There is a saying, "If money is your problem, then you don't have a problem."

This has been said in many ways.

If this phrase rankles your elbow, then you might consider what this quote is trying to tell you in brief.

That is the problem with quotes and sayings. Notions like this are concise but without good context, they are meaningless and even harmful.

So, I thought I might just spell out what this means.

Without a tedious dissection of "If money is your problem, then you don't have a problem." It is more important to expand this so that if the context is lost, the truth is kept.

To me, this means that money is only a problem when you have an idea that will not take off.

Money is a crutch to innovation and sometimes a hindrance to entrepreneurs. And when Capital is deployed without diligence, it is often lost and people can get hurt.

A wiser person might say "If your idea requires money (with Cavet - for banks, casinos, and the like) then it probably isn't an idea."

The point is that there are problems galore when you have a business. It is not all about money. Money is a lubricant that affords you choices.

When you hit on a winner, money will come to you. Then that is when the real "fun" begins.

This is when you need to be cautious and use your team and/or network to vet major deals.

Stay smart, cool, and fun 🤓😎😀

Talk to you soon,

I like to make plans, refine them, and then execute them. This is the start of anything. But there is a lot to it, right?

They say starting the journey is often the hardest part. I’d counter that and say, the hardest part is to finish or stop.

I have to work out my plans backward from the exit.

But when you need a start here is what I do in general:

1. Have a need; Have a sizable market; Have an exit goal
2. Have examples of how the solution solves better
3. Research - Does this exist already? Be creative in how you search; consider how someone else would describe it. Consider English as a second language
4. Refine your solution - start writing and drawing. Forget convention and engineering; simply capture your creations
5. Strategize your solution build. Is it physical, digital, ethereal (experience), hybrid, or unique; describe it so deeply that you can imagine it exactly and the results and the entire customer experience
6. When you have hit your 80/20 rule begin designing your tactics; prototype, feedback process, test plan, revision plan
7. Begin executing your plans step by step
8. Continue learning what works and what does not; test everything

Stay smart, cool, and fun 🤓😎😀

Talk to you soon,

Recently, more studies are showing just how harmful multitasking is to productivity.

Our brains are not parallel processors in this way – when we think we're multitasking, we're likely just flipping back and forth between tasks.

It is the same kind of fallacy as – when we think we are thinking, we are likely just rearranging our prejudices.

Simply knowing those two things will deeply change your perspective.

Moreover, focusing on a single task is a smarter approach because, in addition to slowing you down, multitasking lowers your IQ.

In reality, we all have many tasks to accomplish and so have to use approaches that work.

Categorize and label your tasks as cognitive (like writing or anything that involves complex thinking and judgment) and physical (tasks your brain's autopilot, the cerebellum, can achieve with no thought).

Now blend your goals correctly by matching high cognitive activities together and physical tasks together.

Now, you can join a cognitive task with a physical one. WARNING: This technique can make you hyper-effective.

Examples of how your tasks might be arranged now:

1 go for a walk and get your reports organized in your head. Talk with a customer while making a cup of tea. Exercise and listen to a book. Read while listening to instrumental-only music. Does this make sense to you?

Never pair multiple cognitive tasks together. It should be obvious that you can’t physically be in two places at once.

Stay smart, cool, and fun 🤓😎😀

Talk to you soon,

WARNING: This technique can make you hyper-effective. Stop "multi-tasking" - you're hurting more than yourself. Instead, rearrange your goals to pair a cognitive task with a physical one. #knowthyself #twitterfallnoted #opentowork