

# The One Secret To Being Super Productive

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# Introduction.

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In our lives today, we are busier than ever before. We think technology has streamlined many tasks, but instead we are given more tools that give us more and more to do with less time to do it. We are stressed and overwhelmed. The phrase “time management” has become taboo, since it implies there are different ways to cram even more into our already overflowing lives.

We have been lead to believe that if we don’t multitask every minute of our day we will not be productive. This can’t be farther from the truth. Successful people have long realized that there is ONE key to productivity, and that is **FOCUS**.

*Most of what we say and do is not essential. If you can eliminate it, you’ll have more time, and more tranquility. Ask yourself at every moment, ‘Is this necessary?’ ~Marcus Aurelius*

Increasing your focus means you should get up each day, looking forward to what you can achieve. Being focused means you are making progress towards what is most important to you. You will feel a greater sense of productivity and fulfillment.

Learn why focus is important in both your personal and professional life in the following pages. You’ll learn tips and strategies on gaining and keeping your focus so you can be productive in everything you do. Multitasking is one of the most overrated skills people claim to have. In this report you’ll find out why you shouldn’t be multitasking, and what to do instead.

Let’s get started.

# Why Focus Is So Important.

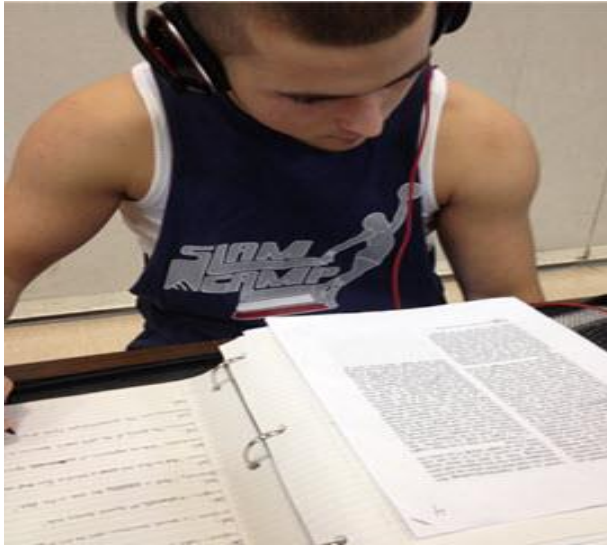
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Why is being focused so important in today's world? What results happen when you are focused? Does being focused make you less stress? Happier? If it's so important, why don't people focus more?



Being focused on one thing for a certain period of time allows you to do a better quality of work, more work gets done quicker, and your creative ideas flow easier. Being focused on one task at a time is less stressful on your mind. And being less stressed allows you be happier.

It's difficult for people to remain focused on one task for a variety of reasons. For one, we live in a world where we are constantly bombarded with TV, radio, cell phones, Internet social media, as well as a much larger population that lives closer together than ever before. It's difficult to get completely away from all these distractions. One way is to go to a room where you can shut your door and turn off your phone and email notifications.



- When you focus on a single task, avoiding distractions, your brain becomes focused on that task alone. This lets you complete that task much more quickly than if you are trying to complete two or more tasks at once. For instance, let's say you need to write a blog post, do your bookkeeping for the week and research information for an upcoming speech. The best thing to do is to set aside all but one task. So, for this example, you want to give all your attention writing your blog post. That means turning off the TV, cell phones, social media pings, closing your door and putting all your attention on writing.
- By giving all your attention to the task without distraction, you can get it done much more quickly and with fewer mistakes. Your work will be higher quality as well. Another benefit to being focused is that your creativity will kick in too. You'll come up with new ideas associated with the task at hand.
- This is great if you are someone who creates in some way. This includes traditional creative types like artists, writers, photographers, designers and musicians, as well as people who create products or services, teachers, researchers, stay-at-home parents, executives, bloggers, and anyone who needs ideas. This means just about everyone can benefit.
- Being constantly connected to others and having many distractions that take away your focus can affect your stress levels as well as your productivity. When you aren't focused, you don't get as much done as you could if you were truly focused on the task you're doing.



- Focusing on one thing for a certain period of time helps you think better. Having your mind scattered over several tasks at once keeps you from thinking about what you are actually doing. You only have time to complete a task quickly before you must move on to the next one. All the while you are trying to remember everything that has to be done. When you focus, you are able to think about only one thing for that period of time.
- Focusing allows your subconscious to do the work. Think about when you learned to ride a bike or drive a car. It was difficult in the beginning, but when you began focusing on what you were doing, your subconscious took over and helped you learn.

The same is true in your everyday tasks. Once you begin focusing solely on one task, your subconscious helps you do them quicker and easier.

It's important to focus on one task at a time to become more productive, do better quality work and be less stressed. Focusing can help you be more creative and have more happiness.

