More Traction, Less Distraction
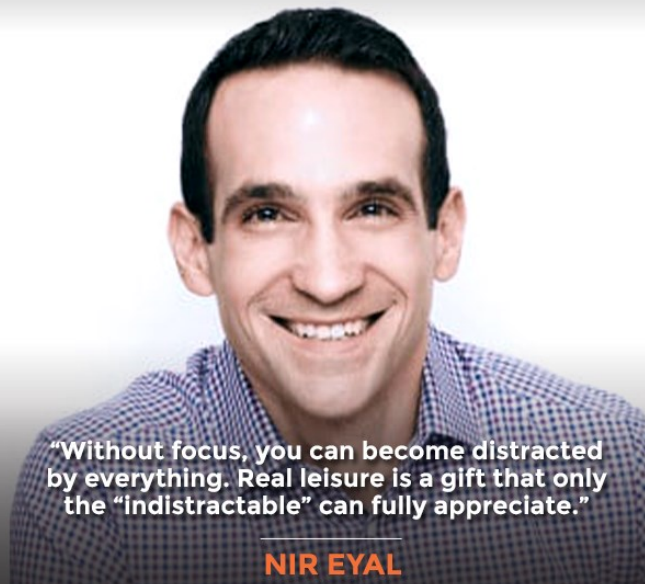
10 Point Checklist

Nir Eyal

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

"Without focus, you can become distracted by everything. Real leisure is a gift that only the "indistractable" can fully appreciate."

NIR EYAL

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

☐ Build good habits using the Hooked model. Make my products and services beneficial and addictively engaging.

☐ Implement timeboxing in my daily routine. Set specific blocks of time to work on tasks, and focus on working on those tasks without distractions during those time periods. Make my goal to prioritize the input (time and attention) over the output (task completion).

☐ Celebrate my focused productivity, not just task completion. Remember, small wins build consistency.

☐ Refrain from collaborating with companies that promote unhealthy addictions, such as video games, alcohol, tobacco, or online gambling companies. Focus on products that add value to my audience.

☐ Avoid moralizing activities like using social media. Instead, schedule specific time for these activities to enjoy them without guilt.

☐ Beware of reactive work, such as constantly checking my email or responding to notifications. Carve out time for reflective work and strategic thinking.

☐ Recognize the power of variable rewards in engaging my users. Understand that people are drawn to and engage with unpredictable experiences, such as intermittent reinforcement.

☐ Adopt a curiosity-driven approach. Follow my curiosity and interests, which may lead me to unexpected and impactful opportunities.

☐ Cultivate consistency over intensity. Measure success based on the commitment and consistency in my actions rather than just the final outcomes.

☐ To learn more from Nir Eyal, visit his website, nirandfar.com and read his two influential and inspiring books, *Hooked* and *Indistractable*.