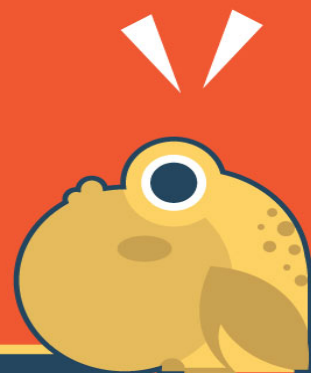


EAT

THAT

FROG



Snapshot Edition



*Brian Tracy*

# TABLE OF CONTENTS

Preface

Introduction

Set The Table

Plan Every Day in Advance

Apply the 80/20 Rule to Everything

Consider the Consequences

Practice Creative Procrastination

Use the ABCDE Method Continually

Focus on Key Result Areas

Apply the Law of Three

Prepare Thoroughly Before You Begin

Take It One Oil Barrel at a Time

Upgrade Your Key Skills

Identify Your Key Constraints

Put the Pressure on Yourself

Motivate Yourself into Action

Technology Is a Terrible Master

Technology Is a Wonderful Servant

Focus Your Attention

Slice and Dice the Task

Create Large Chunks of Time

Develop a Sense of Urgency

Single Handle Every Task

About The Author



## PREFACE

Thank you  
for picking up this book.

---

I hope that this book *changes*  
your life *forever*.



*“When I could no longer find a laboring job, I got into sales, knocking on doors, working on straight commission. I struggled from sale to sale until I began looking around me and asking, “Why is it that other people are doing better than I am?”*

*Coming from an unsuccessful background, I had developed deep feelings of inferiority and inadequacy. I had fallen into the mental trap of assuming that people who were doing better than me were actually better than me. What I learned was that this was not necessarily true. They were just doing things differently, and what they had learned to do, within reason, I could learn as well.*

*Throughout my career, I have discovered and rediscovered a simple truth. The ability to concentrate singlemindedly on your most important task, to do it well and to finish it completely, is the key to great success, achievement, respect, status, and happiness in life. This key insight is the heart and soul of this book.*

*The key to success is action. These principles work to bring about fast, predictable improvements in performance and results. The faster you learn and apply them, the faster you will move ahead in your career—  
guaranteed!*

Over the years...



**22**  **JOBS**

**BUILT  
SEVERAL**  **COMPANIES**

**GET A  
BUSINESS**  **DEGREE**

*Bonjour*  
*Hallo*  
*Hola*  
**SEVERAL**  **LANGUAGES**



**SPEAKER • TRAINER • CONSULTANT**





## INTRODUCTION

This is a wonderful  
time to be alive.

---

There have never been more possibilities  
and *opportunities* for you to achieve  
more of your *goals* than exist today.





The first rule of  
*frog* eating is this:

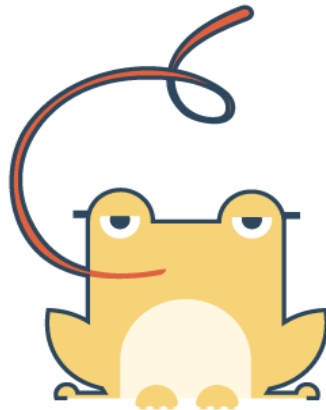
**IF YOU HAVE TO EAT TWO FROGS,  
EAT THE UGLIEST ONE FIRST.**





The second rule of  
*frog* eating is this:

**IF YOU HAVE TO EAT A LIVE FROG  
AT ALL, IT DOESN'T PAY TO SIT AND  
LOOK AT IT FOR VERY LONG.**







## FIRST,

make a *decision* to develop the habit of task completion.

## SECOND,

discipline yourself to practice the *principles* you are about to learn over and over until they become automatic.

## AND THIRD,

back everything you do with *determination* until the habit is locked in and becomes a permanent part of your personality.





*“Failure to execute” is one of the biggest problems in organizations today.*



*One of the keys to your living a wonderful life, having a successful career, and feeling terrific about yourself is to develop the habit of starting and finishing important jobs. When you do, this behavior will take on a power of its own and you’ll find it easier to complete important tasks than not to complete them.*



## SET THE TABLE

Decide exactly  
what you want.

