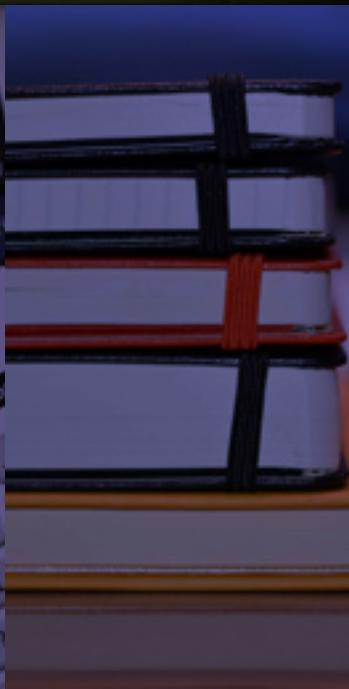




*The  
Essential*  
99

— *by* —

CARSON TATE





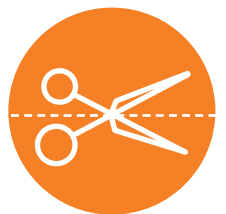


about  
me

I am often asked

what are my top strategies, tips and tools to work simply and live fully. These are the best of the best and the ones that I use to stay focused, productive and happy.

Each tip was even designed so that it can be printed and cut out and displayed as a reminder.



I hope they help you

work simply and live fully.

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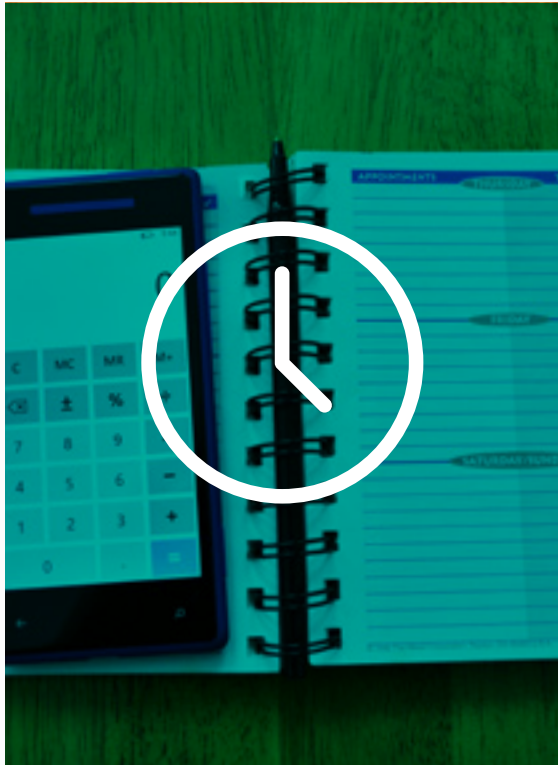


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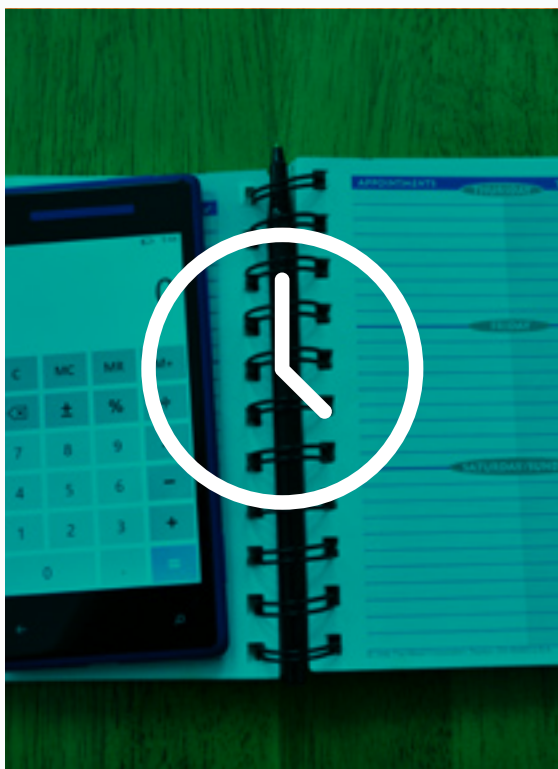
*Invest Time Wisely*

## WANT TO REACH YOUR GOALS? MATCH YOUR TIME SPEND TO YOUR GOALS

Think carefully about each task and project and why you are willing to allocate time on your calendar for it. Before saying yes, ask yourself, how does this task or project support me or take me one step closer towards achieving my goal? Be vigilant with your calendar. **Don't allow tasks or projects onto your calendar that do not move you closer to your goal.**

01  
TIP

*Carson Tate*



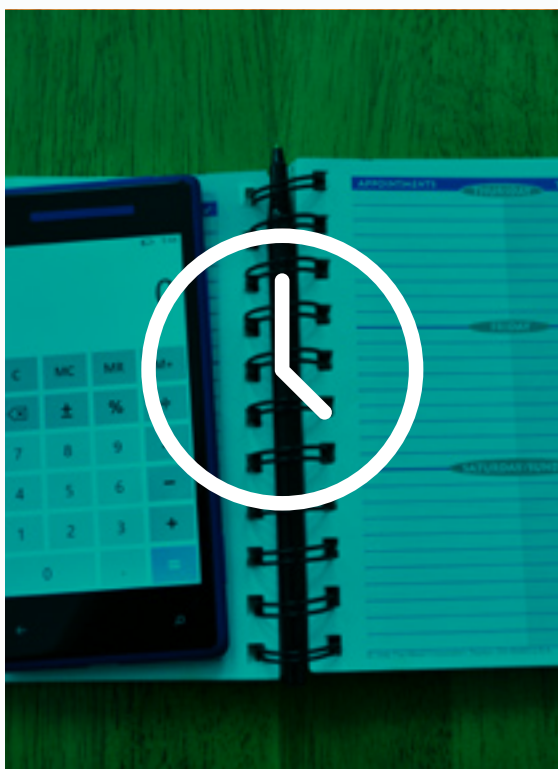
*Invest Time Wisely*

## INCLUDE TIME ON YOUR CALENDAR TO THINK

Thinking is one of the most underrated activities. Constantly reacting wastes significant amounts of time, energy and money. **Think first, then act.**

02  
TIP

*Carson Tate*



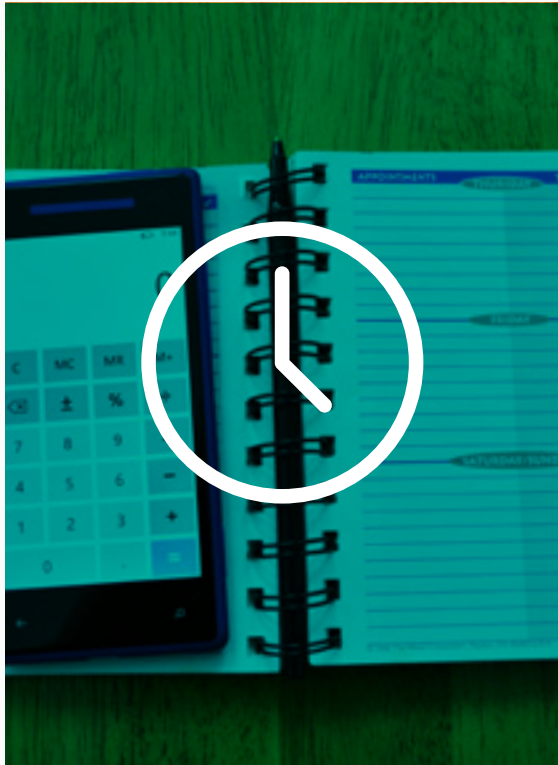
*Invest Time Wisely*

## TIME IS A COMMODITY

**It is just as valuable**, if not more so than the dollars in your wallet. It is to be invested wisely because you cannot ever get it back. Your calendar is your investment statement. **How have you invested your time?**

