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Title Of The Book:

Biography:

Noah is an Author, an Investor, and an Entrepreneur. He is an Award-Winning Speaker and an Education Professional who taught more than 100,000 people from 168 different countries.

Reviews

In 4 years, Noah was able to help more than 100,000 people through his books, his online training programs, and his one-on-one personal coaching sessions.

His critical thinking helped him to develop 24 new personal development and transformation formulas that have changed the lives of so many people in the past few years.

- The Digital Journal

With three books published, and a fourth on the way, it was a no brainer for us that he was not just an expert in the field, but THE expert that people are raging about.

- Fox 34 News Channel

Needless to say, a 45-minute interview with this pioneer left the entire team feeling uplifted and inspired. In a nutshell, the world needs more people like Noah. The world needs more people who are selfless, people who would stop at nothing to make an impact in this world.

- CBS News

Referencing the Harvard Business School research on goal and vision setting, Noah has built an entire life vision for himself that keeps him moving every day. That explained to us the astounding work ethic that he emphasized.

Another thing we wanted to know was how he was able to harness such intense levels of motivation.

*“More than a success, I want to be an inspiration. I don’t do what I do for myself, I do it to uplift my brothers and sisters out there in the world who have dreams of changing their life, and changing the world…”*

- WRCB TV

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Title:

Sub-Title:

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Dedication:

I dedicate this book to my dear friend Mo Khalaf. I believe we met for a reason that goes miles beyond friendship. Purpose unites us and empower us, and with that I dedicate this book to him.

Note to readers:

This book is a an extensive guide that will help you understand and manage procrastination. In the book, I will be referencing different sources that you can use to take your learning experience to a whole new level. Make sure to check those resources out as they can be exceptionally helpful in your journey towards controlling the procrastinator in you.

Preface:

This book is about the revolutionary discoveries I made in human psychology and the habit of procrastination. The findings and formulas in this book are not to be replicated or used for commercial purposes under any circumstance without the acknowledgement and approval of the author.

The methods and systems that you will find in this book are not based on wishful thinking, but on a decade of research, learning, and testing.

As you go through the first two parts of the book, you will start to develop a deep understanding of how procrastination works, and why Noah refers to it as the “ silent killer “. In the third part of the book you will find ten formulas that he has used with hundreds of his clients and were found to be highly effective and revolutionary.

Dear procrastinator, get ready for a life-changing journey - Noah Merriby

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# PART 1:

# The Psychology Behind Procrastination

# In the first part of the book, we’re going to look at the psychology behind procrastination, why we do it, how it can affect us, as well as the different types of procrastinators.

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# INTRODUCTION

Procrastination is the art of avoiding necessary tasks by shifting the focus to something more pleasant and satisfying.

It is not entirely due to a lack of self-motivation, laziness, or incompetence. Scientifically speaking, procrastination causes actual physical pain. The pain centers of the brain light up when a procrastinator is on a dreadful task. Confronted with pain, one doesn’t voluntarily approach it but attempts to avoid it altogether. Procrastination is more a battle between the limbic system and the prefrontal cortex.

The prefrontal cortex controls planning and decision-making (conscious brain), while the limbic system is a set of brain structures containing the pleasure center (subconscious brain). The limbic system usually wins due to a lack of development in the prefrontal cortex thus leading to procrastination, but more on that later.

The prefrontal cortex (PFC), is the result of millions of years revolving around the human brain development. It is an indispensable element of the evolving brain.

In a study done on monkeys in which the PFC was removed, researchers noticed incontinence, and instinctive-based behavior that had no sense of goal-orientation whatsoever.

Human beings who suffered significant damage to their PFC also exhibited a sense of inappropriate use of behavior with a lack of consequential orientation. Despite the fact that there were other related consequences such as irritability, disinhibited emotions, and compulsive behavior, I wanted to focus on one main idea for a reason.

Let’s take two different scenarios to emphasize the idea better:

1) You have to work an extra hour a day, every day because your boss said that you’ve been slacking off and you have to compensate for it.

2) You have to work an extra hour a day, every day because you have a goal in mind to get a promotion by the end of the year.

In the first example, we want to first eliminate one huge emotional bias. There is no risk of termination as you demonstrate that you’re staying for an extra hour, regardless of whether or not you do any productive work.

With that being said, do you think you’re more prone to procrastinate in the first example, or the second?

The answer should be pretty clear.

Now let’s take another two examples - but this time you have to be as productive as possible:

1) You have to work an extra hour a day, every day, and if you do, your salary would increase by 20%.

2) You have to work an extra hour a day, every day, and if you do, your salary would increase by 80%.

In which scenario will you end up being more productive, hence procrastinating less? Again, the answer should be pretty straightforward.

Let’s take one last example:

1) You have to work an extra hour a day, every day, and you absolutely hate your job.

2) You have to work an extra hour a day, every day, and you absolutely love your job.

Now in what case do you think you’re more likely to procrastinate less? Once again, the answer is clear. See but if the answers are so clear to us, why do we often struggle with procrastination?

That’s exactly what we’re going to talk about in this first section of the book. Procrastination is referred to as an art because we often are very creative about it. Even when we know we shouldn’t, even when we know we have tasks to complete, we can always find a way to convince ourselves otherwise.

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# Summary:

1) Procrastination is not entirely due to a lack of self-motivation, laziness, or incompetence. It is more of a battle between the limbic system and the prefrontal cortex.

2) The prefrontal cortex controls planning and decision-making, while the limbic system is a set of brain structures containing the pleasure center. The limbic system usually wins due to a lack of development in the prefrontal cortex thus leading to procrastination.

3) Different elements can be linked to the goal we want to accomplish and hence dictating whether or not we procrastinate.

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# Chapter 1: Are You A Procrastinator?

Are you a procrastinator?

If you are reading this book, you probably think that you’re a procrastinator, and it’s very possible that you are. Nonetheless, there is something you need to understand.

We all procrastinate. Yes, you heard me right, we all procrastinate. Just try and name one single person you know who hasn’t procrastinated even once, for a full year. Heck, for a whole month even, or week.

Whether it’s the president of the United States, the CEO of Apple, or your boss who criticizes your procrastination, we all do it.

The problem happens when procrastination gets out of hand and we fall into chronic procrastination.

I want to start by showcasing the data behind it, just to help you understand the true impact of this problem:

1) Over 26% of the world’s population suffers from chronic procrastination. That’s almost two billion people.

2) The number of procrastinators has quadrupled since the 1970s.

3) Professor Pies Steel, from the University of Calgary, stated that 95% of the population procrastinates at times.

4) Over 40% of procrastinators incur financial losses due to this problem accounting for hundreds of billions of dollars down the drain every single year.

5) One out of five people reported that procrastination jeopardized not only their finances but also their credit, job, relationship, and even their health.

Procrastination, or as I’d like to refer to it as “the silent killer“, is a problem that we must be very well aware of. You might be at a stage where you do it every now and then but it’s not affecting your life much.

However, if you don’t begin to monitor and regulate the problem now, it will only get worse in the future.

In The Biology of Belief, the author Bruce Lipton explains how the first six years of a child’s life programs the subconscious mind. After those first six years, children use their subconscious mind to live their everyday life. They learn not to run into the street, to hold their parent’s hand in crowds, and to listen when their parent says no. Another major point of Lipton’s book is that adults act from their subconscious mind 95% of the time. The conscious mind helps navigate our days the remaining 5% of the time.

Conclusion: We spend 95% of our time acting from the beliefs we acquired as children by the age of six to seven years old.

I want you to read the previous paragraph again, and let that sink in.

In your daily life, 95% of all your thoughts, beliefs, habits, actions, thought patterns, emotions, and feelings you experience are guided by your subconscious brain. What’s even worse, is that we are not aware of this subconscious guidance because our conscious brain is constantly focused on creating the perceptual image of the world we live in.

Nonetheless, a fascinating study in neurology sheds the light on the revolutionary concept of the plastic brain, Neuroplasticity.

Our brains are constantly evolving. Our neurons are constantly firing together, and wiring together. New connections are formed, older connections are disrupted, and so on.

Here’s the interesting thing about the subconscious brain, however.

Dr. Joe Dispenza in his series, Rewired, relates a very interesting metaphor to help us understand our brains better. Imagine you have a computer with certain specifications, memory space, functioning speed, and utility capacity. If you were to download a professional video editing software on that computer that surpasses its functioning capacity, it will take a while for it to launch.

As you use it, you will experience glitches, slow operation, and you’ll have a very hard time working on it. Eventually, you close the program and delete it as it will not function on your current computer. Rather, you decide to download a basic software that your computer can handle, and you can finally edit your video, but it’s nowhere near as good as edits done with professional software.

In a nutshell, the subconscious is your habit brain (your computer), and the conscious is your creative brain (the creative tools you use). That being said, even if you are a mild procrastinator right now, this behavior is bound to snowball into a set of neurological maps that would create the automatic foundational habit of chronic procrastination.

The more you do it, the worse it gets. However, this coin has two sides. If you flip the coin, you’ll discover that even procrastinators can train their habit brain to control and monitor this problem in ways to minimize its effects on your daily life.

But you see, this coin that we talked about comes in different colors and sizes. There are different types of procrastinators. As a starting point, it is crucial for you to identify which one you are.

Raising your awareness when it comes to the typical personal elements of procrastination in your life would automatically set you up on the right path to deal with the problem. In other words, if you know what the root of the problem is, you’ll have an easier time dealing with it.

Summary:

1) The number of chronic procrastinators is increasing exponentially. This habit can have severe implications on finances, relationships, jobs, and on the person’s overall health.

2) Procrastination is a way for us to avoid a dreadful task by seeking instant gratification. The pain associated with the task is often subconscious, hence why it seems uncontrollable.

3) In your daily life, 95% of all your thoughts, beliefs, habits, actions, thought patterns, emotions, and feelings you experience are guided by your subconscious brain.

4) The conscious mind helps navigate our days the remaining 5% of the time.

5) Your conscious brain is the creative brain, whereas your subconscious brain is the habit brain.

6) Awareness is one of the fundamental keys you need to acquire if you wish to overcome procrastination.

# Chapter 2: Awareness

There are different types of procrastinators out there and it’s not just a question of personality. Every time you procrastinate, you give yourself an argument or a justification as to why it’s okay to do it. Each time you procrastinate, you may be reflecting upon a different type of procrastination.

Once you become aware of the false arguments you give yourself to justify this behavior, you will become more competent at dealing with the tricky habit brain.

**The Perfectionist:**

* This is the most common type of procrastinators. We all have tasks that we like and dislike. We dislike the tasks we’re not good at and that’s why the perfectionists usually procrastinate. They spend too much time on a task they’re good at and wait for the last minute to finish the unpleasant tasks.

Here’s an example to illustrate this point. A client of mine, Chris, a university student pursuing his bachelor’s degree in finance, was one of the smartest people I’d ever known. However, he wasn’t able to achieve the grades he was hoping for. With the knowledge he has and the hours he spent studying almost every single day, he should be one of the top students in his class.

Chris was a perfectionist procrastinator. He was incredibly skilled and talented in writing essays and research papers. However, he disliked memorizing information and solving problems.

At the beginning of each term, he would ace all of his essays and research papers like it’s a piece of cake. He would be feeling extremely happy and motivated until the quizzes and exams start. He would spend the majority of his time writing down the notes and summarizing information in the most perfect way possible.

I went through his notes, and to be honest, he did a better job than any university professor I have ever seen. Yet, he would procrastinate on solving the exercises and memorizing the information required for his exams. The result? He would get impressive grades in all of his research papers and essays, but then his GPA would drop as a result of his final exam and test results.

In my years of research, I found that perfectionism is one of the most common types of procrastination that we fall into. Whether it’s perfecting every last drop of your notes, polishing the details of a work project that you went through a dozen times, or writing a few paragraphs and then starting all over again because “It’s not good enough,” perfectionism is one of the main drivers of procrastination.

**The Imposter:**

* An imposter procrastinator is one who is afraid of being judged on his work. As a result, he tries to avoid revealing his work, thus he procrastinates.

Let’s take an example:

Lana was a branch manager at a local bank in Toronto who wanted to work on her communication skills. There was one problem, however. She had this massive fear of public speaking. Whether it’s people judging her skills as a novice, someone laughing at her French accent, or even to the point where she’ll get tomatoes thrown at her.

When I first met with Lana, I explained to her that other people’s judgments shouldn’t govern how she lives her life. I told her that people can laugh all they want. She’ll be the one laughing when she becomes an expert communicator. Oh, and I also clearly emphasized that no one goes to a club meeting with a bag of tomatoes in hand.

She was ready to take the first step, she was ready to overcome her fear of public speaking and become a better communicator. The first meeting went smoothly.

During the impromptu speech section, she was surprised by her ability to speak. As Lana delivered a 3-minute non-prepared speech, she felt grateful for this opportunity she decided to pursue.

However, three weeks in, Lana had a prepared speech to present to her club members, but she never showed up to the meeting. Two weeks pass by, and nobody heard a word from her.

When we met, she told me that everything was going so great, to the point where she had to prepare a speech. Lana spent hours going through the speech, writing, scrapping, re-writing, looking for a simple detail that would derail her motivation.

Soon enough, she got discouraged. The imposter procrastinator within her was pushing this project off, week after week, motivated by the fear of being judged and labeled as a bad communicator.

The reason I call this type “the imposter” is because I read her speech. Keep in mind that I am a professional communicator myself. I was shocked. Her speech was brilliant. I told Lana to do me a favor and not edit anything anymore. As I explained the imposter procrastinator effect on her, we agreed that she will go to the next meeting and present the speech as it is.

The result? She nailed it. Her first ice-breaker speech got her a rousing standing ovation. Even though the audience was made up of 15-20 people, that moment meant the world to Lana. She had beaten the imposter that was creeping out on her in moments of vulnerability.