## Multitasking is overrated

If you're like many people you spend most days multitasking. You're probably so used to multitasking that you don't even realize when you're doing it. After all, it's a skill many employers look for in their employees. Many people believe multitasking saves them time. There are many reasons why multitasking is bad. It's better to focus instead though. Focusing lets you concentrate on one task or thought at a time, helping you create a better result for each task.

Many people like to multitask because they become bored working on one task at a time.

Why is multitasking bad?

You have to switch from task to task. This takes time for your mind to change into the right mindset for the new task. You have to take the time to remember where you left off.

1. Multitasking leads to attention and memory loss. According to a study by Harvard Professor Clifford Nass, in findings published in the Proceedings of the National Academy of Science, people who use online social media and other forms of electronic communications have trouble focusing their attention and have lower scores on memory tests.

**2. Cognitive performance is diminished. A recent study by Zheng Wang, a professor at Ohio State University, showed that multitasking caused students to feel more productive, but showed they were actually reducing their cognitive skills abilities such as studying.**



3. It turns people off when you are interacting with them. People who multitask often find themselves coming in contact with others. If you only half pay attention to them, answering texts and phone calls while talking to them, you will lose their respect.

**4. Multitaskers lose productivity. Switching between tasks is counter-productive. You lose time and concentration every time you switch to a different task.**

5. Multitaskers are less likely to finish one quality project. They may finish all their tasks for the day, but they will most likely be sub-par than if they had focused solely on one to completion.

Multitasking makes it difficult to focus entirely on each task you are doing. You are thinking about emails you have to respond to when writing a report and the phone calls you need to return even while you are thinking about the next task on your to-do list.

This type of working environment doesn't do anything but cause you stress. Instead of multitasking among several tasks, you should prioritize your tasks and break them up into workable time chunks.

## Exercises to Improve Focus

When TV newscaster Diane Sawyer was asked the secret to her success, she said, "I think the one lesson I've learned is there is no substitute for paying attention."

Did you know improving your focus can be done with different types of simple exercises? It's true. Something as simple as getting exercise on a daily basis or chewing gum can improve your brain function, which leads to better focus. Most of the time, focus exercises take less than ten minutes to do.

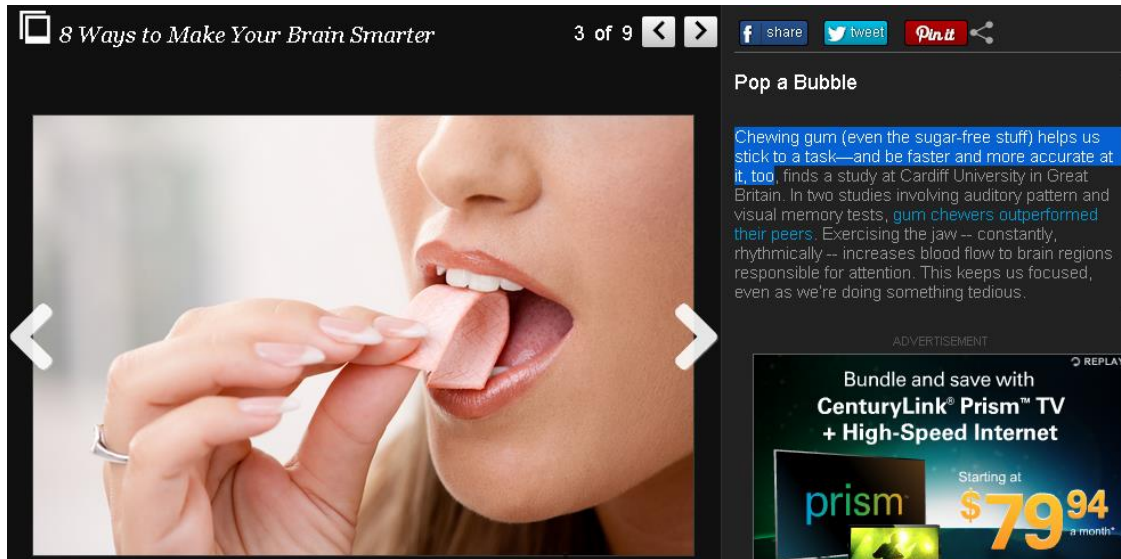
Check out these to get you started:

- Mutter to yourself. It might seem like you're crazy but talking to yourself either out loud or not, helps you pay attention, calms you emotionally and tells you to act.
- Trade your caffeine for cardio. Caffeine gives you a boost, which makes it easier to concentrate. But you might find it harder to focus when you're not buzzed. A better way to keep your mind stimulated is with physical exercise. Exercise triggers the release of chemicals in the brain that affect our learning and memory, which in the end are what help us focus.
- Drink more water. Mild dehydration can lead to distraction. Being even as little as 2 percent dehydrated can affect your ability to concentrate on cognitive activities.
- Get plenty of shut-eye. Getting at least seven hours of good quality sleep each night helps your body and mind rejuvenate and leads to better concentration and focus during the day.