03  
TIP

*Carson Tate*



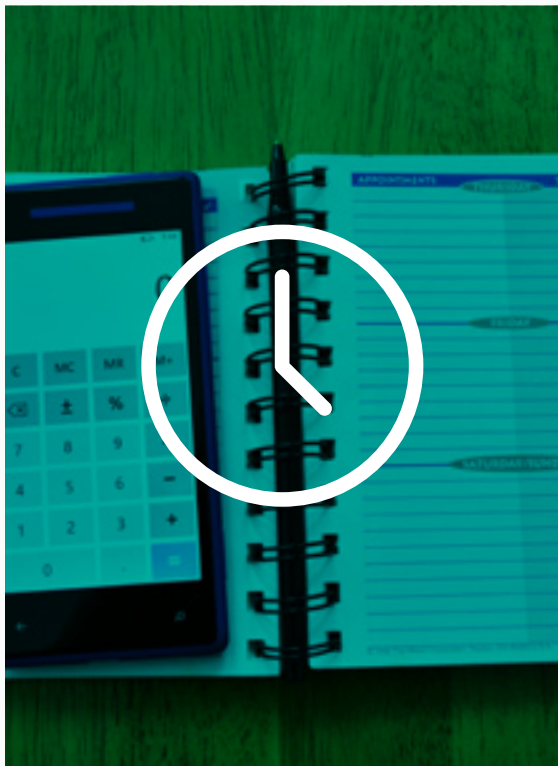
*Invest Time Wisely*

## COLOR CODE YOUR CALENDAR

Want to see how you are investing your time? Color code your calendar so you can see your high priority items.

04  
TIP

*Carson Tate*



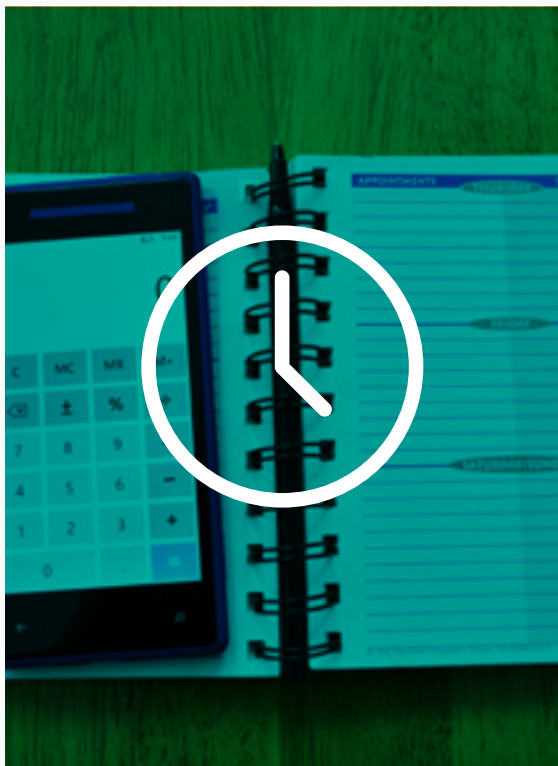
*Invest Time Wisely*

## FOCUS ON YOUR STRENGTHS AND UNIQUE ABILITIES

Being bogged down in busy work and looking to 'busyness' to demonstrate your value does not work. Focus on your strengths and unique abilities and **invest time on activities tied to both.**

05  
TIP

*Carson Tate*



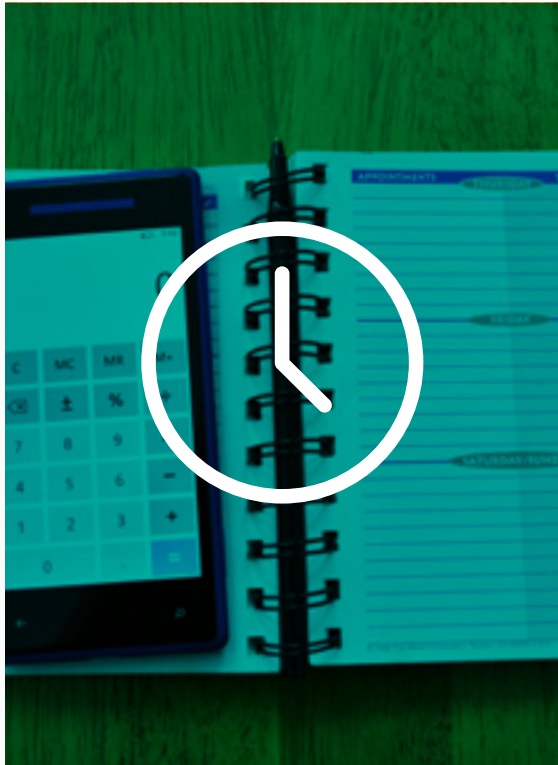
*Invest Time Wisely*

## PROCRASTINATION CAN HELP YOU FOCUS

Procrastination can help you focus in the whirlwind. It sheds light on what's really important and empowers others to solve problems. It clarifies priorities. And sometimes not acting immediately creates the space for others to step up and solve problems.

06  
TIP

*Carson Tate*



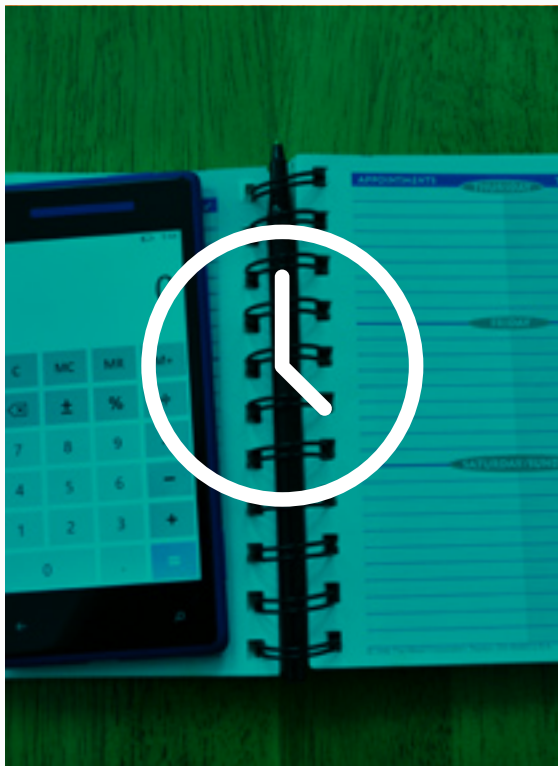
*Invest Time Wisely*

## PROCRASTINATION IDENTIFIES YOUR ENERGY CYCLE

Follow your natural rhythm if you want to be more productive.  
**Remember to take regular breaks to rest** and recharge to maintain high energy throughout your day.

