

Visiting the doctor and conquering paralysis (consulting.com/doctor)

Why some people get stuck

At this stage of the program some people freeze up just when it's time to take action. It's like they understand everything well, they know what to do and they would probably do very well if they did it, but they just can't do it. If this is you, don't worry! This is a common issue for anybody trying to make a big change in their life/business and there's a way to solve it. Follow these instructions to diagnose what's holding you back, punch through it and get back in the game.

Instructions

1. What is the specific thing you are trying to achieve, but seem to be stuck with? Write it down.
2. What specifically is stopping you from achieving it? Write it down in detail.
3. Are the things that are stopping you "hypothetical barriers" or "material barriers"?
Hypothetical barriers are things that you think will happen, trip you up or get in your way. Eg. Thinking that nobody will pay you \$2,000 for your advice or that you won't be able to deliver. Material barriers are actual obstacles encountered while taking real world action. Eg. You had 75 sales calls with dentists and all of them told you that they don't need your services. Circle whether the resistance you are encountering is hypothetical or material:

Hypothetical | Material
4. If you answered "hypothetical" you need to understand that you made this up in your head and it's not real, or at least not proven to be real at this stage. In business you need to guide your decisions with facts, not fiction. What you think might happen is irrelevant. You need to get back in the game and see for yourself what will happen if you try. Imaginary barriers kill too many people's dreams and what's most disappointing is that they never even existed in the first place. Are you able to take action now? If yes, do it. If no, go to part 14.

5. If you answered “material”, is the obstacle you’re facing coming from the feedback of your market or from your own day-to-day life? If it’s coming from your market go to part eight. If it’s coming from your day-to-day life go to part six.

6. So the barrier is coming from your own day-to-day life. Is this barrier in your day-to-day life something that you can change? Select your answer from the following four options:
 - a. I am unable to change my day-to-day life and it will be this way forever.
 - b. I am unable to change my day-to-day life at this stage but will be able to soon.
 - c. I am able to change my day-to-day life to remove the barrier.
 - d. I am able to change my day-to-day life to remove the barrier but I’m not willing to do it.

7. Based on your answer to the question above, find the relevant piece of advice/feedback that matches the letter of your answer.
 - a. Not possible. Find out how to get your answer to letter “c” above. You might think that it’s impossible, but chances are it is and you’re just not thinking about it right.
 - b. Ok so it’s a timing thing. What specific date are you able to get around the obstacle?
Write down the specific date below and commit to getting back in the game at that stage.
 - c. Right answer. Map out how you’re going to change your day-to-day life and then commit to a specific date where you will have it done. Write the date below and get it done.
 - d. Ok, so you’re happy with not achieving your dreams because you’re too lazy to change?
If so, give up, here’s a link to sign up to [drive for Uber](#). Nobody is sorry for you.

8. So the barrier is coming from the actual feedback of your market? Ok, how many sales calls have you done with your market in total? Specify the exact number below:

9. If your total number of sales calls is less than 30 go to part 10. If your total number of sales calls is 30 or above go to part 11.
10. Ok, so you've done less than 30 sales calls and the feedback from them you have taken as actual/significant. You need to understand that any feedback from sales calls is meaningless until a total number of 30 sales calls are done in your specific niche market. You need to get back in the game and get back on the phone with your market. Are you willing to do this? If yes, do it. If no, go to part 14.
11. Ok, so you've done more than 30 sales call and the feedback from them you have taken as actual/significant. What feedback did you collect from your sales calls? Write it all below.
12. In business, our first niche-offer-result hypothesis is often proven wrong. This is because it's your very first attempt and you haven't received any live market feedback to iterate and improve. Like we said in the training program, there is no such thing as failure, only feedback. At this stage your niche-offer-result hypothesis has been rejected by the market and you need to look over your feedback to see what worked and what didn't work. Based on the feedback you received you need to iterate your niche-offer-result hypothesis and create a new 2.0 version of it. Once you have the new 2.0 version you will be ready to go back to the market and test it again. Are you ready to do this? If yes, do it. If no, go to part 14.
13. If you have ended up at this part of the document it means that we have diagnosed your issue and prescribed the correct course of action however you have decided that you're not willing to do it. Describe why you are not willing to take the prescribed action in detail below:

14. People who end up in your situation are often overwhelmed at the amount of new information and the personal change that's required in order to be successful. Please circle "yes" or "no" for all of the following questions, please be honest with yourself when answering, don't roll the dice with your own life. Here's the questions:
- a. Have you watched all of week one's videos in full? Yes | No
 - b. Have you completed all of week one's action items and uploaded them? Yes | No
 - c. Have you watched all of week two's videos in full? Yes | No
 - d. Have you completed all of week two's action items and uploaded them? Yes | No
 - e. Have you watched all of week three's videos in full? Yes | No
 - f. Have you completed all of week three's action items and uploaded them? Yes | No
 - g. Have you watched all of week four's videos in full? Yes | No
 - h. Have you completed all of week four's action items and uploaded them? Yes | No
 - i. Are you in the Consulting Community Facebook group? Yes | No
 - j. Have you attended any of the weekly Q&A calls with our coaches? Yes | No
 - k. Have you partnered with a member of the group to practice your sales script? Yes | No
15. If you answered "no" to any of the questions above, that will be the most likely cause for your paralysis and inaction. This training program is carefully designed to guide you through the right mindset changes and actions at the right time. If you skip parts of the program or skim over any of the videos you will not be equipped to take action with confidence and you will freeze up and panic. You must go back to the beginning of the program and start from week one, video one all over again. Work your way through the program step-by-step in sequential order and don't advance to the next lesson until you're completely done with the current lesson you're on. This includes watching the video in full, taking notes, completing the action items and then uploading them to our action items storage system. This is your life, your success and your decision to grow. Get yourself back in the game and start the training from the beginning again. Are you willing to do this? If yes, do it. If no, here's the link to start [driving for Uber](#).

16. If you answered “yes” to all of the questions in part 14 then congratulations, you have taken some serious action and shown commitment to the program and your own success. Judging from your responses it seems like you have no problem taking action but you have a huge fear when it comes to going to the market and making things “real”. Have you set your targets, reverse engineered what it takes to achieve those targets and then plotted the daily actions on your war map? Circle your answer below:

Yes | No

17. If you answered part 16 with “no” I’m not surprised that you haven’t taken any action and feel paralysed. We cover a lot of information in the program, life gets busy and the business world is full of distractions. If you don’t have a clear plan of action for the next 30 days detailing exactly what you need to do each day then it will never get done. Those without a plan become a part of somebody else’s plan and this is what will be happening to you each day. Without a plan you will wake up and get sidetracked by other people’s agendas and shiny objects that appeal to your impulses. You must go back to week four in the program and watch the “Planning your 30d attack” module again. Set your targets, reverse engineer your daily action items and then plot them on your war map for the next 30days. Are you willing to do this? If yes, do it. If no, here’s the link to start [driving for Uber](#).

18. If you answered part 16 with “yes”, did you attempt to take action and execute on your daily action items at all, or did you plot everything and abandoned action all together? Circle your answer below:

a. I executed my daily action items for >1 day

b. I never executed my daily action items

19. If you answered part 18 with option “a” congratulations on taking action for at least one day! It seems like you can execute on your daily action items but the problem is doing it consistently every single day. Make sure you design your “revenue generating habit” from week four, module six. This will help your brain condition to this new action and make it part of your daily routine. I recommend partnering up with an accountability partner in the Facebook group and checking in each day to make sure you both execute daily for 30days. Post in the Facebook group that you’re looking for an accountability partner and get back in the game.

20. If you answered part 18 with option “b” it appears that you’re too afraid to even make the first move. You need to understand that everything in life starts with small single actions and once those actions are taken the momentum starts to build up and things get effortless. Chances are you’re thinking too far into the future and worrying about a month worth of action, sales calls and delivering for your clients when all you should be thinking about is executing on the 60 minutes worth of action items for today. Try to live your life in “day tight compartments” and only think about what you need to do today, don’t think about the future, only think about what you can do today. You need to re-create your 30 day plan of attack and start over again from day 1 of 30. Give yourself a fresh chance and this time only think about the day in front of you with no thought of the past or future. Get back in the game!

Tips for conquering paralysis and taking action

- Complete this survey, answer every question with honesty and take the prescribed action. This survey is designed to cut away the noise and locate the root cause of your inaction. If you spoke to me directly 1on1 this is the conversation we would have.
- Don’t have enough time? Bullshit. Every human on earth has the same 24 hours in a day and “not having enough time” is never an issue. The issue is how you prioritize your time. Track what you do every hour for a week and see where it’s going, you will be surprised to see that you’re wasting most of it. Remove things from your life, say no to people, cut back on your social life and normal person activities. Try waking up 3 hours earlier or staying up 3 hours later. Create the time you need!
- Keep getting distracted? Unsubscribe from every email list, delete all the software on your computer, delete all the apps from your phone, stop texting, remove all notifications from your phone, delete SnapChat, Instagram etc. and if you’re not willing to do that at least delete the app and stop posting and checking other people's profiles. Try using this software called “[Self Control](#)”, block the websites you visit compulsively for 24hrs and remove all the trapdoors from your life that you keep getting sucked into.
- Struggling to balance things in your life? When you focus deeply on one thing it is normal that the other areas of your life go chaotic. Your inbox will pile up, you won't message or call people back, you will skip social events, spend less time with friends, ignore other people's deadlines and demands for your time, upset some people and even feel guilty about doing it. This is the price to pay for clean, deep focus and it's worth every penny. Decide whether you want to be known for responding to email quickly or changing the world and living the life of your dreams.