## The One Secret To Being Super Productive

- (Check out the 8 ways to make your brain smarter at [http://www.huffingtonpost.com/2013/08/28/how-to-focus\\_n\\_3795523.html](http://www.huffingtonpost.com/2013/08/28/how-to-focus_n_3795523.html))



Here are some Concentration exercises taken from the [Success Consciousness website](#).

### Exercise 1

Count the words in any paragraph from a book. Count them again. Repeat until it's easy.

Now count the words in two paragraphs. Repeat until it becomes easy.

Finally count all the words on the page. Count mentally and with your eyes only. Don't use your finger to point to each word.

### Exercise 2

Count from one hundred backwards to one.

### Exercise 3

Count backwards from one hundred, by threes, for example 100, 97, 94 and so on.

#### Exercise 4

Pick an inspiring word or simple sound. Repeat it silently for five minutes. When this becomes easy, try doing it for ten minutes continually.

#### Exercise 5

Hold a piece of fruit in your hands. Examine it, keeping your entire attention focused on the fruit. Just focus on the fruit, ignoring other thoughts. Examine its shape, the smell of it, how it's texture when you touch it and how it taste.

#### Exercise 6

Visualize a piece of fruit. First examine a piece of fruit for 2 minutes. Then close your eyes and visualize how it feels, looks and smells. Try to visualize a clear image. If the image gets blurry, look at the fruit again for a few seconds then close your eyes and try to visualize it again.

It's never been harder to stay focused than at this time in history. We are distracted by technology and everything happening around us. You can regain focus though by doing different exercises that can help you build your concentration.

## How to deal with focus issues

You probably already know how hard it is to focus on something. Focus issues are often the result of different things like boredom, lack of interest or even fatigue. Concentration can often be attributed by how motivated and interested we are in the task.

There are ways to deal with focus issues.

Supplements can help you when you are having focus issues. Vitamins like the B complex group, Biotin or vitamin H and lecithin all help improve your memory.

Eating the right foods can help you better focus as well since you will be getting the supplements from the foods to help with brain health. Foods like lean meat, beans, oranges, peanut butter and oysters.

Consult with your physician if you find you can't focus on any one thing for any length of time. Lack of focus can be a symptom of several different conditions, including depression. Get a thorough checkup to rule out any physical causes of your lack of focus issues.

When working on projects on your computer and online, make sure you only have tabs open that are relevant to what you are doing. This keeps you from getting distracted by all that fun information floating around the Internet.

Make your tasks routine. Set up a routine for tasks that you do every day. For example, check your email and social media at the same time every day. Just like you probably have a routine when you wake up, you should also have a routine when working.

Separate your day into a time for creating, time for work and communication, and time for yourself. Split the day up in whatever way works best for you.

Dealing with focus issues causes your productivity to drop. By learning how to take care of your focus issues through your diet, exercise and routines, you can be more productive.

## Applied Focus

You can increase your productivity and accomplish more in less time by using a technique called applied focus. Applied focus can help you avoid the little distractions that can derail your efforts at productivity.

## How applied focus increases productivity

Applied focus is a strategy that helps you multiply your productivity. Each session is 45 minutes long, with a 15 minute shift in focus. Or you can do 90 minutes followed by 30 minute shift in focus. In other words, you stop focusing intentionally on your task and do something completely different in the shift focus period.

During the focused session, though, you don't allow anything to distract you (except a dire emergency). Phone calls are out, email is off, texting and Facebook are off limits.

Here are some guidelines (be sure to adjust them as necessary to fit your individual situation):

1. Open only one browser or application window at a time. So if you're writing a blog post, only your word processor or text pad is open.

2. Keep your sessions timed. Don't go past your 45 or 90 minute session, no matter how focused you are. You need the break.
3. Get away from your task. Get up from your desk, walk around, get a drink or snack. Give your mind a break.
4. Be prepared ahead of time. Do your research during a different applied focus session then from the writing session. That way you're able to concentrate on the writing alone.
5. Have a session set up for email, telephone and social media time.

Applied focus sessions can increase your productivity but it will take some getting used to. Start slowly by scheduling one or two sessions a day. Once you become used to the routine, you will notice an improvement in your concentration and productivity.

## What's Next?

Learning how to focus on one task at a time takes time and commitment. In our busy lives we are pulled in many directions at one time. It's best to begin your journey on a more focused life gradually by implementing the tips and strategies found within this report.

Focus is such an important part of how productive you are. If you can focus on one task for a set amount of time you will be more productive in a shorter amount of time than you have been. Putting aside your tendency to multitask will improve your productivity as well, since you will be able to finish one task before you move on.

Removing distractions can help you focus as well. Create an environment that you feel comfortable in, and that fits with how you work. If you're a morning person, then focus on your work tasks, and vice versa for night owls.

Eat healthy and nutritious foods to keep your brain strong and able to concentrate. Exercise daily, meditate daily and take time to enjoy nature and your family.

## Conclusion.

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I hope you found this short report useful, and it has opened up some possibilities for you on how to improve your focus and productivity and see more success online

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