

# Get into Flow and Accomplish "Deep Work"

## 10 Point Checklist

**Cal Newport**

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**

**"You do have to embrace boredom throughout your life if you're going to expect to be able to succeed and persist with the boredom that surrounds true deep work."**

**CAL NEWPORT**

# 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.**

- ☐ Take free days. Having “you” time is important, so schedule days that are completely off the grid and spend time with your family or focus on your hobbies.
- ☐ Dedicate different devices to particular types of work. For instance, if your iPad is dedicated to entertainment only, don’t have it with you while you’re working.
- ☐ Set up certain locations that you associate with deep work and focus. It could be a different office, a particular chair, or a completely different building.
- ☐ Schedule your time. The ability to structure your day can allow you to have large periods of time set aside for creative thought and have peace of mind that everything else will still get done.
- ☐ Use tools like Freedom to help restrict access to distractions. This program blocks Apps so you can stay focused.
- ☐ If you switch your attention from one target to another, there’s a residue left from the original target that can last for up to 30 minutes. So give yourself at least a half-hour more deep work to clear your mind.
- ☐ Test out different types of productivity tools before you commit to them. Not every tool will help keep you on track; drop it if it’s taking up too much of your time.
- ☐ Use Google Calendar to track your deep work blocks and keep track of scheduled appointments.
- ☐ Set specific days for specific tasks to make better use of your time. For instance, if Cal was going to record a podcast, he would only do it on a Tuesday or Thursday.
- ☐ Hire a VA to handle your email! Staying off of email will help you stay productive, your mind won’t wander, and you won’t get distracted.