**Operation Clarify Focus and Implement to Eliminate the Overwhelm from Information Overload Pt 1**

**Male Speaker:** Welcome to Build Your Tribe with your host Chalene Johnson.

**Chalene Johnson:** Hey there, thanks for joining me on this edition of Build Your Tribe. Now as you probably know, I have another podcast. It’s called The Chalene Show. So if you run out of content that you need to consume, here on Build Your Tribe, I’d love to invite you to check out The Chalene Show. I talk about topics related to weight loss, sleep, relationships, getting over a bad break up, dealing with prickly people, just about countless topics to help you find clarity and peace and freedom and happiness in your life. I invite you to subscribe today to The Chalene Show.

Today’s episode is all about focus, really and specifically it’s focus for those of you who are trying to take it to the next level, perhaps starting a new business, creating your own brand, developing a product or service that you can offer online or maybe just figuring out what it is you want to do in the next 90 days. Now this is not a goal setting podcast per say. This podcast in this series which is a three-parter, I’ve designed to help you really get focused. Honestly I’ve designed this to keep myself accountable, to keep my friends accountable and to keep you accountable because there is so much information flying in at us from all directions which is awesome but it can also be very overwhelming too. If you haven’t already, I’d love to invite you to download my free day planner.

You can download my free day planner by going to pushworkbook.com and just like the name implies, it’s very much a workbook and as you will hear me reference in part 1, it is a critical step that you actually do this on paper. The workbook will give you a place to keep track of your thoughts, your ideas, your brain dumps and prioritize those things that you need to do in the next 90 days. Now, just to be clear, this isn’t a goal setting podcast. Today’s episode is about focus. It’s about really understanding, okay what am I supposed to be learning and how am I going to find the time to implement all these cool things that I am learning and what don’t I need to learn right now because it’s just not time yet.

This is a three-part series. This is part 1 but in part 2 and part 3, I am going to help you identify what things you really shouldn’t be looking at yet. You know what I mean like things that are just distracting and they feel like they are going to be important at some point but you don’t need to overload your brain with these things yet. So in part 2 and in part 3, I am going to talk about scheduling. I will also help you to identify how and when to know what your next steps are. I hope that you will do this with a partner and I also hope that you will download the day planner because it’s going to help give you clarity by putting these things to paper.

My friends, it is an honor to spend this time with you. I thank you so much for sharing this podcast. You can do that by simply clicking the Share button and sending it directly. That’s my favorite way for you to share things is directly with someone who you know needs this. So right now, before we get much further, take a moment. Friends who care are friends who share and send this episode along with a text message to someone who you love, you adore and they very much like you would be served by really focusing their efforts and then learning how to create a schedule to implement all the cool stuff that we are learning. Okay?

Let’s do this. As you may or may not know, earlier this year, I was diagnosed with Inattentive Extreme ADD and I was like, well, no wonder! Well this explains everything and I was kind of excited that I didn’t know that earlier in my life because I was forced to learn coping mechanisms and coping techniques to figure out how to get focused and I think it served me well, right. Like when the doctor told me that, they legit were surprised that I graduated at high school, let alone [ph 0:04:07] college and that I had any level of success that I have today but I really believe it’s because I was so frustrated with what I felt that I just figured out coping mechanisms and ways to cope with this.

So the good news is because I am looking at extreme case and I am happy to share all the ways that I have had to force myself to get focused in order to get anything accomplished any day. So that’s what we are going to do today. Step 1 is understanding that we are in this really incredible, cool moment in time where it seems like more than a college education is free and it’s coming at you from all directions. You guys, this wasn’t even available five years ago, six years ago. People weren’t offering their information for free, they weren’t sharing their answers. We didn’t have the same ability to connect on live video or podcast. I mean we did but people really weren’t doing that. People were buying books and you had a way for the author to write a book and you kind of had to hope that they would share their secrets.

So it’s an amazing opportunity, the pitfall and downfall of that is that we become overwhelmed as adults. So many of us are kind of like we wandered into this free university, the most prestigious university in the nation and we are wandering around campus taking random classes all day, all night and we are looking at everybody else on campus and going, how do they do that and then you follow them to their class and you are like, okay so then I will sit in this class but you shouldn’t be in that class because you didn’t take the 1 o 1, right and so then you are like, okay must learn more, must learn more, must learn more and so then you go to you know French 3O1 but you didn’t take 1 o 1 and so you are like, okay well, I am not going to study that and now my brain doesn’t know what to do with all that information.

So I am going to go take another – I am going to learn more and I am going to learn more and then I will follow this person who seems like they are on their way to like something really great and I am going to follow them and then, maybe I will do what they are doing except that you don’t even know what they studied, right. And so it becomes depressing almost because you start to feel bummed out by all the things you haven’t done, right and you are like, why am I such a loser that I am just going to keep consuming information but I kind of feel like a loser because I have so much I haven’t done and everybody else seems to be doing and I am falling behind.

So that’s why I have created this opportunity and it’s here free for you because I really do believe that all of our challenges including yours, the only reason why you would have them, the only reason why God would have given you this struggle is if you need to know that he wants you to use it so I have to share this stuff. Step 1 today is this. Very simply, where do you want to be 90 days from now, not 5 years, not 10 years, 90 days from now, where do you want to be and the reason why I ask you that and not like a year from now or 5 years, because I mean, I obviously want you to have long term goals and objectives but if we go much further than 90 days out, what you will start doing is, studying things that people should be doing a year from now or 5 years from now.

