

THE 30-DAY PRODUCTIVITY CHALLENGE

30 DAYS OF LASER-FOCUS, MASSIVE ACTION
& UNSTOPPABLE MOTIVATION



JARI ROOMER

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*"Without massive action,
your goals and dreams will
never become reality."*

- Jari Roomer



30 DAY PRODUCTIVITY CHALLENGE



INTRODUCTION

1. Introduction

The 30-Day Productivity Challenge

Welcome to the 30-Day Productivity Challenge! You made a wise decision to join :)

One of my core beliefs is that action takers win in life. You can have dreams, goals, and ambitions all you want, but if you don't take massive action you won't make them a reality. They will stay dreams and goals forever.

Unfortunately, I see so many people who talk the talk, but only a few who actually walk the walk. Most people are quick to accept their own excuses and limiting beliefs, which stops them from taking action. They procrastinate, get distracted by irrelevant entertainment, and say 'now is not the right time'.

The 30-Day Productivity Challenge is the antidote. To make sure you get maximum results, I designed the challenge to be heavily action-focused. Yes, you'll learn new productivity systems and peak performance habits – but that's not the main point.

My primary goal with this challenge is to help you get stuff done and make massive progress towards your goals. Whether you're a high-level CEO, entrepreneur, writer, student, or anything in between, I want to help you get unstoppable momentum, crush your daily to-dos, and reach maximum productivity. After completing the 30-Day Productivity Challenge others will be amazed by your progress and results.

In the past you may have told yourself:

- I'll do it tomorrow/later...
- I don't have enough time...
- I am just lazy...
- I am just not disciplined enough...
- I am just not focused enough...

During the 30-Day Productivity Challenge, you'll completely transform these thoughts. You'll discover your hidden potential and find out you're capable of more than you've ever imagined. By following the techniques and habits shared in this challenge, you'll discover that laziness, procrastination, and a lack of focus are just fake stories you've told yourself.

Why 30 Days?

You may wonder, why 30 days? Well, that's for 3 specific reasons:

1. If you repeat a specific behavior for 30 days in a row, you'll build a strong foundation for a long-term habit. After completing this challenge, being productive will come easy to you - something which benefits you for a lifetime.
2. In 30 days you can really get stuff done and 'move mountains'. 30 days of focused, productive work can exponentially accelerate the progress to your business- or personal goals.
3. I've personally done 30-day challenges for many things in my life - *morning routines, writing, recording videos, exercising, and meditating, for example* - and always experienced them to cause a fundamental positive shift in my life.

The 30-Day Productivity Challenge Is Not A Magic Pill

Just to be clear, the 30-Day Productivity Challenge is no magic pill. Although the techniques and habits shared in this challenge will help you work smarter and 'hack' productivity, your success is still based on the effort you put in. The truth is, to achieve anything in life you'll need to put in the work and be consistent with your effort.

Nevertheless, if you execute with the help of the 30-Day Productivity Challenge, I'm confident you'll achieve amazing things. You might be able to finish that book you've always had in mind. Maybe you'll start that business you dreamed of. You might even double your income in these 30 days. No matter your goal, follow the structure of the 30-Day Productivity Challenge and you'll make massive progress towards your goals & dreams.

The 'Core 5'

The 30-Day Productivity Challenge is structured around the 'Core 5', which are the 5 essential daily productivity techniques to work with laser-focus, tackle your priorities, and get real stuff done. This is the most essential part of the challenge. The 'Core 5' is what I personally use every single day to be highly productive. After years of trial and error, I've established these techniques to be the most important for a highly productive day. Nowadays, I can't go without them.

On top of that, I'll share a productivity, motivation, or self-discipline bonus challenge every single day for you to try out. This helps you expand your productivity 'toolbox' and get even more out of the 30-Day Productivity Challenge. I dare to say that, after completing this challenge, you'll have transformed your productivity for good.

30 DAY PRODUCTIVITY CHALLENGE



THE 'CORE 5'

2. The 'Core 5'

The 'Core 5': Essential Productivity Techniques To Get More Done

During the 30-Day Productivity Challenge, there are a few essential productivity techniques and habits that you have to follow every single day to maximize your productivity. These productivity techniques, which are called the 'Core 5', form the foundation of a highly productive day. Discard any of them, and you'll notice a significant decrease in your focus, motivation, and efficiency.

In fact, the 'Core 5' are based on the productivity techniques that I use on a daily basis to get more done, work with laser-focus, and make exponential progress towards my goals. Without these techniques, my days would be unorganized, unfocused, and unproductive.

After years of experimenting with countless productivity systems, I've determined the Core 5 to be fundamental for a highly productive day. They work for anyone - whether you're a writer, entrepreneur, student, or elite-level CEO. That's why I recommend them to all of my personal coaching clients, entrepreneur friends, and loyal readers.

So, during the 30-Day Productivity Challenge, apply the Core 5 every single day to maximize your output. The Core 5 productivity techniques are:

1. Identifying Your Top 3 Priorities For The Day
2. Creating An ABCDE List (The To-Do List On Steroids)
3. Scheduling Your Day
4. Practicing 'Deep Work'
5. Following An Empowering Morning Routine

By applying the Core 5 every single day during this 30-Day Productivity Challenge, I guarantee you will be able to move mountains. On a daily basis, you'll work on things that truly matter - with a solid structure, laser-focus, and maximum motivation. That's how you reach peak productivity and make massive progress towards your goals.

The Core 5 is the 'secret sauce' that I use every single day - and now I'm sharing it with you. In the following sections, I'll explain each of the Core 5 in greater detail, so you'll know exactly what to do and why it's so effective. Let's go!

'Core 5' Part #1: Identifying Your Top 3 Priorities For The Day

Most people major in minor things. They obsess over getting their email inbox to zero, finding the latest productivity app, getting more followers on Twitter, redesigning their website, or other relatively unimportant tasks. All of these things are *nice*, but far from *essential*.

In reality, only a few things truly matter. Only a few activities significantly move the needle towards your goals. It's our job to identify these *vital few* among the *trivial many*, as Greg McKeown, author of *Essentialism*, puts it.

These '*vital few*' are your daily priorities. And during your 30-Day Productivity Challenge, it's a must to identifying your top 3 daily priorities every single day, again and again. It's one of the 'Core 5' productivity techniques to make this challenge a big success.

By identifying your priorities for the day, you identify exactly what is most important and what is not as important. This helps to protect your time, focus, and energy – the most valuable productivity resources – for the most important tasks and activities.

By dedicating the majority of your time, energy, and attention to these mission-critical tasks and activities, you'll make faster progress and gain more meaningful results compared to spending hours on things that matter less.

Busywork Is A Mistake

Way too often do people keep themselves very *busy* on a daily basis, while not truly being *productive*. They run around in circles, which is energy-draining and doesn't get them anywhere.

People often fall into the trap of doing 'busywork' all day long because they don't make a clear plan for the day. Instead of planning and prioritizing, they reactively respond to whatever feels urgent – which isn't always essential. But remember, it doesn't matter how hard you work if you work on the wrong things.

"There is nothing quite so useless, as doing with great efficiency, something that should not be done at all." – Peter Drucker

When you don't clearly identify which activities are essential, you'll likely spend your time on the tasks that are fun, easy, or urgent. These tasks are hardly ever the most important tasks. And by constantly neglecting the things that matter most, you won't make a lot of progress towards your goals and dreams.

Yes, you might be very busy – but are you really productive?

Peak Productivity = Prioritizing The Essentials

In essence, peak productivity is all about identifying what's highly important – *the tasks that truly move the needle* – and relentlessly protecting your time, energy, and mental resources for these tasks. That's how you consistently make progress towards your goals. That's how you make an impact, create more value, and earn exponentially more money.

Only when I started to focus relentlessly on my daily priorities instead of working on many 'busywork' activities, did I see exponential growth in my business, financial situation, and personal life.

That's why one of my all-time productivity rules is to identify my top 3 priorities every single day, focus on them with great intensity, and outsource, delegate or eliminate the lesser important tasks.

Remember, as you only have so many hours in a day and so much energy to spend, it's essential to say 'no' to good opportunities to protect your resources for the great opportunities.

“Productivity isn’t about being a workhorse, keeping busy or burning the midnight oil... It’s more about priorities, planning and fiercely protecting your time.”

— Margarita Tartakovsky

So, during this 30-Day Productivity Challenge, you must identify your 3 main priorities every single day. This helps you focus on the essentials, be more much more effective.

To help you identify your priorities, ask yourself these two questions:

1. *Which 3 tasks/activities lead to meaningful outcomes such as increased impact, profit, growth, or happiness?*
2. *Which 3 tasks/activities, if completed today, lead to significant progress towards my long-term goals?*

By defining your priorities every single day, you know what to focus on. You know you need to protect your time, energy, and attention for these highly important tasks. You might need to say no to other tasks or demands as your priorities should be protected at all costs.

Make it your mission to accomplish these priorities no matter what. Don't allow 'busywork' to distract you from the tasks that really matter. Don't let your excuses interfere. Don't get distracted by social media or Netflix. **Execute on these tasks no matter what.**

Now Do It

The first productivity technique of the 'Core 5' is identifying your top 3 priorities for the day. By defining your priorities every single day, you know exactly what you need to focus on to win the day and make significant progress towards your goals.

"Focus on signal over noise. Don't waste time on stuff that doesn't actually make things better." – Elon Musk

No longer will you get distracted by easy, simple, or urgent tasks that often don't create that much value. This only keeps you busy while not really leading to any impact, progress, or profit. Instead, you become a master at prioritizing the things that truly matter – the activities that significantly move the needle. This is one of the biggest keys to peak productivity.

To help you identify your priorities every single day, ask yourself these two questions:

1. Which 3 tasks/activities lead to meaningful outcomes such as increased impact, profit, growth, or happiness?
2. Which 3 tasks/activities, if completed today, lead to significant progress towards my long-term goals?

Always write down your daily priorities on the accountability workbook. You can, however, also write them down in a journal or a to-do list app. Personally, I use an app called ToDoist to keep track of my daily priorities.

Example:

Who: Writer

Goal: Finish a book in 30 days

Daily priorities:

- Write 2000 words for chapter 5
- Research topic for 2 hours
- Meditate for 30 minutes for mental clarity and optimal focus

'Core 5' Part #2: The ABCDE Method (The To-Do List 'On Steroids')

One of the ancient productivity tools used by many knowledge workers around the world is the to-do list. A to-do list helps to organize your work and give structure to your day. Yet, I haven't used a traditional to-do list in years. Despite its popularity, the to-do list may not be as effective as many think it is.

Having a to-do list is already much better than not having one at all, but it's still a very incomplete productivity tool. The problem is, a to-do list is merely a collection of the tasks that you want to get done, but **it doesn't indicate how important each to-do actually is**. This can lure you into a false sense of productivity.

For example, when you tackle 70% – 80% of your to-do list, you feel pretty productive right? I mean, most of us are never able to tackle all tasks on our to-do list, so getting about 80% done is quite good. However, this can create a false sense of productivity that can completely sabotage your success.

Use The ABCDE Method - Not A To-Do List

Instead of using a to-do list, I like to use something called the 'ABCDE Method', which I learned from self-development author Brian Tracy. I like to call the ABCDE Method the 'to-do list on steroids'.

The ABCDE Method is one of the most effective tools to prioritize your tasks on a daily basis. As it clearly shows what's truly important and what's less important, you'll have a much more reliable productivity system that provides a sense of control and structure. Therefore, I recommend you use the ABCDE Method every single day during the 30-Day Productivity Challenge.

The 2 Steps Of The ABCDE Method

Step 1: Just like with a to-do list, start by writing down all the items that you want to get done today.

Step 2: Assign either an A, B, C, D or E to each of the items on your list.

Step 1 is the easy part, but step 2 is a bit harder. Let's take a look at what all these different letters mean.

A-Items: Assign the letter 'A' to the 1-3 items on your list that are the most valuable, highest priority tasks. You know all about this, because these tasks are the ones we've talked all about in the previous element of the Core 5 – identifying your top 3 priorities for the day.

“The most valuable tasks you can do each day are often the hardest and most complex. But the payoff and rewards for completing these tasks efficiently can be tremendous.” – Brian Tracy

As your 'A' tasks significantly bring you closer to the achievement of your most important goals, you never want to procrastinate on them. Consistently procrastinating on these tasks leads to low-performance and lots of problems for your future self. Therefore, make it your personal mission each day to complete your A-tasks no matter what – especially during the 30-Day Productivity Challenge.

