

Mindset Hacks for Dynamic Marketers



**Simple
Solutions to
Common
Problems**

Mindset Hacks

for

Dynamic Marketers



Hack it 'till you Crack it!

Simple Solutions to Common Problems

Every Internet Marketer Faces

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Introduction

How important is mindset?

Pretty damn important, but the proper mindset doesn't just happen...

In fact, you can and should engineer it on purpose. This is quite easy if you're willing to make some small but worthwhile changes.

And it all starts with input.



In order to change, you've got to do something, simple as that. To do something, you have to take action. To take action, you've got to make the decision to take action. And of course, any time we make decisions, these decisions are manifested from our thoughts.

So here's the Expect Success Cycle in its simplest form: your thoughts lead to your decisions, your decisions lead to your actions, the right

actions lead you to doing something worthwhile, something worthwhile leads to success.

It's a simple cycle that works.

There's one fundamental problem. Our thoughts are managed by our input. When the wrong input influences your thoughts, the decision, action, do something cycle is completely ruined – absolutely ruined.

Generally speaking, we get our input from news (online or offline), gossip, politics, friends, family, peers, staff, co-workers, partners, competitors, etc. Now, when it comes to news, gossip, and politics, that's nearly always negative input. The messages we get from them are usually that the world is ruined, you can't trust anyone, and people are inherently bad.

Our other sources of input like friends, family, partners, staff, etc. can also provide negative input (some more than others), which drives home even more negative messages.

Now, with that being the input, how do you think that's going to influence your thoughts? If all the input you're getting is danger, people are bad, etc., what decisions will you make in life? Think about it. Every minute you're making a decision. Will I read this ebook or not? Will I change? Will I exercise? Will I go to work?

Millions of decisions are being made by your subconscious and conscious mind every day. Remember, your subconscious is the majority part of your mind and thinking capability. So, when you've got the news (with all that danger input) on in the background and you think you're not listening, it's entering your subconscious mind and

your subconscious controls your thoughts and your decision-making, which leads to your actions, which leads you to making a half-hearted attempt at doing something.

What happens is your thought process will lead you to make the wrong decisions, you'll take the wrong action and make a half-hearted attempt at something, you divert to not doing the right thing, which leads to no success, or failure.

Why? To support the beliefs that are being instilled by all of your negative influences.

The actions we take have to be congruent with the input we get to support our beliefs. When your input is correctly aligned with your core values, your Expect Success Cycle is complete. You don't pay attention to the noise, nonsense, and negative input variables, and you only listen to what's going to bring you forward – that's when you start to realise that the sky's the limit.

Does this make sense?

Control your input = control your mindset

John Mulry

www.JohnMulry.com

The Hacks that follow are all here to help you control your input. And there you have it. Go Hack some until you Crack it!

Table of Contents

Section 1: Mindset	1
Section 2: Bright Shiny Objects	3
Section 3: Overwhelm	7
Section 4: Procrastination	13
Section 5: Overcoming those Procrastinations	16
Section 6: The Myth of Multi-Tasking	23
Section 7: Being Grateful	25
Section 8: Stress and the Laptop Life Style	29
Section 9: Resources	33

Section 1: Mindset

The dictionary describes Mindset as the mental attitude that determines how you will interpret and respond to situations.

Mindset is the biggest single, most important determinant of success in any field of endeavour.

It is certainly a major contributing factor to the success of any and every Internet Marketer.

Henry Ford summed it up when he said...

"If you think you can do a thing or think you can't do a thing, you're right".

What he didn't add or maybe didn't know, is that individually and collectively we have the ability to change the 'I can't' thinking to 'I can' thinking.