07  
TIP

*Carson Tate*



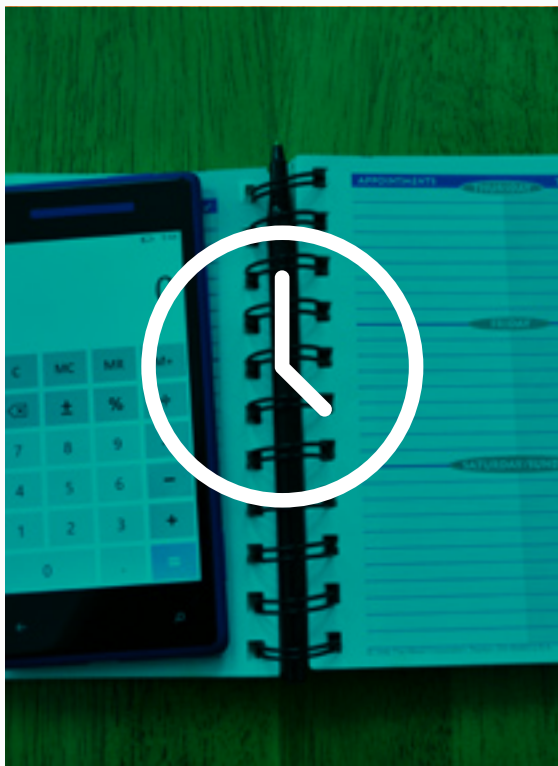
*Invest Time Wisely*

## IDEAS NEED TIME TO PERCOLATE

**Inspiration strikes when your brain is at rest.** High-performance procrastinators use another task or project to stimulate their thinking on all of their projects and tasks.

08  
TIP

*Carson Tate*



*Invest Time Wisely*

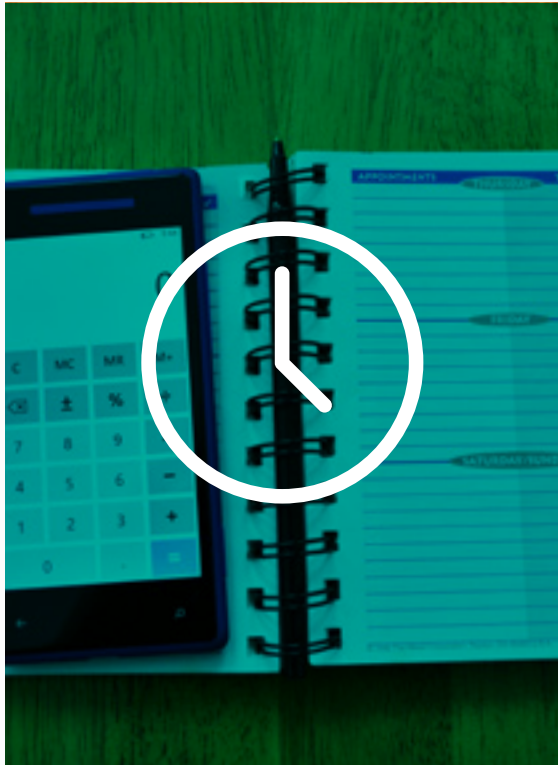
## START YOUR DAY WITH YOUR HIGHEST VALUE TASK

**Know where your revenue line is** and start your day making or saving money for you or your company.

09  
TIP

*Carson Tate*





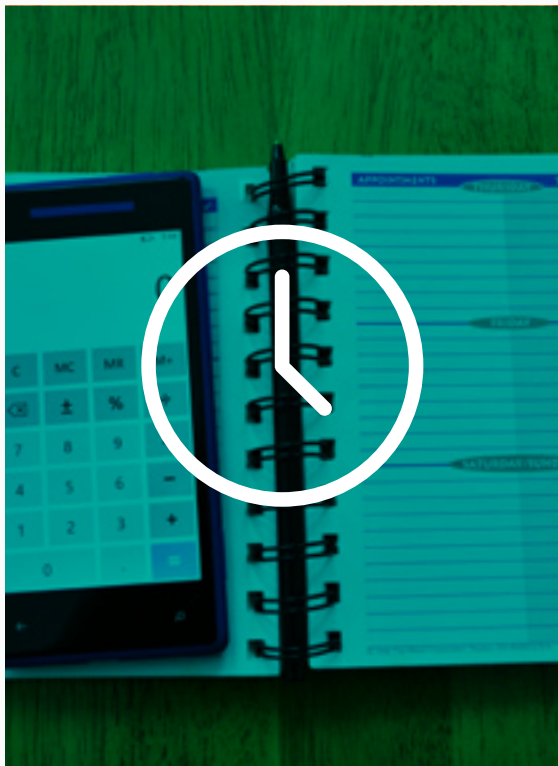
## Invest Time Wisely

### JUST SAY NO!

To the things in your personal life that do not bring you joy, peace and contentment. **Remember, every time you say yes, you are saying no to something else.**

10  
TIP

Carson Tate



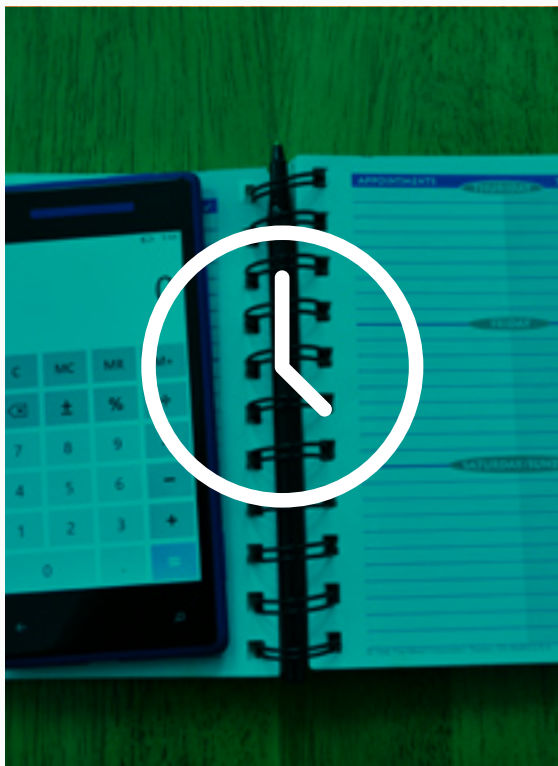
## Invest Time Wisely

### 2 MINUTES OR LESS, DO IT NOW

It frequently takes more time if you delay instant tasks. If a task can be completed in two minutes or less, **just do it.**