B-Items: Assign the letter 'B' to the items that would be awesome to complete them today – but are not as essential as those 'A' tasks. Your 'B' tasks have some downside if you neglect them, and some upside if you complete them. However, they should never get in the way of your 'A' tasks.

C-Items: Assign the letter 'C' to the items that actually aren't that important to get done today. These tasks don't contribute to the achievement of your goals much, if anything at all. We usually love to work on these tasks because they are easy to accomplish, require less focus & willpower, and provide a quick form of stimulation. This is precisely why they are not as valuable as 'B' or 'A' tasks.

“Things which matter most must never be at the mercy of things which matter least.” – Johann Wolfgang von Goethe

D-Items: Assign the letter 'D' to all the items that you can Delegate to other people who can do it cheaper, better or faster. You shouldn't spend your time on these tasks as your time is more valuable. Instead, you should spend your time primarily on A-items.

If you're a freelancer or entrepreneur, check out Fiverr, Upwork or hire a VA (virtual assistant) to delegate certain design, administrative, or other time-consuming tasks that you shouldn't spend much time on.

Side Note: *Delegation is truly a productivity accelerator. I used to do everything on my own as I was too stubborn (and maybe too intimidated) to hire team members. In hindsight, however, I can see how delegation is essential for any business, so I recommend you seriously look into it. It has been the key to scaling PGL.*

E-Items: Assign the letter 'E' to all the items that you can Eliminate. After careful analysis, you come to the conclusion that these tasks aren't necessary after all. Improving your productivity (and quality of life) is often not just about what you do, but especially about what you don't do.

Personally, I'm relentless about eliminating the non-essential. If it doesn't significantly move the needle forward, I cut it out of my day as much as I can. Applying the mindset of a minimalist to your workflow might be one of the best things you can do.

"You can get your time and your life under control only to the degree to which you discontinue lower-value activities." – Brian Tracy

Further Prioritize Tasks By Assigning Numbers

On any given day, you'll likely have multiple tasks from the same category (for example, multiple A-tasks or multiple B-tasks). In that case, you can further rank them by priority by giving them a number. For example, A1 is your highest priority task, followed by A2 and then A3.

Now Do It

During the 30-Day Productivity Challenge, use the ABCDE Method every single day. It's one of the Core 5 productivity techniques that contributes to peak productivity. Personally, I use the ABCDE Method on a daily basis. I find it so much more helpful than an ordinary to-do list. By using the ABCDE Method, you rank your tasks based on their priority. This is essential to getting the things done that truly matter while making sure the lesser important things don't get in the way.

A-Tasks: These tasks are mission-critical. They contribute significantly to the achievement of your goals, so you should make it a priority to accomplish these tasks no matter what. (These tasks are the top 3 priorities you identify for the day)

B-Tasks: These tasks are important, but not as important as your A-tasks. You'd want to finish these tasks, but not at the cost of your A-tasks.

C-Tasks: These tasks aren't essential at all. Maybe it's nice to get them done today, but they shouldn't get in the way of your A-tasks or B-tasks.

D-Tasks: These tasks can be delegated to someone who can do it faster, cheaper, or better. Your time should be spend on more valuable tasks.

E-Tasks: These tasks can be eliminated from your day

You can further prioritize these tasks by using numbers (1, 2 and 3) to indicate which task is the most important within a category. For example, an A1 task is more important than an A2 or A3 task. Check the example below for how my ABCDE List looks like on an average day.

Example

A1: Write an article for www.thepersonalgrowthlab.com

A2: Finish the salespage for product X

B1: Reach out to person Y for potential collaboration

B2: -

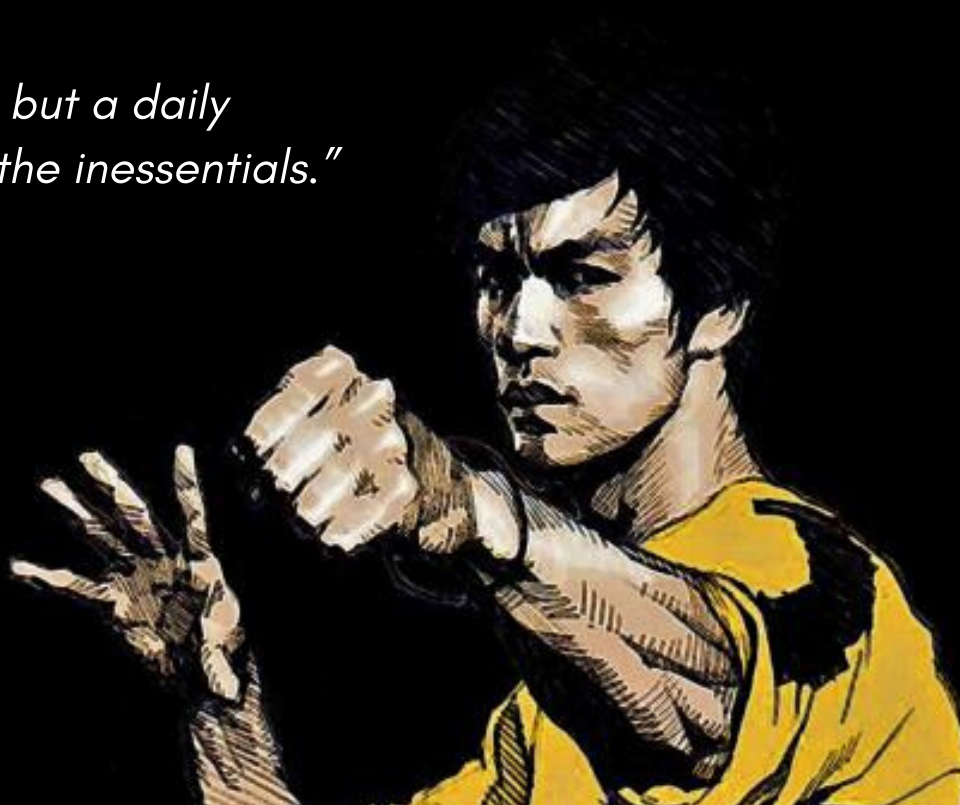
C1: Respond to email person Z

C2: Make a post on Instagram

D1: Make motivational wallpapers (delegate to Jordy)

E1: -

"It is not a daily increase, but a daily decrease. Hack away at the inessentials."
— Bruce Lee



'Core 5' Part #3: Schedule Your Day

Most people are unproductive because they don't create a clear plan for their day. This lack of clarity quickly leads to procrastination as **the brain doesn't like ambiguity**. When you lack clarity on precisely *when* you're going to do *what*, your brain will use this moment of ambiguity to talk you out of doing the hard work and do something easier instead (*such as watching a funny YouTube video*). That's why scheduling your day is so important – and why it's part of the 'Core 5'.

Most people *reactively* work on whatever pops up. They act impulsively and unfocused instead of consciously following a clear pre-planned path. Scheduling your day, however, provides clarity and removes decision-making friction, which increases your odds of actually doing what you intend to do that day. In fact, a study in the British Journal of Health Psychology showed that scheduling your day **increases the success rate of following through with an activity from 34% to 91%**.

In other words, by scheduling your day, you're much less likely to procrastinate and more likely to take action. That's a big benefit for a simple routine.

"Many people think they lack motivation when what they really lack is clarity."
— James Clear

When you schedule a task or activity, it becomes real. No longer is it this vague '*somewhere today I want to workout/read/meditate/write*' – which usually doesn't get done because it's too ambiguous. Only when you attach a time to a task or activity does it become a real appointment with yourself. Before that, it's just a wish – something you can easily talk yourself out of.

By scheduling an activity, you make an appointment with yourself, and you should honor this appointment the same way you'd honor an appointment with other people.

When it comes to scheduling your days, I highly recommend you follow these 3 rules:

1. Schedule Your Most Important Task For The Mornings
2. Schedule Your Lesser Important Tasks For The Afternoons
3. Schedule Your Personal Habits

Scheduling Rule #1: Schedule Your Most Important Task For The Mornings

One of the most important scheduling rules I've set for myself is to always work on my most important tasks (the 'A' tasks) early in the day before I work on lower-value tasks (*email, administrative work, posting on social media, etc.*). This is a concept called 'eating your frogs'.

Mark Twain once said, *"If it's your job to eat a frog, it's best to do it first thing in the morning. And if it's your job to eat two frogs, it's best to eat the biggest one first."*

Almost all of us have to eat 'frogs' on a daily basis. They are the most important (*and often most daunting*) tasks. These tasks are the ones we usually procrastinate on, simply because they are more intimidating, complicated, and energy-draining than most of the lesser important tasks on our ABCDE list.

I recommend you follow the 'eat your frog' concept religiously during the 30-Day Productivity Challenge, here are the 3 main reasons why:

#1: You Train Yourself To Stop Procrastinating

As our 'frogs' are more complex, require more effort, and are usually more intimidating, we tend to postpone working on them for as long as we can. Therefore, they get pushed to the magical lands of 'tomorrow' and 'someday'. Instead, we keep ourselves busy with answering emails, checking social media, and working on other mid-value tasks that often seem more appealing. But busyness is not what you need for success.

If you make it a personal rule to tackle your 'frogs' at the start of your day — before you work on anything else — you know the important work gets done consistently. That's one of the key ingredients for peak productivity and high-achievement.

Furthermore, by eating your frogs every morning, you train yourself to overcome procrastination and doing hard things no matter how you feel. This is one of the core skills for a successful life.

"The hardest part of any important task is getting started on it in the first place. Once you actually begin work on a valuable task, you seem to be naturally motivated to continue." – Brian Tracy

#2: The Rest of The Day Is A Walk In The Park

When you've tackled your 'frogs' early in the day, the rest of the day feels like a breeze. You don't have those stressful reminders about still having to work on that intimidating project as you've already done it. This gives you a sense of accomplishment and makes the day much more enjoyable.



#3: The Morning Is Peak Productivity Time

The morning is the time of the day where your mind is still clear, your attention hasn't been pulled into a million directions yet, and you still have abundant mental (and physical) energy to work on cognitively demanding tasks.

In fact, research has shown that, for most people, the morning is peak energy time. During your peak energy time, your willpower is stronger and your brain has more energy to focus deeply, think clearly and solve difficult problems with more ease.

"First thing in the morning your mind is clear, the office is quiet, and you haven't gotten pulled into six different directions – yet. It's your one opportunity to prioritize the thing that matters to you most, before your phone starts ringing and email inbox starts dinging. By knocking out something important on your to-do list before anything else, you get both momentum and a sense of accomplishment before 10 a.m." – Gina Trapani, founding editor of Lifehacker.com

Scheduling Rule #2: Schedule Your Lesser Important Tasks For The Afternoons

The second scheduling rule is to plan your lesser important tasks – the 'B' and 'C' tasks – in the afternoon. According to recent research led by Robert Matchock, an associate professor of psychology at Pennsylvania State University, **most people are least productive from noon to 4 p.m.** This is when most people tend to experience more brain fog, be more fatigued, and be more distracted.

Therefore, the afternoon should be used for the tasks that matter less – things that aren't necessarily a priority. These tasks tend to be much less complex than your most important tasks and therefore require less energy and focus. It would be a shame to use the morning – *your peak productivity time* – for these lesser important tasks. The afternoon is a much better place to tackle them.

Furthermore, as the day progresses, demands tend to increase. This might cause trouble with crossing off all your items on your ABCDE list. If you run out of time, however, it's better to run out of time for lesser important tasks than for the most important tasks. As Brian Tracy said, "Everyone procrastinates. The difference between high performers and low performers is largely determined by what they choose to procrastinate on."

Scheduling Rule #3: Schedule Your Personal Habits

Aside from scheduling your workday, I also recommend you schedule your most important personal habits. As mentioned earlier, scheduling provides more clarity and removes decision-making friction, which increases your odds of actually doing what you intend to do that day.

Therefore, if you want to make sure certain key personal habits (such as reading, meditating, exercising, sleeping, connecting with loved ones, etc.) actually get done, I recommend you schedule them as well. In my personal experience, this has been a game-changer for my productivity, health, and overall success.

Now Do It

One of the 'Core 5' productivity techniques is to schedule your day. Knowing precisely when you're going to do what gives a clear structure to your day. It's a clear plan that you can execute on instead of having to decide again and again what your next actions are going to be. I can assure you, this is one of the simplest things you can do to improve your productivity.