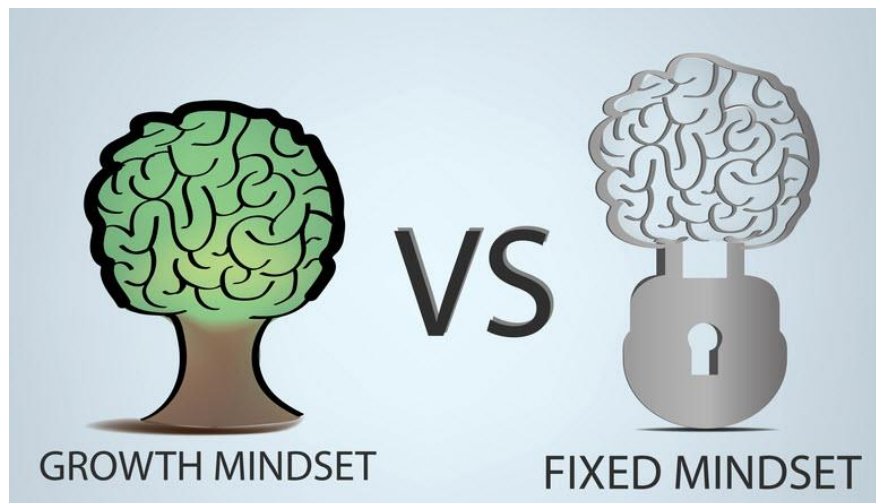
If you follow any kind of sport I'm sure you can find examples of people or teams who against all odds came back to win either a game or a season or both. (Al Pacino's famous locker room speech in 'Any Given Sunday' certainly changed the mindset and attitude of the team.)

Given equal competitors in any field the one with the better mindset will come out on top every time.

Carol Dweck, the renowned Stanford University psychologist, explains that it's not just our abilities and / or talent that bring us success.

The world abounds with talented people who are not successful.

It is whether we approach situations and / or problems with a growth 'I can' mindset or a fixed 'I can't'.



It is possible to change and to learn new things and contrary to the popular saying, you can teach an old dog new tricks. However, the mind and the old dog prefer their comfort zone and will do all sorts of things to resist learning, growth and change when it requires moving out of their comfort zone.

If we are to be successful Internet Marketers, we need to hack our way out of our fixed mindset and adopt a growth mindset.

Mindset matters so let's look at some of the usual efforts the mind makes to keep us in our comfort zone and some of the ways we can hack ourselves out of our comfort zone and grow. Only then will we be successful.

"Attitude is a little thing that makes a BIG difference."

Winston Churchill

Section 2: Bright Shiny Objects

The dreaded Bright Shiny Object syndrome

One of the reasons we continually buy BSOs is because, in order to make the last one work, we have to actually do some work and we have to do things that are going to take us out of our comfort zone. So when the next one comes along we snap that up in the hope that it will not require too much work and that it won't require us to do anything that takes us out of our comfort zone.



Stark admission - I have suffered, been addicted to Bright Shiny Objects! As have most IMers at some stage. I have HDDs stacked with Bright Shiny Objects most of them now tarnished at best and some severely corroded. Yes, I've been there, done that, got the cap and the BSO T Shirt.

Overcoming it can be difficult, but it can be done.

If I've done it, you can too.

Be Warned. BSOs come at you daily, even hourly! You need to be ruthless.

You are receiving those promotional emails because you are on someone's list.

2.1: Hack some - literally

If you are receiving promotional emails from marketers that you don't know then they are likely spam. Don't be tempted, nothing worthwhile has ever been sold via spam mailing.

Delete them immediately and block them.

Next - start to unsubscribe from some of those lists.

If you've not received any good sound advice or knowledge from someone, if all you get are BSO promos for the latest Warrior Launch, then it's time to get off that list.

Stay on only those lists that are necessary for upgrades to a product that you use, be it software or training of some sort.

Stay on those lists where you learn from the marketer and his content.

Unsubscribe from the rest. That'll take care of a chunk of temptations!

2.2: Fix a Time

Another way to limit the temptation is to set aside a fixed time per week when you will review all the Shiny Objects in your in-box.

Do not use your most productive time to do this.

Pick a time when you can devote an hour or two without taking away from your normal work time. Maybe it's a Friday afternoon or a Sunday morning - you decide.

Never mind the deadlines or the dime sale price increases.

Deadlines will be extended and / or the product will be offered again.

This works well in conjunction with the first hack.

2.3: Just in Time

Lastly this is the most powerful and successful hack of all provided you stick to it!

Write the following on a sticky and paste it to the side of your monitor:

Buy 'Just in Time' never 'Just in Case'.

The next time you are looking at a promo for the newest, latest and greatest BSO ask yourself...

Do I need this course / software / miracle thingy right now? Am I going to use it immediately in my business to do whatever? Am I going to get on-going use out of it?

Answer 'No' to one of those questions and it probably not a 'Just in Time' offer. Pass up whatever it is. You almost certainly don't need it.

