

The Titan Times Newsletter

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Masterful Quotes

*"Every problem is a gift -
without problems we would
not grow."*

- Anthony Robbins

*"Opportunities don't happen.
You create them."*

- Chris Grosser

*"Simple, genuine goodness is
the best capital to found the
business of this life upon. It
lasts when fame and money
fail, and is the only riches we
can take out of this world with
us."*

- Louisa May Alcott

*"Knowledge is power is time
is money."*

- Robert Thier

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Highly Effective Strategies for Overcoming Procrastination

In this day and age, we are so inundated with choice and opportunity that you might even say we are spoiled for choice. There is just so much that we could do that we often end up not doing anything at all. Procrastination is one of the biggest dream killers. In a world where there is so much demand for your attention it is becoming ever more difficult to stay focused and act on the things that would truly give you an extraordinary quality of life. Time is, was and will always be your most valuable asset and the way you use it will determine what you create or fail to create with and for your life. Having an effective strategy for overcoming procrastination is critical if you truly want to push past short-term obstacles to create a life of fulfillment.

The abundance that modern life offers us tends to overwhelm us which leads to an emotional overload that will distract you and scatter your effort and concentration. There simply isn't enough time to do everything, but there is always enough time for the most important things in your life. Success at anything in life, whether it be your finances, your relationships, or your body, requires an investment of time and effort from you. You need to focus and concentrate your physical and emotional resources on creating a desired result.

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Upcoming Federal Tax Deadlines

May 2022

- 10th: Deadline for employees who earned more than \$20 in tip income in April to report this income to their employers.

June 2022

- 10th: Deadline for employees who earned more than \$20 in tip income in May to report this income to their employers.
- 15th: Deadline for second-quarter estimated tax payments for the 2021 tax year.
- 15th: Deadline for U.S. citizens living abroad to file individual tax returns or file Form 4868 for an automatic four-month extension.

July 2022

- 11th: Deadline for employees who earned more than \$20 in tip income in June to report this income to their employers.

The first step in overcoming procrastination is to get clear on exactly what you want from every area of your life. This clarity will give you the power to look past distractions that may throw you off course. It gives you a direction and a target and will help to build a mental picture for your life. One of the most destructive effects of procrastination is that it makes you feel out of control; like the events of your life are controlling you. If you don't know what you want it is all too easy to jump from one task to the next. Apart from knowing what you want you should also develop some strong reasons why you want it. This will give you a sense of purpose and motivation that is critical for staying focused long term.

The truth is that most people know what they need to do to create their life the way they want it. The challenge is not with knowing what to do, but in doing what you know. The only way you will create any result in your life is by taking action and procrastination is what prevents you from acting on the very things you know would give you a greater quality of life. The reason why people procrastinate is primarily because of fear, especially fear of failure. By not taking action and postponing important actions you avoid the potential for failing. The only reason why you procrastinate about anything is because at some level you link more pain to taking action than to not taking action. The ridiculous truth is that these "links" are mostly conjured up (by you) in your mind and they are not even real. When you make a task too big in your mind it will overwhelm you and it would seem too difficult and too big and you will end up procrastinating.

One of the most powerful strategies for overcoming procrastination is to learn how to break your tasks up into bite size pieces. Any task, no matter how big, can be broken down into small manageable tasks that are easy to do. If you focus on climbing Mount Everest it will probably put you off immediately, but if you focus on climbing seven small mountain sections it becomes more believable. The power of chunking down your "big" tasks empowers you to take back control of any overwhelming situation – you cut it down to size. Your size.

One of the quickest ways to overcome procrastination is to learn and utilize the power of immediacy. What can you do immediately? What action can you take right now that will move you closer to your goal? Doing something, no matter how small, will immediately break your mental pattern of procrastination and put you back in control. Taking the first step, even if it is small will create momentum and you will almost automatically be driven to take another step. Don't wait for everything to be perfect before you take the first step. Just do it. Just get it going. Often you will only know what to do next after taking that first step.