---

Clarity is *essential*. Write out your goals  
and objectives before you begin.





*There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants and a burning desire to achieve it.*

*-NAPOLEON HILL*



*Here is a great rule for success: Think on paper.*



## STEP ONE

***Decide exactly what you want.*** Either decide for yourself, or sit down with your boss and discuss your goals and objectives until you are crystal clear about what is expected of you and in what order of priority. It is amazing how many people are working away, day after day, on low-value tasks because they have not had this critical discussion with their managers.





## STEP TWO

***Write it down.*** Think on paper. When you write down a goal, you crystallize it and give it tangible form. You create something that you can touch and see. On the other hand, a goal or objective that is not in writing is merely a wish or a fantasy. It has no energy behind it. Unwritten goals lead to confusion, vagueness, misdirection, and numerous mistakes.





## STEP THREE

***Set a deadline on your goal; set sub-deadlines if necessary.*** A goal or decision without a deadline has no urgency. It has no real beginning or end. Without a definite deadline accompanied by the assignment or acceptance of specific responsibilities for completion, you will naturally procrastinate and get very little done.





## STEP FOUR

*Make a list of everything that you can think of that you are going to have to do to achieve your goal.* As you think of new activities, add them to your list. Keep building your list until it is complete. A list gives you a visual picture of the larger task or objective. It gives you a track to run on.







## STEP FIVE

***Organize the list into a plan. Organize your list by priority and sequence. Create a checklist.*** Write down a list of each task in the order it needs to be done. Take a few minutes to decide what you need to do first and what you can do later. Decide what has to be done before something else and what needs to be done afterward.





## STEP SIX

*Take action on your plan immediately.* Do something. Do anything. An average plan vigorously executed is far better than a brilliant plan on which nothing is done. For you to achieve any kind of success, execution is everything.





## STEP SEVEN

***Resolve to do something every single day that moves you toward your major goal.*** Build this activity into your daily schedule. You may decide to read a specific number of pages on a key subject. You may call on a specific number of prospects or customers. You may engage in a specific period of physical exercise. You may learn a certain number of new words in a foreign language. Whatever it is, you must never miss a day.





## EAT THAT FROG!

1.

Take a clean sheet of paper right now and make a list of ten goals you want to accomplish in the next year. Write your goals as though a year has already passed and they are

now a reality.

Use the present tense, positive voice, and first person singular so that they are immediately accepted by your subconscious mind. For example, you could write. "I earn × number of dollars per year by this date" or "I weigh × number of pounds by this date" or "I drive such and such a car by this date."

2.

Review your list of ten goals and select the one goal that, if you achieved it, would have the greatest positive impact on your life.

Whatever that goal is, write it on a separate sheet of paper, set a deadline, make a plan, take action on your plan, and then do something every single day that moves you toward that goal. This exercise alone could change your life!



## PLAN EVERY DAY IN ADVANCE

Think on paper.

---

Every minute you spend in *planning* can save you five or ten minutes in execution.





*Planning is bringing the future into the present so that you can do something about it now.*

*-ALAN LAKEIN*



It takes only about



for you to  
plan out your day,

**BUT THIS SMALL INVESTMENT  
OF TIME WILL SAVE YOU UP TO**

**2 HOURS**  
(100-120 MINUTES)

in wasted time and diffused  
effort throughout the day.



*“Proper Prior Planning Prevents Poor Performance.”*



*You can increase your productivity and output by 25 percent or more—about two hours a day—from the first day that you begin working consistently from a list.*



*One of the most important rules of personal effectiveness is the 10/90 Rule. This rule says that the first 10 percent of time that you spend planning and organizing your work before you begin will save you as much as 90 percent of the time in getting the job done once you get started. You only have to try this rule once to prove it to yourself.*





# EAT THAT FROG!

1.

Begin today to plan every day, week, and month in advance. Take a notepad or sheet of paper (or use your I-Phone or Smartphone) and make a list of everything you have to do in the next twenty-four hours. Add to your list as new items come up. Make a list of all your projects, the big multi-task jobs that are important to your future.

