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# **THE STICKY NOTE PRODUCTIVITY SECRET**

**HOW \$8 AND COUNTLESS HOURS OF RESEARCH HELPED ME GET FOCUSED  
AND HOW YOU CAN DO IT WITHOUT THE COUNTLESS HOURS OF RESEARCH**

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*BY DR. BEN ADKINS*

## **INTRO:**

About 6 months ago I was busy helping a coaching student when he made a comment that changed the way I looked at Internet marketing and why most people fail at making any money with it.

It was simple enough, but the misconception that he revealed blew me away and showed me how a lot of people think incorrectly when it comes to time management and the skills they have at their disposal.

He said,

***“I don’t think I’ll ever to be able to get as much done in a day as you. I just wasn’t born with the same “focus” that you have.”***

The reason this is messed up is because I am one of the most unfocused people on the planet. I just learned that I was weak in that area early on and was able to develop something that helped me overcome it.

I’ve read countless productivity guides over the last few years in an effort to become better at staying on task and getting more done because I knew that the reason most internet businesses fail is due to a lack of focus and inconsistent action.

You’re about to reap the benefits of all that knowledge refined down to an extremely short and elegant system.

In this short guide I’m going to share my super cheap and effective secret to getting more done everyday without bogging my self down with unnecessary rules and hard to follow guidelines.

## **THE PROBLEM THAT “EATS” ALMOST EVERY INTERNET ENTREPRENEUR**

The thing that most new Internet Marketers face is an extreme inability to focus on one task at a time. For some reason we all think that the ability to multitask is a “badge of honor” and that it will help us in our work. This couldn’t be further from the truth. Multitasking is a “poor man’s game”.

I can't tell you how many aspiring Internet Marketers I've met over the years whose biggest challenge was getting their product out and getting a "buy button" up somewhere. It had nothing to do with how smart they were or how much they knew about IM. It had everything to do with the fact that they couldn't focus on one task long enough to complete anything.

I discovered that I was horrible at completing a task (any task) and my natural inclination was to procrastinate. Getting any product done was always a battle for me, but I knew two things to be certain.

- 1) I knew that the only way I could make money on the internet was if I had a product up for sale.
- 2) I knew that the more products I had out there for sale, the more money I would potentially make.

I tried countless time management systems but none of them really worked for me. As a matter of fact, I was so unfocused that I could barely make it through the guide that was supposed to help me "learn to focus".

After picking up tips here and there I finally was able to come up with something that worked well for me and, as I later discovered, it was like a "silver bullet" for others out there as well.

### **MY SUPER SIMPLE "NINJA FOCUS SECRET"**

This trick will cost you under \$8 and its absolute magic. I call it my "Sticky Note Productivity Rule".

#### ***Here's How It works:***

- Go out to your local office supplies store and buy a pack of those super cheap "Sticky Notes" that most people use to jot down notes in their office.

- The next thing you need to do is sit down the night before your next work day and fill up the post it note with the things that you want to accomplish the next day.

If you write in a somewhat normal way you're going to realize that the most task you can fit on that "sticky note" is around 5 tasks (if you write super small you may be able to fit more... but lets not get silly here... just write like you normally would)

- You're only allowed to fill that note up and you are not allowed to rip the note away from the other notes (leave it attached to the notes that you haven't written on yet.)



- The next day you have to complete every task that you wrote down on the note (NEVER GO OVER 5... EVER!!!).
- Once you're done with all of the tasks on the note you're only allowed to do one more thing that day and that is to tear off the "task note" you just completed and write the task that you want to complete for the next day on a new note.

I know what you're thinking to yourself right now. "Ben... I can get way more than 5 task done in a day and this is just going to hold me back!" The simple fact is that most people can't get more than 2 tasks done in a day and the reason they can't is because they jump from task to task and never truly focus on one.

The goal with the "Sticky Note" method is to get all of the tasks on the note done before the end of the day. If for some reason you don't complete them all during the day, you're not allowed to add any more tasks. You **MUST** get that note done before you add anything else to you plate.

### **WHY THIS CAN CHANGE YOUR LIFE**

Almost everyone on the planet gets bogged down with having "too much to do" and having to multitask to get it done. The problem with multitasking is that you almost never get anything actually completed as fast as you would if you just focused on one task at a time, finished it, and moved on to the next.

The "Sticky Note" Method will force you to focus on a defined set of task and aim to finish them all in one day.

I noticed an insane increase in my productivity when I started doing this. **I started with just two tasks on the note** and most days that's still all I do. I try to get those two tasks done as quickly as possible and I take the rest of the day to do stuff with my family and clear my head.

#### **For Example, Today my task list was:**

- 1) Program in an affiliate campaign (3 emails)
- 2) Write this report (It can't be over 8 pages)

When I finish those two tasks I'm taking the rest of the day off to hang out with my family (we're on vacation right now but I took two hours to work while they were sleeping in).

Do you think those two tasks were profitable for me?

I made over 1k on the affiliate promotion and I guarantee this report will be downloaded thousands of times and it will help countless people.

The key to this method is to get over the fact that it is so simple... and just use it. (trust me when I say the simple stuff is the stuff that can end up making you a ton of money)

### **MOVING FORWARD:**

Take the five pages that you just read, and put them into action. I can almost guarantee you that implementing my “Sticky Note” Productivity method will change the game for you if you just give it a chance and actually try to make it work.

You’re not getting a bunch of complicated theories because those just didn’t work for me and I have a hunch you’re a lot like I used to be.

Start writing just a few tasks on that “Sticky Note” per day and complete them all the very next day. As soon as you complete them, write down your task for tomorrow and repeat.

Your head will be clearer and you’ll notice that you get 100x more done during the day by getting rid of all distractions and focusing on your 2-5 most important tasks.

Simple... but... it just works...

-Dr Ben Adkins

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