Remember to follow the 3 rules of scheduling:

- *Schedule Your Most Important Task (A-Tasks) For The Mornings*
- *Schedule Your Lesser Important Tasks (B & C-Tasks) For The Afternoons*
- *Schedule Your Personal Habits (Reading, Meditation, Exercise, Etc.)*

Whether you use Google Calendar, a journal, or the scheduling area in the accountability workbook from this challenge, it doesn't matter much. As long as you use what works for you and apply it daily during the 30-Day Productivity Challenge.

Example:

	MA 11	DI 12	WO 13	DO 14	VR 15
GMT+02					
8 AM	Morning Routine 7:30 – 8:30am	Morning Routine 7:30 – 8:30am	Morning Routine 7:30 – 8:30am	Morning Routine 7:30 – 8:30am	Morning Routine 7:30 – 8:30am
9 AM	Deep Work: Write Article 8:30 – 11:30am	Deep Work: Write Article 8:30 – 11:30am	Deep Work: Write Article 8:30 – 11:30am	Deep Work: Work on PGL Inner Circle 8:30 – 11:30am	Deep Work: Work on PGL Inner Circle 8:30 – 11:30am
10 AM					
11 AM					
12 PM	Lunch Break 12 – 1pm	Lunch Break 12 – 1pm	Lunch Break 12 – 1pm	Lunch Break 12 – 1pm	Lunch Break 12 – 1pm
1 PM	Batch Produce: Email 1 – 2pm		Batch Produce: Email 1 – 2pm	Social Media Marketing 1 – 2:30pm	Batch Produce: Email 1 – 2pm
2 PM	Team Meeting 2 – 3pm	Strategy Session 2 – 3pm	Meeting Corey 2 – 3pm		Team Meeting 2 – 3pm
3 PM	Read 3 – 4pm	Read 3 – 4pm	Read 3 – 4pm	Read 3 – 4pm	Read 3 – 4pm
4 PM	Workout 4 – 5pm	Walk Outside 4 – 5pm	Workout 4 – 5pm	Walk Outside 4 – 5pm	Workout 4 – 5pm
5 PM					

'Core 5' Part #4: Practice 2-Hours of 'Deep Work'

If there's one thing that many ambitious people struggle with, it's staying focused on their work for extended periods of time without getting distracted. However, it's those who can focus intensely on their work — without getting distracted every few minutes — who produce high-quality work much faster than their peers.

As Cal Newport, author of [Deep Work](#), said: *"To produce at your peak level you need to work for extended periods with full concentration on a single task free from distraction. Put another way, the type of work that optimizes your performance is **deep work**."*

When you direct all of your focus towards an important task for at least 1-2 hours, amazing things happen. You reach a 'flow state' where your brain is operating at the highest gear, you produce high-quality work, and you become 'one' with your work. That's the most productive state you can be in. That's where you reach peak productivity.

Unfortunately, the statistics on our lack of focus are worrying:

- A Harvard study showed that the average knowledge worker spends 47% of his or her day in a state of (semi)distraction.
- RescueTime has researched that the average knowledge worker checks email 55 times per day (every 8.5 minutes in an 8-hour workday) and instant messaging apps about 77 times per day (every 6 minutes in an 8-hour workday).
- A study by Gloria Mark has shown that, on average, each knowledge worker in the study spent only 11 minutes on any given project before getting distracted.

The problem is that you can't just shift from distraction to laser-focus in the blink of an eye. It turns out that the brain has major difficulties with this. Even a quick glance at your email inbox or social media can be enough to derail your focus.

This is because, according to research, it takes on average 25 minutes(!) to bring back your full focus to the original task once you get distracted. This is a phenomenon called '**attention residue**', which implies that some of your attention is 'left behind' at the previous task (or distraction) your brain was dealing with.

Your brain has trouble operating at the highest gear simply because it's still processing information from the previous stimuli. It can't just drop it and move on. It takes some time to restore it's full focus capacity – 25 minutes on average.

When you combine the concept of 'attention residue' with the statistics that, on average, most of us get distracted every 6-11 minutes, you can see how most of us never reach a 'flow state'. Therefore, it's essential that you practice 2-hours of deep work every single day for the next 30 days. This will help you work with laser-focus, reach flow state, and be incredibly productive.

What Is 'Deep Work'?

Deep Work is a term coined by best-selling author Cal Newport, and he defined the concept as follows:

"Deep Work can be defined as professional activities performed in a state of distraction-free concentration that pushes your cognitive capabilities to their limit. These efforts create new value, improve your skill, and are hard to replicate." – Cal Newport

In other words, deep work is doing the most important work you can do, performed in a state of complete focus. Even with a 2-hour deep work session, you'll likely make more progress than most people do with two full days of work.

In my personal experience, practicing about 2-3 hours of deep work every single day has been life-changing. Where I used to take 2 days to write an article, I now finish it in a 3-hour deep work session. Where I used to take weeks to finish a new product, I now finish it in days. It's all because of the power of deep work – working in a state of full focus, without any form of distraction, for a limited time each day.

Deep work is so powerful because it prevents you from getting sucked into a vortex of distractions – *which costs a lot of time and interrupts momentum*. Furthermore, you create the optimal space for your brain to operate at the highest gear. **All the mental resources can be directed towards one task, project, or goal – that's where the magic happens.**

Again, when you direct all of your focus towards an important task for at least 1-2 hours, amazing things happen. You reach a 'flow state' where your brain is operating at the highest gear, you produce high-quality work, and you become 'one' with your work. That's the most productive state you can be in. That's where you reach peak productivity.

This way of working is exponentially more productive than how most people approach their work. Where most people work on many non-essential tasks in a state of continuous distraction – checking email, scrolling through social media, chatting with colleagues – you work in a highly focused way on tasks that truly move the needle. That's how you reach peak productivity. That's how you move mountains.

How To Practice Deep Work

According to Cal, there are 4 things you need to consider to make a deep work session successful:

- 1. Duration:** Before you start, determine precisely how much time the session will take. I recommend you schedule two hours of deep work per day. In just two hours of highly focused work, you can move mountains. This can be one session of two hours or two sessions of one hour. Nevertheless, always determine the duration of your deep work session.
- 2. Location:** Choose a space that is distraction-free. You need to be in a state of optimal focus, so make sure other people or external noises won't distract you.
- 3. Structure:** Decide on the rules you set for yourself. My personal rules are that my phone is on flight mode and in a different room (or in my bag), I don't open any tabs that aren't 100% necessary for my task at hand, and I only work on one task at a time. You might want to consider taking a 5-minute break after 45-60 minutes of focused work!
- 4. Requirements:** What do you require to make your session a success? For me, a filled 1 liter water bottle, a cup of black coffee, and headphones with repetitive-type music (techno) are essential tools to make my deep work session a success.

If you're not accustomed to doing deep work, it can take some time to get used to it. Your brain might crave distractions. This is completely normal, so don't beat yourself up for it. Just make it as hard as possible for yourself to access distractions.

Remember, your ability to focus is like a muscle that you train. Over time this will improve and you'll find it easier to concentrate for longer stretches of time. By the end of the challenge, you'll be a deep work master.

Now Do It

One of the 'Core 5' productivity techniques is to practice two hours of deep work on a daily basis. Pick one of your priorities – *one of your a-tasks* – and work on it with full focus. In a daily two-hour deep work session, you'll be able to move mountains.

Don't allow social media, email, smartphones, or other tasks to interrupt your focus. Remember, every time you get distracted it takes about 25 minutes for your brain to restore all its focus and operate in the highest possible gear again.

As Cal Newport said: *"The ability to perform deep work is becoming increasingly rare at the same time it is becoming increasingly valuable in our economy. As a consequence, the few who cultivate this skill, and then make it the core of their working life, will thrive."*

Keep this message in mind when you start your deep work session. You're developing a skill – a highly valuable skill – that will help you become more productive, produce high-quality work, and therefore become more successful in life.

Side Note: *If you take weekends off, I'd recommend you still continue with a daily 2-hour deep work session. However, instead of working on something, you might replace it with reading, researching, planning, reflecting, or strategizing in full focus mode. This way, you keep yourself in a productive flow and don't break momentum.*



"Nothing worthwhile is ever achieved without deep thought and hard work"
— Cal Newport

'Core 5' Part #5: Follow A Morning Routine

Following an empowering morning routine is the last part of the 'Core 5'. The reason why following a morning routine is essential is that the way you start the day sets the tone for the rest of the day. When you start the day motivated, energized, and productive, you tend to carry that momentum with you throughout the rest of the day.

On the other hand, when you start your days lazy, stressed, and unmotivated, you'll have a much harder time being productive. You'll likely feel like procrastinating and are more inclined to distract yourself with social media and other forms of stimulation.

The World's Peak Performers Follow A Morning Routine

When you start your day productively, you're on your way to winning the rest of the day. No wonder that some of the world's most successful business moguls, athletes and celebrities start their days with a morning routine that sets them up for success.

For example, Mark Cuban, Jack Dorsey, Oprah, and Tim Ferriss all start their day with meditation.

"Meditation, for me, really is about decreasing emotional reactivity so you can proactively create your day and create your life; versus, just being a walking reflex that sometimes screws up," – Tim Ferris



Richard Branson, Sheryl Sandberg, and Mark Zuckerberg all prioritize fitness upon waking.



"No matter where I am in the world, I try to routinely wake up at around 5 am. By rising early, I'm able to do some exercise and spend time with my family, which puts me in a great mind frame before getting down to business." – Richard Branson

Arianna Huffington, on the other hand, said that:

"A big part of my morning ritual is about what I don't do: when I wake up, I don't start the day by looking at my smartphone. Instead, once I'm awake, I take a minute to breathe deeply, be grateful, and set my intention for the day."
- Ariana Huffington



People like Bill Gates, Warren Buffett, and Daymond John all take the time to plan and prepare their day.



"What I do is I start to set up in the morning all the times I want to spend with my family, with myself, and focus on my goals. When I walk into the world, I'm concentrating on what I want to accomplish."
- Daymond John

All in all, many of the world's elite performers start their days by following a morning routine because it grounds them for the day. They realize it's one of the most reliable systems to get their mind and body in the right state for a highly successful day.

A Morning Routine Primes Your Body & Mind For Success

Morning routines are similar to pre-game routines of high-level athletes. A boxer or MMA fighter, for example, needs a strong routine to get into the right physical and mental state for a fight.

During my kickboxing years, I wouldn't fight as well when I didn't (properly) followed my pre-game routine. It was essential to first get into the right state of mind before getting into the ring or else you'd be in for a rough time.

In the same way, a morning routine gets you in the right 'state' for the day. It primes your body and mind to make the most of the day. Compare this to how most people start their days. They tend to waste time scrolling through social media, watch Netflix, eat an unhealthy breakfast, and rush to make it on time to work.

No wonder most people struggle so much with procrastination and distractions. By starting the day in such a low-quality state, you set the tone for a low-quality day. Instead, follow a morning routine with a few healthy, productive, and empowering habits that put you in the right frame of mind for highly productive, motivated, and disciplined days.

Habits To Incorporate In Your Morning Routine

I'll share a few of my favorite morning routine habits down below. Keep in mind, however, that you don't have to follow all of these habits (in fact, that wouldn't be a good idea). They are merely suggestions from which you can pick the ones that speak the most to you. I recommend you keep it simple. Don't overdo it. Just pick 2-5 habits that you feel would prepare your mind & body for a highly productive day.

Meditation

Meditation sharpens the mind, clears away mental clutter, limits stress, and grounds you for the busy parts of the day. All of these things help you be more focused and productive.

I used to be skeptical about meditation, but all of that changes as soon as I stopped having an opinion about it and starting actually practicing it. Nowadays, it's one of my most important morning routine habits.

Meditation isn't just woo-woo stuff. It's scientifically proven to improve your focus, mental clarity, and overall wellbeing. In fact, studies comparing the brains of meditators with non-meditators have revealed important differences:

Non-meditators have brain activity associated with higher distraction, racing thoughts, more mind wandering and poor concentration. On the other hand, the brain activity of meditators correlates with present-moment focus, concentration, self-awareness, and self-control.