2.

Lay out each of your major goals, projects, or tasks by priority, what is most important, and by sequence, what has to be done first, what comes second, and so forth. Start with the end in mind and work backward. Think on paper! Always work from a list. You'll be amazed at how much more productive you become and how much easier it is to eat your frog.



## APPLY THE 80/20 RULE TO EVERYTHING

Twenty percent of  
your activities...

---

...will account for *80 percent* of your results.  
Always concentrate your efforts on that  
top 20 percent.





*We always have time enough, if we will but use it aright.*

*-JOHANN WOLFGANG VON GOETHE*



***Rule:*** *Resist the temptation to clear up small things first.*



# EAT THAT FROG!

1.

Make a list of all the key goals, activities, projects, and responsibilities in your life today.

Which of them are, or could be, in the top 10 or 20 percent of tasks that represent, or could represent, 80 or 90 percent of your results?

2.

Resolve today that you are going to spend more and more of your time working in those few areas that can really make a difference in your life and career, and spend less and less time on lower value activities.



## CONSIDER THE CONSEQUENCES

Your most important  
tasks and priorities...

---

...are those that can have *the most serious consequences*, positive or negative, on your life or work. Focus on these above all else.





*Every great man has become great, every successful man has succeeded, in proportion as he has confined his powers to one particular channel.*

*-ORISON SWETT MARDEN*



***Rule:*** *Long-term thinking improves short-term decision-making.*



Whatever your *frog* is,  
resolve to gulp it down

---

**FIRST THING.**

---





***Rule:*** *There will never be enough time to do everything you have to do.*



*However much time you think a task will take, add on another 20 percent or more as insurance. Or make a game of getting the job done well in advance of the deadline. You will be amazed at how much more relaxed you are and how much better a job you do when you are on top of your most important tasks.*





## EAT THAT FROG!

1.

Review your list of tasks, activities, and projects regularly. Continually ask yourself, “Which one project or activity, if I did it in an excellent and timely fashion, would have the greatest positive consequences in my work or personal life?”

2.

Determine the most important thing you could be doing every hour of every day, and then discipline yourself to work continually on the most valuable use of your time.

What is this for you right now?

Whatever it is that can help you the most, set it as a goal, make a plan to achieve it, and go to work on your plan immediately. Remember the wonderful words of Goethe: *“Only engage, and the mind grows heated. Begin it, and the work will be completed.”*



## PRACTICE CREATIVE PROCRASTINATION

Since you can't do everything,

---

you *must learn* to deliberately put off those tasks that are of low value so that you have enough time to do the few things that *really count*.





*Make time for getting big tasks done every day. Plan your daily workload in advance. Single out the relatively few small jobs that absolutely must be done immediately in the morning. Then go directly to the big tasks and pursue them to completion.*

### *-BOARDROOM REPORTS*



***Rule:*** *You can get your time and your life under control only to the degree to which you discontinue lower-value activities.*



*Warren Buffett, one of the richest men in the world, was once asked his secret of success. He replied, "Simple. I just say No to everything that is not absolutely vital to me at the moment."*



## EAT THAT FROG!

1.

Practice “zero-based thinking” in every part of your life. Ask yourself continually, “If I were not doing this already, knowing what I now know, would I start doing it again today?”

If it is something you would not start again today, knowing what you now know, it is a prime candidate for abandonment or creative procrastination.

2.

Examine each of your personal and work activities and evaluate it based on your current situation. Select at least one activity to abandon immediately or at least deliberately put off until your more important goals have been achieved.



## USE THE ABCDE METHOD CONTINUALLY

Before you begin work  
on a list of tasks,

---

take a few moments to *organize* them by value  
and priority so you can be sure of working on  
your most important activities.





*The first law of success is concentration— to bend all the energies to one point, and to go directly to that point, looking neither to the right nor to the left.*

*-WILLIAM MATHEWS*



# The **A B C D E** Method

is a powerful priority setting technique that you can use every single day. This technique is so simple and effective that it can, all by itself, make you one of the *most efficient* and *effective* people in your field.