11  
TIP

Carson Tate



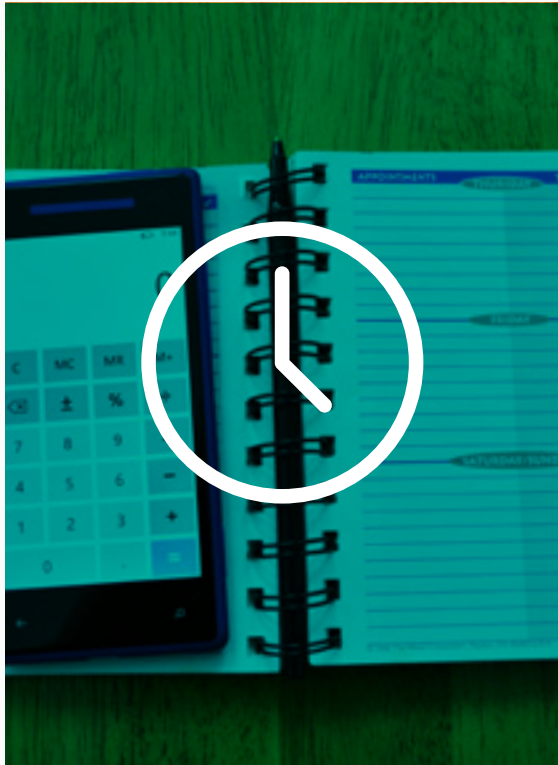
## Invest Time Wisely

### BATCH OR GROUP LIKE TASKS

Batch or group like tasks for maximum efficiency and effectiveness. Different activities engage different parts of the brain, and **switching back and forth between activities wastes time.** A University of Michigan study found that when you “task switch” your brain may take 50% or more additional time to perform each task.

12  
TIP

Carson Tate



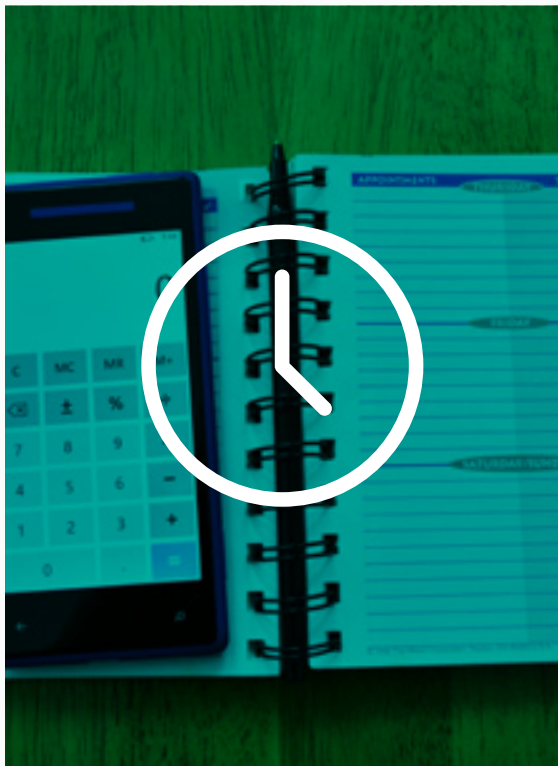
*Invest Time Wisely*

## WORK IN VACATION MODE

Have you ever noticed that before a vacation work is completed at warp speed? Work is completed quickly because there is a hard deadline – vacation. **Set mini-vacation deadlines**, like leaving the office at 5:30 instead of 6:30, and watch your productivity soar.

13  
TIP

*Carson Tate*



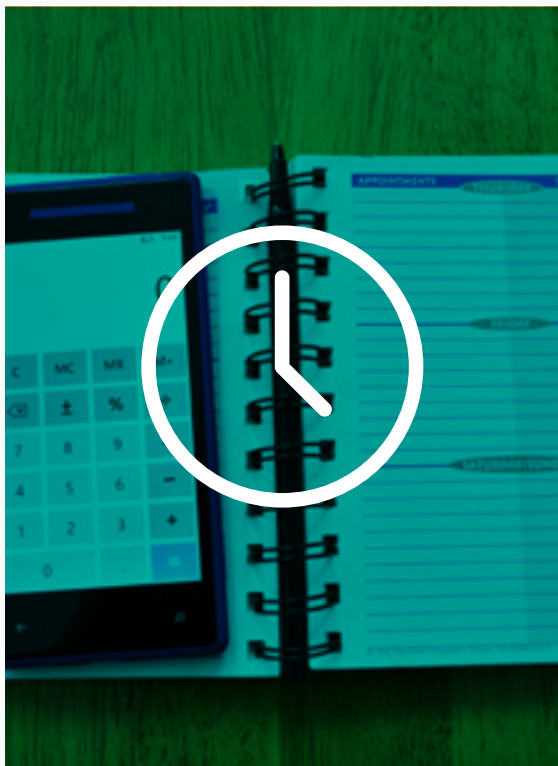
*Invest Time Wisely*

## LISTEN TO YOUR BODY CLOCK

**When are you most alert?** Do tasks that require deep thinking at those times. Losing steam? Tackle email, filing and database management.

14  
TIP

*Carson Tate*



*Invest Time Wisely*

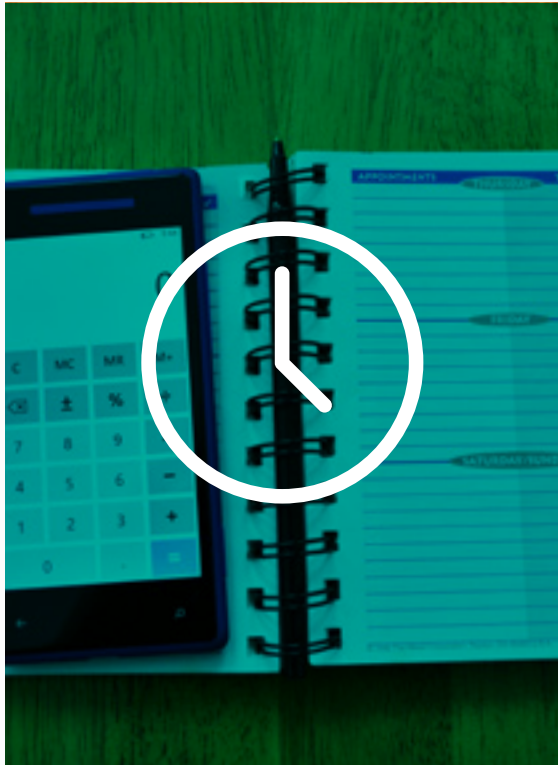
## FIND HIDDEN POCKETS OF TIME

Waiting in line? **Brainstorm, read, think or just breathe.** Keep reading material in your car to read while in carpool line, in doctor's offices or at the airport.