Therefore, I recommend you meditate for at least 5 minutes as part of your morning routine. When you're just starting out, a guided meditation is one of the best ways to get familiar with the practice. Here are a few of my favorite guided meditation apps:

- [Omvana](#)
- [Calm](#)
- [Headspace](#)

"I meditate every day and I usually do it for ten or fifteen minutes in the morning, as that prepares me to face whatever comes next. (...) I think meditation is important because it sets me up for the rest of the day. It's like having an anchor. If I don't do it, it feels like I'm constantly chasing the day, as opposed to being controlled and dictate the day." – Kobe Bryant



Exercise

Whether a full workout or just a 5-minute exercise routine – it doesn't matter much. The point is to generate energy, wake up, and get the blood pumping. This puts your mind and body in the right state for peak performance. Personally, I love this 5-minute workout routine in the morning:

- 20 Kettlebell swings
- 20 Push-ups
- 10 Bicep Curls (Kettlebell)
- 10 Tricep Extension (Kettlebell)
- 1-minute stretching / yoga movements

By doing this quick and simple workout routine, I instantly snap out of that lazy morning feeling and quickly find myself firing on all cylinders. It's only later in the day that I do my full workout, as I've experienced that to take too much time and disrupt my peak productivity time. All in all, start the day by getting your body moving. It'll put you in an elevated state – both physically and mentally.

Reviewing Your Goals

Reviewing your goals is another key morning routine habit. By reminding yourself of your long-term and short-term goals, you generate the motivation for a highly productive day. Being focused on the end-results – your reason why you need to be productive in the first place – primes your mind for massive action.

Furthermore, by reviewing your goals every single morning you are much more likely to achieve them. They become top of mind – every single day – and that guarantees you'll take some kind of action towards them.

"I have ten goals that I read every single night before I go to bed and every single morning when I wake up," - Daymond John

Reading

Reading self-development and business books is a great way to learn from people who've already achieved what you want to achieve. You can learn from thousands of mentors from around the world – even from those who are no longer alive. Practically everything you want to do, be, or achieve in life can be learned by reading books.

Personally, reading books has been one of my most important habits for personal growth. I like to say that 'reading is to the mind what exercise is to the body'. It makes you a wiser, more knowledgeable, and more capable person. Reading sparks new ideas, provides new insights, and opens new doors & opportunities for you.

Therefore, I recommend you take at least 15 minutes in your morning to read a business or personal development book. This puts your mind in an inspiring and productive state. You'll carry this momentum throughout the rest of the day.

If you're interested, click [HERE](#) for a list of my all-time favorite business & personal development books.

Pro Tip: You could always listen to an audiobook with [Audible](#) or use [Blinkist](#) if you're short on time. For example, you could listen to an audiobook on your daily commute or while you're in the shower. This way, reading doesn't have to take any extra time in your mornings.

Eating A Healthy Breakfast

In my opinion, the point of food is not to entertain you, but to fuel you. This doesn't mean we can't enjoy food, of course. However, the goal should be to primarily eat things that improve your health and fuel you with sustainable energy for the day.

If you want to be highly productive, it's essential that your breakfast isn't chipping away at your energy levels. Instead, you want your breakfast to fuel you with more energy to tackle the day. Therefore, aim for healthy breakfast options and drop the breakfast muffins and cereal.

Here are a few of my favorite healthy breakfast recipes:

- Boiled eggs with avocado and spinach
- Oatmeal with blueberries and honey
- Green smoothie with oatmilk, spinach, celery, zucchini, MCT oil, spirulina powder, chia seeds, and possibly protein powder
- High quality protein shake
- High-quality black coffee with MCT oil (*I know, it's not breakfast, but I really can't be without my morning cup of coffee*).

Side Note: *On some days, I practice Intermittent Fasting, which means I intentionally skip breakfast. This may not work well for everyone, but I've had some of my most productive moments because of combining Intermittent Fasting with a cup of black coffee. I seem to reach 'flow state' with more intensity and less effort.*

Taking A Cold Shower

Personally, I'm a big fan of cold showers — they wake you up like no other. The first few seconds feel like hell, but after that, it feels incredible. As Tony Robbins said, *"I do it because there is nothing that can change everything in your system like a radical change in temperature. Every organ, every nerve in your body is on fire."*

By taking a cold shower, you start the day strong & disciplined. You'll carry this momentum with you throughout the day when you're chasing your goals.

Furthermore, there are many incredible health benefits associated with regular cold exposure, such as decreased inflammation, stimulating fat loss, improving sleep quality, and strengthening the immune system.

Writing In A Journal

Journaling is another effective morning routine habit. By writing down your most dominating thoughts and worries you tend to free up mental 'bandwidth' and create mental clarity. Furthermore, by writing down a few things that you're grateful for, you start the day on a positive and happy note, which makes everything a lot more fun.

As Tim Ferriss said in a podcast episode, *"It's easy to become obsessed with pushing the ball forward as a Type-A personality and end up a perfectionist who is always future-focused. The five-minute journal is a therapeutic intervention, for me at least, because I am that person. That allows me to not only get more done during the day but to also feel better throughout the entire day, to be a happier person, to be a more content person — which is not something that comes naturally to me."*



Now Do It

Following an empowering morning routine is one of the 'Core 5' productivity techniques as it primes your body and mind for a highly productive day. Remember, the way you start the day sets the tone for the rest of day, so start it strong.

I recommend you pick 2-5 habits to incorporate in your morning routine. Keep it simple, you don't want to get overwhelmed. Here are a few suggestions of habits to incorporate in your morning routine:

- Meditation
- Exercise
- Reviewing Your Goals
- Reading
- Eating a Healthy Breakfast
- Taking a Cold Shower
- Journaling

Pick a few of these habits and create your own empowering morning routine. During the 30-Day Productivity Challenge, your morning routine is your anchor - it's what primes you for focus, productivity, and discipline. Take a few minutes to do the exercises below:

I Will Wake Up Around: ____ : ____

My Morning Routine Consists Of These Habits:

1.
2.
3.
4.
5.

If you're interested in learning more about how to create your perfect morning routine for ultimate productivity, health, and success, feel free to check out 'Morning Routine Mastery'



30 DAY PRODUCTIVITY CHALLENGE

3

RECAP

3. Recap

I can imagine that the previous chapter contained a lot of information. To condense it into a shorter section that you can quickly refer to during the 30-Day Productivity Challenge, check out the recap of the 'Core 5' below.

'Core 5' Part #1: Identify Your Top 3 Priorities For The Day

The first productivity technique of the 'Core 5' is identifying your top 3 priorities for the day. By defining your priorities every single day, you know exactly what you need to focus on to win the day and make significant progress towards your goals.

No longer will you get distracted by easy, simple, or urgent tasks that often don't create that much value. This only keeps you busy while not really leading to any impact, progress, or profit. Instead, you become a master at prioritizing the things that truly matter – the activities that significantly move the needle. This is one of the biggest keys to peak productivity.

To help you identify your priorities every single day, ask yourself these two questions:

- Which 3 tasks/activities lead to meaningful outcomes such as increased impact, profit, growth, or happiness?
- Which 3 tasks/activities, if completed today, lead to significant progress towards my long-term goals?

Always write down your daily priorities on the accountability workbook. You can, however, also write them down in a journal or a to-do list app. Personally, I use an app called ToDoist to keep track of my daily priorities.

"Focus on signal over noise. Don't waste time on stuff that doesn't actually make things better."
– Elon Musk



'Core 5' Part #2: The ABCDE Method (The To-Do List On Steroids)

During the 30-Day Productivity Challenge, use the ABCDE Method every single day. It's one of the Core 5 productivity techniques that contributes to peak productivity. Personally, I use the ABCDE Method on a daily basis. I find it so much more helpful than an ordinary to-do list.

By using the ABCDE Method, you rank your tasks based on their priority. This is essential to getting the things done that truly matter, while making sure the lesser important things don't get in the way.

A-Tasks: These tasks are mission-critical. They contribute significantly to the achievement of your goals, so you should make it a priority to accomplish these tasks no matter what. (These tasks are the top 3 priorities you identify for the day)

B-Tasks: These tasks are important, but not as important as your A-tasks. You'd want to finish these tasks, but not at the cost of your A-tasks.

C-Tasks: These tasks aren't essential at all. Maybe it's nice to get them done today, but they shouldn't get in the way of your A-tasks or B-tasks.

D-Tasks: These tasks can be delegated to someone who can do it faster, cheaper, or better. Your time should be spend on more valuable tasks.

E-Tasks: These tasks can be eliminated from your day

You can further prioritize these tasks by using numbers (1, 2 and 3) to indicate which task is the most important within a category. For example, an A1 task is more important than an A2 or A3 task.

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

– Brian Tracy



'Core 5' Part #3: Schedule Your Day

One of the 'Core 5' productivity techniques is to schedule your day. Knowing precisely when you're going to do what gives a clear structure to your day. It's a clear plan that you can execute on instead of having to decide again and again what your next actions are going to be. I can assure you, this is one of the simplest things you can do to improve your productivity.

Remember to follow the 3 rules of scheduling:

- *Schedule Your Most Important Task (A-Tasks) For The Mornings*
- *Schedule Your Lesser Important Tasks (B & C-Tasks) For The Afternoons*
- *Schedule Your Personal Habits (Reading, Meditation, Exercise, Etc.)*

Whether you use Google Calendar, a journal, or the scheduling area in the accountability workbook from this challenge, it doesn't matter much. As long as you use what works for you and apply it daily during the 30-Day Productivity Challenge.

*"Many people think they lack motivation when what they really lack is clarity."
— James Clear*



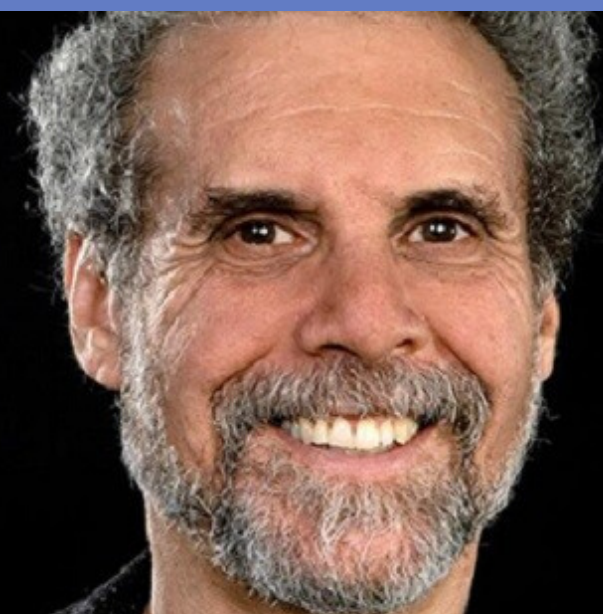
'Core 5' Part #4: Practice Two Hours of Deep Work Per Day

Pick one of your priorities – *one of your a-tasks* – and work on it with full focus. In a daily two-hour deep work session, you'll be able to move mountains. When you direct all of your focus towards an important task for at least 2 hours, amazing things happen. You reach a 'flow state' where your brain is operating at the highest gear, you produce high-quality work, and you become 'one' with your work.

That's the most productive state you can be in. That's where you reach peak productivity.

Don't allow social media, email, smartphones, or other tasks to interrupt your focus. Remember, every time you get distracted it takes about 25 minutes for your brain to restore all its focus and operate in the highest possible gear again.

*"Starve your distractions,
feed your focus"*
— Daniel Goleman



'Core 5' Part #5: Follow An Empowering Morning Routine

Following an empowering morning routine is one of the 'Core 5' productivity techniques as it primes your body and mind for a highly productive day. Remember, the way you start the day sets the tone for the rest of day, so start it strong.

I recommend you pick 2-5 habits to incorporate in your morning routine. Keep it simple, you don't want to get overwhelmed. Here are a few suggestions of habits to incorporate in your morning routine:

- Meditation
- Exercise
- Reviewing Your Goals
- Reading
- Eating a Healthy Breakfast
- Taking a Cold Shower
- Journaling

Pick a few of these habits and create your own empowering morning routine. During the 30-Day Productivity Challenge, your morning routine is your anchor – it's what primes you for focus, productivity, and discipline.



"How you wake up each day and your morning routine (or lack thereof) dramatically affects your levels of success in every single area of your life. Focused, productive, successful mornings generate focused, productive, successful days—which inevitably create a successful life"

– Hal Elrod

30 DAY PRODUCTIVITY CHALLENGE

4

GETTING STARTED

4. Getting Started

In this chapter, we'll quickly go over a few important points for you to get started with the 30-Day Productivity Challenge.