## EAT THAT FROG!

1.

Review your work list right now and put an A, B, C, D, or E next to each task or activity. Select your A-I job or project and begin on it immediately. Discipline yourself to do nothing else until this one job is complete.

2.

Practice this ABCDE Method every day for the next month on every work or project list before you begin work. After a month, you will have developed the habit of setting and working on your highest-priority tasks, and your future will be assured!





## FOCUS ON KEY RESULT AREAS

Identify those results  
that you absolutely,

---

*positively* have to get to do your job well, and  
work on them all day long.





*When every physical and mental resource is focused, one's power to solve a problem multiplies tremendously.*

*-NORMAN VINCENT PEALE*



## EAT THAT FROG!

1.

Identify the key result areas of your work. What are they? Write down the key results you have to get to do your job in an excellent fashion.

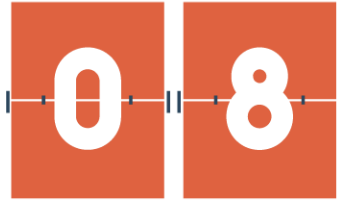
Give yourself a grade from one to ten on each one. And then determine the one key skill that, if you did it in an excellent manner, would help you the most in your work.

2.

Take this list to your boss and discuss it with him or her. Invite honest feedback and appraisal. You can only get better when you are open to the constructive input

of other people. Discuss your conclusions with your staff and coworkers. Talk them over with your spouse.

Make a habit of doing this analysis regularly for the rest of your career. Never stop improving. This decision alone can change your life.



## APPLY THE LAW OF THREE

Identify the three things  
you do in your work...

---

...that account for **90 percent** of your contribution, and focus on getting them done before anything else. You will then have **more** time for your family and personal life.





*Do what you can, with what you have, where you are.*

*-THEODORE ROOSEVELT*



Later in our coaching program, we expand this exercise by asking the following questions:

**1**

What are your three most important business or career goals right now?

**2**

What are your three most important family or relationship goals right now?

**3**

What are your three most important financial goals right now?

**4**

What are your three most important health goals right now?



**5**

What are your three most important personal and professional development goals right now?

**6**

What are your three most important social and community goals right now?

**7**

What are your three biggest problems or concerns in life right now?





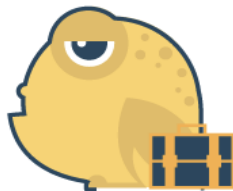
***Rule:** It is the quality of time at work that counts and the quantity of time at home that matters.*





## There is a story of a little girl...

...who goes to her mother and asks, “Mommy, why does Daddy bring a briefcase full of work home each night and never spends any time with the family?” The mother replies sympathetically, “Well, Honey, you have to understand—Daddy can’t get his work done at the office so he has to bring it home and get caught up here.” The little girl then asks, “If that’s the case, why don’t they just put him in a slower class?”





## EAT THAT FROG!

**1.** Determine the three most important tasks that you do in your work. Ask yourself, “If I could do only one thing all day long, which one task would contribute the greatest value to my career?” Do this exercise two more times. Once you have identified your “big three,” concentrate on them single-mindedly all day long.

**2.** Identify your three most important goals in each area of your life. Organize them by priority. Make plans for their accomplishment, and work on your plans every single day. You will be amazed at what you achieve in the months and years ahead.



## PREPARE THOROUGHLY BEFORE YOU BEGIN

Have everything you need  
at hand before you start.

---

Assemble all the papers, information, tools,  
work materials, and numbers you might require  
so that you can get *started* and keep going.





*No matter what the level of your ability, you have more potential than  
you can ever develop in a lifetime.*

*-JAMES T. MCCAY*



My personal rule is:

*“Get it **80 percent** right  
and then correct it later.”*

**RUN IT UP THE FLAGPOLE  
AND SEE IF ANYONE SALUTES.**





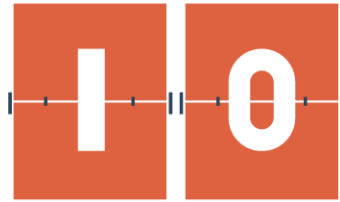
## EAT THAT FROG!