15  
TIP

*Carson Tate*





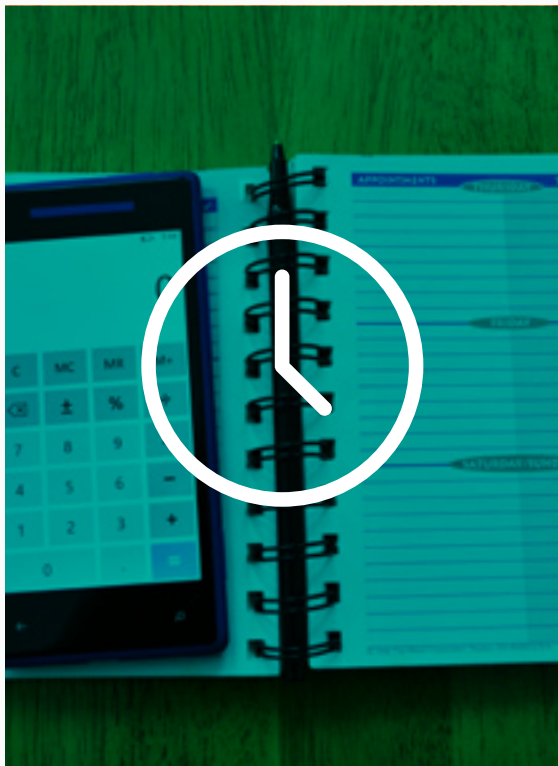
## Invest Time Wisely

### DO A DAILY WRAP UP

At the end of each day, clear your desk and update your to do list. **Determine your 3 – 5 highest priorities for the next day** and tomorrow morning you'll hit the ground running.

16  
TIP

Carson Tate



## Invest Time Wisely

### TIME YOUR COMPLETION OF TASKS

Time yourself as you complete tasks so you **know how long tasks actually take and then try to beat your time.** For example, do you know how long it takes you to leave the house in the morning? How long does it take you to complete that weekly report or respond to email?

17  
TIP

Carson Tate





### Tame Your Inbox

## STOP THE TIDAL WAVE OF EMAIL BY MANAGING INCOMING MESSAGES

Stop the tidal wave of email by managing incoming messages using the rules feature in your email program. Write a rule for newsletters, store coupons, daily or weekly reports or any other messages that can be read and reviewed at a later date. **Your goal is to have an inbox that only has messages in it that require a response by you.**

18  
TIP

Carson Tate



### Tame Your Inbox

## STOP MANUALLY FILING ALL OF YOUR EMAIL MESSAGES

Automate your filing using the rules feature in your email program. **Auto file reports, responses to clients and colleagues and any other messages that you must retain.**

19  
TIP

Carson Tate



### Tame Your Inbox

## PRIORITIZE YOUR INCOMING EMAIL MESSAGES USING COLOR

**So you can SEE the important emails first.** Color code your manager red, your top clients green and messages you were CCed on grey so they fade into the background.

20  
TIP

Carson Tate





### *Tame Your Inbox*

## WRITE A RULE TO MOVE ALL CCED MESSAGES TO A FOLDER

CCed on too many emails? Write a rule to automatically move all of the CCed messages to a folder. Read these messages later.

21  
TIP

*Carson Tate*



### *Tame Your Inbox*

## MAKE FASTER DECISIONS

To more effectively and efficiently process incoming messages we have to make faster decisions. Email clutter is nothing more than postponed decisions. **Do not open your inbox if you are not ready to make a decision.**

22  
TIP

*Carson Tate*



### *Tame Your Inbox*

## TURN YOUR INBOX INTO A TO DO LIST

Read it, decide what you need to do with it and act on it. Change the subject line of your email to your next action step. Move an email requiring action to your task list or calendar.

23  
TIP

*Carson Tate*



### *Tame Your Inbox*

## STATE WHAT YOU NEED IN THE SUBJECT LINE

Get a faster response to your emails. State what you need in the subject line of the email.

24  
TIP

*Carson Tate*



### *Tame Your Inbox*

## AVOID CHECKING EMAIL FIRST THING IN THE MORNING

Get a grip on email. Avoid checking email first in the morning. Limit how often you check it (say 3 – 4 times a day). **Turn off the email notification alarm.**

25  
TIP

*Carson Tate*



### *Tame Your Inbox*

## LOSE SOME EMAIL WEIGHT

File or store all of the messages that are completed, obsolete and/or no longer require action by you.

26  
TIP

*Carson Tate*





### *Tame Your Inbox*

## DON'T BUILD AN EMAIL FILING SYSTEM BUILD A EMAIL RETRIEVAL SYSTEM

Build an email retrieval system. It is all about fast access. **Name a file folder with the first thing that comes to mind.** This will make retrieval easier and faster.

27  
TIP

*Carson Tate*



### *Tame Your Inbox*

## CLEAR OUT YOUR INBOX FAST

Highlight and move all old messages to an archive folder. Or highlight and move all messages from a certain person or for a specific project to a folder. Ah, now you can really breathe.

28  
TIP

*Carson Tate*



### *Tame Your Inbox*

## SET PERSONAL LIMITS

Maintain email sanity. Set a personal limit for the maximum number of messages you will allow to stay in your inbox each day or each week.

29  
TIP

*Carson Tate*



### *Tame Your Inbox*

## MESSAGE RESPONSES SHOULD ANSWER THESE 4 QUESTIONS – WHAT, WHY, WHO AND HOW

What is the goal or purpose of the email? Why does this person need to know this information? Who needs to be in the To: field (hint: they are responsible for taking action on the email)? Who needs to be in the CC: field (hint: they need to know the information)? How do you want the recipient to respond and by when?

30  
TIP

*Carson Tate*



### *Tame Your Inbox*

## STOP ASKING YOUR BRAIN TO REMEMBER EVERYTHING

**Automate your follow up.** Write an email rule, or move emails to your task list or calendar.

31  
TIP

*Carson Tate*



*Tame Your Inbox*  
CARSON TATE





Get Work Done

## THE LESS YOU TRY TO HOLD IN YOUR MIND AT ONCE, THE BETTER

Your brain is a terrible to-do list. Don't ask it to do something it is not designed to do. The less you try to hold in your mind at once, the better. **Memory starts to degrade whenever you try to hold more than one idea in mind.**

32  
TIP

Carson Tate



Get Work Done

## STOP USING YOUR BRAIN TO THINK ABOUT INFORMATION

**Create a task list that enables you** to quickly review what needs to be done in the context of the time, energy and resources available.

33  
TIP

Carson Tate



Get Work Done

## CREATE AN ACTIONABLE TO DO LIST

Here is a hint. Each to do starts with an action verb – call, read, email, draft. **A highly actionable to do list enables you to utilize all of the minutes in your day.**

34  
TIP

Carson Tate



Get Work Done

SORT THE TASKS ON YOUR TO DO LIST BY TIME REQUIRED FOR COMPLETION

Now, when you have 5 or 10 minutes you have already identified tasks that can be completed during that time frame.

35  
TIP

Carson Tate



Get Work Done

CREATE ONE PLACE TO GO FOR ALL YOUR TO DOS

It does not matter what form your one to do list takes, as long as there is one place to go for all of your to dos. Use apps, software programs, paper, post-it notes, or white boards. **Choose a tool that will work for you and keep one and only one to do list.**

36  
TIP

Carson Tate



Get Work Done

STOP WASTING TIME BY DEVELOPING ROUTINES

Speed up your execution and stop wasting time by developing routines. Our brains learn through developing patterns and hardwiring them into our brains. **Develop more routines, brain patterns, and spend less time and attention on tasks.**

37  
TIP

Carson Tate





*Get Work Done*

## INVEST TIME NOW TO SAVE TIME LATER

Evaluate your daily, weekly, and monthly workflow and identify tasks that can be routinized. Create routines for the following tasks: calling people, opening documents, saving documents, reading and responding to email, and project work.