When Should I Start?

You can start this challenge whenever you want. However, I recommend you start ASAP. The longer you wait, the more time you have to talk yourself out of taking action. Our brains are clever machines, they want us to preserve as much energy as possible. Before you know it, you've found all kinds of excuses as why you shouldn't do it and why now is 'not the right time'. So, start today or tomorrow! Don't wait too long - 30 days from now, you'll be happy you started right away.

On the day you start the challenge, click [HERE](#) and fill in your email address. By doing so, I will send you a daily accountability email for 30 days in a row. Others who have followed this challenge before you absolutely loved these daily productivity reminders in their inbox. They described it as 'push notifications for motivation and peak performance'.

Set A Specific Goal For The 30-Day Productivity Challenge

To maximize the results you get from this challenge, I highly recommend you set a specific goal that you want to achieve within these 30 days. This will give the challenge more of a structure. Furthermore, setting a clear goal keeps you motivated for when you feel like procrastinating or skipping a day.

"People with clear, written goals, accomplish far more in a shorter period of time than people without them could ever imagine." - Brian Tracy

So, ask yourself, what do I want to achieve with this 30-Day Productivity Challenge? Do I want to finish a specific project? Get an excellent grade for an exam? Write a book?

When it comes to setting your goal, make sure you follow these 2 principles of goal-setting:

1. **Make Your Goals Highly Specific** – *Instead of setting an abstract goal (such as 'write a lot for my book'), make it specific and measurable (such as 'write 30,000 words for my book'). By clearly defining success, you're much more likely to achieve it.*
2. **Think About Your 'Why'** – *Why is achieving this goal so important to you? How does it make your life better? And how does NOT achieving this goal would make your life worse? This is your 'Why' and it's the strongest form of motivation possible.*

Right now, take a few minutes to set your goal for the 30-Day Productivity Challenge. Use the space underneath to write it down.

My Goal For The 30-Day Productivity Challenge Is:

My 'WHY' For This Goal Is:

Pick A Reward

Completing the 30-Day Productivity Challenge is a massive achievement that deserves a big reward. To celebrate your success, how are you going to reward yourself? Will you go to a spa and completely relax? Eat at your favorite restaurant? Buy yourself a new video game?

Whatever it is, make sure that it motivates you enough to continue going hard whenever you 'don't feel like it'. There will be difficult days where you feel like giving up or slacking, but reminding yourself of your goal, why, and reward should spark enough motivation and get you back on track.

Setting intermediate rewards is also a very strong strategy for success. 30 days is quite a long haul, so breaking it down into 10-day checkpoints could help you a lot in completing this challenge. Therefore, set a smaller reward for every 10 days you complete.

My Reward For Completing Day 1-10 Is:

My Reward For Completing Day 11-20 Is:

My Reward For Completing The Entire 30-Day Productivity Challenge Is:

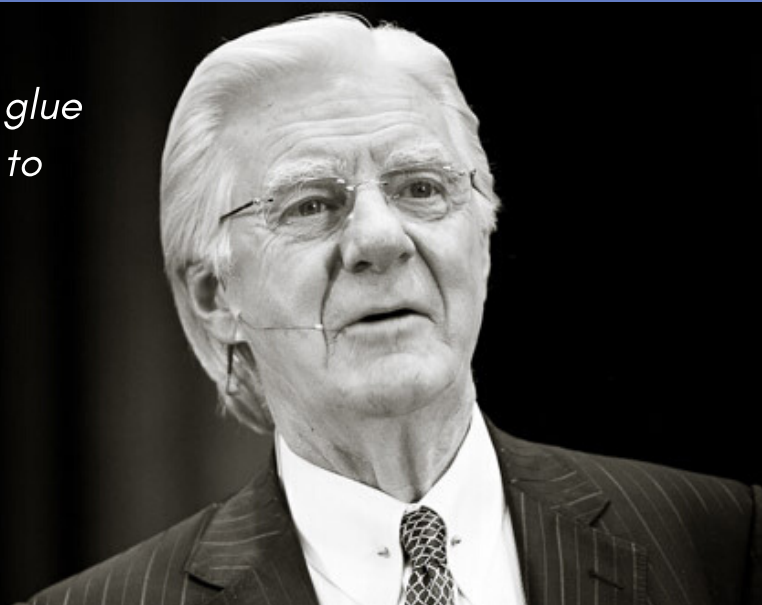
Now Do It

With these last points covered, it's time to start the 30-Day Productivity Challenge. Maybe you're excited. Maybe you feel inner resistance growing stronger. Nevertheless, turn to the next page, where you'll find the challenge tracker. Take the first action steps by downloading it, printing it, and hanging it on your wall. Let's go!

On the day you start the challenge, click [HERE](#) and fill in your email address. By doing so, I will send you a daily accountability email for 30 days in a row. Others who have followed this challenge before you absolutely loved these daily productivity reminders in their inbox. They described it as 'push notifications for motivation and peak performance'.

*"Accountability is the glue
that ties commitment to
the result"*

- Bob Proctor



30 DAY PRODUCTIVITY CHALLENGE



THE CHALLENGE TRACKER

5. The Challenge Tracker

Instructions

Print the challenge tracker on the next page and hang it in your workspace, living room, kitchen, or any other place where you'll see it multiple times per day. Having a visual reminder about the 30-Day Productivity Challenge helps to keep it top of mind.

Furthermore, crossing off a successful day and seeing your progress is incredibly motivating. Feel free to share your progress on social media using #PGL30DayProductivityChallenge (Want to download just the 30-Day Challenge Tracker as a separate .PDF file? Click [HERE](#))

"Habit tracking naturally builds a series of visual cues. When you look at the calendar and see your streak, you'll be reminded to act again." - James Clear

30 DAY PRODUCTIVITY CHALLENGE

1 2 3 4 5

6 7 8 9 10

Reward



Reward

11 12 13 14 15

16 17 18 19 20

Reward



Reward

21 22 23 24 25

26 27 28 29 30

Reward



Reward



30 DAY PRODUCTIVITY CHALLENGE

6

THE ACCOUNTABILITY WORKBOOK

6. The Accountability Workbook

Alright, now that you know all about the 'Core 5' and how to make this challenge a success, it's time to take massive action. Remember, knowledge is not power – *it's potential power*. It's only through the application of knowledge that you can change. It's only through action that you can achieve. Knowing is not enough – you must do.

The accountability workbook is designed to help you get things done, take consistent action, and successfully complete the 30-Day Productivity Challenge. I highly recommend you use this workbook either digitally or physically (by printing it) every single day during the 30-Day Productivity Challenge. The mere act of tracking your actions sparks motivation and leads to positive momentum.

Besides, I'll share a new bonus challenge every single day – a simple but effective tip that I recommend you try out as it boosts your focus, motivation, self-discipline, or productivity. So, let's dive right in and start taking action. Let's get things done and move closer towards your goals.

Are you ready?

Good. Let's go!

Day 1 /30

"For changes to be of any true value, they've got to be lasting and consistent"

- Tony Robbins

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

00:00	<input type="text"/>	08:00	<input type="text"/>	16:00	<input type="text"/>
01:00	<input type="text"/>	09:00	<input type="text"/>	17:00	<input type="text"/>
02:00	<input type="text"/>	10:00	<input type="text"/>	18:00	<input type="text"/>
03:00	<input type="text"/>	11:00	<input type="text"/>	19:00	<input type="text"/>
04:00	<input type="text"/>	12:00	<input type="text"/>	20:00	<input type="text"/>
05:00	<input type="text"/>	13:00	<input type="text"/>	21:00	<input type="text"/>
06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 1: Practice The 15-Minute Rule

As Elvis said, "A little less conversation, a little more action please." That's exactly what the 15-Minute Rule is all about – getting you into action ASAP. The 15-Minute Rule consists of 3 easy steps:

- **Step 1:** Pick out one task that you should be working on
- **Step 2:** Set a timer for 15 minutes
- **Step 3:** Work for 15 minutes on this task

The reason why the 15-minute rule works is that it makes the 'getting in motion' part easy. And as soon as we go from standing still to moving, it requires a lot less force to keep going. In other words, procrastination is much less likely to kick in.

If your car has ever broken down by the side of the road and you needed to push it to a safer place, you know what I'm talking about. The beginning is by far the hardest part. You need to push with all your strength and effort to get the car moving. But once you managed to do that, it's not that hard to keep the car rolling forward. It requires a lot less energy and strength from your side.

That's precisely how momentum works in your mind as well. If you're already taking some action (*no matter how small*), it's much easier to keep on being productive.

The longer you're standing still, however, the more willpower and mental strength required to get started. Procrastination grows stronger, you'll begin to talk yourself out of doing the work, and it becomes harder and harder to get started.

By using the 15-minute rule, however, the 'getting started' part becomes simple. Anyone can work for just 15 minutes, right? The bar is quite low, and it's not that intimidating. It's pretty doable to sit down and work for only 15 minutes.

The trick, however, with this 15-minute rule is that you probably won't stop after the 15 minutes end. In fact, it's much more likely that you'll continue working. You're already putting in the effort. You're already in motion and have gained the momentum. From this place, it'll be much easier to keep working.

Day 2_{/30}

"Intelligence is the ability to adapt to change."
- Stephen Hawking

Today's Date: __ / __ / __

Daily Productivity Checklist:

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- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From ____ : ____

Until ____ : ____

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 2: Declutter Your Work Environment

Having an unorganized, messy work-space is a big source of distraction and limits your focus. Each file or object laying around that has nothing to do with your current task at hand is a potential distraction.

One quick glance at a file of one of the other projects you're working on is enough to create new thoughts in your mind, which then turn into potential distractions. When you're continuously being distracted (*even if it's just a very short interruption*), you won't be able to get into the optimal state of focus.

Therefore, resolve to minimize visual distractions in your work-space. Resolve to make your work-space your sacred temple of high performance, productivity, and focus. Remove everything from your work environment that could potentially distract you.

When I need to do work with optimal focus, for example, there's literally no object in my direct sight. There's nothing on my desk aside from my water bottle, laptop, and earbuds.

Day 3 /30

"Where your focus goes, your energy flows"
- Tony Robbins

Today's Date: ___ / ___ / ___

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3.

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Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 3: Use Music To Boost Your Focus

Listening to music is a great tool to enhance your focus. Especially when you listen to music on repeat (or repetitive type music such as techno, classical music, or trance) it'll be much easier to reach a state of flow.

Personally, I notice that music keeps my mind in check and prevents it from wandering off. On the contrary, I clearly notice that when I don't listen to music, my mind is more easily distracted and filled with mind-racing thoughts.

In fact, research shows that listening to music boosts your concentration as it keeps you alert and helps you focus on the present. It simply keeps your mind from wandering off.

Furthermore, when listening to instrumental music, the frequency of alpha brain waves increases, making you less stressed and more focused.

Try out different types of music and see what works for you. Once you've created this playlist, it will be an incredibly useful tool for the rest of the productivity challenge (and after) to experience deeper levels of focus.

My personal favorite productivity playlist is ['Beats to think to'](#). If you have a Spotify account, click on the link and give it a try! It's one of the most effective ways of getting me into a flow state.

Day 4_{/30}

"True freedom is impossible without a mind made free by discipline."

- Mortimer J. Adler

Today's Date: / /

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Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 4: Practice The 'Pomodoro Technique'

The premise of the Pomodoro technique is that you'll be able to focus better by **taking regular breaks** and working for a fixed (and short) amount of time with **full intensity** on one specific task.

Not only will the Pomodoro Technique help you get much more done in much less time, but you'll also learn how to block distractions much easier. It's a productivity technique that allows you to work with relentless focus and full immersion.

The 6 Steps Of The Pomodoro Technique

- Step 1: Pick a Task That You'd Like To Get Done
- Step 2: Set a Timer For 25 Minutes
- Step 3: Work On The Task With Your Undivided Attention Until The Timer Rings
- Step 4: Check Off Your First Pomodoro Session
- Step 5: Take a Short (5-Minute) Break
- Step 6: Repeat 4 Times And Take A Longer (20-30 minute) Break

Why The Pomodoro Technique Works

First of all, by removing distractions and being fully immersed in a task for 25-minutes in a row, you can get a lot more done in a shorter amount of time.