Answer 'No' to more than one and you definitely don't need it!

Don't agonize over it – just delete it.

You'll get a second chance

There is nothing published, there is no piece of software, that won't be either emulated by somebody else or offered again.

You will not lose out by not purchasing now.

And it is unlikely to have any real negative effect on your business.

These simple Hacks, if you follow them, will save you a lot more than any dime sale increases or price jump.

They will also save you a lot of time, allowing you to learn and implement the stuff you already have.

That's a growth mindset and one that leads quickly to success.

Section 3: Overwhelm

Too many things to do, too much to think about, so much to remember, did I do that, when is this due, what am I supposed to do next, where the hell did I put the..., what time is it, deadline is when?

Stop the World - I want to catch up!

That's my feeling when it all gets to be too much.

Let me out of here so I can think clearly!



That's overwhelm and it's stressful. I guess we've all been there at some time or another. The worst part is that, as the overwhelm builds, our ability to sift through everything can diminish to the point where we are paralysed. And that just makes the overwhelm worse as stuff just seems to come at us non-stop.

But how do we do this? How do we 'stop the world and catch up'? What's the hack for overwhelm?

3.1: Take a Break

Firstly, take ten minutes and walk away. Just stop what you are doing, get up from wherever you are and walk away. Preferably leave your mobile behind. Walk or drive to a coffee shop - one that really smells of coffee - sit yourself down and enjoy a coffee. Savour the aroma. Savour the taste.

If there isn't a coffee shop nearby maybe take a walk in a park or around the block. Become more aware of your surroundings. Savour the moment. Just chill for a few minutes and get your breath back. In fact take a few deep breaths an exhale slowly all the way down to the bottom of your lungs.

When you get back...

Grab a pencil and paper – not keyboard. Please note, for some reason, good old fashioned pencil and paper works better. Now for the next few minutes, however long it takes, just write down everything that is contributing to the overwhelm.

Write down any and everything that comes to mind. Write down everything that has to be done. That includes work and personal stuff, things that are bugging you, absolutely everything.

This is going to be a massive 'brain dump'. It is important to write down everything, no matter how small or how trivial you might think it is. If it takes you thirty to forty minutes before you've dumped everything that's fine. What is important is that you do 'dump' everything onto the paper.

Now look at your list and highlight the important items as opposed to items you think are urgent. Be careful not to confuse the two as there is a difference. For example any activity that earns you money or is geared to earn money, is important. More important than something that is urgent.

Now pick one small thing on the important list and just do it. That's it. One small item and 'Just do it!'

Tick it off as being done and congratulate yourself. You have made a start. And that is 100% better than no start.

Take a moment to enjoy that small achievement. And repeat...

Pick another small thing on the important list and just do it. That's it. One small item and 'Just do it!'

Tick it off as being done and congratulate yourself. You have now followed up on your initial start. Take a moment to enjoy that small achievement.

Now you are up and running again why not try putting the list into some sort of order.

Remember important comes before urgent. If it generates income it takes precedence.

You've hacked it – Keep going – you are on your way to a Growth Mindset!

3.2: 'Mud Map'

Here's another hack that I use at times. I tend to use this on those extreme occasions when everything to do with life, all the big stuff, has become an overwhelming mess and I cannot possibly see a way out.

As a small insight, this came about at a very low point in my life when I was faced with problems at every turn and I just couldn't see which way to turn or what to do next.

In desperation I grabbed a large sheet of paper and a couple of Koki pens and started jotting things down. When I had finished it was an unstructured mess! But and it is a big BUT, ideas and solutions flowed. I could see what had to be done, in the best order, without being distracted by all the other stuff. It provided the action steps.

Within in a week, things slowly started to come right and within a relatively short time 90% of the problems I had faced had been resolved. This hack works if you will let it.

It is a variation on a mind map. However, I can remember thinking, when I grabbed the first sheet of paper and Koki pens, that, everything was about 'as clear as mud'. Hence, I dubbed the result a 'Mud Map'!

I needed to get it all out of head and onto paper. Only then could I somehow track the relationship between where I was and where I wanted to be and what had to be done when, in order to get there.

Allow yourself to have fun with this and you will be amazed at the results.

Grab a large sheet of paper, if possible A3 or Tabloid depending upon which side of the Atlantic you are on and a Koki pen or pens and / or a soft pencil.