1.

Take a good look at your desk or office, both at home and at the office. Ask yourself, “What kind of a person works in an environment like this?” The cleaner and neater your work environment, the more positive, productive, and confident you will feel.

2.

Resolve today to clean up your desk and office completely so that you feel effective, efficient, and ready to get going each time you sit down to work.



# TAKE IT ONE OIL BARREL AT A TIME

You can accomplish...

---

*...the biggest* and most complicated job if you  
just complete it *one step at a time.*





*Persons with comparatively moderate powers will accomplish much, if they apply themselves wholly and indefatigably to one thing at a time.*

*-SAMUEL SMILES*



*Many years ago, driving an old Land Rover, I crossed the heart of the Sahara Desert, the Tanezrouft, deep in modern-day Algeria. By that time, the desert had been abandoned by the French for years, and the original refueling stations were empty and shuttered.*

*The desert was 500 miles across, in a single stretch, without water, food, a blade of grass, or even a fly. It was totally flat, like a broad, yellow sand parking lot that stretched to the horizon in all directions.*



*“Leap—and the net will appear!”*





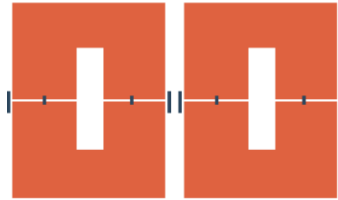
## EAT THAT FROG!

1.

Select any goal, task, or project in your life on which you have been procrastinating and make a list of all the steps you will need to take to eventually complete the task.

2.

Then take just one step immediately. Sometimes all you need to do to get started is to sit down and complete one item on the list. And then do one more, and so on. You will be amazed at what you eventually accomplish.



## UPGRADE YOUR KEY SKILLS

The more knowledgeable  
and skilled you become...

---

*...at your key tasks*, the faster you start them and the sooner you get them done. **Determine** exactly what it is that you are very good at doing, or could be very good at, and throw your whole heart into doing those specific things very, very well.





*The only certain means of success is to render more and better service than is expected of you, no matter what your task may be.*

*-OG MANDINO*



***Rule:*** *Continuous learning is the minimum requirement for success in any field.*



## Three Steps to Mastery

### **FIRST,**

read in your field for at least one hour every day. Get up a little earlier in the morning and read for thirty to sixty minutes in a book or magazine that contains information that can help you to be more effective and productive at what you do.

### **SECOND,**

take every course and seminar available on the key skills that can help you. Attend the conventions and business meetings of your profession or occupation. Go to the sessions and workshops. Sit up front and



take notes. Purchase the audio recordings of the programs. Dedicate yourself to becoming one of the most knowledgeable and competent people in your field.

## **AND THIRD,**

listen to audio programs in your car. The average car owner sits behind the wheel 500 to 1,000 hours each year while driving from place to place. Turn driving time into learning time. You can become one of the smartest, most capable, and highest paid people in your field simply by listening to educational audio programs as you drive from place to place.





# EAT THAT FROG!



Identify the key skills that can help you the most to achieve better and faster results. Determine the core competencies that you will need to have in the future to lead your field. Whatever they are, set a goal, make a plan, and begin developing and increasing your ability in those areas. Decide to be the very best at what you do!



Develop a personal plan to prepare yourself to do your most important tasks in an excellent fashion. Focus on those areas where you have special talents and that you most enjoy. This is the key to unlocking your personal potential.



## IDENTIFY YOUR KEY CONSTRAINTS

Determine the bottlenecks  
or choke points,

---

internal or external, that set the *speed* at which  
you achieve your most important goals, and  
focus on alleviating them.





## What is holding you back?

*What sets the speed at which you achieve your goals?* What determines how fast you move from where you are to where you want to go?

**WHAT STOPS YOU OR  
HOLDS YOU BACK FROM  
EATING THE FROGS  
THAT CAN REALLY  
MAKE A DIFFERENCE?**



Why aren't you at your goal already?





