

Hey there, and welcome back. I wanted to talk a little bit today about something that I see a lot of people doing in their business, especially right now when there's a ton of things going on. People are trying to reopen again. People are trying to figure out the new normal, trying to plan their day, trying to figure out new regulations that are being put in place. I wanted to talk a little bit about how being busy is actually a distraction for achieving the results that you want to achieve.

Now you might be thinking to yourself, "This doesn't seem right. This doesn't seem ..." Being busy, everybody's busy, right? Wrong. And here's where it becomes a problem, and I see it time and time and time again with business owners. Is that being busy, and when I say being busy, we get stuck on, I need to do ... I have my to do list. Okay. I have my planner that I use and I have my to do list. Okay. And I have all these things that I need to get done and I have all ... I need to do all the things. I need to type this letter or contact this vendor or call these people back or check my email and we get busy. And that's what I mean by being busy can be a distraction for focusing on our vision and achieving the results that we really want to achieve.

And I see it time and time again, because when we first started our business, we have our vision in the forefront. We have what it is that we really want to do, our why behind what we want to do. The intention of why we started our business, that is right in front of us. And as we go along and as we do things, we kind of lose focus on that because we get stuck in the doing. We get stuck in just moving forward, driving our actions, doing all the things that we need to do, because we want to build our business.

So we get into a mode of busyness. We get into a mode of staying busy. We get into a mode of we have to do all the things. I need to do Facebook posts. I need to do Instagram posts. I need to put blog posts out there. I need to send out emails. I need to contact my customers. I need to get people to write reviews. I need to get testimonials from my customers. And we end up wanting to do, like I said, all the things. And when it comes down to it, the things that we're actually focusing on that keep us busy are not necessarily the things that we want to do or that we need to do to move our vision forward.

And before long, what ends up happening is we lose sight of our vision. And when we lose sight of our vision, that's when we start to get overwhelmed. We start to get burnt out. We start to lose our passion and we just, we lose ourselves in our day-to-day. And we start to feel like we're getting on a hamster wheel, and this vision that we built, this dream that we have, it ends up feeling like work, like a job. Like you're stuck in four walls and you're chained to your desk, and that's not a place that really any of us want to do.

And here's the even weirder thing, or the thing that people get stuck on, is when someone points it out to us, and I know I've been there myself, when someone points it out to us that you are not focusing on your vision and you're staying busy. And staying busy is a distraction for what we really need to focus on. And the answer I always get is, "No, I'm not doing that. I'm not. I have to contact these people first thing in the morning. I have to read my email first thing in the morning, because if I don't read it, they're not going to respond. They're across the seas. If I don't respond right away as soon as I get up in the morning and check my email and do this, then things aren't going to work and I'm going to miss out on something and la, la, la, la."

And they end up doing something that I call fighting for your limitations. And believe me, I get it. I've been there myself. I've totally been there, where mentors of mine have said to me, when I've been struggling and I've talked to them and they've said to me, "Well, you're giving me every reason why you need to stay busy and stay overwhelmed and stay stuck and stay frustrated so that you can't achieve your dream, so that you can't move forward with that vision."

You're going to stay stuck, doing everybody else's stuff or getting in everybody else's agenda because that's what feels good. And then people look at me and they're like, "That feels good. I don't get it. That doesn't feel good. That feels horrible." Well, then change it. Then change it. Because you're telling me, "I don't know how to do it. Or, I have to do all this stuff for everybody else. Or, I have to stay busy, so I can't achieve my vision." Is what you're ending up telling me.

So if you feel like you're overwhelmed and you need to do all the things, and if someone asks you, "Well, what if? What you sit down and plan your day?" What if you sit down and say, "Okay, these are the three things that I need to do to move myself forward. I'm not going to check email first thing in the day. I'm not going to check email last thing before I go to bed. I'm not even going to sleep with my phone by my bed. I'm not going to plan my day back to back to back to back to back." So at the end of the day, you stop working at 8:00 o'clock at night.

So what if you tried those things? What if you tried to do something different? And if you find yourself where you're saying, "I can't do that." Well, then you can't do the things that you need to do to get the results that you really want to get. You're not willing to do it. And if you look at that sentence of, "I can't do it because X, Y, Z," replace can't with won't. "I won't try something new. I won't shift up my day or change my day so that I'm focusing on the most important things to move my goals forward first thing in the day, and leaving the distractions and leaving the frustration and leaving everybody else's agenda to the second thing that I do during the day."

So if you look at it like that and say, "Hmm, I can try something different. I can try focusing on planning my day out, chunking my day to focus on only three important things that you need to do to move your goal forward." And replace those I can't or replace all the reasons why you can't do something. Stop fighting for your limitations and start fighting for the possibilities. Start fighting for making that vision a reality and aligning the things that you do on a daily basis with the vision that you have for your business. Start aligning the actions that you take on a daily basis with the vision that you have for your business. And once you start doing that, you'll start to see real change start to happen.

If you stay focused on just being busy, you're doing random actions that don't align with what it is that you really want to do in your business and the results that you want to achieve. So your actions don't align with what you want, and that's not good. So instead start looking at your day and saying, "Okay, where am I just staying busy to stay busy?" Because you know what's behind being busy? It's fear. It's fear of stepping into the unknown, doing stuff that you've never done to get the results that you've never gotten. It's also fear of letting go of all the things that you've always done, and believe me, I've done it myself.

I've done it myself, where I had to let go of the things that I've always done that weren't getting me the results that I really wanted. They weren't even moving me close to it. And the only reason I was staying there is because that's what felt normal to me and I didn't realize it. So step out of the comfort zone, get clear on what it is that you want to achieve in the next 90 days, the next year, the next five years, and then start putting forward the right actions to move you closer to your goals.

Staying busy and wearing it like a badge of honor and focusing on random things is not going to move you forward. Being a firefighter and just putting out fires all day and getting on everybody else's agenda is not going to move you forward. And I highly recommend using the Full Focus Planner. It's been the thing that I've used. I've tried all different types of planners, but this one by far has been the best that I've ever used and really helps me to not be busy, but actually to be productive. To get things done, to maintain balance in my life and to really stay focused on my vision and the goals that I have.

So if you find yourself saying, "Oh, I'm so busy, I'm so busy." But at the end of the day, you feel like you haven't gotten anything done, it might be time to try something different, to try something new so you

This transcript was exported on Aug 05, 2020 - view latest version [here](#).

can move those goals forward. Because what got you to this point is not going to get you to the next level. I promise you.

So I hope this helped you. And until next time, have a great rest of your week, and remember, stay focused on what it is that you want to achieve and move from there. It's like your GPS. All right. Take care, I'll talk to you soon.