Somewhere, anywhere near an edge, start by describing in no more than 10 - 15 words what your ideal situation might look like. Maybe it's something like: Bigger Income / New Job / Relocate / Pay off Loan / Car / Holiday / Get married / Get ... It's your life that you need to sort out so you decide what to write. Now put a shape around it. This is all free hand we are not looking for precision. This is your 'wannabe' box.

Next, somewhere else on the paper, sort of opposite your ideal situation, describe in as few word as possible where you are at right now.

Put a shape around that. This is your 'rut' box.

Make Space.

Your mind can only hold and remember a limited number of ideas at any one time – seven, give or take. You are going to need a lot more than a mere seven ideas or steps to get from where you are to where you want to be. When we write down one step or idea, we free up some brain space or awareness to come up with another.

Please turn off as many distractions as possible and try to remain focused on your map. Just let it flow. Free hand – free mind.

Now Let's Start.

Pick one item from your 'wannabe' box and give it its own shape. Ask yourself what has to happen immediately before you achieve whatever it is. Note it down, give it a shape and connect the boxes logically. Repeat. Keep going with all the items in the 'wannabe' box.

If you get stuck go to the 'rut' box and ask yourself – 'what one thing can I do right now to get out of here. Make a note of that. Give it a shape and connect it.

As you go through this your mind will likely wander and come up with all sorts of ideas and in no logical order. That's just the way it works. Write them down give them a shape and connect them to where they best belong. By the time you are done you 'rut' box should be connected by devious route to your 'wannabe' box.

Have fun because when you are finished, whilst it may look like a mess, you will be able to identify, solutions, actions and what needs to be done and in the best order, to get you from 'rut' to 'wannabe'.

Lastly, write the date somewhere on your map. When you achieve something tick it off and date it. It is a milestone achieved. Keep your map when you are done. It is good to have a reminder of how you successfully hacked your way out of a tough situation.

Section 4: Procrastination

Mark Twain summed it up pretty well when he wrote -

'Never put off until tomorrow what you can do the day after tomorrow'.

Yep. That's us. We all procrastinate.

Yes, even you, shaking your head and saying, "Not me."

I can almost guarantee that even you put off doing something, sometimes, when you could do it immediately.



Believe me when I tell you I am an expert on procrastination. I am a charter member of the Procrastinators Anonymous. Funny thing is we just never got around to having a meeting.

How can that be when I am never late for a pre-set meeting or an appointment? If I have to submit a plan or report or some such by a given date it will be delivered on due date or earlier. I am normally early with my year-end Tax documents.

Am I a procrastinator? Yes. I may be doing nothing and my wife asks me 'Please do such and such or call so and so' my stock answer is 'Later...in a few minutes or after whatever' or some variation thereof. That is not just a husband - wife thing. It applies in the business environment as well. If I can stall or put off something I do. So, yes, I am definitely a procrastinator.

Let's have a closer look at procrastination and the psych behind it. Then we can give you some proven hacks to help you sneak one past your inclination to procrastinate.

Let's do it now - not tomorrow. That would be a good start!

The Nature of Procrastination

An academic study entitled 'The Nature of Procrastination' identifies four pillars of procrastination.

Identifying which one is stopping you from doing something can go a long way to knowing which hack to use and when.

From my own experience these four pillars are not mutually exclusive. In certain circumstances they can and do, overlap.

Think of typical times when you procrastinate and then identify the pillar or pillars that are supporting you in your procrastination.

In no particular order here are the Pillars:

Personality

Personality does play a role in procrastination. But do not use that as an excuse! There are hacks for you too. For example, if you are easily distracted then set about removing the distractions, if only for a limited time. More about that later.

Low Task Value

That phone call you have to make? Low priority, low value equals put it off. There are Hacks for that.

Expectations

These can vary from expecting a task to be huge or expecting a negative outcome to expecting something to be downright unpleasant. So, we put it off. We've got hacks for that too.

Failure

Fear of failure, call it that for the moment, is very real although we may not wish to admit it. We can definitely help you hack that.

Section 5: Overcoming those Procrastinations

5.1: Physical Distractions –

If you are one of those personality types who are easily distracted then simply move the distractions or move yourself away from the distractions.