Furthermore, breaking down your x-hour workday in 25-minute increments is much less intimidating. Sometimes it can be daunting to know that you'll have to work for 6-10 hours in a row. Dividing it into much smaller sections of 25 minutes, however, makes it a lot more approachable. This keeps procrastination at bay.

Lastly, by using the Pomodoro Technique, you're much less likely to procrastinate as the ticking timer creates a sense of urgency. There's nothing like a deadline to make you work faster. It'll motivate you to start working now and not waste any time.

Day 5_{/30}

"Success is something you attract by the person you become."

- Jim Rohn

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Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 5: Practice 'Peak State' Habits To Counter The Afternoon Dip

Most people experience the 'afternoon dip', which is that 1-2 hour window after lunchtime where you feel more sluggish, less focused, and not as motivated as usual.

To counter this afternoon dip, you can practice certain 'peak state' habits that fuel you with energy and pump you up. Here are 3 of my favorite peak state habits to counter low-energy moments:

Habit #1: Deep Breathing

For 10-30 seconds, inhale and exhale strongly through your mouth, without any pauses in between the breaths. It's important to breathe through your belly instead of through your chest. This breathwork exercise fuels your body and mind with renewed energy, which helps you to be more productive.

You could also practice this guided [Wim Hof breathing exercise](#).

Important: you will probably start to feel light-headed, which is completely normal. It's not a competition, so don't stretch it. Always make sure you do this exercise in a safe environment and never do it while driving or while being in any type of water.

Habit #2: Quick Exercise

I'm not talking about doing a full workout of 30+ minutes (although, you can). Instead, doing a few push-ups, squats, jumping jacks, yoga moves, or kettle-bell swings (my personal favorite) can already be enough to get into a peak state.

Even going for a walk outside and getting some fresh air and sunlight can be enough to fuel your body and mind with renewed energy. Exercise elevates the heart rate and increases blood circulation, which makes you feel more energized – and that's precisely what you need to get out of that sluggish feeling and into a peak state of mind.

Habit #3: Watch A Motivational Video

Yes, as cheesy as it may sound, [watching a motivational video](#) can be a highly effective state change hack. Personally, I always find myself highly motivated after watching a motivational video. It's not really that the video itself gets me going. Rather, it's that I'm reminded of my own goals and dreams, which sparks the necessary motivation to be productive.

Day 6 /30

"If you believe you can, or if you believe you can't; either way you're right."

- Henry Ford

Today's Date: ___ / ___ / ___

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Deep Work:

I will do Deep Work

From :

Until :

On task

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Productivity Tip Of The Day

Day 6: Use 'Parkinson's Law' To Work More Efficiently

Parkinson's Law states that 'work expands to fill the time available for its completion'. This means that, if you give yourself a full day to complete a two-hour task, then (psychologically speaking) the task will increase in complexity and become more daunting. **We will, in fact, take the entire day to accomplish this relatively minor task.**

It's not like this extra time truly improves the quality of the work – which most people assume. Instead, most of the extra time is wasted away procrastinating, pondering over irrelevant details, and getting distracted by things like e-mail & social media.

Therefore, the essence of Parkinson's Law is to **set deadlines that are much shorter** than you're used to...

- *If you'd normally write an article in six hours, set a deadline to get it done in four hours.*
- *If you'd normally take two days to make a presentation, set a deadline to complete it in one day.*
- *And if you'd normally spend two hours answering email, set a deadline to do it in 1.5 hours.*

I think you get the point...

The reason why Parkinson's Law works is that **it forces you to make the most out of your limited time.** You're forced to focus on the essentials, avoid distractions, and stop procrastinating. If you don't, you won't complete the task on time. Therefore, you become a lot more focused and productive.

Of course, this doesn't mean that you can start to set unreasonable deadlines. You can't build a skyscraper in a day. The more complex the task, the more time it typically takes to complete. However, Parkinson's Law is a really good thought-experiment to see how much time you can win in your normal work-day. **In many cases, we give ourselves way too much time for certain tasks.**

Pick one of the tasks that you want to finish today. Now, slash the deadline by 30-50% and set a timer. Resolve to complete this task within your new deadline.

To do so, keep distractions at bay (don't check your smartphone or social media), avoid getting lost in the irrelevant details of the task, and stop wasting time procrastinating.



Day 7 /30

"Great acts are made up of small deeds."
- Lao Tzu

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Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
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Productivity Tip Of The Day

Day 7: Drink Enough Water

One of the simplest but most overlooked ways to improve your cognitive performance is to drink enough water. Drinking enough water is incredibly important to your ability to concentrate and focus deeply.

In fact, a lack of hydration leads to a few nasty downsides that you can't afford if you want to reach your full productivity potential, such as:

- Problems with focus and attention
- Brain fatigue
- Brain fog
- Headaches
- Sleep disturbances
- Irritability

In short, drinking enough water makes sure the energy production of the brain is functioning well. Water transports essential vitamins and minerals throughout the body, which lets the brain and body function optimally.

I have to admit, I do have to go to the bathroom a lot more often, but it's worth the benefit in productivity and overall wellbeing.

It differs per individual how much water you need, but I recommend you aim for 2.7 – 3.5 liters per day (about 0.8 gallons). This way, you improve your cognitive performance – *thinking speed, focus, and concentration* – and therefore improve your productivity. Besides, you keep brain fog and mental fatigue at bay.

Day 8 /30

*"Action expresses priorities."
- Mahatma Ghandi*

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Deep Work:

I will do Deep Work

From :

Until :

On task

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Productivity Tip Of The Day

Day 8: Batch Produce Lower-Value Tasks

One way to efficiently get these lesser important tasks out of the way is by 'batch producing' them. With batch production, you essentially lump a few similar tasks together and tackle them all in one effective go instead of doing them scattered throughout your day.

You can compare this to doing your laundry. You wouldn't do your laundry each time you have a new pair of dirty socks. Instead, over the period of a few days, you collect your dirty laundry and 'batch produce' it all in one go. This way, you don't have to do your laundry multiple times per day (*which would be crazy*).

Yet, this is what most of us do with routine and low-value tasks such as email, answering comments, administrative work, or making phone calls. We scatter them throughout our day, which distracts us from completing the mission-critical tasks that make a real impact. **We, metaphorically, do our laundry multiple times per day.**

Instead, schedule fixed batch production moments in which you tackle similar type of tasks in all efficient flow.

For example, you might schedule a block of 30 minutes to go through all of the emails of the day instead of keeping the email tab open and replying scattered throughout your day.

You might schedule a block of 15 minutes to respond to all of the comments you received on your (business) social media accounts instead of scattered throughout the day.

And you might schedule a block of one hour in which you make a few important phone calls instead of multiple times throughout your day.

This way, you protect your flow, focus, and time for the most important tasks — **which should always be the main priority of your day.**

Personally, I schedule batch production moments at the end of my workday, when I've already finished my most important tasks.

Day 9 /30

*"The only source of knowledge is experience."
- Albert Einstein*

Today's Date: ___ / ___ / ___

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Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 9: Schedule A High-Quality Break

By regularly taking high-quality breaks, you'll be able to process concepts, ideas, and new information much more effectively. Furthermore, you give your brain the necessary time to recharge during your breaks. With this renewed energy, you'll be much better able to focus deeply, be creative, and solve difficult problems.

Here's the crucial part: Avoid brain-stimulating activities like checking email, scrolling through social media or browsing through news websites during your break.

These things that most people do during their 'breaks' require the brain to keep working – it's all extra information that needs to be processed. This is hard work for the brain. In those cases, **the brain only loses energy instead of recharging it.**

Therefore, schedule a high-quality break of at least 30 minutes in the middle of your day. Instead of scrolling through social media or browsing the news, do things that isn't hard work for the brain:

- Meditate
- Listen to music
- Make a cup of coffee
- Go for a walk outside
- Do some light exercise
- Make some conversation
- Simply sit still and observe your environment
- Make a healthy lunch

By doing this, you give the brain enough moments to rest and recharge—which will help with staying productive consistently throughout the day.

Day 10_{/30}

"With self-discipline almost anything is possible."
- Theodore Roosevelt

Today's Date: __ / __ / __

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3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From ____ : ____

Until ____ : ____

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 10: Track How You Spend Your Time

A powerful way to improve your productivity is by tracking how you spend your time. The reality is, **most of us have a distorted view of our own performance** as most humans suffer from the 'overconfidence bias.'

The overconfidence bias is the tendency to overestimate our capabilities and believe we're doing better than we're objectively doing.

Translating to productivity, this means many of us often think we're doing more productive work than we're actually doing. It also means that most people believe they are better at focusing than they actually are.

By tracking your time, however, you're confronted with the truth, and there's no way you can trick yourself anymore. This is essential, as you can improve your focus & productivity based on real data. It's for a reason that they say: *"what gets measured gets managed."*

A practical way to track your time is by using a time-tracking app like [RescueTime](#) or [ScreenTime](#).

Another option would be to set a reminder every 30 minutes and manually write down what activity you're doing at that point in time. Are you distracted on social media or are you working on your priorities? Are you working out or watching Netflix? Are you procrastinating or actually taking action towards your goals?

Doing this exercise will provide you with important (and possibly uncomfortable) data about how you use your time. Maybe you have more time than you realize after all.

Milestone: 10 Days Down!

Congrats, you're already at day 10 of the challenge! Good work. Reward yourself for your achievement with something nice. You deserved it!

Day 11 /30

"I can accept failure, everyone fails at something. But I can't accept not trying."

- Michael Jordan

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 11: When You Work, Work. When You Relax, Relax.

Most people are never entirely 'on' and never fully 'off.' When they're supposed to work, they procrastinate and waste time on social media, news websites, and other personal stuff instead. At the same time, most people never *fully* relax when they're supposed to rest.

Especially with the rise of technology, the boundaries between work and relaxation have disappeared. During the evenings or weekends, most people quickly check work email or send co-workers a message regarding a project.

All in all, most people are never fully engaged with their work and never fully relaxed during 'off' hours. That's why one of my top productivity rules is: **When you work, work. When you relax, relax.**

During work hours, I want to get the maximum ROI on my time. This way, I leave my work with a sense of accomplishment and satisfaction, which helps to completely relax during my 'off' hours.

"When you work, don't waste time. Work all the time you work." – Brian Tracy

On the other hand, you know that you've deserved your full relaxation hours as well. No more checking email. No more checking Slack. No more refreshing your business statistics. Just enjoy your time off with your friends and family.

When you work, work. When you relax, relax. This will lead to better focus and higher productivity during your work hours, and help you recharge your energy for the next day during relaxation hours.

Day 12_{/30}

"Your mind is for having ideas, not holding them."
- David Allen

Today's Date: __ / __ / __

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From ____ : ____

Until ____ : ____

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 12: Clear Your Mind By Journaling

When there's a lot on your mind, it's very difficult to focus deeply on your work. Your attention will be hijacked by stressful thoughts or a racing mind. Valuable mental resources are occupied by these stresses – **mental resources that can be used much more productively.**

On the contrary, when you have a calm and clear mind, you'll be able to focus much better on your work and have the headspace available to think deeply, solve problems, and generate creative ideas.

When you keep all of your thoughts and ideas in your head, it quickly becomes a mosh-pit of worries, ideas, and to-do's that are all fighting for your attention. **This is the surest road to feeling overwhelmed and stressed.**

The most effective antidote to this is by journaling – writing down your most dominating and distracting thoughts, capturing new ideas, and clearing the mental clutter. This way, you'll gain clarity, calm your mind, and decrease anxiety – all of which helps you work with sharper focus.

"Your mind will remind you of all kinds of things when you can do nothing about them, and merely thinking about your concerns does nothing at all equate to make any progress to them" – Allen David

Grab a journal and write down the thoughts and ideas that weigh heavily on your mind before you start your workday. You can always repeat this practice throughout the day when you need it. You can do this by using a physical journal, blank piece of paper, or a digital note-taking app like [Evernote](#).

Remember, your mind shouldn't be a storage place for thoughts and ideas; it should be a generator of high-quality thoughts and ideas. The more you try to 'remember', the harder it is to focus, solve problems, and have mental clarity.

Day 13_{/30}

"What you practice in private, you're rewarded for in public"

– Jim Rohn

Today's Date: / /

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 13: Practice The 'Coffee Shop' Effect

The Coffee Shop Effect is a method for using environmental triggers to your advantage. By exposing your brain to new surroundings, and connecting the environment to productive behavior, you'll increase creativity, focus, and concentration. All in all, it will boost your productivity.

