underline words
- Take notes...

I MUST:

- Improve
- Change
- Do!

I NEED TO BE **REMIND** MORE THAN I NEED TO BE **INSTRUCT**



Everything has been said before, but since nobody listens we have to keep going back and beginning all over again. - Andre Gide

Knowledge Without **ACTION** Is Worthless



Do I need more information or more implementation?

I MUST DO MORE THAN:

- Highlight text
- Underline words
- *Take notes...*

I MUST:

- Improve
- *Change*
- **Do!**



What's the next thing I need to: Do • Change • Eliminate • Practice • Pay Attention To • Review?

Knowledge Without **ACTION** Is Worthless



Do I need more information or more implementation?

Learning Guide

Intended Lesson For This Map

To understand that, while consuming knowledge is important, it's not enough. The real power of knowledge comes from doing something with what you learn - taking action on it!

Key Ideas On This Map

Knowledge Without Action Is Worthless

If you learn something valuable, and you don't do something with it - change how you think or what you do, then consuming that knowledge was largely pointless.

Do I need more information, or more implementation?

Not getting the results you want? Ask yourself: Is my challenge that I don't know what to do, or is it that I know what to do, but I'm just not taking action on it? Implementing a single idea can have a greater impact on your life than simply knowing 100 ideas that you never do anything with.

Living It Daily (bottom of page)

A bookshelf full of books where you've captured key ideas (underlining or highlighting words and phrases, or taking notes) does not mean you're doing something with what you learn. It means you're good at capturing ideas. Take those ideas and actually start using them in your life - that's what truly makes the difference in the learning experience.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Evaluate** your learning routine - are you really doing something with what you learn, or does it just make you feel good to know you learned it?
- **Ask yourself:** Am I currently trying to solve a problem by consuming more knowledge, when what I really need to do is implement what I already know?
- **Identify** 3 things that you've learned recently that you will to put into action right away - write them down and review them daily!
- **Learn and implement** 1 new thing in your life at least once a week

I NEED TO BE **REMINDED** MORE THAN I NEED TO BE INSTRUCTED



Planting and nurturing a single seed will bear more fruit than an exploration to find more seeds. - Unknown



EUREKA!

I NEED TO BE **REMINDED** MORE THAN I NEED TO BE **INSTRUCTED**



Planting and nurturing a single seed will bear more fruit than an exploration to find more seeds. - Unknown

Learning Guide

Intended Lesson For This Map

To appreciate that it is often better to consistently review and think about important ideas you already know, than it is to continue to search for completely new ideas. Mastering and 'owning' several important ideas is typically going to have a greater impact on your results than consuming a bookshelf of ideas.

Key Ideas On This Map

The shovel (digging) illustration

The reason why it's so important to consistently review and remind yourself of specific ideas is because each time you do, you understand them at a deeper level, until you eventually experience a *Eureka!* moment, and the idea begins to effect your thinking and behavior (your results), which is what you want great ideas to do. On the other hand, when you constantly search for new idea, after new idea, after new idea, and rarely take the time to absorb any of them, you eventually know a lot, but change very little.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Choose** 3 important ideas and strategies that you know would have a significant impact on your life if they were to become 2nd nature to you - *write them down*
- **Review** those ideas for the next 7-10 days - spend a couple minutes each day thinking about why they're important, how you can implement them, and the results you see when you do
- **Repeat** the process, once you feel you've absorbed the previous 3 ideas to the point where they're affecting the results you see in your life
- **Do it** again, again, and again

How To: Learn Like A Genius

I will learn with a purpose and have a system for doing it efficiently.

Genius is one percent inspiration and ninety-nine percent perspiration. – Thomas A. Edison

Genius is not so much about new ideas as it is about clarity of ideas. Two people can have the same idea yet it will be genius in the one and mediocrity in the other. – Kevin Solway

Learning is not a spectator sport. – D. Blocher

HOW TO

{ LEARN LIKE A } Genius



– flow + purpose + focus + efficiency x review = genius

1. I Will Slow Down
The Incoming Flow
Of Information

I DON'T NEED MORE KNOWLEDGE (BOOKS, MAGAZINES, WEBSITES, ETC.), UNTIL I DO SOMETHING OF **VALUE** WITH THE KNOWLEDGE I ALREADY HAVE.