**The Dread-filled:**

* This type of procrastinator won’t work on anything that does not excite him or her, and therefore will lose interest and motivation to finish the tasks required.

This type of procrastination tends to get exponentially lower as we mature. As we grow up, we realize we can’t always focus and work on what we love and what excites us. Even if you’re pursuing a career that you’re passionate about or a goal that you absolutely love, sooner or later, you will have to do some things that don’t excite you.

The world as we know it is not built on order. It’s built upon a combination of order and chaos, yin and yang, good and evil… We strive to achieve balance.

We can’t always expect to do what we love and excites us. Sometimes we have to do some things that we have no interest in doing. If you want to focus on your topics of interest consistently, and disregarding those that don’t interest you, you’ll run out of balance. The result? You will have a mixture of deadlines and work that piles up to the point where you are outstandingly overwhelmed.

The solution? Finding the right balance, and accepting that sometimes we have to do things that don’t excite us if we want to end up living an exciting life on our terms.

**The Lucky:**

* There’s a group of procrastinators that have made peace with procrastination and they look at it as a lifestyle. They know how to tackle their tasks and get the work done at the last minute.

“I perform better under pressure.” Is a statement I often hear. Yet whenever I look at the person who made this statement, I see someone cracking under pressure.

Do you think you perform better under pressure? Of course, you do, because that’s what you conditioned your mind to do. However, there’s a huge difference between productivity and reactivity. Being effectively reactive in some cases does not make you productive; rather, you are much less productive. You end up thinking that you can procrastinate all you want and you’ll just wing it when needs are. You’re setting up yourself to stress, to being overwhelmed, and most importantly, you’re reinforcing the procrastination habit.

“But hold on for a second, you’re telling me that you consciously procrastinate on everything so that you can perform better under pressure?”

The thing is, we undermine stress too much. We think that it’s a very normal thing to stress about things. I thought so as well. We consciously put ourselves into a state of stress . . . often unknowingly. It’s become such a norm that we join stress management programs. What happens is that you end up worrying about your stress like a snake eating its tail.

What is a lucky procrastinator doing? Gambling. It’s as simple as it gets. You put all your money on an uncertain and non-objective bet. Sometimes you might win some money and think you’re a master gambler. You do it so much that you end up flying to Vegas. You’ll get to realize that what happens in Vegas, doesn’t stay in Vegas. You lose all your money, you’re disappointed, and now you want to work on fixing your gambling problem.

A lucky procrastinator is a gambler, and if you’ve been lucky lately, you know well that it’s going to backfire at one point or another. You’re better off dealing with the gambling problem before you lose all your money.

**The Overwhelmed:**

* Someone gets overwhelmed with tasks and responsibilities, especially under a deadline. They start with the most important task and finish the work step-by-step. However, an overwhelmed procrastinator wouldn’t start with anything and therefore won’t finish the work required.

Every single type of procrastination we talked about before will lead you here. Remember, often we have more than one type of procrastination controlling our lives.

*You see whether you’re a perfectionist, an imposter, dread-filled or just lucky, you’re bound to become overwhelmed eventually.*

When clients turn to me for guidance, they do so when they are overwhelmed and can’t figure out the next step. With so many things to do, the big question is always: “Where do I start?”

Now there’s a long answer to this question that we’re going to look into in later chapters . . . But the short answer is: “Start with the most important tasks and build your way up in priority sequence.”

I know that a lot of you right now are probably rolling your eyes at me. I know, it’s easier said than done. But it’s better done than due. As I said, you’ll learn how to effectively overcome that in a later chapter.

Summary:

The Different Types Of Procrastinators:

1) **The Perfectionist:** This is the most common type of procrastinators. We all have tasks that we like and dislike. We dislike the tasks we’re not good at and that’s why the perfectionists usually procrastinate. They spend too much time on a task they’re good at and wait for the last minute to finish the unpleasant tasks.

2) **The Imposter:** An imposter procrastinator is one who is afraid of being judged on his work. As a result, he tries to avoid revealing his work, thus he procrastinates.

3) **The Dread-filled:** This type of procrastinator won’t work on anything that does not excite him or her, and therefore will lose interest and motivation to finish the tasks required.

4) **The Lucky:** There’s a group of procrastinators that have made peace with procrastination and they look at it as a lifestyle. They know how to tackle their tasks and get the work done at the last minute.

5) **The Overwhelmed:** Someone gets overwhelmed with tasks and responsibilities, especially under a deadline. They start with the most important task and finish the work step-by-step. However, an overwhelmed procrastinator wouldn’t start with anything and therefore won’t finish the work required.

# Chapter 3: How It Can Impact Your Life:

How can procrastination impact your life?

As I said before, the habit of procrastination snowballs very easily, and very rapidly sometimes. It is a part of human psychology, and we are born with a natural tendency to procrastinate unless we were taught otherwise. How?

Well, psychologically speaking, there’s a primordial element that we all seek, which is "pleasure". When we procrastinate, we do so to move our conscious attention from a task that is dreadful or boring to another task that is exciting and pleasurable.

Now before we carry on with how procrastination can impact your life, I want to give you a little insight into human behavior. I’ll start with an example here:

You’re sitting with some of your friends, and you’re all bored. So you decide to play a card game. Your friend showed you this new game that you never played before, and you all agreed to give it a try. First-round, you won. In the second round, you won. And in the third round, you also won… Now all your friends are skeptical and they are wondering: “Is it his first time playing this game?” “How is he so good at this!?“

Whether you were getting lucky, or you’re just a naturally born cards master, you kept winning, over and over again. How do you think you’ll feel while playing, and after the game is done?

You’re going to feel unstoppable! That’s how you’ll feel! You will experience a rush of dopamine, endorphins, and oxytocin in your system that are all associated one way or another with feelings of pleasure.

The game is over, you won, you feel amazing and you go back home to sleep. Now two weeks later, you’re sitting at your desk trying to study for an exam and you hate it. You’re feeling bored, out of focus, and irritated.

Next thing you know, your friend calls you and says that everybody is meeting up to play a game of cards. Your friend asks: “Do you want to join?” What is your natural response going to be?

See, unless you had the exam in a day or two and you’re behind on your studies, you would drop everything and go to your friend’s place. You love the game, you’re good at it, and it’s a very pleasurable experience for you. So unless the pain associated with procrastinating on your studies is not greater than the pleasure associated with the game of cards, it is almost impossible for you to say no. As soon as your friend mentions the game of cards, you get the rush of hormones in your body again and your behavior becomes controlled by hormonal impulses.

So what did you do? You closed your notebook, threw your textbook on your bed, and went to your friend’s place to play a game of cards. However, this time, something different happened. Whether you ran out of luck or you were just not focused on the game, you lost the first round. Then you lost again, and again, and again.

Before you know it, everybody is laughing at you, saying that you should quit the game, or retire from playing cards forever. And even though they’re joking about it, the pleasure that you experienced and associated with the game starts fading off. Playing cards with your friends is not so pleasurable anymore. It brings you discomfort, maybe even pain.

A week later, while you were writing an essay, your friend calls. There’s another card game going on, and he’s asking you to join the game. Now, something magical happens.

When we think about the card game, you don’t feel the rush of positive hormones that you have before. Instead, your body gets filled with cortisol as you remember yourself losing and your friends making fun of you. Before you know it, you tell your friend that you have an essay and you can’t make it.

You see, procrastination is mainly motivated by our natural sense to avoid pain and embrace pleasure, especially when we can experience instant gratification.

So now that you understand that well, let’s go back to the main question:

“How can procrastination impact your life?”

* Procrastination is often viewed as a lifestyle (whether by choice or not) largely because the behaviors take over all aspects of the individual’s life. Put simply, procrastinators do not usually notice any negative consequences of performing tasks at the last minute and this is likely why they continue to keep up their procrastination habits.

When we procrastinate, we don’t feel the discomfort or the pain of the consequences right away. Instead, we feel the pleasure of instant gratification, which reinforces the behavior. As soon as we start reaping the withered crops of procrastination, we don’t usually associate the pain directly with the “silent killer.” Instead, we often try to justify our lack of action with external or internal factors over which we have no control.

The result? We continue to procrastinate, over and over again, disregarding the real problem, and focus on other factors that we cannot even control.

* It’s a common misconception that procrastination is due to a problem with managing time, when in fact, it’s a much more complex issue. People who procrastinate don’t do it because they underestimate how long a task will take. Instead, they are overly optimistic about their ability to get the job done.

This right here is a direct consequence of the “lucky” procrastinator type. The problem is not with time management. When you have a work project, an essay, or a research paper, you know pretty well that you can’t finish it in an hour. It would take you days, maybe even weeks. Procrastination happens when the reward mechanisms in our system would trick us into believing that we can get the job done tomorrow.

Now unless procrastinating on the task was associated with a certain level of pain, the natural physiological and psychological reaction of a procrastinator would be to drop the task at hand and turn towards instant gratification.

* Procrastination has been linked to higher levels of consumption of alcohol among those who drink. You can also notice a correlation between the frequency of impulsive behavior and the habit of procrastination.

It should be obvious that anything that can set you into an instant state of pleasure would be reinforced as a consequence of chronic procrastination. Whether it’s alcohol, drugs, sexual behavior, any form of short-term reward would be more frequent among chronic procrastinators. The problem is that most of those intense and rapid reward sources are associated with short-term repercussions that would inhibit our ability to control and avoid the “silent killer.”

When you drink a lot of alcohol, you wake up the next day with a headache, you’re tired and drained, and probably more likely to procrastinate again. The same thing happens as a result of using drugs, or eating excessive amounts of sugar or even indulging in repetitive sexual experiences.

* Research has shown that procrastinators often have a weakened immune system, meaning that they are more prone to develop gastrointestinal problems and suffer from colds as well as flu more frequently. Additionally, procrastinators are more likely to experience sleep disorders such as insomnia.

As mentioned previously, a percentage of chronic procrastinators will experience health problems related to their behavior. They would experience pain in a certain area in their body. Instead of going to the doctor and getting checked, they procrastinate on it consistently until the pain becomes unbearable.

Unfortunately, at this point, the health damage that has occurred is often more severe than the damage they would’ve experienced if they had gotten it checked earlier.

Procrastinators also experience higher levels of Cortisol, our stress hormone. Its primary function is to ensure our survival. However, when we procrastinate on obligations or tasks, and things start to pile up, we feel overwhelmed by the amount of work that needs to be done. The result is then an increase in our levels of stress stimulated by the constant release of Cortisol.

That’s exactly why procrastination is linked to a weakened immune system and insomnia problems. Stress would inhibit the natural physiological process of recovery and protection. We would use our physical resources to ensure that we survive, not thrive.

Our immune system becomes weaker, we’re more likely to get sick, and we often feel tired and lazy. It gets even worse when we want to try and sleep it off, but we can’t fall asleep. As soon as the procrastinator closes his eyes to rest his mind, the Cortisol in his or her system would start reminding them of all the things they need to do. Sleep is usually not associated with short-term pleasure. That’s why when we try to sleep, we are more likely to start thinking about our obligations and stressing about them. If we were to be out with friends having a good time, however, we wouldn’t be stressing as much, but it’s always going to be bugging you in the back of your head.

Procrastination starts as a pleasurable escape, and before you know it, it turns into a painful jail that you can’t seem to escape.

But you know this already. You don’t just wake up one day and decide that you want to be a chronic procrastinator. It builds up. It starts with homework and papers when you’re in school, it escalates into being late to work and submitting projects late in your professional life, and sooner or later you find yourself suffering the consequences in several different areas in your life.

Summary:

1) When we procrastinate, we do so to move our conscious attention from a task that is dreadful or boring to another task that is exciting and pleasurable.

2) When we procrastinate, we don’t feel the discomfort or the pain of the consequences right away. Instead, we feel the pleasure of instant gratification, which reinforces the behavior. As soon as we start reaping the withered crops of procrastination, we don’t usually associate the pain directly with the “silent killer.” Instead, we often try to justify our lack of action with external or internal factors over which we have no control.

3) Procrastination is mainly motivated by our natural sense to avoid pain and embrace pleasure, especially when we can experience instant gratification.

4) Procrastination is often viewed as a lifestyle (whether by choice or not) largely because the behaviors take over all aspects of the individual’s life. Put simply, procrastinators do not usually notice any negative consequences of performing tasks at the last minute and this is likely why they continue to keep up their procrastination habits.

5) It’s a common misconception that procrastination is due to a problem with managing time, when in fact, it’s a much more complex issue. People who procrastinate don’t do it because they underestimate how long a task will take. Instead, they are overly optimistic about their ability to get the job done.

6) Procrastination has been linked to higher levels of consumption of alcohol among those who drink. You can also notice a correlation between the frequency of impulsive behavior and the habit of procrastination.

7) Research has shown that procrastinators often have a weakened immune system, meaning that they are more prone to develop gastrointestinal problems and suffer from colds as well as flu more frequently. Additionally, procrastinators are more likely to experience sleep disorders such as insomnia.

# Chapter 4: The Double Edged Sword

The double edged sword of procrastination.

In my years of research, I noticed that there is a recurrent pattern that every procrastinator would experience. It’s not just a pattern, but a chain reaction. Once you’re handcuffed by the “silent killer” it’s hard for you to break the chains and free yourself from this vicious cycle. The problem is that most procrastinators are handcuffed and they’re not even aware of it.

However, something beautiful happens when you look down at your wrists and notice the handcuff. Something beautiful happens when you realize that those chains in the middle were holding you off from achieving a lot more than you think you can.

Let me ask you a simple question: “If you were to go back in time five years, and you get to restart without ever procrastinating on your goals and dreams, do you believe that you would have achieved more than what you achieved when you were handcuffed?”

You see, there’s no way I can take you back in time, at least not yet. But what I can do for you is to give you a key you can use to free yourself from the procrastination chain and set yourself up on a different path as you move towards a brighter future.