Decide on a chunk of time, anywhere from 10 to 40 minutes and for that time put your mobile on silent, (Airplane mode is even better), turn off email, Facebook etc., and move the cookie jar or whatever the hell else is distracting you.

Staring at the fish tank may, at times, be relaxing but it induces massive procrastination. Don't kid yourself you are thinking. Just move the damned tank or you move someplace else.

Now just get on with the task for the allotted time.

When you've completed the task reward yourself by indulging in one of your distractions. But put a time limit on it, 2 to 10 minutes maximum, depending upon how long you spent working without distraction.

Allot another time slot and repeat, remembering to reward yourself each time you complete an allotted time without succumbing to siistraction.

Keep going. It's easier than you think.

5 2: Other Distractions

Another distraction occurs when you have a number of things that you should be doing – maybe low reward items and a something that you really want to do or make a start on – much higher reward item. You vacillate between

should I - shouldn't I, looking at both and get absolutely nowhere.

That's a classic distraction and procrastination process that has probably happened to all of us. Here's how we hack that.

Make a list of 3 – 5 small tasks that you know you should be doing before anything else. Maybe it is a couple of phone calls or an email that you've been putting off. List them.

Below that list add your 'would rather be doing' task.

Now put the thoughts of the 'would rather be doing' task aside – you know you are going to get to it soon.

Do the first of the 'should be doing' tasks. Congratulate yourself and keep going! Do another two at least.

You might then find you are on a roll and just keep going with the 'should do' tasks.

When you are done congratulate yourself for doing those tasks.

Reward yourself by tackling your 'would rather be doing' task.

5.3: The Curved Ball...

...or when the soft and nasty stuff hits the fan.

You start off having a good day. Things appear to be going along swimmingly.

Then somebody drops a bomb.

Not even a big one. A tiny little one.

But that starts everything unravelling. Even totally disconnected things seem to start going wrong.

Your good day has suddenly gone bad.

You get frustrated, very frustrated.

Your good mood is fast approaching foul.

You are not sure what to do next.

You do nothing. Classic procrastination.

Ring a bell?

Let's get back on track.

Get up from your desk and go and sit the other side.

If you are not at your desk, wherever you are you need to go and position yourself opposite where you were.

Now looking back at yourself, where you were, ask yourself, "Is everything really coming apart?"

Well, is it? The answer is probably not.

One by one look at the events that appear to be going sour.

Are you overreacting?

Wouldn't you be better off waiting to see how things pan out before you react?

Whilst things might not have gone as expected look for positives in the new situation. They are usually there. You just don't see them at first because of your frustration.

Now ask yourself one simple thing that you could do to get the ball rolling once again.

When you know what that is, go back to your desk or wherever you were and just do it.

Job done.

Oh, and congratulate yourself for having mastered the situation and not given way to procrastinating again.

The big plus to this, as you will discover, is that going with the flow is better than fighting it. Quite often some of those supposedly bad events that tipped you off balance, turn out to be better things in disguise.

5.4: Low value – Little reward

Tasks with a low value and / or little or no perceived reward are always going to be way down on your list of priorities. Try lumping similar tasks together and then adding something pleasurable to a pre committed time to complete them. That can be as simple as setting aside half an hour to make calls and grabbing a fresh cup of coffee before you start. Or maybe it's a glass of wine and knocking off some emails in the evening. The hack is to tie something pleasurable to a predetermined time to tackle the low value tasks.

5.5: Daunting Tasks

It's when the task is huge or daunting, that procrastination kicks in. 'Building Rome' or a 'Thousand Mile Journey' is just so difficult to comprehend that you put off even starting.

The trick here is to chunk it down and then chunk it down some more. Start by writing down the final outcome. Then ask yourself 'what is the small, tiny step immediately before that. And then what is the step before that. Repeat until you have a reached tiniest of tiny small tasks that will kick off the project.

Now allow yourself 5 minutes maybe 10 at most to make a start of that small task. Just make the start, that's all you have to do. You will almost certainly find that starting this way was far less off putting than you imagined. Hell, you might even choose to overrun the 5 or 10 minutes you allocated. Once you get going like this there will be no stopping you!

5.6: Expectations

It is human nature to put off something that you believe is likely to be

unpleasant or where you are expecting a negative outcome. This is no more than the imagination paying very powerful tricks.

"My life has been filled with terrible misfortune; most of which never happened."