There are many strategies and skills you can use for overcoming procrastination. You don't have to be stuck or spinning your wheels. Like any skill you need to learn and practice it until you get good at it. Eventually it will become an automatic response and you will develop the habit of taking action despite your fears and apparent limitations.



How to Be a Creative Entrepreneur

There's a great line in Alice in Wonderland when the Queen says, "Sometimes I think of 6 impossible things before breakfast." I think you'll agree that this has to be creativity at its best! As a small business owner this is an ideal you really need to strive for ... but how on earth can you open up your mind to get to the point where ideas just spill out?

Small business owners are expected to be creative and inventive, otherwise how could they run their own firm? If you have a sneaky feeling that creativity is not one of your strong points, what can you do to stimulate your brain and get it kicked-started?

Be Unlimited

Too many people are 'limited thinkers'. They have their world placed squarely in a box and nothing can exist outside of that. If the newspaper reports something then it must be right. If Joe next door says that something is impossible then he must be right. As a small business owner, you cannot afford to be a 'limited thinker'. You have to be an 'unlimited thinker'. Get into the habit of seeing no boundaries; decide that there are no taboos. Have the belief that with a bit of focus you can find a creative solution to all of your problems. This is the foundation for a creative thought process.

Be Future-Focused

Creative ideas invariably come when you 'look' into the future. The feeling of propelling yourself forward and seeing the problem solved is a great motivator. Do you think you could achieve the same result if you were backward focused? I don't think so! Train yourself to be future-focused, always looking ahead, not a traditional thinker who tries to find answers in today's world.

Be a Writer

Once you open your mind to the joys of creativity the ideas will quickly start flowing, as if someone has opened the floodgates! Just like flood water, unless you catch it the ideas are lost forever. Capture all your ideas by carrying a small pocket notebook with you. As soon as an idea pops into your mind, write it down. It doesn't matter how outlandish it is, you can look at it in the cold light of day later on. The fact you are responding to the ideas by noting them will further encourage you to be even more creative – good deeds encourage more good deeds!

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Be Clutter-Free

If you are naturally an untidy person, then get out of the habit! A cluttered office will lead to a cluttered mind. You cannot expect your brain to work efficiently when all it's doing is constantly reminding you how untidy your office is. To be creative remove all the clutter from your life and free your mind

Be Action-Oriented

All of these points are great, but if you don't take any action with your ideas, then you may as well not have bothered. An idea is nothing but a thought unless you take a specific action to help bring it to life. Periodically review your notebook and see if there are any hidden gems, or ideas which can be quickly actioned. A lot of your ideas may not suit at all but in there somewhere is probably an idea, which if acted upon, could change you or your business. Commit fully to move forward on as many of your ideas as you can.

Don't be afraid to break down the boundary walls. As John Stuart Mill said, "That which seems the height of absurdity in one generation often becomes the height of wisdom in the next."

Let me close with one question - can you be creative enough to be dismissed as a dreamer? No? Then get practicing!

How Well Do You Know Your Prospects? Take this 10-Point Quiz to Find Out.

It's crucial to know your prospects if you want to market effectively to them.

Take this quick quiz to see how well you know and understand your prospects. If you can't answer these questions, how can you be sure you are connecting with your audience in a relevant and meaningful way? How can you be sure you are reaching them with a compelling message about your product or service? How can you be sure you are tapping into the conversation they are already having inside their own head with respect to your product or service?

1. Who are they?
2. Where do they live ... work ... play?
3. What problem do they have that you can solve?
4. How does your product or service fit into their life?
5. What else do they buy in your product or service category?
6. Where do they get information regarding your product/service?
7. What is most important to them?
8. What are they most afraid of?
9. What is their emotional connection to your product/service?
10. How will they rationalize purchasing your product/service?

How'd you do? If you can't answer these questions, odds are your marketing message isn't connecting with your prospects. And if your message is not connecting with them, you won't be very successful in selling them on your product or service. Take the time to get to know your customers and prospects. Use this quiz as a guide. When you do you'll be able to speak directly to their needs and concerns with your marketing, they will respond. And your business will thrive.