38  
TIP

*Carson Tate*



*Get Work Done*

## EMPTY YOUR MIND OF ALL YOUR TO DOS

Clear the mental decks by eliminating popcorn brain. Do a brain dump and empty your mind of all of your to dos.

39  
TIP

*Carson Tate*



*Get Work Done*

## USE TECHNOLOGY OR OLD FASHIONED PAPER TO REMIND YOU YOUR TO-DOS

Your brain is a terrible to-do list. Do not ask it to remember, track or remind you of to dos. This needs to be outsourced to technology or old fashioned paper.

40  
TIP

*Carson Tate*



*Get Work Done*

## EXAMINE THE ASSUMPTIONS YOU ARE MAKING ABOUT YOUR WORK

Do you know that you must complete this task, attend this meeting or be on that call? Remove all assumptions from your to do list. Stay focused on the work that really needs to be done, not “should” be done.

41  
TIP

*Carson Tate*



*Get Work Done*

## ALIGN YOUR EXECUTION TO THE GOALS OF YOUR ORGANIZATION

Align your execution to the actual goals and objectives of your organization. Stop doing work that is no longer aligned to your company’s strategy.

42  
TIP

*Carson Tate*



*Get Work Done*

## DO SOMETHING NEW!

Avoid the time wasting trap of it has always been done this way before. **Innovate, create, do something new!**

43  
TIP

*Carson Tate*



*Get Work Done*

## EVALUATE YOUR CURRENT ACTIVITIES

---

Implement a stop, start, continue list to reduce the volume of unfinished work.

44  
TIP

*Carson Tate*



*Get Work Done*

## CREATE A STOP DOING LIST

---

Anything that is not aligned to your goals, the company's or does not generate revenue is on this list. If there is a task or a project that has been on your to do list so long it is growing mold, put it on the stop doing list.

45  
TIP

*Carson Tate*



*Get Work Done*

## GET OFF OF AUTOPILOT

---

Create a start doing list with tasks that actually move you closer to achieving your goals.

46  
TIP

*Carson Tate*





*Get Work Done*

## PLANNING AND PRIORITIZING ARE ENERGY-INTENSIVE TASKS

It is hard to do either well after your brain has been engaged for a period of time. Make one difficult decision, like what do you need to do first today, and the next one is more difficult. Your best quality thinking lasts for only a limited time.

47  
TIP

*Carson Tate*



*Get Work Done*

## INCLUDE A BUFFER WHEN PLANNING YOUR WEEKS

When planning your weeks, make sure to include buffer, or unscheduled time, to handle any unforeseen tasks or projects. **And don't forget to get personal.** Do you have any personal time on the calendar this month? Personal time is essential if you want to consistently perform well.

48  
TIP

*Carson Tate*



*Get Work Done*

## WEEKLY PLAN TO KEEP YOUR BRAIN CLEAR AND BE PREPARED

Weekly planning ensures that your brain is clear and ready for the week. Review and determine next action steps for your top priorities.

49  
TIP

*Carson Tate*



*Get Work Done*

## CONSIDER MONTHLY PLANNING

Consider monthly planning to ensure that your calendar is aligned to each of your goals, commitments and priorities.

50  
TIP

*Carson Tate*



*Get Work Done*

## START YOUR DAY WITH A REVIEW OF YOUR CURRENT PROJECTS AND TASKS

Before you do any work, and while your brain is still fresh, decide on your top three priorities for the day.

51  
TIP

*Carson Tate*



*Get Work Done*

## BRAINSTORM USING MIND-MAPPING TOOLS

Ensure that the most important ideas are captured and can be easily expanded without additional mental output.

52  
TIP

*Carson Tate*



*Get Work Done*

## DAILY PLANNING ENSURES LASER-LIKE FOCUS

Daily planning ensures that you have a laser-like focus on what you want to accomplish during the day. **Plan your day the night before or the morning of to ensure you stay on track.**

53  
TIP

*Carson Tate*



*Get Work Done*

CARSON TATE





*Delegate Effectively*

54  
TIP

## DELGATING BOOSTS PRODUCTIVITY

Delegating is a powerful skill that when done well boosts productivity. Delegate effectively. Determine what you can and should delegate. Only delegate one item at a time. Clearly describe the goal or outcome.

*Carson Tate*



*Delegate Effectively*

55  
TIP

## DON'T DO EVERYTHING YOURSELF

The number one obstacle to delegating is the insistence, either consciously or subconsciously, on doing everything yourself. **You should not do it all.** This is not the highest and best use of your time. Nor does it enable your team members to grow and develop their skills.

*Carson Tate*



*Delegate Effectively*

56  
TIP

## DECIDE WHICH TASKS YOU WILL NEVER DELEGATE

Look at your project and task list and decide which tasks you will never delegate. **Hint: they are why your company hired you,** where you are the only person in the organization with the knowledge, skills, and expertise to complete the work, where your unique abilities are highlighted and/or bring you joy.

*Carson Tate*



57  
TIP

*Delegate Effectively*

DELEGATE TASKS THAT SOMEONE ELSE  
CAN DO FASTER AND/OR BETTER

Carson Tate



58  
TIP

*Delegate Effectively*

DELEGATE TASKS THAT ARE NOT THE  
HIGHEST AND BEST USE OF YOUR TIME

Carson Tate



59  
TIP

*Delegate Effectively*

LACK IN HOUSE THINK OUTSIDE

If you lack the human resources in your organization to complete the work, think outside the box. Can a temporary worker take on a task that has been bottlenecking your progress? Can you outsource some of the work to a virtual assistant—an online assistant, working remotely, who can handle specific assignments on either a per-task or hourly basis, thereby saving you the costs of a part-time or full-time employee? Can you partner with another division or department of your company—or even with an outside firm—and split the cost for a project that will benefit both organizations?

Carson Tate



### Delegate Effectively

## BE CLEAR ON THE GOAL AND OPEN ON THE PATH

To delegate effectively, follow the advice of achievement guru Steven Covey: be clear on the goal and open on the path. Clearly define the specific goal or outcome and then let your teammate determine how they will achieve the goal.

60  
TIP

Carson Tate



### Delegate Effectively

## DELEGATE EFFECTIVELY

### Explicitly define the purpose behind the project or task.

Make sure the goals are measurable and specific; paint a vivid picture for the person assuming the project of what success will look like. At the same time, avoid defining or dictating in minute detail how the task is to be completed.

61  
TIP

Carson Tate



### Delegate Effectively

## SET PEOPLE UP FOR SUCCESS

### Stop making flawed assumptions when you delegate a task.

Ask yourself, "Where am I making assumptions about the skills and knowledge of the person to whom I am delegating this task or project? Have I assumed that they are clear on the goals of the project? Have I assumed that they understand the terms I am using, that they have the skills and knowledge needed or the time, tools, and other resources required?" **Check your assumptions.** When they do not match reality, take steps to fill the gaps by providing the missing knowledge, skills, tools, and resources.