Michel de Montaigne – 500 years ago!

And the longer we put off whatever it is the more our imagination runs wild. The best hack here is to treat it as a low value task - which is probably the way you perceive it – decide on a time when you are going to tackle it and tie in something pleasurable.

When you've fixed the time slot just get on with the rest of your day or whatever else you choose to do. That alone will remove a chunk of the angst that is causing the procrastination. And when the allotted time comes you will be better able to just do it!

Thought...

Have you ever noticed that if you expect a task to be pleasurable or even easy you don't procrastinate?

5.7: Fear of Failure

Fear of failure often holds us back.

Or Does it?

No, it doesn't! It is not fear of failure but fear of being judged a failure, a fear of being embarrassed. That is a very important distinction.

You started life failing. You didn't walk the first time you tried. In fact, you failed at everything the first time you tried. But, thankfully, you hadn't learnt

about judgement and embarrassment at that stage and how cruel it can be. So you learnt from your failures and you are now walking. Hey, well done!

If you tackle a personal project and absolutely nobody knows about it then you know that not another living soul is going to judge you. Under those circumstances you will have no fear and you will have no reason to procrastinate so you just get on with it. If it doesn't work you don't judge yourself as a failure you simply acknowledge that that approach didn't work. You can simply shrug it off and try a different approach without fear, without embarrassment.

What other people think of the results of your efforts is not the same as what they may or may not think of you, the person. Besides what you imagine other people might be thinking about you is hardly likely to be accurate. To paraphrase the book title: 'What other people think of you is none of your business!'

Put your imagined fears to rest and get on with it as if you are the only legitimate judge - which you are.

Section 6: The Myth of Multi-Tasking

Apart from a few kiddies' tricks like patting your head and rubbing your tummy at the same time multitasking is impossible.

Don't believe me? Try this.

Time yourself adding up a column of even number and then a column of odd numbers.

How long did that take you?

Now try adding up both columns separately but simultaneously.

Tricky isn't it. I rest my case. Multitasking is not a practical idea.

What is practical is sticking to one task at a time.

This is especially true in the realm of Internet Marketing, where you are subjected to so many distractions.

If you are writing a report, stick to the report and don't go wandering off trying to write a bit of your bonus and a bit of your sales page at the same time. It doesn't work.

So, what does work?

6.1: Develop a Singularly Focused Mindset

This applies even more so to whatever system or training or method it is that you are following.

Choose one and only one and stick to it.

Follow it through to the absolute end.

Whilst you are doing this do not get side tracked by other BSOs

(Re-read Section 2 again!)

Do not get side tracked - period.

If you can get your mind set on the one thing, one method only, you will succeed.

When you are making money with the method scale it up, find a way of keeping it ticking over and only then tackle the next method.

That's having a laser focused mindset. And it works.

Section 7: Being Grateful

Here's a very simple concept:

If you express gratitude more than you gripe your life will improve.

I'm not going to go all 'Oprah' on you, I don't need to.

The research has been done and the results are in.

Our attitude has a profound effect on how we deal with situations.

Negative attitudes affect our physical, spiritual, and mental wellbeing.

When the brain is positive the probability of achieving what you want increases dramatically.

Research has shown that Gratitude goes a long way to-wards rewiring the brain to positivity.

Developing an attitude of Gratitude to re-wire the brain.

7.1: Smile

Starting with the simplest form of Gratitude - just Smile

Get that deadpan or grumpy look off your face and smile at people.

Smiles cause the body to release a whole load of feel-good stuff to the brain.

Smiles are infectious.

When you smile you cause other people to smile and they too benefit from the feel good stuff.

7.2: Thank you.

The next easiest and something I'm sure your Mother taught you...say 'thank you'.

Thank you spouse or partner for the things they do automatically.

Thank your children.

Thank your co-workers, your subordinates and your seniors.

Thank the waitress and the cashier.

But do it meaningfully and with some genuine feeling.

You will be surprised and the playback you receive and how you feel.

7.3: Use a person's name.

Many people wear their name on a badge of some sort.

Use their name when you talk to then even if it is only to say, 'Thank you so-and-so'.

7.4: Do something for somebody else

If someone asks for or need your help, volunteer it give it freely and thank them for the opportunity.

You will both be uplifted.