The methods I will discuss in this book are not built upon wishful thinking. I have accumulated systems and methodologies that I have personally used with hundreds of my clients and taught to thousands of people, and the results were outstanding. Of course, my clients still procrastinate now and then. I procrastinate now and then, sometimes more often than not. But the beauty about it is that procrastination doesn’t control, dictate, or affect our lives the way it used to.

If you want to get the best out of this book, I would highly recommend you get the action-book that I built and used over the years so you can implement instant changes as you read the book. You can grab your action-book by going on the link below. Oh, and it’s 100% free, so if you’re serious about kicking procrastination away, go get it now before you carry on.

<https://noahmerriby.com/procrastination-action-book/>

Before we go into exploring the procrastination chain and how it is formed, I want to introduce you to a Neuro-Linguistic Programming system that would be the hero who would save you from those chains throughout the journey.

It is referred to as the TFAR system. The idea is pretty simple. T stands for thoughts. F stands for feelings. A stands for actions. R stands for results. So the system looks something like this:

Thoughts = Feelings = Actions = Results

The result of procrastination is not simply a consequence of your not taking action. It is, but it’s not. Because your misaction doesn’t come out of thin air. It is justified by thoughts and motivated by feelings.

We’ll take an example here, and then you can consider this example on your procrastination issue.

In the case where you’re not getting the grades you wanted, the result is a bad grade. The action that led to this result is the misaction in fact and the procrastination habit that you have. If we dive deeper into the habit, we can find that it’s justified by a combination of thoughts and feelings. Maybe you’re saying to yourself that you have enough time to study later, or that the material is too easy and wouldn’t take much time for you to finish it. Then the feelings associated with those thoughts can be linked to the “lucky” procrastinator type. You feel confident that you can study for the exam later. The thing is, this loop keeps going on until you hit a brick wall and realize that you’re running short on time. What happens then?

The action you would take is to try and skim through as much of the material as possible so you can finish on time. The feelings associated with it can be linked to those of the “overwhelmed” procrastinator. You feel stressed and anxious. There are obvious thoughts that generate those emotions. You know you’re running short on time, that there’s no way you will finish on time, and you end up hindering your performance.

The procrastination chain is a vicious cycle--the more we procrastinate, the more negative feelings and thoughts we experience. As a consequence, our actions would be influenced by our mental and emotional state, which leads to the undesired result.

The following is a very common thought pattern of a procrastinator:

***Thought:***

It’s not due till later, so I’ll just do it later **→** I’m not being as productive as I should be **→** I should probably get to work so I can be more productive **→** But I’m not in the right mood to work.

***Feeling:***

I’m confident and I feel like I can finish it later on **→** I’m always being lazy and I’m not being as productive as I want to be **→** I should do the work so I can feel good about myself and my productivity level **→** I procrastinated so I don’t feel good to even start working.

***Action:***

I’m just going to procrastinate and do it later **→** I’m procrastinating but I’m stressing about the work I have to do **→** I want to stop procrastinating and get to work **→** I can’t work right now, I’ll just procrastinate again until I feel like doing it.

Now let me ask you this… If you felt motivated when you were first starting with the task, are you more or less likely to procrastinate?

The chain always starts with a certain lack of motivation or negative feelings in general that you want to get rid of.

Obviously, when we feel motivated, we feel more driven to take action. The problem occurs when the task at hand is not very interesting or exciting. The result: a lack of motivation.

With a lack of motivation, we move into an undesired state. We don’t appreciate the lack of motivation, we feel that something is missing. When we do, we throw ourselves into a pit of negative emotions and thoughts. You start saying to yourself that you’re never motivated, that you’re always being lazy, and that you feel helpless towards the situation. As a result, you feel unmotivated, lazy, and helpless.

The second element of the chain is called the availability bias, the idea mentioned earlier that human beings tend to avoid pain and embrace pleasure. When you feel negative emotions, your subconscious brain will scan your environment searching for elements or actions that can inhibit discomfort and exhibit pleasure.

Soon enough, you get the idea: “What if instead of working right now, we go play some video games?” Now you’re in a state where you’re feeling unmotivated and uncomfortable, so when you think about playing video games associated with pleasure and instant gratification, you give yourself a very powerful emotional and logical motive to procrastinate.

The third element is the ***justification:***

You wouldn’t procrastinate before justifying yourself to take the action. We inherently know that we shouldn’t be procrastinating, and for us to do it, there has to be a justification that appeals to both the logical and emotional sides of the brain.

Now if you were to pick between two emotional states, one where you feel unmotivated and uncomfortable, and another where you feel pleasure and comfort, which one would you go for? See yourself stranded in the middle of a desert with two pools in front of you. One is filled with cool and refreshing water, and the other is filled with boiling water and cactuses. Which one would you jump into? It’s a no brainer that our natural emotional state always wants to pivot towards pleasure. But it doesn’t stop here.

You also need a logical appeal to back up the emotional justification. That’s when you start saying to yourself that you have more than enough time, that it’s not due till later, and that you can easily work on it and finish it later on. You just gave yourself an emotional appeal and a logical justification. At this point, nothing will stop you from procrastinating, you are convinced and you made up your mind.

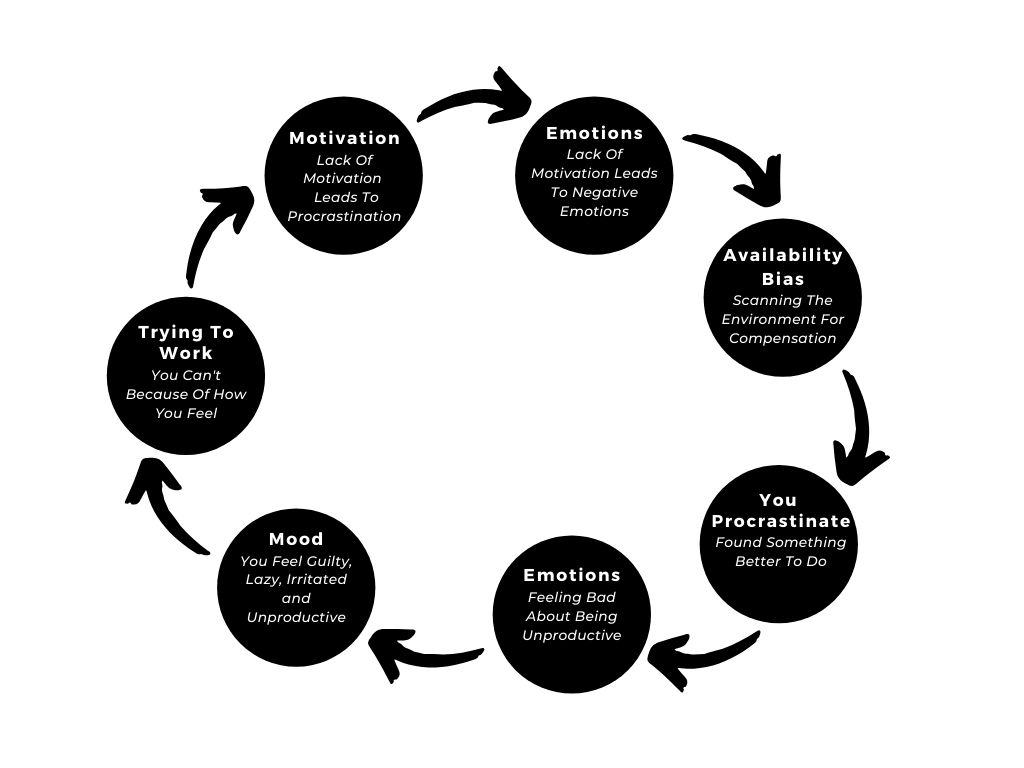
Now we get to the fourth element, stress. As you are procrastinating, your internal alarm signals you that there’s something you need to be doing, otherwise you’re prone to experience pain and discomfort in the long run. Now you feel torn apart between two sides. One side wants to keep procrastinating and experiencing the pleasure of instant gratification. The other part wants to stop procrastinating and get to work to avoid experiencing unpleasant consequences. This inner conflict throws you into a state of stress.

You start stressing about the work you should be doing, the consequences you might experience if you don’t, and mostly, the fact that you can’t resolve this inner conflict and make up your mind. As a result, you start experiencing negative emotions, your motivation levels drop, and you’re back to the first chain which is a lack of motivation. You’re in a bad mood, you’re not motivated, and you won’t start working unless you feel motivated to do so. You know for a fact that the task is not enjoyable. So, if you’re feeling negative, and then you want to sit down and try to do something that brings you more negativity, you’re shooting yourself in the foot.

Procrastination is referred to as the SILENT killer because it doesn’t come at you screaming at your face and pointing a gun at you. This silent killer would torture you with negative emotions and stress, and leaves you with one of two options.: You either shoot yourself in the foot or you stay chained in the procrastination loop and don’t do anything about it.

The fact is that procrastination is much more complicated than we think and it’s not easy to overcome. It’s a vicious repetitive cycle that leaves you feeling stressed and unmotivated, and the more you spin around the cycle the more controlling it becomes. It’s just like a snake trying to eat its tail.

Here’s an illustration of what the procrastination loop would look like:



Summary:

1) The procrastination chain is a vicious cycle - the more we procrastinate, the more negative feelings and thoughts we experience. As a consequence, our actions would be influenced by our mental and emotional state, which leads to the undesired result.

2) In the TFAR system - T stands for thoughts. F stands for feelings. A stands for actions. R stands for results. So the system looks something like this:

Thoughts = Feelings = Actions = Results

3) The chain always starts with a certain lack of motivation or negative feelings in general that you want to get rid of. The second element of the chain is called the availability bias, the idea mentioned earlier that human beings tend to avoid pain and embrace pleasure. The third element is the justification we give ourselves to procrastinate. And lastly, the fourth element is stress, which traps us into the vicious cycle of procrastination.

4) Procrastination is referred to as the SILENT killer because it doesn’t come at you screaming at your face and pointing a gun at you. This silent killer would torture you with negative emotions and stress, and leaves you with one of two options.: You either shoot yourself in the foot or you stay chained in the procrastination loop and don’t do anything about it.

# Chapter 5: The Formation Of Addiction

How procrastination turns into an addiction.

The chronic procrastinator is diving headfirst into a state of repetitive and chronic procrastination.

This behavior that seems harmless at first may soon escalate and snowball into a hard-wired addiction.

If we look at any form of addiction, and how it’s formed, the model is simple. It all starts with a hook of pleasure. Whatever the addiction source is, it’s something that pleases us. If it was to bring us pain, we would never get addicted to it. When you’re feeling upset or stressed, the reward center in our brain would rely on the availability bias to scan our environment and find something that can soothe this negative state and pivot us towards a more positive one.

When we are addicted to a certain behavior or substance, our brain doesn’t even have to scan the environment anymore. It becomes the automatic response that we shift towards whenever we experience certain emotional or physical discomfort.

When we constantly repeat a pleasurable experience following a certain pattern, the reward center in our brain would start linking this behavior or substance to a neurological pattern that will trigger an automatic response towards it. Your brain confuses your need to survive with your need to experience a certain pleasure.

When you procrastinate three times a day and you experience instant gratification and pleasure, your subconscious brain perceives a pattern or habit. If you repeat this behavior every single day, the experience becomes as familiar and crucial as eating three meals a day.

In the first few pages of the book, I explicitly explained that even if you’re not a chronic procrastinator right now, don’t procrastinate on solving this problem. It always starts with little, harmless, yet pleasurable exposures to a certain behavior. Sooner or later, this behavior may turn into a lifestyle and snowball into different areas in your life.

If you started by procrastinating on schoolwork or job-related projects, you will soon enough start procrastinating on paying the bills on time, and going to the doctor’s office when you need it… etc

Before you know it, you went from swimming in an exotic pool in the middle of the desert to being thrown into a tub of boiling water filled with cactuses. It gets even worse. The more you repeat this behavior, you reinforce it, and the more you reinforce it, the more it switches from being a simple habit to a chronic detrimental lifestyle. As if it wasn’t enough to be thrown into a tub of boiling water, you get tossed again into a field of quicksand as you watch yourself drowning bit by bit. The more you try to fight it, the faster you drown, until you’re fully submerged and there’s no going back.

People lose money, jeopardize their health, their relationships, lose their jobs, and even lose control over their lives as they see themselves drowning into a pile of quicksand with no branches to hold on to.

The beauty of it is that at any point, someone can show up out of nowhere, throw you a rope of hope, and help you out of that mess. If you’re reading this far through the book by now, you know that I am here to hand you that rope of hope.

We touched base earlier in the book on the concept of Neuroplasticity and the plastic brain. There’s a very interesting correlation between how the brain works, and how procrastination works. Let me explain:

According to the National Science Foundation, an average person has about 12,000 to 60,000 thoughts per day. Of those thoughts, 80% are negative and 95% are repetitive.

In your daily life, 95% of all your thoughts, beliefs, habits, actions, thought patterns, emotions, and feelings you experience are guided by your subconscious brain. What’s even worse: we are not aware of this subconscious guidance because our conscious brain is constantly focused on creating the perceptual image of the world we live in.

I want you to read the previous paragraph again, and let that sink in.

Let me give you an example of how your subconscious brain can be influencing your present state. We all have thoughts programmed in our subconscious brain related to the concepts of personal wealth, income, and money. In a study done on lottery winners, researchers found that lottery winners are more likely to declare bankruptcy within three to five years.

But how is that even possible? If you were to receive one million dollars right now, do you think that you might lose all of that money within three to five years?

Right now, most of you are probably thinking that there is no way you would lose all that money in just three to five years. However, your subconscious brain thinks otherwise. If you were conditioned to believe that for you to live an abundant life, you don’t need more than $4000 a month, your subconscious brain will guide you and steer you in a way to earn $4000 a month. Even if you earn more than that, your subconscious brain will steer you and guide you towards spending whatever extra income you receive and level out at $4000 a month.

