

EAT THAT FROG!

: 21 GREAT WAYS TO STOP PROCRASTINATING

AND GET MORE DONE IN LESS TIME By Brian Tracy

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Conclusion INTRODUCTION Brian Tracy's "Eat That Frog!"

" is a powerful, practical guide to overcoming procrastination and maximizing productivity.

The title comes from a Mark Twain quote: "Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day.

" The Core Premise: - Your "frog" is your biggest, most important task - The one you're most likely to

procrastinate on - Eating it means doing it first -

Everything else is easier after - This habit transforms productivity The Revolutionary Insight:

Traditional productivity advice: - Do easy tasks first to build momentum - Multitask to get more done - Work longer hours - Stay busy - Activity equals productivity

Tracy's approach: - Do hardest task first - Single-task for maximum efficiency - Work smarter, not longer - Focus on results, not activity - Effectiveness over busyness The

Book's Approach: - 21 practical methods - Simple and actionable - Based on proven principles - Immediately applicable - Transformative results Why This Matters: -

Procrastination is universal - Costs time, money, opportunities - Creates stress and guilt - Limits success - Can be overcome The Promise: - Double your

productivity - Reduce stress - Achieve more - Feel better

- Transform your life CHAPTER 1: SET THE TABLE

The Foundation Clarity Is Essential: - You can't hit a target you can't see - Vague goals lead to vague results - Clarity precedes success - Specific goals drive action

- Crystal clear objectives The Process: 1.

Decide Exactly What You Want: - In every area of life - Be specific - Write it down - Clarity is power - Precision matters 2.

Write It Down: - Goals not written are wishes - Writing clarifies thinking - Creates commitment - Activates subconscious - Increases likelihood of achievement 3.

Set a Deadline: - Goals without deadlines are dreams - Deadline creates urgency - Activates motivation - Enables

planning - Drives action 4.

Make a List: - Everything you need to do - To achieve the goal - Comprehensive list - Nothing left out - Complete picture 5.

Organize the List: - By priority - By sequence - Logical order - Clear path - Actionable plan 6.

Take Action Immediately: - Don't wait - Start now - Momentum builds - Action creates clarity
- Begin immediately 7.

Do Something Every Day: - Toward your goal - Consistency compounds - Daily progress - Builds momentum - Achieves results
The Power of Written Goals: - 3% of people write goals - They earn 10x more

than others - Writing is powerful - Clarity drives success - Commitment creates results The Lesson: - Clarity is essential - Write your goals - Plan your approach - Take action - Daily progress CHAPTER 2: PLAN EVERY DAY IN ADVANCE The Planning Principle Planning Saves Time: - Every minute planning saves 10 in execution - Reduces errors - Increases efficiency - Provides direction - Multiplies effectiveness The Planning Process: The Night Before: - Plan tomorrow tonight - Review goals - List tasks - Prioritize - Mental preparation The Morning:

- Review plan - Adjust as needed - Commit to priorities - Start with frog - Execute plan Different Time Horizons: Long-term Planning: - 5-10 year vision - Life goals - Big picture - Direction setting - Strategic thinking Annual

Planning: - Yearly goals - Major objectives - Key milestones - Strategic priorities - Measurable targets

Monthly Planning: - Monthly objectives - Key projects - Important tasks - Progress tracking - Course correction

Weekly Planning: - Week's priorities - Key tasks - Appointments - Preparation - Balanced approach

Daily Planning: - Today's tasks - Priorities - Schedule - Execution - Results focus

The Planning Tools:

Lists: - Master list (everything) - Monthly list - Weekly list - Daily list - Organized system

Calendar: - Appointments - Deadlines - Commitments - Time blocks

- Visual planning

The 10/90 Rule: - First 10% of time planning - Saves 90% in execution - Massive ROI - Efficiency multiplier - Strategic investment

The Lesson: - Plan every day - Multiple time horizons - Use tools -

Invest time in planning - Multiply effectiveness

CHAPTER 3: APPLY THE 80/20 RULE The Pareto

Principle The Rule: - 20% of activities produce 80% of

results - 80% of activities produce 20% of results -

Unequal distribution - Universal principle - Powerful

insight Applications: In Work: - 20% of tasks = 80% of

value

- 20% of customers = 80% of revenue - 20% of products =

80% of profits - Focus on the 20% - Maximize impact In

Time: - 20% of time = 80% of results - Identify

high-value activities - Focus there - Eliminate low-value

- Multiply effectiveness In Relationships: - 20% of people

= 80% of happiness - Focus on key relationships - Invest

time wisely - Quality over quantity - Strategic

relationships The Application: Identify Your 20%: -

What tasks produce most results?