For example, instead of working from home, I go to one of my favorite coffee shops when I need to get a lot of work done. This way, I crank through my ABCDE list much faster than I normally would.

I've trained my brain to think; *'This Coffee Shop = Productive Work'*

By repeatedly using a specific coffee shop for peak productivity, my brain has made the neuro-connection between this space and laser-focused work. So, as soon as I enter this coffee shop, my brain is instantly in productivity mode because the environment triggered it.

Asides from coffee shops, you can also go to your local library, a college or university campus, or any other shared public workspace. It doesn't matter much – as long as it's a place that you use exclusively for deep work and not for relaxation or entertainment.

Day 14_{/30}

Today's Date: / /

"What we choose to focus on and what we choose to ignore — plays in defining the quality of our life."
- Cal Newport

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 14: Turn Notifications and Alerts Off

Notifications and alerts continuously pull for your attention, putting you in reactive mode instead of proactive mode. **Other people control your attention** as they can disrupt you at any moment – whenever they decide to.

In fact, every notification and alert that you don't check opens a 'loop' in your mind that desperately wants to be closed. This is what's called the '**Zeigarnik Effect**'. The psychological pull of closing this loop is simply too strong to resist – especially later on in the day when your willpower runs out.

Take a look at which apps and devices pull for your attention with their sounds, pop-ups, and lights. Assess which ones are truly urgent (for example, a phone call from your parents or spouse) and which ones can wait at least 30-90 minutes (most emails, instant messages, and social media notifications, for example).

Turn the notifications off from all of those things that can wait at least 30-90 minutes. These notifications have no productive purpose, so be disciplined about this. At the bare minimum, make sure your alerts and notifications are off when you're doing your deep work.

In my personal experience, turning notifications and alerts off has been one of the simplest but most effective changes to protect and sharpen my focus. Besides, it gives me enormous peace of mind.

Day 15_{/30}

Today's Date: / /

*"If we don't discipline ourselves,
the world will do it for us."*

- William Feather

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 15: Download 'Blockers' To Protect Your Focus

When you find yourself spending too much of your valuable time and attention on certain distracting apps or websites, you can use website blockers that prohibit you from using these websites or apps for a specific amount of time.

The harder it is to access distractions, the less likely you'll get distracted. It's an easy way of protecting your focus and productivity without having to tap into your self-discipline.

If distractions are easily accessible, however, you will get distracted. That's because smartphones, social media, news websites, and Netflix, are designed to get you addicted. They're designed to stimulate your brain in unnatural ways to get you hooked.

Personally, I recommend the following Blockers:

- [RescueTime](#)
- [Screen Time](#)
- [Forest](#)
- [Blocksite](#)

Day 16_{/30}

Today's Date: / /

"Every hero doesn't do this great big hero thing. They do the simple thing over and over... and they stick to it."
- Matthew McConaughey

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 16: Watch A Motivational Video

As cheesy as it sounds, watching a motivational video can actually be a highly effective productivity hack. By watching a motivational video, you apply a 'state change hack' to get yourself motivated to do the work and **pursue your goals with impact**.

The power of watching a motivational video at the start of the day is that you prime your mind for peak performance *from the minute you wake up*. Furthermore, they often contain valuable lessons and reminders about achieving greater success.

Usually, people start their days unmotivated and with a negative mindset towards their work. This results in procrastinating more frequently, getting distracted quicker and seeking instant gratification.

However, when you start the day by watching a motivational video, you instantly **spark motivation and gain momentum**. This makes your workday so much easier, enjoyable, and productive.

However, be aware that some motivational videos share the **wrong** type of message (*for example, sleep less, skip all fun, and only work*) which is why I carefully curated a few motivational videos for you that DO share the right message:

- [Matthew McConaughey | 5 Minutes for the NEXT 50 Years of Your LIFE](#)
- [SELF DISCIPLINE - Featuring Will Smith](#)

Day 17 /30

"Continuous effort—not strength or intelligence
—is the key to unlocking our potential."
– Winston Churchill

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 17: Take A Cold Shower

If you can conquer the cold water, you can conquer any obstacle that comes at you during the rest of the day. As you've already challenged yourself mentally and physically, you are ready for whatever life throws at you. That's the power of starting your day by taking a cold shower.

Here are a few key benefits from taking cold showers:

- You train yourself to stay calm in stressful situations (*everyday stress becomes less intimidating*)
- You train your willpower and self-discipline
- You learn to 'dance' with fear instead of being controlled by it
- You instantly become 'present to the moment'
- It strengthens your immune system
- It activates the body and improves muscle recovery
- It fuels the body and mind with a bolt of energy

All in all, cold showers have some incredible benefits. However, I understand cold showers might be intimidating. You might even feel fear or mental resistance reading this right now. That's okay. It's the human instinct to avoid discomfort.

It's up to us to override these feelings and to seek the discomfort of the challenge instead. See this challenge as a metaphor for your relationship with discomfort and fear in life. Developing this mental toughness is critical for achieving success in any endeavor.

Here are 4 key tips to help you:

Tip 1: Understand that the body can easily handle it – it's usually our mind that interferes and comes up with excuses why NOT to do it. The body, however, is strong. (*The only exception to this rule is when you are sick and when you have certain medical issues that prohibit you from stressing the body for a while. In that case, take a rest.*)

Tip 2: When the cold water hits your body, you will likely start to freak out and breathe rapidly. The key is to take control of your breath. Focus on breathing deeply and controlling the breath. This calms down the mind and centers the body.

Tip 3: When you have no experience with cold showers, stay under the cold water for 20–30 seconds. Don't overdo it the first time.

Tip 4: After taking a cold shower, look in the mirror and be proud of yourself. You overcame fear. You overcame discomfort. You are STRONG and ready to tackle the day!

Day 18_{/30}

Today's Date: / /

*"Our greatest weakness lies in giving up.
The most certain way to succeed is always
to try just one more time."
- Thomas A. Edison*

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Daily Schedule

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06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 18: Practice Mono-Tasking Instead of Multi-Tasking

Research has shown that multitasking doesn't work (at least not with cognitively demanding tasks). In fact, every time you switch tasks, it takes on average 25 minutes before your focus is fully available for your task at hand again.

This phenomenon is called 'attention residue,' which implies that **some of your attention is 'left behind' at the previous task** that your brain was dealing with.

Instead, focus on one task and, when completed, move on to the next task. This makes you a lot more efficient as you don't suffer from the attention residue.

"Multitasking is merely the opportunity to screw up more than one thing at a time." - Steve Uzzell

Day 19_{/30}

"Live as you were to die tomorrow. Learn as if you were to live forever."
- Mahatma Gandhi

Today's Date: / /

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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-
-

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

00:00	<input type="text"/>	08:00	<input type="text"/>	16:00	<input type="text"/>
01:00	<input type="text"/>	09:00	<input type="text"/>	17:00	<input type="text"/>
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03:00	<input type="text"/>	11:00	<input type="text"/>	19:00	<input type="text"/>
04:00	<input type="text"/>	12:00	<input type="text"/>	20:00	<input type="text"/>
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06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

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Productivity Tip Of The Day

Day 19: Visualize Your Future Success

Visualizing about your goals and your dream life is a highly effective way to motivate yourself to work hard today in order to make your long-term goals and dreams a reality.

Visualization is extremely powerful as it **provides clarity** on your next steps and it **focuses the mind** on your goals and priorities. All in all, doing a visualization exercise primes you for a productive and successful day.

Remember, success all starts in your mind. That's where it's initially created. You have to see it in your mind first before you can make it a reality. Get as clear as possible on your vision and let that spark the motivation to win the day.

So, take 5 minutes to sit in silence, close your eyes, and visualize about your successful future.

“Visualization is daydreaming with a purpose.” – Bo Bennett

Remember, success all starts in your mind. That's where it's initially created. You have to see it in your mind first before you can make it a reality. Get as clear as possible on your vision and let that spark the motivation to win the day.

So, take 5 minutes to sit in silence, close your eyes, and visualize about your successful future.

Day 20 /30

Today's Date: ___ / ___ / ___

"There is only one success--to be able to spend your life in your own way."

- Christopher Morley

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

00:00	<input type="text"/>	08:00	<input type="text"/>	16:00	<input type="text"/>
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03:00	<input type="text"/>	11:00	<input type="text"/>	19:00	<input type="text"/>
04:00	<input type="text"/>	12:00	<input type="text"/>	20:00	<input type="text"/>
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06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 20: Get A Good Night's Sleep

Research has shown that consistently getting sufficient high-quality sleep leads to better memory, improved mood, higher cognitive performance, and increased health & energy.

Essentially, a night of good sleep is the foundation of a highly productive day.

There's this perverse notion that you need to trade hours of sleep in order to be successful. I think that's complete BS. If you trade sleep for work, you're not doing things right. You should manage your time, priorities, and attention much better.

Study after study has shown that, when you don't get enough sleep, you're more likely to get distracted, experience brain fog, and have energy crashes that limit your performance. Besides, you're more likely to get annoyed and experience less joy.

"Sleep is profoundly intertwined with virtually every aspect of brain health. Lack of sleep over time can lead to an irreversible loss of brain cells."

– Arianna Huffington

Therefore, today's bonus challenge is to get a good night's sleep. Make sure to get at least 6 hours (*but preferably 7 or 8 hours*) of deep sleep.

Here are a few tips to get the best sleep of your life:

- Avoid smartphone, TV, and computer screens at least one hour before bed (*or use blue-light blocking glasses and/or blue-light filters*)
- Don't consume caffeine in the evening (*take a decaf coffee, for example*)
- Cool down your room as we sleep better in a cool environment
- Black out your room as any type of light (*especially artificial light*) disrupts the quality of your sleep cycles
- Use your bedroom only for sleep and sex – stop watching TV or checking social media from your bed
- Clear your mind of worries through meditation, breathing, or journaling

Milestone: 20 Days Down!

Congrats, you're already at day 20 of the challenge! Good work. Reward yourself for your achievement with something nice. You deserved it!

Day 21 /30

"Learn from the mistakes of others. You can't live long enough to make them all yourself."

- Eleanor Roosevelt

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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04:00	<input type="text"/>	12:00	<input type="text"/>	20:00	<input type="text"/>
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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 21: Listen To A Podcast

Investing in yourself is critical if you want to elevate your performance and improve the quality of your life. Whether it's through reading books, going to seminars, getting a coach, following courses or...

Listening to podcasts!

I love listening to podcasts as they are often educating and entertaining. This makes the process of learning a lot of fun – which is key to making it a strong habit.

Besides, you can listen to podcasts during 'dead' time (*your daily commute, for example*) or simply have it in the background while taking a shower, eating a meal, or going for a walk outside.

When listening to a podcast, you feed your mind high-quality information and ideas. **This leads to increased motivation, gaining new ideas, and becoming a more educated individual.** Besides, it's much better than consuming low-quality stuff that primes you for distraction – such as Netflix and social media.

Here are a few podcasts I regularly listen to:

- [The Tim Ferriss Show](#)
- [Smart Passive Income Podcast \(Pat Flynn\)](#)
- [The School of Greatness Podcast \(Lewis Howes\)](#)
- [The Ground Up Show \(Matt D'Avella\)](#)

Personally, I use Spotify and Stitcher to listen to podcasts, but you can also find some of them on YouTube.

Day 22 /30

Today's Date: ___ / ___ / ___

"Never limit yourself because of others' limited imagination; never limit others because of your own limited imagination."
- Mae C. Jemison

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 22: Practice Empowering Affirmations

Affirmations are messages that you want to reaffirm to yourself in order to elevate your thoughts and actions of the day.

For example, if you struggle with self-confidence, you might want to remind yourself of some empowering messages and quotes that fuel you with confidence.

If you struggle with productivity, you might want to remind yourself of productivity lessons and quotes that help you be focused and productive throughout the day.

All in all, gather a few quotes, lessons, or insights that inspire you – and affirm these messages to yourself throughout the day. By reading through these empowering affirmations, you prime your mind with important messages that help you think and act differently.

For example, when you start your day by feeding yourself positive messages about self-confidence, you'll act more confident throughout the day. And when you affirm productivity reminders throughout the day, you'll likely act with more focus, determination, and motivation.

More importantly, doing this every single day will **completely transform your automatic thinking**. Imagine what happens to your thoughts and beliefs when you'd affirm yourself certain messages *more than 300 times per year*? It becomes your automatic way of thinking and acting. Over time, this completely transforms your personality.