When we talk about the conscious mind, we talk about the creative mind. When we talk about the subconscious mind, we talk about the habit mind.

Now, what does that have to do with procrastination? Again, let me explain:

When we procrastinate continually, we start building a neurological map that fires the reaction of procrastination every time we face a dreadful task. Sooner or later, we don’t even have to go through the process of justifying it, we just procrastinate. When this happens, procrastination becomes a habit that is deeply embedded in our subconscious brain.

Now, remember, the subconscious brain is the most powerful part of the brain. It dictates our thought patterns and behaviors for about 95% of our daily lives. As soon as procrastination becomes hard-wired in the subconscious brain, it’s almost impossible to try and consciously talk ourselves out of it. Why? Because the subconscious brain’s influence works through emotions, whereas the conscious brain’s influence works through logic.

When we procrastinate, we’re not being logical. If we were, we wouldn’t hold off our priorities, to begin with. If you observe your thought pattern before procrastinating it goes something like this:

“I don’t feel like it right now… “

You wouldn’t say:

“Logically speaking, procrastination is the right thing to do!”

You focus on how you feel, and based on how you feel, you react.

Remember when I told you that your brain can trick you into impulsive behavior? Well, your brain is not trying to trick you. Subconsciously, you’re being tricked into doing whatever your brain thinks is necessary for your survival. However, as we condition our brains, we might wire some emotions, thoughts, or actions that are detrimental to us, and have nothing to do with our survival. As a consequence, we get tricked into feeling and acting a certain way as our reptile brain is trying to fight for its longevity.

So going back to the lottery winners example . . . When someone wins 10 million dollars, but they were subconsciously conditioned to believe that money is the root of all evil, and that more money will result in more problems, what do you think will happen? Their subconscious brain would trick them into losing all that money as it’s jeopardizing the conditioned perceived idea of survival.

The same thing happens with procrastinators. When you set a new goal that you’ve never achieved before, you will need to take action that you’ve never taken before. To do that, you’ll have to give up your procrastination more often to achieve the goal. In the first few days, you’re feeling motivated and ready. But sooner or later, you get to a point where you start lacking motivation. If you try to fight the procrastinator in you, your subconscious brain would link the goal that’s standing between you and the habit as a potential threat to its longevity. You will then experience more and more negativity until you fall back into the same loop of procrastination.

That’s exactly why even mild procrastinators set themselves up on the fast-track towards chronic procrastination. Remember that neurons that fire together wire together. The more the pleasure centers in your brain associated with holding you off your tasks, the more it becomes wired into your neurological map, and the more it becomes a lifestyle.

On the other hand, another concept of Neuroplasticity states that “if you don’t use it, you lose it . . .” meaning that once you stop the repetitive cycle of procrastination and you replace it with a new habit, you will not only start forming new and healthier neurological links, but you will also be breaking the old detrimental pattern of procrastination.

In this next part, we will look at some of the key elemental structures that we need to align for us to start pivoting ourselves towards a healthier life where we have better control over our procrastination habit.

If you have any other habits that are turning into an addiction, let me help you. Use the link below to book a free consultation session to look at how we can work together on eliminating this problem for you to live a healthier and happier life:

<https://noahmerriby.com/book-an-appoitnment/>

**Summary:**

1) This behavior that seems harmless at first may soon escalate and snowball into a hard-wired addiction.

2) When we constantly repeat a pleasurable experience following a certain pattern, the reward center in our brain would start linking this behavior or substance to a neurological pattern that will trigger an automatic response towards it. Your brain confuses your need to survive with your need to experience a certain pleasure.

3) When we procrastinate continually, we start building a neurological map that fires the reaction of procrastination every time we face a dreadful task. Sooner or later, we don’t even have to go through the process of justifying it, we just procrastinate. When this happens, procrastination becomes a habit that is deeply embedded in our subconscious brain.

4) Remember that neurons that fire together wire together. The more the pleasure centers in your brain associated with holding you off your tasks, the more it becomes wired into your neurological map, and the more it becomes a lifestyle.

5) On the other hand, another concept of Neuroplasticity states that “if you don’t use it, you lose it . . .” meaning that once you stop the repetitive cycle of procrastination and you replace it with a new habit, you will not only start forming new and healthier neurological links, but you will also be breaking the old detrimental pattern of procrastination.

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# PART 2: The Foundational Pillars Behind Procrastination.

In the second part of the book, we’re going to dive deeper into the foundation of procrastination and the different elements involved in this habit.

# Chapter 6: Motivation And Procrastination

Earlier in the book, we discussed the link between motivation and procrastination. I want to start by elaborating more on this for you to understand the dimensions of those elements.

Procrastination is the art of setting deadly traps because we can get very creative with it. We can get so creative in fact that we build ourselves a trap and jump right into it.

I want to start by asking you a simple question:

“When do we usually procrastinate?”

Now the answer to this question is often very clear. We procrastinate when we feel a lack of motivation…Right?

Wrong! Even though in some cases, our procrastination is linked to a lack of motivation, the illustration of the cycle showed us how our motivation levels are affected through procrastination. So in many cases, you will notice that:

***We don’t procrastinate because we feel a lack of motivation… We feel a lack of motivation because we procrastinate.***

We can link this statement to what we previously discussed about procrastination. Let’s suppose we procrastinate when we feel a lack of motivation. So you’re at your desk, trying to work on some stuff, and then your motivation starts fading away. When it does, you start feeling that something is missing. You don’t feel the drive that you felt an hour ago to keep working on your tasks. So what do you do? Well, you procrastinate!

You get up, go to another room and start watching your favorite show. After a while, you start thinking about the work you should be doing instead of laying on your couch and being unproductive. You start dwelling on your lack of productivity. You start thinking to yourself that you’re lazy, that you’re unmotivated, and that you can’t seem to do anything about it. The result? You feel lazy, unmotivated, and you can’t seem to do anything about it.

Now you know that you need to be working, but you don’t feel motivated to do so. At the same time, the more you procrastinate, the more stressful the situation becomes, and the more negative you start feeling.

***The more you procrastinate, the more you lose your motivation.***

This innocent escape that started as a simple break turns into a loop of stress, excessive thinking, and guilt.

Even if you go back to your desk to try and work, you’ll justify your inability to do so because you feel stressed and guilty. So what do you do? You procrastinate again. After a few hours, when you start feeling a hint of motivation restored, you go back to your desk only to realize that you need to sleep soon and there’s no way you can finish the task at hand before you sleep. So again, what do you do? You procrastinate.

That’s exactly why I refer to procrastination as a deadly trap. You trick yourself into building the trap, you push yourself into it, and then you wonder why your leg is stuck.

On the flip side, let’s take another scenario. You were at your desk, working on the project, and then you started feeling a lack of motivation. However, you decided to keep working despite the lack of motivation until you get the job done. As you worked, you finished the first task and felt a bit inspired by this achievement. Moving forward, you finish another task, feel happy and proud of yourself. You keep pushing and before you know it you’re done! Now you feel ecstatic, joyful, and powerful.

***Action generates momentum, momentum generates progress, progress generates optimism.***

Now that you’re done, you can go to your living room and watch your favorite program for the rest of the day, without the stress or guilt. You enjoy your show knowing that you had a very productive day. At the end of it, you retire feeling happy and proud of yourself.

Now you can understand why:

We don’t procrastinate because we feel a lack of motivation… We feel a lack of motivation because we procrastinate.

So what do you do? Don’t set the trap in the first place. Even if you feel a lack of motivation, it doesn’t mean that your ability to take action is now hindered. You can still decide to take action and keep working. As you do, you start generating momentum, which results in progress, and the progress will leave you feeling optimistic and motivated again.

Counter your lack of motivation with appropriate action instead of procrastination, and before you know it, the action turns into progressive motivation.

Now in some cases, you would encounter the following problem:

You would say no to procrastination, return to work, and see the momentum building up, but for some reason, your motivation levels continue to drop.

If your motivation levels drop as you’re working, you will eventually reach a point where it's unbearable, you’re unable to focus and feel agitated. You just want to procrastinate. So what do you do then?

I want to start by addressing a misconception about our sense of motivation. As we saw in previous chapters, we feel motivated as a result of dopamine stimulation in our bodies, and that remains true. The misconception, however, is that most of us think that we need to be motivated to keep working on our goals, and that’s not entirely correct.

Motivation is what helps us set goals and work on them in the short run. Remember that dopamine is always stimulated with the anticipation of a short-term reward or some sort of instant gratification.

When we set a new goal, we are often able to work on it and persist for a few days, sometimes more, sometimes less, but then our persistence starts lacking momentum. We start feeling our motivation towards the goal fading away, and sooner or later we end up quitting.

Your sense is motivation is what helps you set goals and start working. But it’s your emotions that keep you on the right track towards your goals. Read this again!

If you want to achieve a goal, you should be a lot more concerned about your emotional level than your motivation level. Our sense of motivation is a limited resource. Our constant exposure to dopamine sources in our lives would put us in a position where our motivation levels fluctuate. You cannot maintain a motivated state for a long time. Nonetheless, emotions are an unlimited resource. We can empower our actions with the right emotions. More on that later.

For now, I want to focus on the first part of the problem which is our lack of motivation when we’re no longer procrastinating.

After almost a decade of research on the science behind effective motivation, I came up with a formula that I used with hundreds of my clients and it helped them tremendously. I call it the CCSEM Formula.

Before I explain the formula, I want to give you a little metaphor to help you understand the analogy better when we get to it.

Let’s suppose that you’re trying to go from point A to point B. Your motivation levels will determine how you will be moving from where you are (point A) to where you want to be (point B).

So if your motivation levels are off the roof, you’d be cruising down the highway of success in a Lamborghini, hitting the gas pedal of motivation, and going full speed towards point B.

If your motivation levels are low, you don’t even have a car. You have to walk or maybe even crawl from point A to point B. It’s a rainy day, you don’t have an umbrella, and you feel like it’s the most dreadful task ever.

In most cases, the scenario is not black or white, it’s a shade of grey. What do I mean by that?

Unless you’re doing something that you hate, when you set a goal and you’re excited to achieve it, your motivation levels start at a high point. So you would set the goal (point B), get in your Lamborghini, blast your favorite tunes, and hit the gas pedal forward. The problem that all of us would encounter at one point is the following:

Your car would start making some weird noises, and soon enough, it’s not working anymore. What do you do?

Most of us would get frustrated. Some of us would even get out of the car, we would start kicking the wheels of the car and yelling at it. Nonetheless, whatever the reaction is, you have one of two options. You either leave your car and start walking towards point B, or you call the mechanic so he can come and make repairs for you.

If you decided to leave your "motivation" vehicle behind, not only did you ditch a Lamborghini, but now you have to walk or crawl towards your goal. Remember, it’s a rainy day and you don’t have an umbrella.

On the other hand, you can call a mechanic to fix the car. Soon enough, he would show up, pop the hood open, identify the problem, and fix it. Next thing you know, you’re back in your car on the highway to success, you’re blasting your favorite tunes, and life is great.

The problem with our sense of motivation is that we don’t know any mechanics we can call for repairs. Some of you reading this right now might contact me or send an email. I become your mechanic and fix the problem for you. And if you think you have a big motivation problem, I would encourage you to contact me. Simply go on my website noahmerriby.com and send me a message.

However, I’m not here to give you a fish so you can eat for a day. I’m here to teach you how to fish so you can go and eat whenever you’re hungry.

You see the car has a thousand different parts in it, and it’s hard to identify the problem and fix it, hence your call to a mechanic. In this chapter, I’m going to show you how you can be the mechanic of your "motivation" vehicle and fix the problem yourself.

Your "motivation" vehicle, unlike your Lamborghini, has five elements in its engine. If you identify the problem in one of those elements and you fix it, your motivation levels will be restored. Which brings us back to the CCSEM formula.

# Chapter 7: The CCSEM Formula

“One day I wake up feeling as motivated as all hell, then the next day, I can’t even get out of bed,” said Chris with a frustrated look on his face.

I can understand his frustration. It sucks when we have a kick-ass day and we get a bunch of work done, only to wake up the next day feeling drained and uninspired.

“How often does this happen to you, Chris?”

“I don’t know. Sometimes I can go weeks feeling inspired and motivated and then out of the blue, poof… it disappears.”

“ Hmmm, tell me, Chris, what does motivation mean to you? ”

When it took him a good minute to think about it, I immediately noticed the first part of the problem. I realized that he had something missing, and he didn’t even know it. People talk all the time about feeling motivated, or feeling unmotivated, but what is motivation to begin with?

As we previously discussed, physiologically speaking, dopamine is the main driver of motivation. It starts the engine and sets you on the road towards a certain goal. However, motivation or dopamine are not the elements that keep you moving forward. Which brings us to the psychological aspect of motivation.

“It just feels good, I feel like I don’t need to force myself to do the work, and I just do it!”

Chris was explicitly describing the physiological effects of dopamine, and that’s not the problem. We can all feel motivated at any given moment! Simply by thinking about the desired goal, and pondering how amazing it would be to attain it, sets yourself into a motivated state, even for just a split second. It’s maintaining the motivation that’s key for success here.

“So from what you’re saying, your problem is more a question of how to maintain the motivation, is it?”

“Maintaining is a big one, but also getting back on track! When I lose motivation, I feel that it’s pretty challenging to find it again.”

“Find it? Chris, you can’t find motivation. That’s a big misconception.”

“Motivation can’t find you either. Can you think of someone who always says I’ll do something when I feel motivated to do it?”

“I can think of tons of people actually, including myself sometimes,” said Chris as he giggled.

When I started my research on motivation, the first thing I established is the definition of motivation. After studying dozens of researchers, I realized that motivation cannot, and should not be singularly defined.