*One of these factors, more than anything else, determines how quickly the company achieves its goals of growth and profitability. What is it?*



*Successful people always begin the analysis of constraints by asking the question, “What is it in me that is holding me back?”*



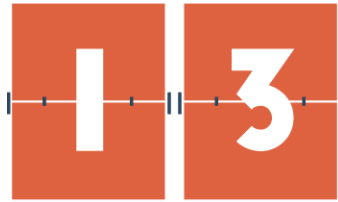
# EAT THAT FROG!

1.

Identify your most important goal in life today. What is it? What one goal, if you achieved it, would have the greatest positive effect on your life? What one career accomplishment would have the greatest positive impact on your work life?

2.

Determine the one constraint, internal or external, that sets the speed at which you accomplish this goal. Ask, "Why haven't I reached it already? What is it in me that is holding me back?" Whatever your answers, take action immediately. Do something. Do anything, but get started.



## PUT THE PRESSURE ON YOURSELF

Imagine that you have  
to leave town for a month,

---

and work as if you had to get your *major task*  
completed before you left.



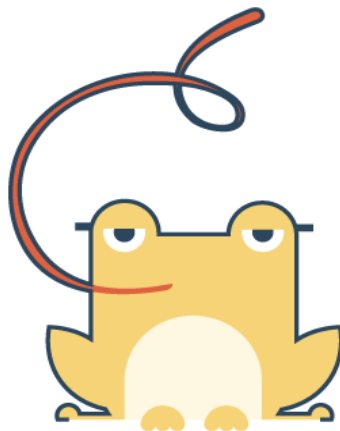


*The first requisite for success is the ability to apply your physical and mental energies to one problem incessantly without growing weary.*

*-THOMAS EDISON*



You must *choose* your  
own *frogs* and then  
make yourself eat them  
in their order of  
importance.





*By putting the pressure on yourself, you will accomplish more and better tasks faster than ever before. You will become a high-performance, high-achieving personality.*



# EAT THAT FROG!

1.

Set deadlines and sub-deadlines on every task and activity. Create your own “forcing system.” Raise the bar on yourself and don’t let yourself off the hook. Once you’ve set yourself a deadline, stick to it and even try to beat it.

2.

Write out every step of a major job or project before you begin. Determine how many minutes and hours you will require to complete each phase. Then race against your own clock. Beat your own deadlines. Make it a game and resolve to win!



# MOTIVATE YOURSELF INTO ACTION

Be your own cheerleader.

---

Look for the *good* in every situation. *Focus on the solution* rather than the problem. Always be optimistic and constructive.







*It is in the compelling zest of high adventure and of victory, and of  
creative action that man finds his supreme joys.*

*-ANTOINE DE SAINT-EXUPÉRY*



**FIRST,**

optimists *look for the good* in every situation.





## SECOND,

optimists *always seek the valuable lesson in every setback or difficulty.*





**THIRD,**

optimists *always look for  
the solution to every  
problem.*





# FOURTH,

optimists *think and talk continually about their goals.* They think about what they want and how to get it





# EAT THAT FROG!

1.

Control your thoughts. Remember, you become what you think about most of the time. Be sure that you are thinking and talking about the things you want rather than the things you don't want.

2.

Keep your mind positive by accepting complete responsibility for yourself and for everything that happens to you. Refuse to criticize others, complain, or blame others for anything. Resolve to make progress rather than excuses. Keep your thoughts and your energy focused forward, on what you can do right now to improve your life, and let the rest go.



# TECHNOLOGY IS A TERRIBLE MASTER

Take back your time...

---

... from enslaving technological addictions. *Learn*  
to often turn things off and leave them off.





*There is more to life than just increasing its speed.*

*-GANDHI*





## EAT THAT FROG!

1.

Resolve today to create zones of silence during your day-to-day activities. Turn off your computer and your smartphone for one hour in the morning and one hour in the afternoon. You will be amazed at what happens: nothing.

2.

Resolve to unplug from technology for one full day each week. By the end of your digital detox, your mind will be calm and clear. When your mental batteries have time to recharge, you will be much more effective at eating frogs.