2. I Will Have
A **WHY**

BEFORE I CONSUME INFORMATION OF ANY KIND, I WILL UNDERSTAND CLEARLY **WHY** I WANT TO CONSUME IT. WHAT, SPECIFICALLY, AM I LOOKING TO IMPROVE OR CHANGE?

3. I Will Look For
Key Ideas

I WILL LOOK FOR **KEY** IDEAS, STATEMENTS, AND STRATEGIES – ANYTHING THAT CAN BE **SUMMED UP** IN A WORD, SENTENCE, OR TWO SENTENCES, AT THE MOST.

4. I Will Think
About It –
Visualize It

I WILL **THINK** ABOUT WHAT I LEARN AND HOW TO APPLY IT. I WILL **VISUALIZE** SCENARIOS OF ME USING IT.

5. I Will Use A
Knowledge
Capturing
System

I WILL CREATE A SERIES OF **KNOWLEDGE PAGES** (PERHAPS IN A NOTEBOOK) – **ONE TOPIC PER PAGE**.

Health	Money	Dogs

I WILL CAPTURE NEW IDEAS AS **SHORT SENTENCES** AND ADD THEM TO THE APPROPRIATE PAGE AS BULLET POINTS (AND INCLUDE SIMPLE DRAWINGS WHEN NEEDED).

Health	Money	Dogs
• Idea • Idea • Idea	• Idea • Idea • Idea	• Idea • Idea • Idea

6. I Will Regularly
Review **CORE**
Knowledge

I WILL **REGULARLY REVIEW** ANY KNOWLEDGE THAT IS IMPORTANT TO ME, BECAUSE HAVING IT CLEAR IN MY MIND IS THE ONLY WAY I'LL BE MOTIVATED TO USE IT.

The Evolution Of A Breakthrough

Success often comes at the moment failure seems most certain

The temptation to quit will always be the greatest right before you're about to succeed. - Proverb

Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new. - Brian Tracy

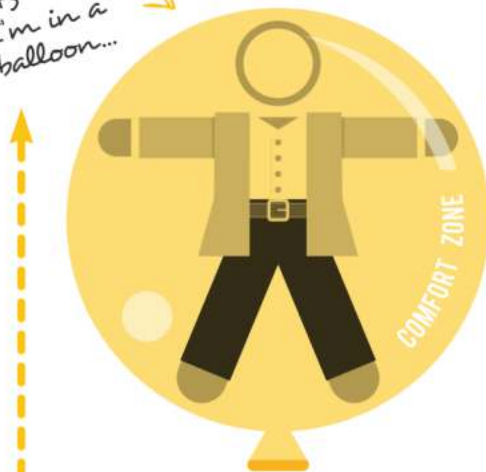
Breakdowns can create breakthroughs. Things fall apart so things can fall together. - Unknown

1. AHH...

COMFORT

- No worries
- Life is good
- I'm comfortable

It's like I'm in a balloon...

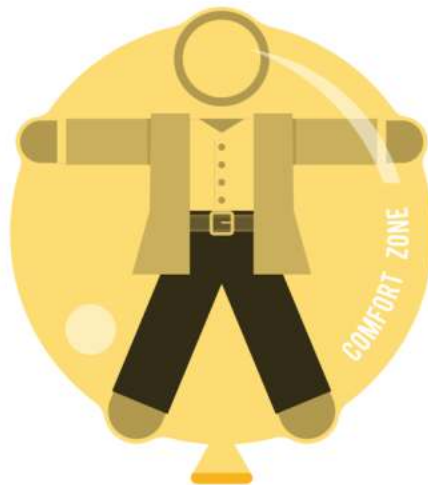


There's plenty of room to move around in here!

2. HMM...

GROWTH

- Maybe I can...
- Starting Monday...
- I'm going to change this...