What do I mean by that?

You can’t look at motivation and understand it properly until you look at the different elements that make up your sense of motivation.

In my early years of studies, I came up with a conclusion that’s pretty simple and straightforward.

Motivation is a combination of desired consequences and positive emotions. When I say desired consequences, I mean a goal that you’re working towards and why you want to achieve it. In other words, what need does this goal satisfy in your life and how? And when I say positive emotions, I mean the drive that keeps you moving forward towards your goal.

So once you fixate your focus on a goal you want to accomplish, and you nurture yourself with the right positive emotions, you get motivated.

Now, this early developed system was indeed effective, and it made a lot of sense! Yet, it wasn’t complete. Something was missing that I only added later on in my research.

“So when you don’t feel motivated, and you can’t find the motivation hiding under your bed, what do you do?”

“If I have something important to do, I would force myself to do it, but end up feeling worse. Otherwise, I would pretty much just waste my time doing nothing.”

Ah, the beauty of willpower. This inner mechanism that can force us to do what we have to do even when we don’t feel like it. But how effective is it? Sometimes it can be very effective, yet sometimes, counterproductive.

When we feel motivated to do something we don’t need our willpower. Action needs to be reinforced by some sort of energy. This energy can be positive emotions or it can be willpower. However, willpower is a limited resource. Picture it as a battery, you wake up in the morning with your battery fully charged. That’s only if you got a good night’s sleep. Otherwise, you’re grumpy and you don’t even feel like getting out of bed. But in most cases, your willpower is fully charged, so you don’t risk breaking your diet with an XL pizza at 6 in the morning. You risk breaking it at 11 at night when you’ve consumed the heck out of your willpower throughout the day.

There’s this sweet spot, between positive emotions and desired consequences where willpower is not needed. It is the optimal spot we strive to achieve. However, it doesn’t always work that way.

“Chris, we’re going to try something called the inner state variation, how about that?”

“I’m ready to try anything, tell me more!”

“I think your problem is much more inclined towards maintaining a positive state here. So how about we recreate that positive state whenever it's not there? “

“I’m listening.”

“What are three things that you can do at any time that you know can put you in a better mood?”

Now you’re going to list three things as well. Anything you can think of that can shift your mindset from a negative state to a positive state. I’ll give you some examples.

1) A quick workout or a yoga routine

2) Meditation or other spiritual practices

3) Gratitude list

4) Your favorite song

5) Taking a walk in the park

Pick the three things that you will use in the following manner.

Every time you feel your sense of motivation being depleted, take some time off and do those three things. As you do, remind yourself about the desired consequences and why you started in the first place.

This combination of desire and positive emotions can work to ignite and fire up the motivation inside of you again. All you have to do is try it, and you’ll see how effective it can be.

I met Chris again after three months to review his progress. I thought that this is just going to be a quick meeting to touch base then part ways. Little did I know, I was about to discover an inseparable element in the motivation formula.

“So Chris, tell me, have you tried the emotional variation method?”

“Yes, I have! It is working well actually, but…”

I was staring at him with plain curiosity, as there is something still puzzling him, hence puzzling me.

“Sometimes I would put myself into a more positive state, but as soon as I get back into work, the frustration builds up again, and it keeps spiraling down until I stop working.”

I started wondering… Was there a missing element that I hadn’t found yet? As he explained to me a bit more, I realized that in this case, the missing piece for him was skill.

He did not have the skill level necessary to tackle the problem he was facing in his work. Even though he put himself in a better mental state, as soon as he sat down, he was met by frustration as he didn’t know how to overcome the problem he was facing.

After bashing his head several times trying to figure things out himself, he would then turn towards some resources to gain the knowledge he needs and develop the necessary skills to overcome the problem.

That’s when the new element of the motivation formula fell into the equation. Not only do we need positive emotions, but we also need skills. Specifically, skills, oriented towards problem-solving, and related to our goals.

We usually feel negative emotions when we encounter a problem or an obstacle. As we review an obstacle as something that can’t easily be overcome, we conclude we don’t have the skills necessary to overcome it.

Let me explain. If you’re trying to work on a project, and you get to the point where you need to work on a presentation, you start feeling discomfort. You’ve never spoken in public before, you’re not used to it, and you don’t know how to do it.

Now even if you hyped yourself up into the right mindset, there’s a risk there that you might sit back and try to figure out the presentation, only to remember that you have no clue what to do or how to do it. By default, you feel frustrated again and the only way to do it is to harness enough willpower and push through the discomfort.

Now in my approach to motivation, I want to focus on how we can tackle problems with the least amount of willpower used.

If you spent several days acquiring basic skills in presentations and public speaking, things would be a bit different. Now if you have a fear of public speaking, that’s another story, but stay with me here for a second.

As you try and create your presentation, you now know what to do and what to say. You know how to present and how you can effectively project your ideas. You didn’t master the skill obviously, but you acquired just enough information to form a basic skill level to help you overcome the obstacle without much frustration and willpower consumption.

This new model of the motivation formula was the second stepping stone towards the revolutionary system I developed. I needed two more steps before having MY light-bulb moment.

That’s the part where you try to reflect a little bit on your motivation levels. Is there something that you’ve been wanting to do, but you never feel like you’re in the right mindset to do it?

Maybe it’s public speaking, writing a book, starting a business, setting up a fitness routine. Whatever it is, ask yourself: Do I have the basic skill-sets to do this in the first place? If you don’t it will be difficult to take the first step.

Here’s the interesting thing about the first step. We are usually stepping into the unknown into cold water. Going back to the original motivation model, once we set a goal, it is our positive emotions that keep us moving towards the goal. In the case where we are starting something new, we are starting in a discomfort state. We will take the first step feeling negative emotions of pessimism and discouragement. That’s exactly why it’s hard for us to get out of our comfort zone.

It is much easier to start if we have the necessary and basic skill sets. Instead of stepping out of our comfort zone, we expand it. Taking a step out of it would then feel comfortable for us, and wouldn’t throw us into a state of negativity.

Ask yourself: Do I have the basic skill sets needed to do what I want to do? If the answer is no, do some research, watch some videos, do what is needed to acquire some basic skills in that field. Once you do, you’ll notice that starting is now a lot easier.

Chris found this discovery to be revolutionary. His main problem was that he was lacking some basic skills to do the necessary work, which left him oftentimes discouraged and uninspired.

As effective as this new motivation formula was. It didn’t end there.

It took me a year and a half to complete the motivational equation. Even though the answers were right in front of me all along, it took me a while to put the pieces together.

I called the formula the ***CCSEM Motivational Equation.***

***C Consequences, the reward***

***C Certainty, reflecting beliefs and mindset***

***S Skill or specialized skill sets***

***E Emotions or emotional charge***

***M Momentum***

When you have a day where you feel like you lost your motivation, you shouldn’t wrestle with your thoughts and feelings trying to recreate the emotions.

If you’re driving a car, and it broke down, are you going to step out and start kicking it saying: “Work you piece of sh\*t! Come on, you can do it!”

See if you were having a pretty stressful day, you might. But that won’t fix the car. If anything, your leg might hurt a bit and then you’ll have to deal with the problem the old fashioned way to determine what’s wrong and fix it.

The same thing goes for your motivation. When you don’t feel motivated, you can’t start beating yourself up expecting the motivation to magically return because you got angry. You must identify the problem, and then fix it.

The problem is usually linked to one of those five elements. When you have something you’re trying to work on, and you can’t seem to shake yourself into a motivated state, you need to take a step back, put the motivational equation in front of you and use the checkmark strategy.

For each one of the elements, try to critically analyze if there’s a problem related to it. If you find out that the problem is your emotional state, then you can fix it by doing the emotional variation and putting yourself in a better mood.

If the problem is your skill level, you can take some time to upgrade your skills making the obstacles easier to overcome.

If the problem is with any of the three other elements, there is a fix for it that we’re going to discuss shortly. But before we dive into that, I wanted to take the time and explain to you the elements and how they fall into the equation for you to properly understand how you can solve the problem.

Let’s start by looking at the first element, the consequence, or the reward. Let me ask you a question to put this in perspective. If you are working on a project that takes you 100+ hours to complete and your payment will be $100 for it, what will you do? You’re not even going to take the project in the first place maybe! The reward is not worth the effort. If by chance you happened to take the project, you might lose the motivation as a consequence of a non-stimulating reward.

Now what if you were presented with the same project, 100+ hours of work, but your payment is $100,000? Now you probably smiled as you read this! You know that you will feel more motivated to work on the project when the reward is a hundred grand.

Let’s take it up a notch. What if you were offered the same product, 100+ hours of work, and your compensation is anywhere between $50-60 million?

Now you probably have a bigger smile on your face. You know that reward means you’d most likely put everything else in your life on hold and just work your ass off to complete the project.

I didn’t give you this example to tell you that you need to be motivated by money though. Money can be a good source of motivation, but not the best, and we’re going to see why momentarily.

It is very important to note the difference between intrinsic and extrinsic motivation. In the example we gave before, the source of motivation is extrinsic. The difference is simple. When the motivation is extrinsic, you wait for something exterior to you to move you. When it’s intrinsic, you find something within.

Most people understand others more than they understand themselves. You might think that you understand yourself very well, but ultimately you realize you don’t understand yourself as much as you think you do. In a psychological and motivational structural correlation, we often find that we are driven by two different sources of motivation, intrinsic and extrinsic motivation.

***Intrinsic motivation*** comes from within. It is a highly introspective influence from which your actions derive. For example, the sense of accomplishment is based on our intrinsic motivation. You are not seeking something in the outside world, you are finding something within.

***Extrinsic motivation*** on the other hand is highly external. Your drive and motivation derived from a sense of external gratification. You are seeking something that exists outside the sphere of personal individuality. Wealth can stand as a solid example. People who seek riches are driven by extrinsic motivation.

The pinnacle of the science behind motivation rests upon a question that people aspire to answer. The question has been answered, yet the answer is more complex than the question.

* Why do we do what we do?
* Why do you decide to engage in physical activity?
* Are you seeking something external or internal?
* Are you seeking an amelioration of your self esteem, a sense of accomplishment, a health-related sensibility, or are you doing it to forget acceptance from an outer society or individual?
* Are you engaging in it for an internal or external goal?

Once you answer this question you will be able to understand why you do what you do. And this answer isn’t only reflected by your actions, but also reflects on you as an individual. Getting into the psychological aspect of behavior would help you understand why you do what you do.

The problem is this: People don’t know what they want to do, they do not know what they love doing. Insanity is not knowing what you love doing and continuing to accept doing what you hate, instead of sitting down by yourself for a deep self-reflective, introspective conversation with yourself.

This paragraph is going to be a bit strident and jarring. However, it is reality, and you need to accept it if you wish to overcome it. Nothing can be more insane than rejecting and dwelling upon something that is real and which you cannot control at the moment.

If you are seeking riches, that says something about you. You lack wealth. The only reason you’re seeking wealth is that it is missing in your life.

If you are seeking a sense of accomplishment it is because you know you can accomplish more so you strive towards your accomplishments. What you want in life, creates the echo of who you are, and whom you are trying to be. Understand your goals in life, understand why you chose these goals, understand the motivation behind them, and you will start to understand yourself.

As we discussed in the previous chapter, according to the National Science Foundation, an average person has about 12,000 to 60,000 thoughts per day. Out of those thoughts, 80 percent are usually negative, and 95% are repetitive. We don’t seem to have much control over it. By nature, our brain is accustomed to help us survive and not thrive.

It’s not wrong if you want to wake up and stay in bed, that should be the norm! You’re in your bed, feeling cozy and comfortable. The insane question is why you get out of bed, and what’s moving you to take that action?

Now if 80% of our thoughts are usually negative and harmful trying to ensure our survival, and 95% are repetitive, the results of this research alone stands as a solid example as to why we lose our motivation fairly often.

Understanding the historical foundation of the human brain is necessary if you wish to understand your sense of motivation. We experience many more thoughts related to our past than ideas related to our future. Your history is your identity. If it wasn’t for the past which shaped you into who you are today, who would you even be?

Now if your past is your identity and you are trying to develop a new identity, if you’re trying to become a new person, a better person, a different kind of animal, then you should start focusing on whom you want to be, not whom you used to be.

For an idea to be repetitive, as 95% of your thoughts are negative, it originated at one point in the past. When it shows up again on a recurrent basis, it becomes a repetitive thought.

Here’s the thing, You can't put negativity and motivation in the same room. When you feel motivated, you feel driven by the success you want to achieve, or by the purpose that gets you out of bed but not by the obstacles you will face. Those obstacles are often not what blocks our sense of motivation. The problem is your perception of those obstacles, which becomes your reality.

It's an equation, the equation of life which encompasses the past, present, and the future. Nonetheless, a motivated life has a different standard, and the past is not a determining factor in this equation. Tomorrow isn’t today, and why would you bring yesterday’s problems in your future?

Which leaves us with the present and the future. In this present moment, how you feel, what you do, and what you think about is predicated upon one of two things: Either a lingering thought from your past or a vision of your future. The only time the present is neutral is when you are in a state of mindfulness. There is a difference between mindfulness and mindfulness.

So if how we feel in the present moment is predicated upon past experiences or future vision but we crossed out the past from the equation, we are left with a simple analogy.

***A motivated life is predicated upon an ideal vision of our future.***

But what shapes our future vision? Well, The answer is simple. It is our needs that shape our future vision. What about those needs?

Abraham Maslow in his 1943 paper, ***A Theory of Human Motivation,*** explored the hierarchy of human needs. Needs can be grouped and separated. Human needs reside in the different categories of physiological safety, belongingness, esteem, and self-actualization. And that's the exact order that Maslow followed when he developed the logical hierarchy of needs. Physiological needs are at the bottom of the pyramid. They rest upon basic survival needs which derive from evolutionary survival instincts and mechanisms. Water, food, shelter, and sleep are all essential survival elements that we seek before anything else.

