Book Review

of

**Eat That Frog!**

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## Book Information

* Title: Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time
* Author: Brian Tracy

## Introduction

"Eat That Frog!” by Brian Tracy is a self-help and productivity book that provides 21 practical strategies to overcome procrastination and improve time management. The central concept is to tackle the most challenging tasks first, symbolized as “eating the frog,” in order to boost productivity.

## Summary

The book title comes from a quote by Mark Twain: “*If it is your job to eat a frog, it’s best to do it first thing in the morning. And if it’s your job to eat two frogs, it’s best to eat the biggest one first.*” The main premise of the book is that every day you should determine what is the one most important task that you need to complete to be successful. Then you should start that task immediately and stick with it until it is finished. His premise is that there will never be enough time to do everything that you must do, so you need to stop doing some things and spend more time on the things that really make a difference in your life.

Tracy states early on that this book is not about the why’s of procrastination it is all about ways to overcome it. After studying other people’s work, he has compiled what he considers the 21 most powerful principals on personal effectiveness. These 21 methods or techniques can be used in any order or at any time and you might use different ones in different situations.

Before Tracy gets into what the 21 methods are, he spends some time talking about habits and task competition. He comments that task completion leaves you with a positive feeling and makes you happy. The 3 key qualities needed to help you develop task completion are decision, discipline, and determination. Make the decision to develop the habit of task completion. Discipline yourself to practice the 21 principles over and over until they become automatic. Back everything you do with determination.

The book then quickly goes into the 21 techniques to help you “eat your frog”. He explains each method and with many of the techniques, he gives you an activity to do to help you get started.

The bottom line is that most people struggle with procrastination at some point. In our daily roles, there are usually tasks we enjoy and others that drain us. We’ve all been there. Brian Tracy’s ABCDE method provides a useful framework for assessing the importance and urgency of these tasks:

A: Tasks that are of utmost importance, with severe consequences if left undone.

B: Important tasks, but not as critical as A-level ones.

C: Tasks that are pleasant but not absolutely essential.

D: Tasks that can be delegated to others.

E: Tasks that can be safely eliminated because they hold little or no significance

This method was a helpful exercise when I reviewed my own to-do list. While the outcomes weren’t surprising, it did help me break down what truly matters and eased a bit of stress by categorizing some of those to-dos in the “C” and “E” list (with my manager’s approval, of course!). Pausing my “I can do it all” mindset was the biggest challenge in this exercise.

I am not going to list all 21 ideas here, if you look up any reviews of the book you can find them, but I will mention a few that stood out to me.

* “Set the table”. This is your goal setting step, where you decide what you want to achieve and you write it down or as Tracy puts it, “Think on paper”.
* The 80/20 rule. 20% of your work will make up 80% of your achievements. Concentrate on that 20%.
* Remember the 6P’s: Proper Prior Planning Prevent Poor Performance.
* Practice positive self-talk. Having a positive mental attitude can help you find creative solutions to problems.
* Break large tasks into smaller more manageable pieces. Eat the frog one bite at a time.
* Never stop learning.

While the book focuses on increasing productivity in the workplace all the techniques are ideas that you could incorporate into any area of your life.

This book is very practical and has a lot of ideas that could be easily implemented into your lifestyle to help a person waste less time and be more productive. Many of them are ideas that you have probably heard before. A big plus to this book is that gets right to the point and will not take a lot of time to read.

## Conclusion

The bottom line is that there are some good practical tips in this book that could help you learn to focus on the most important tasks that you need to accomplish. As a self-described procrastinator I think this book has a lot of great ideas and tips that could be helpful, once a person decides to practice them enough to make them habits. This quote sums up the point of the book, “The ability to concentrate, single-mindedly on your most important task, to do it well and finish it completely is the key to great success”. I recommend “Eat That Frog!” by Brian Tracy to anyone looking to boost their productivity and time management skills. If you don’t read the book, try the ABCDE method on your own list and see if that helps bring you a new perspective.