- What activities create most value?
- Where should you focus?
- Be honest - Be specific Focus There:
 - Spend more time on 20%
 - Less on 80%
 - Ruthless prioritization
 - Strategic focus
 - Maximum impactThe Frog Connection:
 - Your frog is in the 20%
 - High-value task
 - Maximum impact
 - Eat it first
 - Everything else is easierThe Lesson:
 - Not all tasks are equal
- 20% produce 80% of results
 - Identify your 20%
 - Focus there
 - Multiply effectivenessCHAPTER 4: CONSIDER THE CONSEQUENCES The Long-term Perspective Thinking Ahead:
 - Consider future impact
 - Long-term consequences
 - Not just immediate
 - Strategic thinking

Wise decisions The Questions: "What are the potential consequences?

" - Of doing this task - Of not doing it - Short-term and long-term - Positive and negative - Complete picture

"What will happen if I do/don't do this?

" - Future impact - Ripple effects - Compound consequences - Strategic assessment - Informed decision

The Time Horizons: Immediate: - Today - This week - Short-term impact - Urgent matters - Tactical focus

Medium-term: - This month - This quarter

- This year - Important matters - Strategic focus

Long-term: - Years ahead - Career trajectory - Life direction - Most important - Strategic priority The

Priority Principle: High Consequences = High Priority: -

Tasks with major future impact - Career-defining work - Relationship-building - Health and fitness - Strategic priorities Low Consequences = Low Priority: - Minimal future impact - Busy work - Distractions - Time-wasters - Eliminate or delegate The Lesson: - Think long-term - Consider consequences - Prioritize accordingly - Strategic thinking - Wise choices

CHAPTER 5: PRACTICE

CREATIVE PROCRASTINATION

The Paradox You Can't Do Everything: - Time is limited - Must choose - Something must be delayed - Procrastinate strategically - Choose wisely

The Principle: Procrastinate on Low-Value Tasks:

- Everyone procrastinates - Successful people procrastinate on small tasks - Unsuccessful people procrastinate on big tasks - Strategic procrastination - Wise choices

The

Application: Identify Low-Value Tasks:

- What doesn't matter?

- What has minimal impact?

- What can wait?

- What can be eliminated?

- Be ruthless Procrastinate on Those:

 - Deliberately delay

- Or eliminate entirely

 - No guilt
 - Strategic choice
 - Free up time for important

The Questions: "What would happen if I didn't do this at all?"

" - Often: nothing

- Reveals true importance
- Eliminates unnecessary
- Frees time
- Strategic clarity

"What can I stop doing?

" - Regular review

- Eliminate obsolete
- Stop low-value

- Continuous improvement - Strategic pruning The Lesson: - Procrastinate strategically

- On low-value tasks - Free time for important - Ruthless prioritization - Wise choices CHAPTER 6: USE THE

ABCDE METHOD The Prioritization System The

Method: A Tasks: - Must do - Serious consequences if

not done - Your frogs - Top priority - Do first B Tasks: -

Should do - Mild consequences if not done - Important

but not critical - Do after A tasks - Secondary priority C

Tasks: - Nice to do - No consequences if not done -

Optional - Low priority - Do after A and B D Tasks: -

Delegate - Someone else can do - Free your time -

Leverage others - Strategic delegation E Tasks: -

Eliminate - No value - Time-wasters - Stop doing

- Strategic elimination The Application: Review Your List: - All tasks - Assign letter - Be honest - Be ruthless

- Clear priorities The Rule: - Never do B when A is undone - Never do C when B is undone - Discipline required - Strategic focus - Maximum effectiveness

Multiple A Tasks: - A-1, A-2, A-3 - Prioritize within category - Eat biggest frog first - Sequential execution - Clear order The Lesson: - Prioritize systematically -

ABCDE method - Follow the rule - Discipline required - Multiply effectiveness

CHAPTER 7: FOCUS ON KEY RESULT AREAS The Performance Principle Key Result

Areas (KRAs): - Critical to success - In your role - Must perform well - Usually 5-7 areas - Define success

Identifying Your KRAs:

In Work: - What results are you hired to achieve?