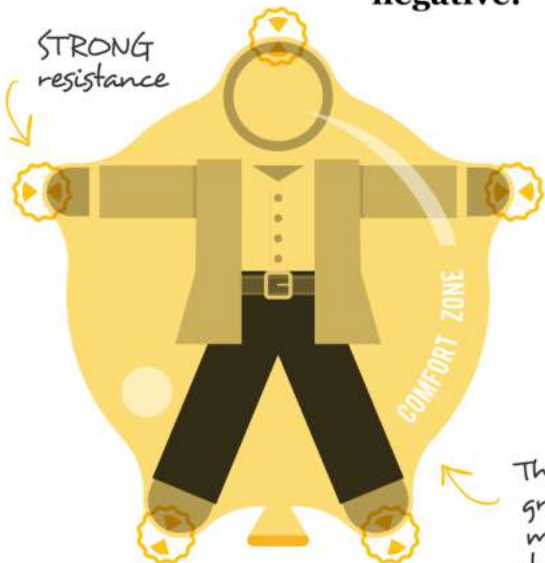


3. YIKES!

RESISTANCE

- I'm uncomfortable
- I should give up!
- This *positive* change sure feels negative!

STRONG resistance



GIVE UP

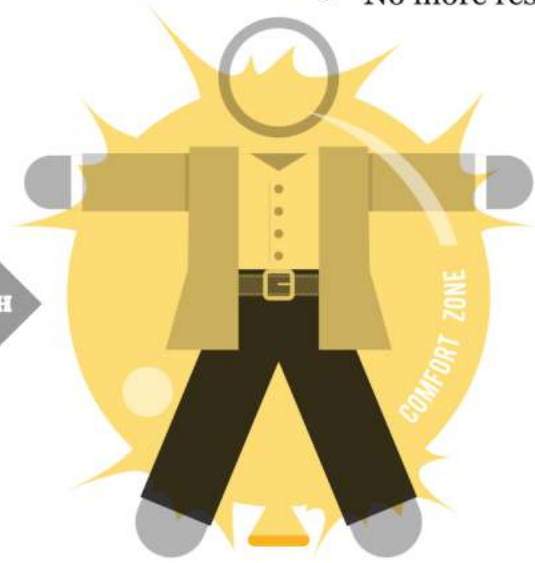
PUSH • PUSH • PUSH

The more I grow/push, the more resistance to change I feel

4. WOW!

BREAKTHROUGH

- I did it!
- This is awesome!
- Nothing can stop me!
- No more resistance!



The Evolution Of A Breakthrough

Success often comes at the moment failure seems most certain

Learning Guide

Intended Lesson For This Map

For you to understand the entire process of growing, changing, and experiencing a breakthrough, and to appreciate that you often have to deal with considerable resistance (which can be uncomfortable) before a breakthrough can happen - it's not always easy.

Understand The Elements Of This Map

The Balloon Metaphor

Growing and experiencing a breakthrough is similar to what it would feel like to live inside a big balloon, and grow beyond its boundaries. The balloon represents the your comfort zone.

1. AHH...

This represents life as it normally feels - with things going along as they always do. It's a relatively comfortable state, with relatively few challenges.

2. HMM...

When you set out to change or better yourself in some way, you begin to grow, which makes you a little bigger inside your comfort zone. At this point, there's a little bit of resistance to growing, but it doesn't feel too bad, so why not continue to grow, right?!?

3. YIKES!

At this stage in the process, growth is creating a level of uncomfortable resistance (the barrier of the comfort zone is being pushed against hard, and it's pushing back - like the skin of a balloon). This is usually when growing begins to feel like a struggle. The fact that growing no longer seems fun and productive causes many people to simply give up and 'shrink' back to what they used to be (as shown in Step 1, AHH...). This is largely due to the perception that that doing the right things to achieve a worthwhile goal should be easy, which is usually not the case. At this point, if you realize that resistance to change is expected, and if you continue to push, push, push, you can experience the next stage...

4. WOW!

This is when you, as a result of your persistence and determination, experience a 'breakthrough' (of breaking-through the confines of your current comfort zone). This can happen very quickly, and often brings with it a sense of liberation. After this, you return to Step 1.

Next Actions For This Map

Next Actions are practical suggestions for immediately putting this map to use.

- **Identify** a worthwhile goal or outcome that could require growth and change
- **Identify** the potential challenges that eventually may need to be overcome to reach that goal - be clear and specific
- **Plan** in advance what needs to be done to address those challenges when they show up
- **Thing about** the feeling of experiencing a breakthrough, and its long-term effects in life

Let It Go

I will release anything in my life that slows down my forward progress.

Nothing can drag you down if you're not holding on to it. - Unknown

Incredible change happens in your life when you decide to take control of what you do have power over instead of craving control over what you don't. - Steve Maraboli

Indiana... let it go. - Professor Henry Jones (Indiana Jones and the Last Crusade)

RELEASE. FREE. LIBERATE. UNCHAIN. PARDON. CLEAR. FORGIVE

Let It Go!