# TECHNOLOGY IS A WONDERFUL SERVANT

Make your technological  
tools confront you...

---

...with what is *most important* and protect  
you from what is least important.





*“Technology is just a tool.”*

*– MELINDA GATES*



*Keep asking yourself, “What’s important here?”*



In other words...

*segment* your  
communication channels so  
that only frogs can hop into  
your castle of concentration.





*Above all else, avoid the phrase: "I can't."*



# EAT THAT FROG!

1.

Resolve today to turn off all notifications, except for your emergency channels. Create special areas in your digital life for your most important tasks.

2.

Resolve to research and install one piece of software or one app that will help you be more efficient and focused.



## FOCUS YOUR ATTENTION

Stop the interruptions  
and distractions...

---

...that *interfere* with completing your most  
important tasks.





*All of life is the study of attention; where your attention goes, your life follows.*

*-KRISHNAMURTI.*



*Resolve to check your email twice a day, at 11:00 AM and 3:00 PM, and then turn it off again each time.*





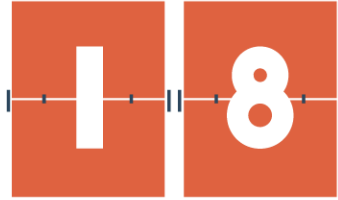
## EAT THAT FROG!

1.

Keep your goals of success and high productivity in mind. Before you do anything, ask yourself, “Is this helping me to achieve one of my most important goals, or is this just a distraction?”

2.

Refuse to become a slave to bells and whistles that distract you from completing those tasks that can make a real difference in your life. Leave things off.



## SLICE AND DICE THE TASK

Break large,  
complex tasks down...

---

...into *bite-sized pieces*, and then do just one  
small part of the task to get started.





*The beginning of a habit is like an invisible thread, but every time we repeat the act we strengthen the strand, add to it another filament, until it becomes a great cable and binds us irrevocably, in thought and act.*

*-ORISON SWETT MARDEN*



*One technique that you can use to cut a big task down to size is the “salami slice” method of getting work done.*



The bigger the frog you eat,

**THE GREATER**  
**THE SURGE**

of *personal power*  
and *energy* you  
experience.





*You should try the salami slice or the Swiss cheese method on any task that seems overwhelming when you approach it for the first time. You will be amazed at how helpful each technique is in overcoming procrastination.*



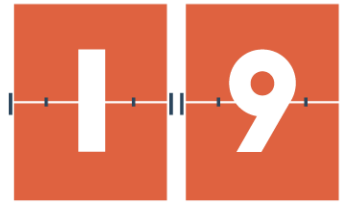
## EAT THAT FROG!

1.

Put the “salami slice” or “Swiss cheese” technique into action immediately to get started on a large, complex, multitask job that you’ve been putting off.

2.

Become action oriented. A common quality of high-performers is that when they hear a good idea, they take action on it immediately. Don’t delay. Try it today!



## CREATE LARGE CHUNKS OF TIME

Organize your days around  
large blocks of time...

---

...so you can *concentrate* for extended  
periods on your most important tasks.





## **Make Every Minute Count**





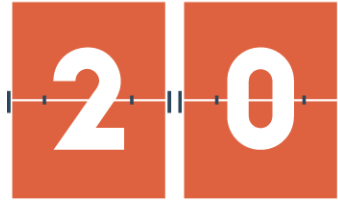
# EAT THAT FROG!

1.

Think continually of different ways that you can save, schedule, and consolidate large chunks of time. Use these times to work on important tasks with the most significant long-term consequences.

2.

Make every minute count. Work steadily and continuously without diversion or distraction by planning and preparing your work in advance. Most of all, keep focused on the most important results for which you are responsible.



## DEVELOP A SENSE OF URGENCY

Make a habit of moving  
fast on your key tasks.

---

Become known as a person who does things  
*quickly and well.*





*Do not wait; the time will never be “just right.” Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.*

*-NAPOLEON HILL*



*Highly productive people take the time to think, plan, and set priorities.*



*When you work on your most important tasks at a high and continuous level of activity, you can actually enter into an amazing mental state called “flow.”*



*The faster you work and the more you get done, the higher will be your levels of self-esteem, self-respect, and personal pride.*



# EAT THAT FROG!

1.