- What outcomes matter most?
 - What defines success in your role?
 - Be specific - Be clear Examples:
 - Sales: Revenue, new customers, retention
 - Management: Team performance, results, development
 - Marketing: Leads, conversions, brand awareness
 - Specific to role - Measurable outcomes
- The Assessment: Rate Yourself:
- 1-10 in each KRA
 - Be honest
 - Identify weaknesses
 - Focus on improvement
- Strategic development
- The Weakest Link:
- Your weakest KRA limits success
 - Like chain's weakest link
 - Determines overall performance
 - Focus there
 - Strategic improvement
- The Development Plan:
- Identify Weakness:
 - Lowest-rated KRA
 - Biggest constraint
 - Limiting factor
 - Focus area
 - Strategic priority
 - Improve It:
 - Training
 - Practice
 - Coaching

- Study - Deliberate improvement The Lesson: - Identify your KRAs - Assess performance - Improve weakest - Strategic development - Multiply effectiveness

CHAPTER 8: APPLY THE LAW OF THREE The Simplicity Principle The Law: - Three tasks contribute 90% of value - In any area - Identify them - Focus there

- Maximum impact The Application: Identify Your Three:
- What three tasks contribute most value?

- To your work - To your income - To your goals - Be specific The Questions: "If I could only do one thing all day, what would create most value?"

" - First task - Highest value - Maximum impact - Strategic focus "If I could only do two things?"

" - Second task - High value - Important impact -

Strategic priority

"If I could only do three things?

" - Third task - Significant value - Key contribution -

Strategic focus The Focus: Spend Most Time on Three: -

80-90% of time - On highest-value tasks - Maximum

impact - Strategic allocation - Multiply effectiveness

Delegate or Eliminate Rest: - Lower-value tasks - Free

your time - Focus on three - Strategic simplification -

Maximum results The Lesson: - Three tasks = 90% of

value - Identify them - Focus there - Delegate rest -

Multiply effectiveness CHAPTER 9: PREPARE

THOROUGHLY BEFORE YOU BEGIN The Preparation

Principle Preparation Matters: - Proper preparation

prevents poor performance - Set up workspace - Gather

materials - Remove distractions - Ready to work -

Smooth execution The Workspace: Clean and Organized:

- Clear desk - Only current task - Everything needed -

Nothing else - Focus environment Comfortable: - Good

chair - Proper lighting - Right temperature - Ergonomic

setup - Productive environment The Materials:

Everything You Need: - Before starting - All materials -

All information - All tools - No interruptions The Mental

Preparation: Clear Mind: - No distractions - Focused

attention - Ready to work - Committed - Full

engagement The Lesson: - Prepare thoroughly - Before

beginning - Smooth execution - Maximum efficiency -

Better results CHAPTER 10: TAKE IT ONE OIL

BARREL AT A TIME The Journey Principle The Story:

- Driving across Sahara Desert

- Oil barrels every kilometer - Focus on next barrel - Not the whole journey - One step at a time

The Application:

Big Tasks Are Overwhelming:

- Seem impossible
- Create resistance
- Cause procrastination
- Need different approach
- Break them down

The Method:

Break It Down:

- Into small steps
- One at a time
- Manageable pieces
- Less overwhelming
- Achievable

Focus on Next Step:

- Not whole project
- Just next action
- One oil barrel
- Achievable
- Builds momentum

The Salami Slice Method:

- Slice by slice
- One piece at a time
- Steady progress
- Eventually complete
- Consistent action

The Swiss Cheese Method:

- Poke holes in task
- 5-10 minute bursts
- Multiple small sessions
- Eventually complete
- Reduces resistance

The Lesson:

- Break big tasks down
- Focus on next step

- One at a time - Builds momentum - Achieves

completion CHAPTER 11: UPGRADE YOUR KEY

SKILLS The Improvement Principle Continuous

Learning: - Never stop improving - Upgrade skills - Stay

current - Competitive advantage - Career insurance The

Obsolescence Curve: - Skills become obsolete - Half-life

of knowledge shrinking - Must continuously learn - Or

fall behind - Strategic necessity The Application:

Identify Key Skills: - For your success - In your field -

For your goals - Be specific - Strategic focus Improve

Them: - Reading - Courses - Practice - Coaching -

Deliberate development The Methods: Read Daily:

- In your field - 30-60 minutes - Compounds over time -

Continuous learning - Strategic investment Take Courses:

- Online or in-person - Structured learning - Expert

instruction - Credentials - Strategic development

Practice: - Deliberate practice - Apply what you learn -

Build skill - Mastery through repetition - Strategic

improvement The Lesson: - Continuous learning -

Upgrade skills - Stay current - Competitive advantage -

Strategic investment CHAPTER 12: IDENTIFY YOUR

KEY CONSTRAINTS The Bottleneck Principle The

Constraint: - What limits your progress?

