

Hacking Your Productivity

10 Point Checklist

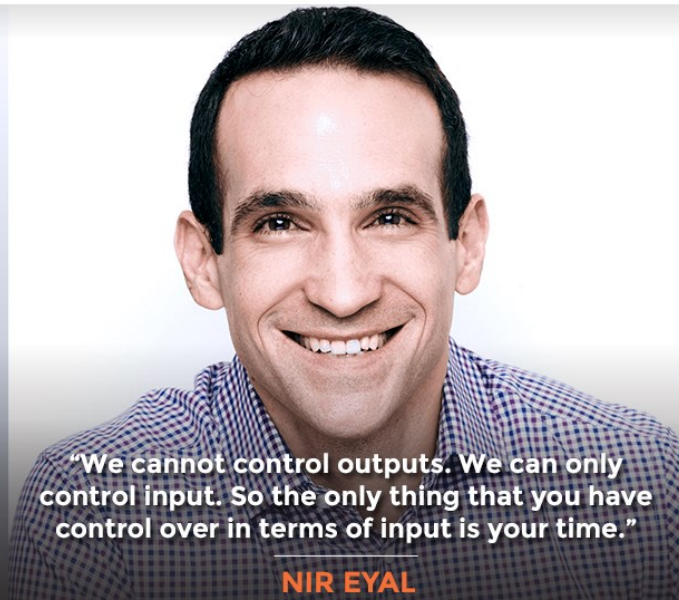
Nir Eyal

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.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"We cannot control outputs. We can only control input. So the only thing that you have control over in terms of input is your time."

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.

- ☐ Realize that the main source of distraction comes from within. Once I make this leap, it's going to be easier moving forward.
- ☐ Understand how human behavior works so I can easily figure out my internal triggers for distraction.
- ☐ Deal with a problem as soon as I determine the source. Utilize helpful resources such as books, podcasts, and articles. Seek an expert consultant if necessary.
- ☐ Learn healthier ways to cope while I am dealing with my challenges. Accept that not everything is solved overnight and that small improvements are also wins.
- ☐ Make time for traction. According to Nir, traction is the opposite of distraction and setting my priorities is the first rule of order.
- ☐ Keep a schedule and commit to it. Visualize how I want my week to happen, and then plan each day in detail. Include time for breaks or social media usage.
- ☐ Find ways to hack external triggers. This could be anything from events to people. I should make it my duty to not let these distractions faze me unless absolutely necessary.
- ☐ Utilize apps that can minimize distractions. Find out Nir's recommended tools at the end of this Get Yourself Optimized episode's show notes.
- ☐ Set deadlines for myself so that I am more motivated to finish my projects.
- ☐ Grab a copy of Nir Eyal's book, [Indistractable: How to Control Your Attention and Choose Your Life](#).