

# **5 Rare Skills to Unlock Your Full Potential:**

## Sustained Focus

Attention spans are dwindling.  
Distraction is everywhere.

Simply being able to focus on one thing without interruption for 45 minutes will separate you from 98% of the population.

### How to improve:

#### Build your focus like a muscle

1. Start with 15 minute deep focus sessions
2. Increase to 20 when 15 starts to feel easy
3. Slowly your way up to 45 minutes +

## Sales

Ok, hear me out—have you ever...

- Had a job interview
- Asked someone on a date
- Asked your child to do something

That's sales.

Negotiation and persuasion.

Whether you realize it or not, you're doing some form of selling nearly every day.

## How to improve:

- Read *Influence* by Robert Cialdini
- Get rejected more often (builds thick skin)
- Find a mentor

## Taking action

Most people's time:

80% thinking

20% action

Flip those numbers and your life will transform.

80% action

20% thinking

## How to improve:

- Surround yourself with action-takers
- Break your goals down into the smallest possible action steps

## Communication

Good luck getting through life without this.

- Friendships
- Business
- Dating
- Family
- Career

Your ability to clearly communicate your thoughts impacts everything you do:

### How to improve:

- Read *How to Win Friends...* by Dale Carnegie
- Build your writing skills (really)
- Listen more than you speak

## Discipline

- > Success requires consistency.
- > Consistency requires discipline.

Stop relying on motivation (unreliable).  
Start building discipline (reliable).

## How to improve:

1. Start small
2. Put together a short daily schedule/task list
3. Prove to yourself that you can stick to it
4. Slowly increase as your discipline builds

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