62  
TIP

Carson Tate





63  
TIP

*Delegate Effectively*

AVOID DUMPING AND RUNNING.  
DELEGATE ONE ITEM AT A TIME.

Carson Tate



64  
TIP

*Delegate Effectively*

THE GOAL IS TO DELEGATE,  
NOT MICRO-MANAGE

Allow your team members the space to innovate and make their own unique contributions to the work.

Carson Tate



65  
TIP

*Delegate Effectively*

AVOID THE DELEGATION BLACK HOLE.  
ESTABLISH FOLLOW UP PARAMETERS –  
WHAT, WHEN AND HOW.

Carson Tate



## Manage Your Attention

### MANAGE YOUR ATTENTION AND WORK WITH NATURE

Manage your attention and work with nature and with the innate tendencies of our brain to respond to forces like emotion, discomfort, and insecurity, rather than trying to struggle against these psychological and physical drives.

66  
TIP

Carson Tate



## Manage Your Attention

### STRENGTHEN YOUR VOLUNTARY ATTENTION

Voluntary attention is the attention we have direct control over. Strengthen your voluntary attention in order to improve your focus and your ability to proactively complete your work. To do this cultivate awareness by asking yourself: Did you find it more difficult to focus right before lunch time or dinner time? Was it difficult to focus after a long meeting or a difficult conversation with a family member? Was it easier to focus after a walk or a workout at the gym? Were there specific time periods during your day that it was easier to focus? Were there specific projects or types of tasks that you were able to focus on for longer peri-

67  
TIP

Carson Tate



## Delegate Effectively

### OPTIMIZE THE PHYSIOLOGICAL CONDITIONS NECESSARY FOR IDEAL ATTENTION MANAGEMENT

You want to create an environment that supports your unique attention management needs and minimizes the impact of the hardwiring of your brain. If you are tired, hungry, or stressed you are fighting an uphill battle with your attention. **Guess who is always going to win – your brain!**

68  
TIP

Carson Tate





## Manage Your Attention

69  
TIP

### 10 MINUTES IS ALL IT TAKES

Keep comfortable shoes in your desk drawer or in your car or work bag so you can go for a quick walk up and down the halls of your office building or outside your office building. **Physical movement is one of the most effective ways to mentally reset and discharge negative energy.** And you do not have to walk long to benefit – ten minutes is all it takes.

Carson Tate



## Manage Your Attention

70  
TIP

### USE BREATHING TO RESTORE YOUR FOCUS

**Do a brain reboot and use breathing to restore your focus.** Try taking a deep inhalation breath, pushing out your navel, and then powerfully expelling the air by slightly bringing in your stomach. Repeat this breath five to seven times and observe how the tension and mental chatter in your mind dissipates. Another breath that also short circuits the mental chatter is to place your tongue on the roof of your mouth and blow out as if you were blowing out candles on a birthday cake. As you blow out, count to seven. You can now regain your focus.

Carson Tate



## Manage Your Attention

71  
TIP

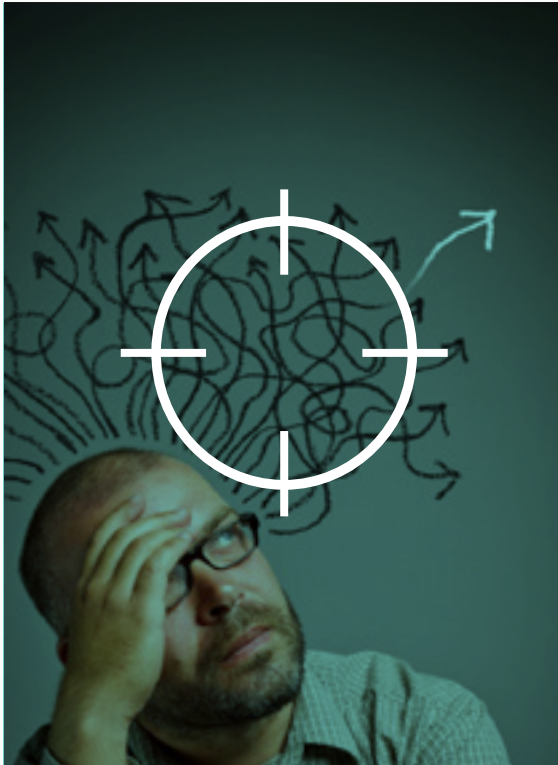
### SET A TIMER OR ALARM AS A REMINDER TOOL

Set a timer or an alarm to go off at specific intervals throughout your workday. **The alarm serves as a reminder tool to check your focus and concentration.**

Carson Tate







*Manage Your Attention*

## INTERSPERSE SOLITARY WORK WITH INTERPERSONAL INTERACTION

Pace your work by interspersing solitary work with group projects or conversations with colleagues. The interpersonal interaction will serve as a break and be refreshing, enabling you to more effectively manage your attention and maintain your focus.

72  
TIP

*Carson Tate*



*Manage Your Attention*

## MANAGE YOUR ATTENTION

Manage your attention by identifying your top four distractions. Awareness always proceeds action.

73  
TIP

*Carson Tate*



*Manage Your Attention*

## HALT INTERRUPTIONS

Wear headphones. Post "office hours" on your door or cube wall. Set appointments with colleagues and eliminate "drive-bys".

74  
TIP

*Carson Tate*





*Manage Your Attention*

## INSTITUTE “CHAT BUDGET” FOR TIME STEALERS

Office social butterfly stealing your time? Institute a “chat budget” and let her know you just ran out of chat time.

75  
TIP

*Carson Tate*



*Manage Your Attention*

## STOP THE IT’S AN EMERGENCY RUNAWAY TIME TRAIN

Define emergencies in your line of work. Clearly communicate them to your team and colleagues. **There are really not that many true emergencies.**

76  
TIP

*Carson Tate*



*Manage Your Attention*

## PREPARE AND ANTICIPATE RISK

Prepare for potential office emergencies. Anticipate risks during project planning and learn from previous projects.

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TIP

*Carson Tate*







## Manage Your Attention

### TURN OFF THE TECHNOLOGY

Technology robbing your time? Turn off all of the pings, dings and buzzes. Your frazzled brain will thank you.

78  
TIP

Carson Tate



## Manage Your Attention

### HOLD TECHNOLOGY FREE MEETINGS

Place a basket on the table and ask everyone to place their technology tool(s) in the basket.

79  
TIP

Carson Tate



Manage Your Attention  
CARSON TATE







*Live Fully*

## MEDITATE FOR ENERGY AND FOCUS

Meditation. The inner peace and stillness that fills me after I meditate provides me the energy and focus I need for my day. I meditate early in the morning for anywhere from 10 minutes to 45 minutes. I use guided meditations, as well as, meditations only using my breath.

80  
TIP

*Carson Tate*



*Live Fully*

## EAT CHOCOLATE

Chocolate. I love chocolate. I love decadent, rich dark chocolate and I also love peanut M&Ms. A tiny square of dark chocolate or a handful of peanut M&Ms always brings a smile to my face.