Then comes our safety needs. Once a human being is provided with water, food, shelter, and proper rest, he strives to ensure safety from all the surrounding threats. The threat is highly correlated with a productive stimulation of cortisol. This evolutionary-based hormone known as the stress hormone is our internal alarm and defensive system to ensure survival. Our ancestors needed to be in a high state of automatic alertness when faced with dangerous life or death situations.

Cortisol is one of the contributing factors to ensure longevity and evolution. However, it comes with a downside. Let's go back to the last time you felt stressed. How useful was your ability to focus and concentrate? How logical was your logical structural analysis, and how efficient was your ability to control thoughts, impulses, and actions? Now the answer is pretty clear. Cortisol harms all the functions previously mentioned.

Therefore, remaining in a constant state of insecurity or stress would have had an impactful influence on the development of our ancestor’s intellect. It is only when a person is well-fed and nourished, adequately rested and reasonably safe that he will start to think beyond the basic needs. Once those basic physiological and safety needs are satisfied, human beings would typically shift towards psychological needs.

Aristotle emphasized the idea that we are social animals. We strive to belong to a community. We aspire to have those feelings and belongingness, whether it's friendship or intimacy. Our need to grow within a broader image of a community would begin to unravel and that’s where the search for a conceptualized structured society began.

Once a person finds himself within a society, he or she belongs to a community where each individual has similarities that strengthen social bonds. Ultimately each individual would begin seeking different esteem needs to reinforce individualism and collectivism. It’s our level of independence, success, status, and image which created the foundation of social classification.

Now all the previously mentioned needs, as different as they are, have one thing in common. Once achieved, motivation decreases. When you eat, you lose the motivation to seek food because you don't need it. Once you get hungry again and the specific psychological need starts to rise again, you will restore the motivation until the need is satisfied.

That's precisely why it's self-actualization needs, psychologically speaking, are the building stones of success. In this final spectrum, our motivation increases as the needs are met. Self-actualization is attained through personal growth, feelings of personal fulfillment, or, as Maslow refers to it, to become everything one is capable of becoming.

We often hear that money is a good source of motivation. Yet many people use riches as a fuel to their engine. They use it until it makes their lives miserable. Oftentimes, when money is the primary and sole source of motivation, people would start working less and less as the days are passing by until they get to the point where they give up, they give in and they crack under pressure. Their why is not strong enough to get them back up. Why is it based on a deficiency need, specifically an esteem-based need? And your motivation towards esteem will never be as strong as your motivation towards self-actualization.

………

Another part of the motivational equation is “certainty”. Do you believe with absolute certainty that you can achieve the goal you’re aiming to achieve? The belief that we hold and the level of certainty tied to it can play a big role in the motivational equation. The reason is simple: Why would you put in any kind of effort towards something you know with absolute certainty that you cannot achieve? You simply wouldn’t.

One of the fundamental human needs rests upon certainty. Hofstede’s cross-cultural dimensions theory scrutinizes the dimensional impact of ***“uncertainty avoidance"*** as a crucially displayed cultural mechanism that predicates society’s contrivance. Ask yourself, what happens when you are overcome by uncertainty? How do you feel? Oftentimes you feel anxious, nervous, unhappy, agitated. The list goes on and on, mostly including negative emotions.

Of course, based on our human nature, we feel discomfort, which would push us to attempt to find answers. While striving to answer the question, you will be either met with a definite answer, more uncertainty, or simply, silence. When silence remains, actions would become useless. It would be detrimental to dwell upon a situation that we cannot change. It would be pernicious to dwell upon a question that you, as a convoluted cognitive structure, cannot answer.

Lastly, I want to briefly explain to you the concept of momentum. If you set a goal to make a million dollars, even if the consequences, certainty, skillsets and supportive emotions are there, if you take momentum out of the equation you’re going to face some problems.

You see it might take you a few years to reach that goal. If your success is predicated upon wether or not you make a million dollars, you will have to sustain your motivation and drive for a few years before you feel a sense of accomplishment. Now it’s not impossible, yet you’ll find yourself going through ups and downs very often, and that can tip you off balance quickly.

If the goal was broken down in a way where it’s based on building effective momentum, you will notice a big difference. Let’s suppose you broke it down this way:

1) 3 months in, I want to have a net worth of $20,000.

2) 6 months in, I want to have a net worth of $50,000.

3) 12 months in, I want to have a net worth of $100,000.

4) 16 months in, I want to have a net worth of $200,000.

…..etc.

Now you can already notice a difference between the two examples. In the first example, you will only see the momentum building up when you make a million dollars, which is going to take some time. In the second example, you are slowly feeding off your momentum to keep the ball rolling. You can even take it a step further and break down the previous goals even more.

When trying to generate effective momentum, I want you to break down your goal in the following manner:

1) The goal: What you want to achieve

2) Macro goals: Breaking it down into 2 to 3-month periods.

3) Micro goals: Breaking it down into 2 to 4-week periods.

We already talked about The goal, and the Macro goals, now let me show you how Micro goals would look like. The first Macro goal we had was to make $20,000 in a 3-month period. The Micro goal would be something like the following:

1) The 4-week goal is to make $5,000.

2) The 8-week goal is to make $12,000.

3) The 10-week goal is to make $15,000.

4) The 12-week goal is to make $20,000.

In this case, you will see your momentum building up exponentially as you move forward towards making a million dollars.

In later chapters, we’re going to dive a bit deeper into how you can apply this formula to overcome procrastination. I would highly encourage you to download the free action book that can be very helpful for you by going on the link below:

<https://noahmerriby.com/procrastination-action-book/>

# Chapter 8: Stressful Days

I want you to think about the people you talk to the most for a second.

When I told John to do that, he started naming all the people he can think of. By the time he stopped, I realized that he forgot the one person he talks to the most...Himself!

The problem was that he wasn’t even aware of that. This chit chat we hear between our ears to tell us to behave in a certain way is a whole freaking conversation sometimes.

Imagine for a second, you’re standing in front of a mirror. In front of you, is the person you talk to the most. Your reflection, instead of reflecting your body, reflects your thoughts. So instead of seeing yourself brushing your teeth, you see yourself getting fired from your job because you’re always late.

Now when the chit chat stops, your reflection changes, you start consciously seeing yourself standing there and brushing your teeth. You feel the cold water on your hands. You are present.

Then something magical can happen. You get an email on your phone. “Congratulations, we want to hire you.” You finish brushing your teeth, dry your hands and you look at yourself in the mirror. Once again, you don’t see your reflection anymore, the chit chat and reflection are going to change. However this time, something happened. You’re not seeing yourself being late to work and stressing about it anymore. You see yourself in your new job and feel inspired and passionate about what you’re doing. You leave the washroom a different person ready to write a different story.

As I explained that to John, I asked him:

“What do you usually say to yourself in the first few minutes upon waking up?”

He giggled and said: “I have a hard time waking up on time so…”

“Well, how do you manage to do it when you need to wake up early?”

John giggled again: “It’s a blessing that you can set ten different alarms five minutes apart on your phone!”

“Now let me ask you, when you have ten different alarms set apart, you know that even if you sleep for a little bit longer, there’s always another alarm to save you right? But if you were to put only one alarm, you know that when you turn it off you had better get up don’t you think?”

But there’s an interesting thing about waking up in the morning. A few minutes into your day where you can either set yourself up for creation or stress. You are the creator. You are the author of your life. If you start your day with stress, you’ll most likely start writing about stress. When you have ten alarms, you need to realize something is not right, or something can be done differently here. To have a life where you create, you need to learn to wake up in a state of creation.

Let me put it in simpler terms… If the first thing you say to yourself when you wake up is: “Oh f\*ck”, you’re up for a rough start. Now we all have the occasional f\*ck ups, but when this becomes a lifestyle you need to step in. I don’t care who you are or what you do in life, you need to set yourself up for a state of creation when you wake up.

When you wake up in the morning and you stress about your job, or school you will automatically stress about other things. You’ll start worrying about traffic as you see cars piling up. And after a long stressful day, you want to leave and de-stress.

Imagine for a second how this world would look like if there were no creations. This book you’re reading, the chair you’re sitting on, even you, wouldn’t exist.

A state of creation, I came to realize, is the utmost blessing that every one of us has.

“It’s over, we broke up.” Said Mayes on the phone as he giggled and sighed.

It was the fourth time I was speaking to him that day. The first time we talked in the morning he wasn’t feeling that great. Pursuing his passion for Web Development, he was facing a lot of problems with clients, payments, and work.

Do you remember that day when you woke up on the wrong side of your bed and said: “Oh boy, this is going to be a bad day.” Only to be proven right?

Well, that was the last thing Mayez said to me as he hung up in the morning.

Problems snowballed throughout his day and after every phone call, I noticed even more stress. Of course, he didn’t notice it. He was feeling angry towards his work, his relationship, and most importantly himself.

It’s interesting how we often feel that the entire world agreed on giving us a sh\*tty day or a sh\*tty life, and we don’t think that maybe we agreed to give ourselves a bad day.

My question was very simple: “If you’re upset about work, why are you upset about your relationship?”

At this point, Mayes became conscious of his subconscious behavior. He noticed how stressing about work unknowingly stressed his relationship. When he started admitting that he overreacted, he felt guilty about what happened. Of course, he considered how to make things right with his girlfriend. Next, he started stressing about feeling guilty. He didn’t like how it felt so he started to stress about getting rid of it. He was successfully able to transition himself from one position of stress to another.

Yet the outcome of stress had changed. Instead of stressing about everything that’s wrong about his girlfriend, he started to worry about everything beautiful that he might lose. The transition is not ideal.

The ultimate goal is to go from a state of stress to a state of creation. But what caused his transition? It was that conscious moment of realization. What love meant to him and how it made him feel. He decided to create a new outcome. He decided to enter the state of creation.

Most of us are constantly living in a state of stress. We live just to survive. But what happens when you flip the coin? Well, that’s when you get into a state of creation.

It’s amazing what you can realize when you ask yourself: “What am I stressing about?” And be very blunt with yourself.

How do you feel when you wake up in the morning?

There’s an interesting thing that happens when we feel stressed. Your body shifts into survival mode. Your main focus is to survive, not to thrive.

We need to be very conscious of the way stress snowballs in our lives. The thing is, we undermine stress too much. We think that it’s a very normal thing to stress about things. I thought so as well. We consciously put ourselves into a state of stress, often unknowingly. It’s become such a norm that we join stress management programs. What happens is that you end up worrying about your stress like a snake eating its tail.

From the moment we wake up, we put ourselves in a state of stress trying to fight for survival. There’s one tiny detail that you might not know about your enemy. The CDC reports 120,000 people die every year as a direct result of work-place stress.

When we think about death, we feel stressed. Your body going into a fight or flight mode. Your hormone levels go up, your heart beats faster and you’re at an ultimate state of stress. Steve Jobs used to ask himself ……

Evolution has shaped our brains to prevent making any decision that might result in pain or discomfort. At the core of our brain is one utmost need: survival. When you have a new idea, to do, create, and change your life, you are putting your body in a cold and unfamiliar territory. You feel discomfort, and your body doesn’t like it. So out of the blue, you start getting negative pessimistic thoughts that slowly bring you downhill. In other words, we are accustomed to entering a state of stress every time we want to enforce creation.

Now if your body is telling you not to change, and you’re trying to force it to, there’s a reason why you want to get into this state of discomfort. That’s what most of us know as the source of motivation.

You and I have needs that pivot every thought and behavior we have daily. Our needs are linked to different types of motivation. Problems occur when the source of motivation is also a source of stress. You’re already in the cold territory and your body doesn’t like it, if you add on a source of motivation that also brings more stress, you’re subconsciously going to drop it because we want to avoid pain and embrace pleasure.

When does the average person today start stressing? Well, let’s go back to the moment right before they go to bed. They usually stress about hitting the snooze button and anticipating feeling drained and tired. You go to sleep intending to wake up on the wrong side of the bed. Your alarm goes off and, if you magically did not hit the snooze button to have a 15-minute peaceful retreat before a long stressful day of work, you get up. Since the phone is already in your hand, you might as well check your notifications.

Yes, phones are a blessing to have. Technology has revolutionized the way we interact with the world. As a digital entrepreneur, I know exactly what I’m talking about. Before I could afford a good computer, I used to do all the work on my phone. My usage was averaging a staggering ten hours a day! At that rate, I would spend almost half of my life looking at the screen of my phone.

When I got a laptop, I switched all my work there, yet still averaged six or seven-hour of daily phone usage. There isn’t enough awareness in the world about phone addiction and its mental health implications.

Research has found that receiving, then glimpsing at a message from someone on our phone, instantly discharges a burst of dopamine to the body. Your body f\*cking loves it and you will automatically want more.

But what happens when you wake up, look at your phone to see no messages, no likes, no comments, nothing. Your body is going to feel that something wrong is going on. A lot of people check their notifications because they think that someone thought of them, or someone interacted with them. No notifications are usually followed by a feeling of disappointment:

“I am not likable enough; do people hate me?”

“I shouldn’t have uploaded that picture; I look ugly.”

“Did I miss out on something?”

Now your body is feeling disappointment and it doesn’t like it. You have to find a way to compensate for those bad feelings, right? So what do you do? You begin stressing about getting rid of that feeling of disappointment.

Seconds after we wake up, we start our day with a bit of stress that can snowball into many stressful events throughout the day.

Let’s imagine for a second that you are a car. Your brain is driving the car, and your body is the engine. You hit the gas and start driving, but a few seconds later you hear the engine roar. The car is a manual, and so is your brain. If you don’t shift gears and keep hitting the gas, the engine is going to roar louder and louder until it breaks!