7.5: Be aware and be grateful

Whenever you are outside try and be aware of natural things like birds, bees and tress.

Connect with a dog if there is one around.

Stop and smell the roses and be grateful!

7.6: Keep a record

Just as important as all of the above, is keeping some sort of record.

I am balking at using the word 'Journal' because that implies a lot more than I am asking or suggesting you do.

And personally, I don't do Journals!

Let's call it a 'Logbook'.

What I do and I want you to do is this:

Pick a time in the evening when you can devote just a few moments to yourself.

Some evenings it will be less than sixty seconds.

Now record, that means write in your Logbook (or journal if you prefer!), at least three things from your day that, when you think of them now, you are thankful for.

Think of things that are / were really meaningful and don't just put the same things down by rote day after day.

What things have happened to you, what have you done, that made you feel good, that makes you feel good now when you think of them.

7.7: Practice

What goes round comes round and very often tenfold.

Practice gratitude at every opportunity until it is second nature.

Keep your gratitude Logbook or journal going with a minimum of three entries a day every day.

Practising gratitude will lead to a positive attitude.

Your continuous positive attitude will in time lead to more, bigger and better of practically everything you desire

For this reason, backed by the research, Gratitude is probably the ultimate mental hack.

Just do it!

Oh, and "Thank You" for allowing me to share this and all the other hacks.

Section 8: Stress and the Laptop Lifestyle

If you have reached the exalted position of a few minutes work a day on your laptop, on a beach, then this is not for you. Skip it.

For the rest of us mere mortals, trying hard to make the myth a reality, stress is going to pay a big part.

If, like most of us you are trying to supplement your day job income or even replace it, you will have to be putting in the hours and possibly burning the candle at both ends. That is stressful.

Add to that trying to find your right niche, get traffic, set up techie stuff and you are technophobic, or trying to write and you are not really a writer or ...
Do I need to go on?

All that stuff is stressful.

Then you get going and you think your 'system' is set and forget.

That might work for a while but not forever.

Just when you think you've cracked it, someone, some entity, will move the goal posts and you will have to start over again or almost.

You will need to be alert to the early warning signs of that happening.

That too can add to your stress.

Stress is an important part of life and there are times when we need it.

However, there are other times, like those we've mentioned, when it escalates

out of control and we are battling to cope as a result.

Stress overload is not fun.

Here's a simple technique that will help you get your stress under control for a while. Certainly, long enough to tackle the task that has probably just put your stress levels over the top.

It's all about breathing. I know, I know - you are already breathing. The problem is, you are probably not doing it right.

You can use this simple technique anytime, anywhere. Walking, driving, standing, even at a board meeting if you are not called upon to talk! And it will relieve some of your stress.

It is especially effective prior to going to bed.

It won't remove the proverbial man-eating tiger from the entrance to your cave but it will take the edge off your stress and you'll be in a much better position to deal with whatever task is stressing you out right now.

Read it through first then practice it.

- Take a slow deep breath in, much bigger than normal, try and fill your lungs.

At the same time squeeze your thumb and forefinger together.

- Hold for about 7 seconds – or less, if that is really uncomfortable.
- Breathe out slowly, through your mouth.
- At the same time release and relax your fingers.
- Breathe out all the way. Empty your lungs and drop your shoulders.
- Allow all the tension to drain away.
- Breathe in again...
- Repeat three or four times.

Not only does this help to relieve tension and stress very quickly but the added oxygen is good for the brain. Plus, research has shown that elevated blood pressure, as a result of stress, can be returned to normal nearly thirty per cent faster as a result of proper deep breathing.

Let's try that again!

- Take a deep breath, much bigger than normal, try and fill your lungs.
- At the same time squeeze your Thumb and forefinger together hard.
- Hold for about 7 seconds – or less, if that is really uncomfortable.



- Breathe out slowly through your mouth
- At the same time release and relax your fingers.
- Breathe out all the way. Empty your lungs and drop your shoulders.
- Allow all the tension to drain away
- Breathe in again...

There you have it. Practice and know that you can relieve your stress in less than sixty seconds anytime, anywhere.

Then you can get back towards making the Laptop Lifestyle your reality!

Section 9: Resources

Gratitude Logbook! – I use a little Freeware program called 'RedNoteBook'.

Here's the Link:

<https://sourceforge.net/projects/rednotebook/files/latest/download>