81  
TIP

*Carson Tate*



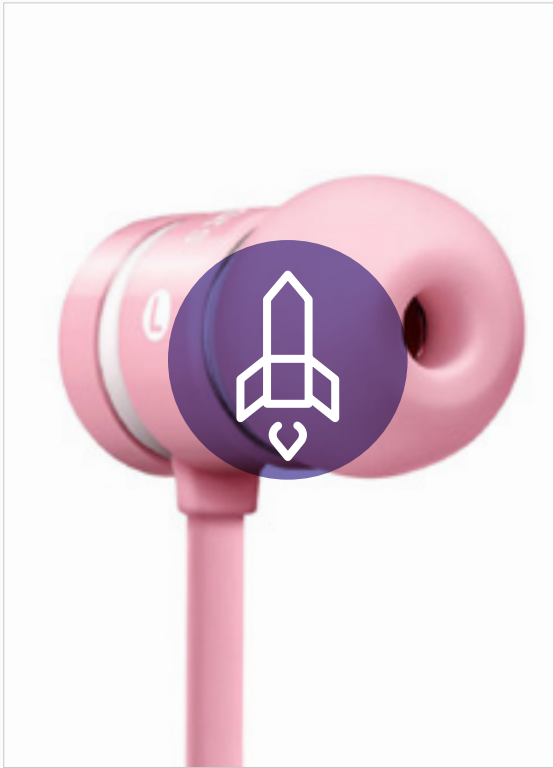
*Live Fully*

## DRINK RED WINE

Red wine. Big, bold, full bodied red wines are my favorite. If a wine can turn my teeth purple I am in a state of bliss.

82  
TIP

*Carson Tate*



*Live Fully*

## BEATS FREESTYLE EAR BUDS

Beats Freestyle Ear Buds in pink. I travel frequently and these are perfect on the airplane. My music sounds better through them, podcasts are clearer and they easily block out any unwanted noise.

83  
TIP

*Carson Tate*



*Live Fully*

## MAC PRO LONGWEAR LIPCOLOR

Mac Pro Longwear Lipcolor. I detest reapplying lip stick. With my Mac Pro Longwear Lipcolor I never reapply. I have worn my lipstick all day, through at least two meals, slept in it and it is still on in the morning. This lipstick does not wear off.

84  
TIP

*Carson Tate*



*Live Fully*

## YVES SAINT LAURENT TOUCHE ECLAT RADIANT TOUCH

I do not always get all of the sleep that I need and it definitely shows up under my eyes. The dark circles seem to take on a life of their own. Touche Eclat is a miracle concealer that delivers amazing coverage and makes me look bright eyed and well rested.

85  
TIP

*Carson Tate*





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## TRISH MCEVOY HIGH VOLUME MASCARA

I was not blessed with long, lush lashes, however you would never know it because of Trish McEvoy’s high volume mascara. A quick swipe with this mascara on my lashes and my stubby lashes are long and glamorous.

86  
TIP

*Carson Tate*



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## BROTHER P-TOUCH LABEL MAKER

Yes, I am that person who loves a label maker. I label everything – containers, shelves, my daughter’s lunch box – nothing in my world is safe from a label. My label maker has lasted for over 5 years and still prints perfect labels every time.

87  
TIP

*Carson Tate*



*Live Fully*

## DAVID ALLEN’S PLASTIC FILE FOLDERS

I work out of my car, airplanes and a bag most of the time, so durable file folders are a must. David Allen’s folders fill this need for me and they come in a variety of colors which I love.

88  
TIP

*Carson Tate*





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## CIRCA NOTEBOOK BY LEVENGER

My circa notebook is my brain on paper. It tracks my to dos, ideas, books I want to read, agendas and shopping lists. It has a beautiful brown cover, labeled tabs and a variety of styles of paper inside. It fits perfectly in my handbag and I never leave home without it.

89  
TIP

*Carson Tate*



*Live Fully*

## MOLESKIN NOTEBOOKS

I have these notebooks in a variety of colors and styles and there is always at least one with me at all times. I use them for my journaling, brainstorming and ideation, and content creation.

90  
TIP

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## NUTS

They travel well, they last forever and they keep me fueled throughout my day. In my world, they are a wonder food.

91  
TIP

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SONIA CHOQUETTE

She is a dynamic spiritual teacher, intuitive consultant and gifted writer. She sees the beautiful spirit in you and masterfully helps you reconnect to your higher self. She inspires me to always listen to the quiet, yet loving voice of my intuition.

92  
TIP

Carson Tate



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BRENE BROWN

She encourages you to let your authentic self shine, to be vulnerable and dare greatly. Inspired by her, I wear a necklace with the word courage on it every time I teach to remind me to be real and to be me.

93  
TIP

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MARIE FORLEO

A business and life coach rolled into one. Her mission is to help you be rich in life using your unique talents to change the world. She is cool, smart, savvy and inspires me to stay true to myself as I serve in the world.

94  
TIP

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## DANIELLE LAPORTE

Her sermons on life, love, cash and consciousness always stir something in me. How can you not admire someone who makes the truth look sexy?

95  
TIP

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## CARRIE GREEN

A female entrepreneur championing, encouraging and teaching other female entrepreneurs. I always learn something new from her savvy, field tested advice. She is an advocate for and a fan of female entrepreneurs which just makes me smile.

96  
TIP

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## INC AND FAST COMPANY MAGAZINES

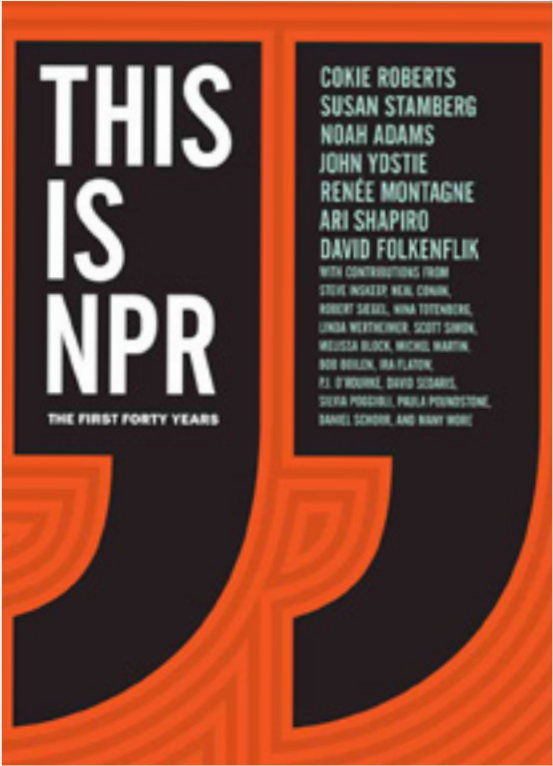
I always read these cover to cover. They inspire, inform, and always spark an idea, which keeps me coming back for more.

97  
TIP

Carson Tate







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NPR

The quality journalism, multiple perspectives and angles that are presented and topic variety keep me tuned and listening.

98  
TIP

Carson Tate



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SAUCONY RUNNING SHOES

I love to run. It relaxes me, energizes me and I often return from a run with a new idea or a solution to a problem. My running shoe of choice is Saucony. I have been running in these shoes for over 23 years. They are durable shoes with a nice wide toe box that fits my foot perfectly.

99  
TIP

Carson Tate