Now a beautiful thing happens once you become conscious of what’s happening. If you can hear the engine struggling, you remember to take the conscious decision to shift gears. In reality, our conscious brain is too focused on creating our reality that we can barely hear our subconscious engine beginning to stress.

It’s hard to stand still for a moment and become conscious of the emotional state at the start of your day. You’re late to work or school, and you’re feeling the urge to go pour your stress into a hot cup of a coffee. The emotions go unnoticed yet remain in effect.

Creation starts when you look at your phone in the morning, and if you feel stress building up, you make a conscious decision to focus on accepting and releasing. You focus on creating a different outcome to a habitual state of mind.

The reason I discussed stress in such depth is that there’s a big correlation between a stressful state and procrastination. When you are in a state of creation, rarely do you ever procrastinate. You are excited to create, to do, to take action. It is only when you fall into a stressful state that procrastination would sound like a good idea, as a way to move from the cause of stress towards something more pleasurable and enjoyable.

Don’t get me wrong here. Often, stress is what forces us to take action. When the deadlines are approaching, you feel stressed, and as a result, you would take action.

However, the goal is not to take stressful action. It is to take inspired and motivated action. The release of chemicals in your body when in a state of stress would automatically reduce your cognitive performance.

Your focus would shift towards survival, and you would use all your physical and mental capacities accordingly. The shift in mental state is crucial, and that is for one simple reason:

We perform a lot better when taking inspired action as opposed to stress-based action.

# Chapter 9: Emotional Drive.

I want to go back to a metaphor we previously discussed. Remember when we referred to motivation as a car? When you got into your Lamborghini and rolled down the highway of success?

Now we’re going to discuss that metaphor a bit deeper. You were cruising towards your goal when suddenly your car starts making some weird noises, and it stops working. Surely enough, this time you didn’t kick the wheel of the car, you called the mechanic and he came to fix it. You were shocked. He has no idea what’s wrong with the car and everything seems to be functioning properly.

As you go back into your car to try and turn it on, you notice that you ran out of fuel. Now obviously, as you run out of fuel, your car won’t work. By default, your motivational vehicle won’t work anymore.

You need to keep in mind that motivation alone is not enough to move you towards your goals. It’s not only when you lack motivation that you procrastinate but also when you experience a lack of positive emotions to push you towards your goals. ***Emotions are what fuel your motivation.***

In the 1970s, Dr. Richard Solomon developed the Opponent Process Theory Of Emotions which is built upon a universal foundation of balance. Meaning that whenever you experience a certain emotion, you are bound to eventually feel the exact opposite emotion when the first one fades away.

Simply put, when you feel motivated which ultimately fades away, you don’t arrive in a neutral state. Your emotional level would drop down to a state where you’re feeling unmotivated.

In modern times this phenomenon is often referred to as the “Monday Hangover”.

So when you’re working 9-5 at an office for example and you’re not a big fan of your job, you feel a sense of relief growing as the weekend approaches.

On Friday, you feel ecstatic, you can’t wait for you to finish your day, go back home, and start your weekend. Studies have shown that those individuals experience a sharp positive uptrend in their emotional states. On Saturday, most people want to go out for dinner or to a party. Life is amazing, we feel out of this world, and then…

You wake up Sunday morning and the uplifting emotions you had experienced begin to diminish bit by bit. This is caused by our body and brain’s natural reaction of grounding us back into homeostasis. Whenever you’re out of balance, your body will eventually push you back into a balanced neutral state. However, in this particular case, something interesting happens. Even though you get pushed back into homeostasis on Sunday, you wake up on Monday feeling the complete opposite of what you were feeling on Saturday.

So, motivation cannot be sustained over long periods. It is not motivation that allows you to achieve your objective. Now you might be reading this and thinking that I have no idea what I’m talking about and that of course, we need the motivation to achieve the objective, but listen to me for a second.

We often feel motivated when there’s an anticipation of instant gratification based rewards. When you get hungry, you feel motivated to eat, because as soon as you eat, you satisfy the need.

However, when you have an objective that you want to work on, it usually takes a while and quite a bit of work on your side to achieve the goal and reap the benefits. So as you’re working on your objective, and you haven’t yet reached your anticipated reward, your motivation levels would drop as the levels can’t be sustained for a prolonged period of time.

Hence, this drop on motivation when you’re working on a certain objective is a natural consequence of being human.

You can’t always be happy, you can’t always be sad.

You can’t always be angry, you can’t always be calm.

It’s about balance. Specifically, emotional balance.

There are several exercises you can implement in your daily life to achieve the optimal emotional balance you’re looking for so that you don’t fall into the procrastination loop. You can find more information by clicking on the link below:

<https://noahmerriby.com/procrastination-action-book/>

The reason I talked about emotions in depth is because your emotional state will decide wether or not you procrastinate. If you’re feeling negative emotions, you’re way more likely to procrastinate and replace this discomfort with pleasure. On the other hand, if you’re feeling positive, excited and happy, procrastination would be pointless.

# Part 3: Solving The Procrastination Habits

Now the interesting part. The exercises.

Go check out the full training program to overcome procrastination and 10x your productivity levels:

<https://noahmerriby.com/procrastinationcourse/>

# Chapter 10: Response Enhancement

In this chapter, we’re going to talk about some exercises for you to alter your response towards procrastination. You need to keep in mind that all of the exercises require consistent practice.

We’ll take a look at different exercises; however, it’s best to typically pick one that resonates the most with you and learn to implement it properly. Once this exercise becomes a part of your lifestyle, feel free to move into implementing other exercises following the same methodology.

The systems we are discussing are not based on wishful thinking. These methods have been used by hundreds of my clients and they were tremendously helpful. The reason I talked about several methods you can use instead of one optimal method is because each and every person is unique. A system that works for you may not work for someone else. However, I was able to sum up all the basic methods that I’ve used with a wide range of individuals with different personalities, convictions and characteristics.

Start with the one formula that resonates with you the most. As you successfully implement it, you can work on implementing more systems and formulas in your life to control the habit of procrastination and put an end to the “ silent killer “.

For you to get the best out of part 3, I would highly encourage you to get the free action book that I previously mentioned. I wasn’t able unfortunately to include it in this book because the design of the systems in the action book are not in a compatible format. So again, I urge you to get your free action book as it is a necessary tool that you can use to fast-track your progress in dealing with procrastination.

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# Chapter 11: The 1-2-3 Method

This is one of the most effective and widely used methods to overcome procrastination. The beauty of it is that it’s also very simple and easy to apply.

Whenever you feel the urge to procrastinate, or you catch yourself procrastinating on important tasks, you would count to three and then go do whatever you had to do.

***Example:***  You had recently started a new workout routine and you’ve been loving it. One day, you felt tired and just out of it. Instead of going to the gym, you decided to stay home and play some video games. As soon as you consciously see yourself procrastinating and setting your goals aside in the name of pleasure, you would count to three and then get up. You would go to your room, get dressed, and hit the gym.

With enough repetition, your subconscious brain would start linking the act of counting to three to the action of doing the work you have to do. The more you repeat this method, the more effective it becomes. Soon enough, whenever you procrastinate, all you have to do is count to three, and this habit would fire a neurological reaction that pushes you towards taking action.

You need to take action whenever you count to three. You want to make it a cult where, whenever you count to three, no matter what’s happening or how you’re feeling, you will go do the work you have to do.

If you count to three but don’t move, your subconscious brain will be confused as to what to associate this habit with. For you to rewire your brain effectively, you need to repeat a behavior in a certain sequence. In this case, the sequence would be (1) notice yourself procrastinating, (2) count to three, (3) stop procrastinating.

You can even get creative with this method. You are now restricted to a 1-2-3 count. One of my clients wanted to get creative with the method and instead of counting to three he created an affirmation. Instead of saying 1-2-3 and then doing the work, he would say “it’s time, for, success”, and he would then go do what he has to do.

It doesn’t matter if you choose to follow a 1-2-3 count, or if you decide to create your own three count rhythm. This system works on establishing a powerful anchor and linking it to your subconscious brain. Regardless of the terms you use, the brain rewiring process is the same. Instead of build adjustments to a count, the brain would then build those adjustments upon affirmations for example.

# Chapter 12: The Breaking And Building Method:

The breakdown method is something that every single person you ask for advice about procrastination would tell you to do. However, it’s easier said than done.

The breaking and building method first entails that you break down your major goals into smaller tasks easier to achieve and work on them on a daily basis. Then you bridge the accomplishment of those goals with other activities that you usually shift towards whenever you are tempted to procrastinate.

Here’s the thing: A lot of people like to complicate procrastination. For example, You have books called solving the procrastination puzzle. And you know what, when you’re feeling like you’re tired or lazy, and you just want to procrastinate on what you need to do, you won’t feel like solving the procrastination puzzle.

You start by simplifying it.

Ask yourself three main questions:

1. What am I procrastinating on, and why?
2. What do I usually do when I procrastinate?
3. How can I bridge both of those elements into one optimal solution?

***Example:*** I had a client of mine who was a university student, and he would procrastinate studying for his exams. Instead, he would rather watch movies, hang out with friends, or just plainly waste his time scrolling through his phone.

His reason for procrastinating was the overwhelming amount of information to memorize and study. Whenever he sat down to try and study, he got overwhelmed, didn’t know where to start, got stressed, and decided to procrastinate.

I helped him build the following bridge and it solved the problem:

* First we broke down all the material he had to study into chunks, chapters, sections, and parts.
* We then divided all of those into achievable goals. For example, we broke down chapters into three different parts. Each part was a goal that he can achieve in one hour before moving on to the next one.
* We then solved the problem by building the bridge between what he had to do, and what he wanted to do. So if he felt like he wanted to watch a couple episodes of his favorite show, he would watch one episode, then he would work on one of the parts for an hour. Once he’s done, he would reward himself with a second episode.

In a nutshell (1) simplify the problem (2) break it down (3) and figure out its elements. Then build the bridge and walk towards your goal.

# Chapter 13: Setting Deadlines And Building Systems:

Create a detailed timeline with specific deadlines. Break down your project, then create an overall timeline with specific deadlines for each small task. This way, you know which task to complete by a certain date.

It is one thing to break down the goal into easily digestible tasks. It’s another thing to set deadlines and dates for the completion of those tasks.

***Example:*** Let’s say you’re trying to work on growing your social media presence. We’ll take two different scenarios:

1) You say that you want to upload five posts a week.

2) You say that you’re going to upload two videos on Monday, and one post each on Wednesday, Friday and Saturday.

You see the precision in scenario #2 will make it easier for you as you know exactly when you need to tackle the tasks.

It’s very easy to set goals. Anyone can set a goal! But think about it for a second… What makes the difference between two people who set the exact same goal, one person achieves the goal, and the other fails?

The difference has nothing to do with the goal itself. The person who achieved the goal did so because he or she built a ***goal system***.

A goal would be: I want to lose weight.

A goal system would be: I want to lose 10 pounds by April 24th. I will do so by going to the gym 4 days a week and following a diet that consists of two meals a day.

The goal system can be refined even more:

I want to lose 10 pounds by April 24th. I will do so by going to the gym 4 days a week. On Monday and Tuesday I will be doing cardio. Then on Thursday and Saturday I will be doing weight lifting. I will be also following a diet that consists of two meals a day, one for breakfast, one for lunch, and I would skip dinner. The diet is going to be based on a high protein intake, and low carbs intake.

You can see how the more elaborate the system is, the more clear and precise it is, and the easier it becomes for you to follow it. Our subconscious brain works best with systems and blueprints rather than random goals.

To refine it even more, you can include ***The goal, Macro goal, and Micro goal*** system that we talked about in the chapter 7 of the book.

Feel free to check out the following course I have on setting goal systems:

https://www.udemy.com/course/goal-setting-mastery-a-blueprint-to-crush-your-goals/

# Chapter 14: The One Minute Rule

In any given case, sometimes all you need to do to overcome procrastination is to start. With this method, you’re going to do just that. Whenever you have something to do, but you feel the urge to procrastinate, all you have to do is work on it for one minute.

1) If you have an essay. Work on it for one minute.

2) If you have a workout. Workout for one minute.

3) If you have a job-related project. Work on it for one minute.

***Example:***

1) You open your computer, you put the topic in front of you, and then you observe the curriculum you built for the remaining 30 seconds. You’re already there, you’re ready to start, and you’re more likely to do.

2) You start with 10-20 push-ups, you already started moving and exercising, you’re more likely to keep going.

3) You got the documents out, you got the first idea you want to work on in the project, you get inspired, you’re more likely to keep going.

As simple as this method might seem to be, it can be very effective. There’s a quote that says: “The journey of a thousand miles starts with one step.”

All you need to do sometimes is to take that first step, and before you know it you’re taking another, and another, until you’ve completed your tasks and achieved your goal.

The system should start as a one-minute rule, but then you can escalate it into two minutes, five minutes, ten minutes...etc

# Chapter 15: The A-B-C Method

It’s a very simple, yet powerful system used to manage the urge of procrastination.

Let me explain:

The A-B-C Method works on breaking down the goals you have and the related tasks you need to be working into three separate categories:

A- Optimal Goal: Heavy workload

B- Mediocre Goal: Average workload

C- Survival Goal: Minimal workload

There’s something you need to keep in mind when it comes to procrastination. The best way to gain better control over it is by negotiating with yourself and not tyrannizing yourself.

If you force yourself to do the work that you hate, you might end up feeling even more negative and that would inflect on more negative implications. But if you negotiate with yourself, you find peace, and you eliminate the resistance.

***Example:*** Suppose you have a goal to start working out more often. Now ideally, you would want to go to the gym four to five days a week for a 45-60 minute workout.

During the second week, you notice a lack of motivation, and you start thinking about procrastinating. You see, just because you don’t feel like getting dressed and going to the gym for an hour (Optimal Goal), doesn’t mean that you can’t do 50–100 push-ups at home (Survival Goal). I refer to the latter as the survival goal is because it ensures the survival of the habit. Often when we procrastinate, we start feeling bad about our actions and the result might be to quit the goal altogether. However, with the survival goal, you can simply do 50–100 push ups at home. It is easier to do it, you maintain consistency, you overcome procrastination, and you feel good!