- Bottleneck - Limiting factor - Determines speed -

Strategic focus The 80/20 of Constraints: - Usually one

constraint - Determines 80% of results - Identify it -

Remove it - Breakthrough

The Questions: "What limits my progress?

" - Internal or external - Skill or resource - Person or

system - Identify specifically - Strategic awareness

"What one constraint, if removed, would help most?

" - Biggest bottleneck - Maximum impact - Strategic priority - Focus here - Breakthrough potential Types of Constraints: Internal: - Your skills - Your habits - Your beliefs - Your time management - Within your control

External: - Market conditions - Resources - Other people

- Systems - Less control The Application: Identify

Constraint: - Be specific - Be honest - Root cause - Not symptoms - Strategic clarity Remove It: - Develop skill

- Change habit - Get resource - Fix system - Strategic

action The Lesson: - Identify your constraint - Usually

one key bottleneck - Remove it - Breakthrough results -

Strategic focus CHAPTER 13: PUT THE PRESSURE ON

YOURSELF The Self-Motivation Principle Don't Wait

for Others: - To motivate you - To push you - To hold you accountable - Be self-motivated - Internal drive The

Application: Set Your Own Deadlines: - Before external ones - Create urgency - Drive yourself - Internal pressure

- Strategic motivation Raise the Bar: - Higher standards

- For yourself - Excellence - Continuous improvement -

Strategic ambition Be Your Own Cheerleader: - Positive

self-talk - Encourage yourself - Celebrate wins -

Maintain motivation

- Strategic mindset The Lesson: - Self-motivation -

Internal pressure - High standards - Drive yourself -

Strategic discipline CHAPTER 14: MOTIVATE

YOURSELF INTO ACTION The Mindset Principle

Optimism Is Essential: - Positive attitude - Expect success

- See opportunities - Resilience - Strategic mindset The

Application: Positive Self-Talk: - Control your inner dialogue - Positive affirmations - Encouraging words -

Builds confidence - Strategic mindset Visualize Success:

- See yourself succeeding - Completing tasks - Achieving goals - Mental rehearsal - Strategic preparation Act As If:

- You're already successful - Confident - Capable -

Becomes reality - Strategic identity The Lesson:

- Mindset matters - Positive attitude - Visualize success -

Act as if - Strategic psychology CHAPTER 15:

TECHNOLOGY IS A TERRIBLE MASTER The

Technology Trap The Problem: - Technology can enslave

- Constant interruptions - Email, social media,

notifications - Destroys focus - Reduces productivity The

Cost: - Fragmented attention - Reduced deep work -

Lower quality - More time, less results - Strategic disaster

The Application: Turn Off Notifications: - All of them -

Check on your schedule - Not theirs - Control your attention - Strategic focus Batch Email: - 2-3 times per day - Not constantly - Focused sessions - More efficient - Strategic batching Limit Social Media: - Scheduled times - Not throughout day - Time-boxed

- Controlled use - Strategic discipline The Lesson: -

Technology can enslave - Control it - Don't let it control you - Strategic discipline - Protect your focus CHAPTER

16: TECHNOLOGY IS A WONDERFUL SERVANT The

Technology Opportunity The Benefit: - When controlled

- Technology multiplies productivity - Enables efficiency

- Powerful tool - Strategic leverage The Application: Use

Productivity Tools: - Task managers - Calendar apps -

Note-taking apps - Strategic tools - Multiply effectiveness

Automate: - Repetitive tasks - Email filters - Templates
- Save time - Strategic efficiency Learn Tools: - Master
your software - Keyboard shortcuts - Advanced features -
Multiply speed - Strategic competence

The Lesson: - Technology is powerful - When you
control it - Use strategically - Multiply productivity -
Strategic leverage CHAPTER 17: FOCUS YOUR
ATTENTION The Concentration Principle Focus Is
Essential: - Divided attention is weak - Focused attention
is powerful - Single-tasking - Deep work - Strategic
concentration The Application: Single-Task: - One thing
at a time - Full attention - Complete before moving on -
Quality and speed - Strategic focus Eliminate
Distractions: - Phone off - Email closed - Door closed -
Focused environment - Strategic discipline Time Blocks:

- Dedicated time - For important work - No interruptions
- Deep work - Strategic scheduling The Lesson: - Focus is power - Single-task