Resolve today to develop a sense of urgency in everything you do. Select one area where you have a tendency to procrastinate and make a decision to develop the

habit of fast action in that area.

2.

When you see an opportunity or a problem, take action on it immediately. When you are given a task or responsibility, take care of it quickly and report back fast. Move

rapidly in every important area of your life. You will be amazed at how much better you feel and how much more you get done.



## SINGLE HANDLE EVERY TASK

Set clear priorities,

---

*start immediately* on your most important task, and then work without stopping until the job is *100 percent complete*. This is the real key to high performance and maximum personal productivity.





*And herein lies the secret of true power. Learn, by constant practice, how to husband your resources, and concentrate them, at any given moment, upon a given point.*

*-JAMES ALLEN*



*By concentrating single-mindedly on your most important task, you can reduce the time required to complete it by 50 percent or more.*



*Starting a high-priority task and persisting with that task until it is 100 percent complete is the true test of your character, your willpower, and your resolve.*



# EAT THAT FROG!

1.

Take action! Resolve today to select the most important task or project that you could complete and then launch into it immediately.

2.

Once you start your most important task, discipline yourself to persevere without diversion or distraction until it is 100 percent complete. See it as a test to determine whether you are the kind of person who can make a decision to complete something and then carry it out. Once you begin, refuse to stop until the job is finished.



Just...

**DO IT!**



***Eat That Frog!***





## ABOUT THE AUTHOR

**B**rian Tracy is one of the top business speakers in the world today. He has designed and presented seminars for more than 1000 large companies, and more than 10,000 small and medium sized enterprises in 75 countries on the subjects of **Leadership, Management, Professional Selling, Business Model Reinvention, and Profit Improvement**. He has addressed more than 5,000,000 people in more than 5,000 talks and presentations worldwide. He currently speaks to 250,000 people per year. His fast-moving, entertaining video-based training programs are taught in 38 countries.

Brian is a best-selling author. He has written more than 80 books that have been translated into 42 languages, including *Kiss That Frog!*, *Find Your Balance Point*, *Goals!*, *Flight Plan*, *Maximum Achievement*, *No Excuses!*, *Advanced Selling Strategies*, and *How the Best Leaders Lead*. He is happily married, with four children and five grandchildren. He is the president of Brian Tracy International and lives in Solana Beach, California. He can be reached at [briantracy@briantracy.com](mailto:briantracy@briantracy.com)

**Copyright © 2017 Brian Tracy.**

Published by Mango Publishing Group, a division of Mango Media Inc.

Cover Design: Nicola DosSantos

Layout & Design: Laura Mejía

Mango is an active supporter of authors' rights to free speech and artistic expression in their books. The purpose of copyright is to encourage authors to produce exceptional works that enrich our culture and our open society.

Uploading or distributing photos, scans or any content from this book without prior permission is theft of the author's intellectual property. Please honor the author's work as you would your own. Thank you in advance for respecting our author's rights.

For permission requests, please contact the publisher at:

Mango Publishing Group

2850 Douglas Road, 3rd Floor

Coral Gables, FL 33134 USA

info@mango.bz

For special orders, quantity sales, course adoptions and corporate sales, please email the publisher at sales@mango.bz. For trade and wholesale sales, please contact Ingram Publisher Services at customer.service@ingramcontent.com or +1.800.509.4887.

Produced with permission from Berrett Koehler. Originally published in 2001.

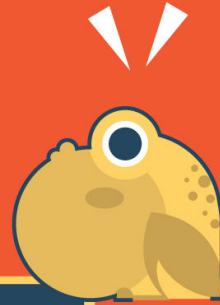
**Eat That Frog The Snapshots Edition**

ISBN: (ebook) 978-1-63353-685-2

BISAC category code SEL035000 SELF-HELP / Self-Management / Time Management

Printed in the United States of America

# EAT THAT FROG



Snapshot Edition



*Brian Tracy*