ANGER
THE PAST
MISTAKES
REJECTION
RESENTMENT



My Progress In Life
Which direction do I want to go?



THINK ABOUT IT...

WHAT COULD HAPPEN IF I DO LET IT GO?

WHAT COULD HAPPEN IF I DON'T LET IT GO?

WHAT IS IT COSTING ME TO HOLD ON TO IT?

IF NOT NOW, THEN WHEN - WHAT WILL IT TAKE?

HOW CAN I VIEW IT AS AN OPPORTUNITY?

“AHHH...”

F R E E D O M !

Positive



• DEFINITION •

1. *Expecting the best.*
2. *Constructive in intention or attitude.*
3. *Showing optimism and confidence.*

• SYNONYMS •

certain, affirmative, encouraging, optimistic, upbeat, enthusiastic

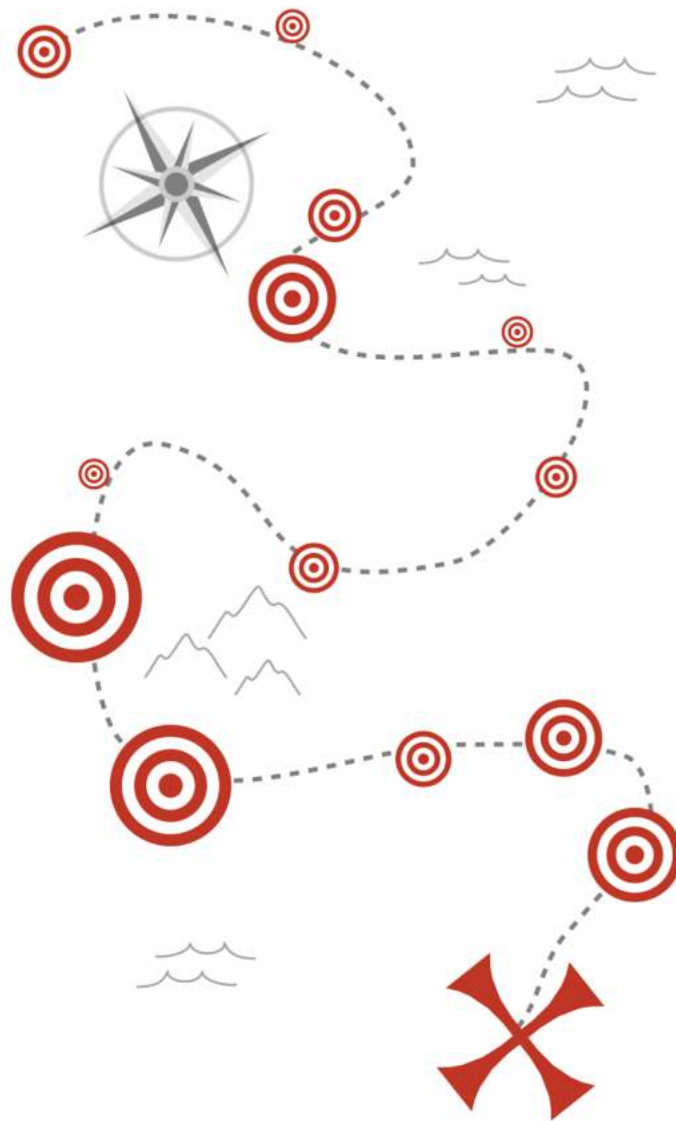
• MINDSET •

1. *Why do I always find the **positive** in everything?*
2. *Why is being **positive** a natural part of who I am?*
3. *Why do others find my **positive** attitude so appealing and helpful?*

A Life of Purpose



Significant goal



Learning Guide

Intended Lesson For This Map

To understand that attaining the ultimate treasure in life - living a life with a real sense of purpose, involves nothing more than knowing what your purpose is (the direction to head) followed by setting and achieving significant goals that always move you closer to experiencing that sense of purpose.



One more heart-felt thanks to productivity and graphics expert, Derek Franklin for sharing his clarity and genius. Thank goodness, Derek, you are out there.

The Stuck Creative and Modified Press



A Modified Press production – casting the public domain into a fresh, new shape