***Example:*** You have an essay you need to write, and set a goal to write four pages every day. You woke up one day, however, and you just didn't feel like writing four pages. You’re going to think about procrastinating. Nonetheless, not completing four pages on that particular day (Optimal Goal), doesn't mean that you can’t write two pages instead (Mediocre Goal). Once again, you maintain consistency overcoming procrastination, and you feel good!

So now you can see how this method can be very powerful if used properly.

Whenever you have a goal, list your tasks according to an ascending sequence, from optimal to mediocre, then down to survival. When the task at hand isn’t too overwhelming, it becomes easier for you to overcome the urge to procrastinate and just achieve the minimal workload.

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# Chapter 16: The Bracelet Method

I want to tell you about additional methods to overcome procrastination that some of my clients used to great value. I have found the bracelet method to be very effective, linked to the psychology of classical conditioning, hence its effectiveness.

***Example:*** Babies don’t understand fire and heat. When they put their hands on a hot surface, they feel physical pain which they associate with the act of touching a hot surface. In the future, they would abstain from touching hot surfaces again. There’s a creative way to use this method and overcome procrastination.

This requires an elastic bracelet on your wrist, perhaps a rubber band, it doesn’t matter, as long as it’s elastic and fits on your wrist.

The idea is to associate physical discomfort with procrastination. So, every time you notice thoughts of procrastination arising, or you catch yourself amid procrastination, you snap the bracelet on your wrist. This will consciously associate the snap (physical discomfort)with the act of procrastinating.

As soon as you do, you immediately begin to do your task. After you associate discomfort with procrastination, it is crucial that you take opposing action immediately to send a message to your subconscious brain that procrastination is not doing you any good. If you snap the bracelet and don’t move, the method becomes counterintuitive.

It is also important that you reward yourself after you’re done working. The best way to do it is the following:

What did you want to do when you were thinking about procrastinating? Maybe you wanted to go out with friends? Watch a show? Play a game? Whatever it is, make this your reward for overcoming procrastination, not just an escape of procrastination. This way, you turn your problem into a reinforced solution.

Repetition is key. The more you use this method, the more effective it becomes.

# Chapter 17: Planning And Fixating:

Failing to plan is planning to fail.

I can not emphasize how important it is to plan your day ahead of time. Our subconscious brain is the most powerful part of our brain, and it works in a certain manner. It is often referred to as the habit brain. It works best when there is a habitual set of structures for it to follow and navigate through.

Plus, let’s just put it this way. If you’re in a new city, and you’re trying to get from point A to point B, what would be easier:

1. Going out and saying I’ll just walk around and figure out my way from point A to point B.
2. Opening the GPS on your phone, adding your location and your destination, and then following the steps that the GPS indicated.

It’s a no brainer here that the second option makes your life a lot easier.

When you wake up in the morning, instead of spending energy and time trying to figure out where to start and what to do, you can plan your day ahead of time and avoid this problem. You can focus the time and energy on the tasks that matter in your life. This way, you’re planning your day ahead, and then you’re fixating your attention on the tasks that you need to work on instead of fixating your attention on planning the day out.

You will get a head start on your day and you’ll have one less reason to procrastinate.

# Chapter 18: The TFAR Habit Variation Method:

I want to share with you one of the personal development systems I created to counter this specific problem.

It’s called the Habit Variation Formula.

Before I dive into it, I want to turn your attention towards something important again, which is the TFAR system. This revolutionary system can be a weapon that you use to get yourself out of the deepest holes you’ve ever been put into. I have used it with thousands of my clients and it changed their lives.

***TFAR: Thoughts = Feelings = Actions = Results***

Oftentimes, when we don’t get the results we are seeking, we ask ourselves:

“What am I doing wrong?” Or “What can I do to achieve the result?”

There’s a fundamental error with these types of questions as people are focused on the wrong side of the problem. We can dwell on the action all we want, but if we don’t change the feelings and thoughts associated with the action, we will always be led towards the same actions with the same results.

So going back to the question:

“What makes you get back on your feet when you feel unmotivated or just flat out lazy?”

Well, my question would be, “What thoughts are putting you into an unmotivated and/or lazy state? Then, what actions are you taking?”

You see, when you’re feeling unmotivated, or lazy, your thoughts look something like this:

1. I feel so tired.
2. I don’t feel like working.
3. I have no idea what to do with myself
4. I am drained… etc

There’s no way that you’d be feeling unmotivated and lazy with thoughts like:

1. I’m so excited to start working on this project
2. My energy levels are off the roof
3. I’m excited and happy

***Neuro-Linguistic Programming research has found that thoughts lead to emotions and feelings, and not the opposite.***

It’s not because you’re feeling lazy and unmotivated that you start thinking a certain way. It’s because you’re thinking a certain way that you feel unmotivated and lazy. And as a consequence, your thoughts and feelings would lead to action… Or in this case, would lead to no action, and the result? You are trying to fight that state and get back on track.

Here’s where the Habit Variation Formula Steps in.

You want to identify a set of habits, that would put you in an elevated emotional and thoughtful state. I’ll give you some examples:

1. A quick 15–30 minute workout at home
2. Watching some motivational videos
3. Listening to your favorite tunes and swaying with the tunes
4. Cold showers
5. Transcendental meditation
6. The priming exercise by Tony Robbins (I highly recommend it)
7. Playing music or singing
8. Anything that you enjoy doing and that would put you in a powerful emotional and thoughtful state.
9. Journaling…etc

Create a list of those empowering habits. Whenever you feel lazy or unmotivated, use the Habit Variation Formula.

As soon as you notice a not-so empowered state of mind that you want to shake off, look at your Habit Variation List, and select one or several habits and go do them.

As you do the habits, elevate your thoughts to higher, more empowering thoughts. If you use affirmations, make sure you embody the emotions that the words can be translated into.

Which brings us to the second point: Embody the feelings. While doing the Habit Variation, make sure that you don’t just change the way you think, but validate the way you feel.

And lastly, by doing the habit, changing the actions you are taking, aligning T-F-A (thoughts, feelings, actions), then by default the R (result) will start to change.

In other words, whenever you feel like you want to procrastinate and you just can’t help it, use the Habit Variation Formula to shift and improve your mental state.

By observing the elements of the TFAR system that don’t align with the goal you want to achieve, you implement a variation that would solve the specific problem you’re encountering.

So here’s what you can do:

1. Identify the elements of the TFAR system that are causing this problem of procrastination.
2. Replace the elements of the old TFAR system with new elements that would encourage you to be more productive and add an effective habit variation to counter the problem.
3. Repeat, repeat, repeat. The more you repeat the positive behavior, the more you reinforce it.

# Chapter 19: Eliminating the Pit-Stops

Procrastination is the result of a more pleasurable distraction.

You can control this problem by eliminating the pit-stops that prevent you from doing the necessary work.

***Example:***

1) Put your phone out of sight so you can’t see each new notification. Most people, if their phone is nearby, will glimpse at every notification on their phones. In reality, it takes just a fraction of a second to shift your attention from one thing to another and you lose your focus. It’s easier to procrastinate when your phone is right next to you. Boredom may tempt you to check your notifications. Before you know it, you’ve spent two hours on Youtube watching videos, like “Why cats are mean to human beings!“

2) Reduce the sources of distraction on your computer:

When working on your computer with email open and Facebook open, you’re setting yourself up for distractions. Limit computer usage to programs that you need to use to complete the task at hand.

3) Don’t be shy to hang a “Do Not Disturb” sign.

Whether it’s at your work office, home office, or wherever you’re working, make a statement: Do Not Disturb. Focus is required.

4) Hang out with people who inspire to take action:

Indeed, birds of a feather flock together. If you spend your time with people who always procrastinate on their goals, or dreams and would rather spend their time seeking instant gratification, you’re bound to be influenced by this behavior. The five people you hang out with the most have a lot of influence on you, what you do, how you think, and how you behave. When you are surrounded by people who are always taking inspired actions towards their goals, their influence on you will be positive rather than negative and vice versa.

5) Stop over-complicating and catastrophizing:

Procrastination, as complicated as it seems is really straightforward. If you’re reading this far into the book you already have a really good understanding of procrastination. If you procrastinate because you feel discomfort, you will be met with more discomfort caused by procrastination. Rarely can we ever look at procrastination as something positive, so why do it?

Of course, sometimes we feel forced to procrastinate based on how we feel, and that’s okay. You can always change the way you feel through the different methods we discussed and then go from there.

# Chapter 20: Using The Motivation Formula:

**“What is motivation to begin with?”**

If I want to sum up all the answers I ever heard from my clients, simply put, motivation is:

“This magical power that we feel within, that moves us towards our goals and helps to avoid procrastination and laziness… “

See it’s very hard to identify why motivation is missing when we can’t even define what motivation is or how it's generated within our system.

**When we feel motivated, what’s really happening in our system that sparks this motivation?**

Your brain has a chemical reaction followed by a stimulation of dopamine, and most people classify dopamine as a happy hormone, but it's not!

Dopamine is your motivation hormone, and obviously, we often feel happy as a result of feeling motivated, hence, the confusion.

I want to use this little metaphor here again in case you missed out on it. Let’s say you open Google Maps on your phone, and you’re trying to go from point A to point B. When you’re motivated, you get into the motivation car, hit the gas pedal, and move towards point B (your goal) in the comfort of your seat. But halfway through, your car starts making some weird noises, and before you know it, the car is not working anymore.

Now you can get out of your car, get upset, and start kicking the wheel all you want, the car won’t work. Most people when they run out of motivation, they get frustrated and they don’t know how to restore the motivation, which creates more frustration.

After kicking your car for a while and yelling at it, your leg starts to hurt.. So you would call a mechanic, and he would come, pop the hood open, figure out what’s wrong and fix it. Before you know it, you’re back in the car, cruising down the highway to success, it's a sunny day, you’re playing your favorite tunes and life is great.

The human brain is a bit more complicated than that. When clients call and tell me they’re not feeling motivated, I can’t come up to them, open the top of their head, identify the problem and fix it.

I’m not saying this to tell you that I have crazy divine motivational energy that never goes away. At times I lose my motivation just like you or any other person.

But unlike most people, I don’t dwell on the problem and start freaking out as to why I lost the motivation. I would identify the problem, fix it, and as a result, my motivation is restored. And that’s exactly what happens with my clients, and what can happen with you when you use the formula I’m about to share with you.

**So let me remind you about the CCSEM formula here:**

* ***#1 - CONSEQUENCE***

It's knowing what you really want to achieve, having a vision, and mission. The consequences are the reasons that are going to get you back up when you fail or face an obstacle or a setback. Consequences linked to the need of self-actualization are the highest form of consequences we can set out. In other words, what is the reward that you’re going to get when you accomplish this goal?

* ***#2 - CERTAINTY***

The level of certainty as to whether or not you are able to achieve the goals you've set out to achieve. It's your mindset that we're talking about here. If you don't believe with an adequate level of certainty that you can achieve the goals, you'll lose the motivation.

It’s one thing to know your consequences and know what you’re aiming for and what you want to achieve. It's another thing to know whether or not you’ll be able to achieve it, even further, whether or not you THINK you can achieve it.

If you believe with absolute certainty you can achieve the goal you’re trying to achieve, then you will have stable motivation levels that move you towards it.

The moment you face a challenge and begin to doubt whether or not you can achieve the goal, your certainty levels drop. Consequently, your motivation levels drop as well. And that’s where your mindset steps in

* ***#3 - SKILL LEVEL***

Most people never notice that skill sets are one of the biggest elements of the formula. Our skill set levels determine how fast we move towards the goal, and how quickly we'll be able to overcome the obstacles we face.

Do you have all the skill sets you need to effectively work on your homework? Do you have all the knowledge you need? Are you familiar with the topic or not?

All of those elements, when they go missing, can result in a loss of motivation.

* ***#4 - EMOTIONS***

Emotions are also a crucial factor. Motivation is not what moves you towards your goals. Your sense of motivation helps you set the goals and hype yourself up. Your emotions dictate whether or not you'll be moving towards your goals, or away from them.

Remember when you got in the car, and then you hit the motivation gas pedal towards achieving your goal? If you are not fueled by the right emotions you run out of gas. Your car won’t work!

And people often mistake this with a lack of motivation, but it's not. Your car is still functioning properly, but you don't have enough fuel to keep it going.

* ***#5 - MOMENTUM***

The motivational center of the brain is usually activated by the stimulation of dopamine which is stimulated with the anticipation of a short-term or instant reward. That's exactly why momentum is important.

The best thing to do is to break down the homework you have into separate sections that you can work on consistently, maintain momentum, and not stress out about all the different sections at once.

So, when you car isn’t working, don’t start stressing out, don’t get out of the car and start kicking it and yelling at it. Instead, use the CCSME formula, identify the problem, and fix it.

Now that you got to the end of the book, not only did you develop a profound understanding of the habit of procrastination, but you also got equipped with some tools you can use to overcome procrastination effectively.

If you want to take your learning a step further, I would highly recommend that you register for the Procrastination Masterclass. This online course will not only guide you through the advanced psychological methods you can use to overcome procrastination, but it will also guide towards enhancing your productivity and performance. Click on the link below to register now:

<https://noahmerriby.com/procrastinationcourse/>

That being said, I hope you enjoyed the book. For more information about me you can simply go on my website [www.noahmerriby.com](http://www.noahmerriby.com) or look me up on Google to see the different platforms on which I am sharing my information, skills, and knowledge.

Wishing you nothing but happiness, joy, and fulfillment in your life. Thank you for reading this book again.

Yours truly, Noah Merriby