"It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen." – Muhammad Ali

Day 23 /30

Today's Date: ___ / ___ / ___

"What we choose to focus on and what we choose to ignore—plays in defining the quality of our life."
- Cal Newport

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
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My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
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4.
5.

Productivity Tip Of The Day

Day 23: Don't Check Your Phone For The 1st Hour of The Day

Nowadays, most of us are glued to our smartphones. And even though they can help us be more productive and improve the quality of our lives — it can also be a major source of distraction and stress. *Smartphones make a good servant, but a bad master.*

Despite the amazing benefits, it's becoming more and more obvious that most people have **no control over their smartphone use** — negatively impacting their productivity and mental health.

A study from IDC Research made this very clear. About 80% of smartphone users check their mobile devices within 15 minutes of waking up — and this leads to all kinds of problems.

Problem #1: Increased Stress And Anxiety

When you wake up and immediately check your phone, you're being bombarded with new messages, emails, to-dos, and other stimuli that often creates a feeling of stress and anxiety. Immediately, external stimuli are pulling for your attention, giving you no time and space to start your day calmly.

Problem #2: Your Time & Attention Are Hijacked

By checking social media, email, or messaging right after waking up, you let other people's opinions, requests, and advertising into your mind, which pollutes your thinking. In other words, your mind will be occupied with other people's agenda — not your own. Instead of starting your day proactively focusing on your own goals, you're being forced to react to other people's stuff.

Aside from your attention, your time is also being hijacked. What starts out as checking social media for 5 minutes quickly turns into 15 minutes, which then turns into 30 minutes. Before you know it, you've lost valuable time that you could've spent much better.

Therefore, put your phone on flight mode before you go to sleep. This way, when you wake up, you're not immediately confronted with new messages and notifications

Also, make sure you have replacement activities for checking your smartphone. If you don't have anything to replace your smartphone habit with, you'll quickly feel bored and be pulled towards checking social media or email again.

Day 24 /30

*"Change is hardest in the beginning,
messiest in the middle and best at the end."
- Robin Sharma*

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

00:00	<input type="text"/>	08:00	<input type="text"/>	16:00	<input type="text"/>
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03:00	<input type="text"/>	11:00	<input type="text"/>	19:00	<input type="text"/>
04:00	<input type="text"/>	12:00	<input type="text"/>	20:00	<input type="text"/>
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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
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5.

Productivity Tip Of The Day

Day 24: Go For A Workout

Exercise is the king of all energy-generating habits. Study after study has shown that consistent exercise has tremendous benefits ranging from higher quality sleep to more energy and an overall improvement in your mood & wellbeing.

Neglecting exercise is guaranteed to make you feel sluggish and lazy – which doesn't benefit your productivity. On the other hand, exercising fuels your mental and physical energy. The more energy and aliveness you experience, the more productive you'll be.

Therefore, today's bonus challenge is to go for a workout. It could be anything from running, cycling, yoga, walking, football, or weight training – whatever you prefer! Just get up and get moving.

Personally, if I go too long without exercise, I feel so much more sluggish, unmotivated, and lethargic. When I'm on a good workout streak, however, I feel a lot more motivated and ready to tackle my goals with more determination.

"The more you sweat in peace, the less you bleed in war."
—Norman Schwartzkopf

Day 25 /30

Today's Date: ___ / ___ / ___

"To become a high performer requires thinking more before acting."

- Brendon Burchard

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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03:00	<input type="text"/>	11:00	<input type="text"/>	19:00	<input type="text"/>
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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 25: Ask Yourself: How Can I Be More Productive?

For today's bonus challenge, ask yourself the question '*How can I be more productive?*'

By asking yourself this question, you're forced to reflect on how you could do better and where you still waste some time. This simple process of self-reflection might just help you boost your productivity for the last few days of the 30-Day Productivity Challenge!

"We do not learn from experience, we learn from reflecting on experience."

—John Dewey

Day 26 /30

Today's Date: ___ / ___ / ___

"I do the very best I know how—the very best I can; and I mean to keep on doing so until the end"
– Abraham Lincoln

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 26: Meditate

If there's one habit that is proven by study after study to improve your ability to focus, it's meditation. Through meditation, you learn how to silence your mind and instead focus on just one thing. This 'skill' spills over to other areas of your life, such as your work, sports, and even relationships.

So, today's bonus challenge is to meditate for at least 10 minutes. Set a timer for 10 minutes (or start a 10-minute guided meditation), sit down in a comfortable position, close your eyes, and focus on your breath until the timer rings.

Whenever thoughts pop up, don't get annoyed. This is normal. Just be aware of them, let them pass, and put your attention on your breath again.

"Meditation is like a gym in which you develop the powerful mental muscles of calm and insight." – Ajahn Brahm

Day 27 /30

Today's Date: ___ / ___ / ___

"If you can't do great things, do small things in a great way."

- Napoleon Hill

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 27: Focus On Gratitude

In a world where negative news, hate, constant comparison, and gossip is dominant, it's necessary to protect our minds from being polluted with negativity. One of the most effective practices to do so is **writing down what you're grateful for on a daily basis**.

Personally, I start and end every day by writing down 3 things that I'm grateful for. It could literally be anything - *an experience from that day, a past memory, a character trait, a loved one, a stranger* - anything that sparks joy in my life. This way, I start and end most days on a positive note, no matter how rough the middle of the day was.

I dare to say it's one of the simplest but most effective practices to protect your mind from negativity and experience more joy in your daily life.

I think it's obvious why this is beneficial to the quality of your life. But aside from the obvious, I added this challenge also because **happy people perform better**. When you're in a happy or grateful state, you'll be more productive and more willing to put in the work.

"Gratitude is when memory is stored in the heart and not in the mind."
- Lionel Hampton

Day 28 /30

"Great achievement is usually born of great sacrifice, and is never the result of selfishness."
- Napoleon Hill

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

1.
2.
3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

00:00	<input type="text"/>	08:00	<input type="text"/>	16:00	<input type="text"/>
01:00	<input type="text"/>	09:00	<input type="text"/>	17:00	<input type="text"/>
02:00	<input type="text"/>	10:00	<input type="text"/>	18:00	<input type="text"/>
03:00	<input type="text"/>	11:00	<input type="text"/>	19:00	<input type="text"/>
04:00	<input type="text"/>	12:00	<input type="text"/>	20:00	<input type="text"/>
05:00	<input type="text"/>	13:00	<input type="text"/>	21:00	<input type="text"/>
06:00	<input type="text"/>	14:00	<input type="text"/>	22:00	<input type="text"/>
07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
3.
4.
5.

Productivity Tip Of The Day

Day 28: Don't Watch Netflix, TV, or Social Media

Today's bonus challenge is to go a day without Netflix, TV, social media, video games or any other similar form of entertainment. For most of us, consuming this type of entertainment for hours every single day is a habit that we've never broken before. However, going 24 hours without checking Instagram or watching your favorite series on Netflix can be a game-changer for your focus, productivity, and mental clarity.

What happens when we take away our most stimulating forms of entertainment? We start to make more productive and healthier decisions that improve life for our future self. You might pick up a few things you've been procrastinating on for a while, read a book, do a workout, clean the dishes, or put in some more work towards your goals. Just for 24 hours, trade the short-term pleasures for activities that pay a long-term dividend.

I regularly practice something called a '24-hour dopamine fast', in which I don't consume any social media, TV, video games, or porn. Furthermore, I don't eat any food or take any external stimuli (*such as caffeine*). And although this is definitely challenging, the mental clarity and peace of mind I gain from this dopamine fast is incredible.

"Procrastination is like a credit card: it's a lot of fun until you get the bill."

- Christopher Parker

Day 29 /30

"Tomorrow is often the busiest day of the week."
- Spanish Proverb

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

- ☐ Identified My Top 3 Priorities
- ☐ Made My ABCDE List
- ☐ Scheduled My Day
- ☐ Practiced At Least 2 Hours of Deep Work
- ☐ Followed My Morning Routine
- ☐ Tried Out The Productivity Tip Of The Day

My Top 3 Priorities Of The Day Are:

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3.

My ABCDE List:

	A-Tasks	B-Tasks	C-Tasks	D-Tasks	E-Tasks
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

00:00	<input type="text"/>	08:00	<input type="text"/>	16:00	<input type="text"/>
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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

I will do Deep Work

From :

Until :

On task

My Morning Routine Will Be:

1.
2.
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Productivity Tip Of The Day

Day 29: Go For A Walk

If possible, go take a walk into nature (*or a park if you live in a big city*). The Japanese call this 'shinrin-yoku', which roughly translates to 'forest bathing'. Shinrin-yoku is a common preventive healthcare measure as, according to research, taking a walk outside lowers blood pressure and cortisol levels (*a stress hormone*), while simultaneously supporting the immune system.

Not only do you get your daily dose of vitamin D3 through sunlight exposure (which about 1 billion people are deficient in – leading to fatigue, diseases, and even depression), but it also has a calming effect on the mind. In some way, I tend to get my most valuable and productive ideas while walking outside (without checking my phone, listening to a podcast, etc.).

So, today's bonus challenge is to go for a walk outside. You might just come with your 'million-dollar' idea during your walk. At the very least, you improve your health and clear your mind.

“To simply wait and be bored has become a novel experience in modern life, but from the perspective of concentration training, it’s incredibly valuable.”

– Cal Newport

Day 30 /30

"By constant self-discipline and self-control, you can develop greatness of character."

- Grenville Kleise

Today's Date: ___ / ___ / ___

Daily Productivity Checklist:

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3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Daily Schedule

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07:00	<input type="text"/>	15:00	<input type="text"/>	23:00	<input type="text"/>

Deep Work:

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Productivity Tip Of The Day

Day 30: Write Down 10 Ideas To Reach Your Goals Faster

The last bonus challenge is inspired by James Altucher, an entrepreneur and investor known for writing down 10 ideas every single morning. According to James, his habit of writing down 10 ideas per day has contributed significantly to his success.

He calls it 'training his creativity' and he has literally gained multiple million-dollar ideas from this habit that he wouldn't have gained otherwise.

The goal of this challenge is not to come up with 10 *great* ideas to reach your goals faster... Instead, the goal is to come up with 10 ideas in total – no matter how 'weird' or 'stupid' they are.

Remember, only when you write without filtering your ideas, you create the space for true creativity. **Sometimes, some of the weirdest ideas contain the seeds for some of your best ideas.**

I've experienced more than once that I've extracted some of the most valuable ideas from ideas that I initially labeled as '*not worth writing down*'. Therefore, write without a filter.

The power of this habit is that you improve your creativity and problem-solving skills. Besides, actively looking for ideas to reach your goals faster opens up a whole range of new opportunities that could potentially change your life.

"Your mind is for having ideas, not holding them." – David Allen

30 DAY PRODUCTIVITY CHALLENGE



COMPLETING THE CHALLENGE

7. Completing The Challenge

Congratulations, you've completed the 30-Day Productivity Challenge!

It's this type of consistency and determination that leads to success. Over the past 30 days, you've worked on things that matter, with laser-like focus. You've experienced the power of the 'Core 5' and many other productivity techniques.

I recommend you take a few minutes to reflect on your challenge experience, and write down the techniques and habits that were the most helpful to you. These productivity techniques will be part of your 'productivity toolbox' for the rest of your life!

I'm thankful that you've joined the 30-Day Productivity Challenge and I hope you had a blast! Below, I'll share a few last messages before we part our ways.

Enjoy Your Reward

You can be proud of what you've accomplished, and you should definitely celebrate completing this challenge. So, what will you reward yourself with?

A delicious dinner at your favorite restaurant?

A new video game?

A day at the spa?

Whatever it is, enjoy it to the fullest. Even if you haven't been able – for whatever reason – to complete all of the 30 days, you still deserve to celebrate your achievement. You've taken action towards your goals. You've invested in elevating your life. That deserves a reward!

Share Your Wins With Me

I'd love to hear about the things you've achieved and the wins you've gained over these past 30 days! Reading about your success fuels my own flame, so feel free to send me a message on [Instagram](#) or send an email at jari@thepersonalgrowthlab.com (I don't bite, I promise).

I truly appreciate it, so don't hesitate to shoot me a message :)

To Your Personal Growth,

Jari Roomer
Founder Personal Growth Lab



"Shoot me a message"