- Eliminate distractions - Deep work - Strategic concentration

CHAPTER 18: SLICE AND DICE THE TASK

The Breakdown Principle Make It Manageable: -

Big tasks overwhelm - Break into pieces - Small steps - Achievable - Strategic simplification

The Methods:

Salami Slice: - Thin slices - One at a time - Steady progress - Eventually complete - Strategic persistence

Swiss Cheese: - Poke holes - Small sessions - Multiple approaches - Eventually complete - Strategic flexibility

The Lesson: - Break tasks down - Small pieces -

Manageable steps - Reduces resistance - Strategic simplification

CHAPTER 19: CREATE LARGE

CHUNKS OF TIME The Time Block Principle Deep

Work Requires Time: - Can't do in fragments

- Need large blocks - Uninterrupted - Focused work -

Strategic scheduling The Application: Schedule Blocks: -

90-120 minutes - For important work - Protect them - No

interruptions - Strategic priority Early Morning: - Best

time - Fresh mind - Fewer distractions - Eat your frog -

Strategic timing The Lesson: - Create time blocks - For

important work - Protect them - Deep work - Strategic

scheduling CHAPTER 20: DEVELOP A SENSE OF

URGENCY The Momentum Principle Urgency Drives

Action: - Bias for action - Move quickly - Build

momentum - Get things done - Strategic energy The

Application: Start Immediately: - Don't delay - Begin

now

- Action creates clarity - Momentum builds - Strategic initiative Work Quickly: - Sense of urgency - Fast pace - Energizing - More gets done - Strategic tempo The Lesson: - Develop urgency - Move quickly - Build momentum - Action orientation - Strategic energy

CHAPTER 21: SINGLE HANDLE EVERY TASK The Completion Principle Start and Complete: - Don't start and stop - Work until done - Single handling - Maximum efficiency - Strategic discipline The Cost of Switching: - Starting and stopping - Wastes time - Reduces quality - Increases time required - Strategic inefficiency The Application: Work Until Complete: - Or until predetermined stopping point - Don't interrupt yourself - Focused completion - Maximum efficiency - Strategic discipline

The Lesson: - Single handle tasks - Start and complete -

Don't interrupt - Maximum efficiency - Strategic

discipline HOW TO APPLY THIS BOOK IN YOUR

LIFE The Daily Routine Night Before: - Plan tomorrow

- List tasks - Prioritize - Identify frog - Mental

preparation Morning: - Review plan - Start with frog -

No delay - Eat it first - Everything else easier

Throughout Day: - Follow priorities - Single-task - Focus

- Complete tasks - Strategic execution The Weekly

Routine Sunday Evening: - Plan week - Key priorities -

Major tasks - Schedule blocks - Strategic preparation

Daily Planning: - Each evening

- Next day - Specific tasks - Clear priorities - Strategic

focus The Implementation Start Small: - One technique

at a time - Master it - Add another - Build gradually - Sustainable change The Priority: - Eat your frog first - Every day - Non-negotiable - Builds habit - Transforms productivity The Lesson: - Apply systematically - Daily practice - Build habits - Compound results - Transform productivity CONCLUSION "Eat That Frog!"

" provides 21 practical, powerful methods for overcoming procrastination and maximizing productivity.

Brian Tracy's message is simple but transformative: identify your most important task (your frog) and do it first, every day.

Key Takeaways: The Core Principle: - Eat your frog first - Biggest, most important task - Do it before anything else - Everything else is easier - Transforms productivity The 21 Methods:

- Set clear goals - Plan daily - Apply 80/20 rule - Consider consequences - Creative procrastination - ABCDE method - Focus on KRAs - Law of three - Prepare thoroughly - One step at a time - Upgrade skills - Identify constraints - Self-motivation - Positive mindset - Control technology - Focus attention - Break tasks down

- Create time blocks - Develop urgency - Single handle tasks

The Transformative Power: These methods transform:

- Your productivity - Your effectiveness - Your results - Your stress levels - Your success

The Journey Ahead: Mastering productivity is ongoing:

- Daily practice - Continuous improvement - Build habits - Compound results - Lifelong benefits

The Ripple Effect: Your productivity affects:

- Your career success - Your income

- Your relationships - Your health - Your life satisfaction

Final Thoughts: Procrastination is universal, but it can be overcome.

The key is simple: identify your most important task and do it first, every day.

Eat that frog!

Start tomorrow: - Identify your frog - Plan to eat it first - Do it - Experience the difference - Build the habit Day by day, frog by frog, you'll transform your productivity.

Welcome to eating frogs!