If there is someone who you kind of want to be like them and you want to do what they are doing and you start doing what they are doing, you have missed a whole bunch of steps. I mean you haven’t assembled the pieces with the proper instructions. It’s like worrying about the frosting and you haven’t even figured out how to make the cake and I think that’s what a lot of us do, myself included and because there is so much information flying at us, we get very consumed by the person or the place where we want to be you know a year or 5 years from now, we get consumed by that and we start doing things in the wrong order.

So take a pen and a piece of paper and simply answer this question. Where realistically, realistically would you like to be in the next 90 days? So let’s just give some examples. Let’s say you are a brand new distributor for an MLM, maybe you are a health coach or maybe you are a fashion advisor or maybe your MLM relates to health and wellness or essential oils or whatever it is. Okay what’s realistic 90 days from now? Maybe you’ve got an idea for a business but you aren’t even sure if in fact it’s a viable business. Where do you want to be 90 days from now to say that I want to be up and running and have a trademark and a patent and a website that’s accepting orders and I want to be making $125000 a month is ridiculous. It’s not going to happen 90 days from now.

It’s realistic if 90 days from now, you understand who your audience is, who it is you are serving, that you – 90 days from now, I want clarity on where I am going to do this, how I am going to do this, does this make sense, should I change this. I just want you to take a look at 90 days from now where I want to be is this and I want you to just take a moment and write down a few sentences, okay 90 days from now, where do you want to be, what’s realistic. You’ve got to think about okay like that’s less than 3 months really because you have to allow for life to interrupt, okay.

So really where do you want to be 90 days from now. My advice would be I would want to know 90 days from now everything I need to know but I wouldn’t expect to know it. So in other words, 90 days from now I would have interviewed people who had been in the business for a year or 5 years and I would have asked them, okay where should I expect to be 90 days from now. 90 days from now, I’d expect to know everything about the product line and how payment works and what the most success – I would like study, study, study like the best thing you guys can do is not act and not consume more but study and research. That’s the best thing you can do, okay?

That’s my advice. It’s just my two cents. You will probably get a different advice from different people but my advice is always, ask a lot of questions. I don’t want to put a damper on your enthusiasm and excitement for your idea but I do want you to vet it. I want you to ask every possible question. I want you to know how am I going to make money, how is this going to happen, how much time is this going to take, what do people do who are in my position and need to know everything. And so step 1, I am hoping that a good portion of your 90 days is about knowing what you are going to need to know, okay. We are talking about where do you need to be, what do you want to see happen in 90 days, what do you need to know in the next 90 days. Like so, it’s like a plan. Right this is your course of study.

So when you go to the university of life, the university of the www.internet.web.com, when you go to this university, you don’t just show up on day 1 and say, here is my tuition. I guess I am just going to take classes. You need a course plan. So the reason why I’ve asked you to make this step #1 is because this is going to be your course of study for the next 90 days. Okay so now, here is why this first step is most critical and it’s why most people don’t do this. This is why most people show up to the university and just start taking random classes and then you get a lot of knowledge with no time to implement and no real plan.

The reason why I’ve asked you to figure out where you want to be 90 days from now is because that’s all you are going to do for the next 90 days. I can’t have you doing anything that doesn’t relate to what you just said. Let’s say you said, your goal is to have your gym fully staffed, three gyms fully staffed 90 days from now, it doesn’t make any sense for you then to be looking at Facebook ads and looking at how to start a podcast and looking at what it takes to franchise a gym because that’s not your 90-day curriculum. We are in a semester right now. I know what I will be studying now. You got to feel a sense of relief when this is over because I am going to take a whole bunch of stuff off your plate.

So that’s your course. Over the next 90 days, my sole focus is and that’s what I am going to study. I am not studying French. Even though that course in photography looks really, really interesting and everybody is talking about it, it’s not going to help me because that’s not what I am studying this semester. Are we clear? Okay so then, on your paper #1 is your course of action. We are talking about a course of action which may include many goals but we are talking about a core study. So for example, if you know 90 days from now, you need to be let’s say at 10000 followers on your email list or 10000 subscribers on your email list, then your course of action, the only thing you are studying is what? List building, list building, that’s it.

You are not studying how to start a podcast, you are not studying how to start your own academy. Stop, stop, stop, stop, stop! There is time for that later you’ll. Do you understand? All we are studying for the next 90 days is what we need to know. Step 2, this one involves research and I believe that the smartest people and not necessarily the people who act right away. It’s the people who do things in the right order. There are no shortcuts but there are longer routes okay. The longer route is when you just keep randomly doing things and like taking action, taking action, taking action, moving but moving in the wrong direction, doing the wrong thing at the wrong time. That’s the longer course of action. The proven shortcut is doing things in the right order. Now you are not going to shortcut the process, the ultimate process like right like there are 24 hours in a day but if you take the wrong journey, if you take a bunch of detours, it’s going to take you a heck of a lot longer to get there.

So for me to drive from where I sit right now to Los Angeles is about 55 minutes. I can’t make that shorter I mean unless I had a helicopter but I can make it a lot longer by stopping out off at all these other locations and picking people up and driving in a car you shouldn’t be driving and taking the wrong directions. You see what I am saying. So that’s the only way to shorten this process and to do things in the right order and that starts with #2. #2 is research. Based on what you have just decided is your course of action, now I need you to figure out what are the first five things that someone in your exact situation needs to do. Someone in your exact situation.

So for example, you’ve got this great idea for YouTube videos and you are not sure what you are going to do with them yet but you are thinking that it could turn into a really popular blog or your videos could get very, very popular and then you could have ad placement and so what you need to do is interview research, research and research and your research needs to be relevant to the last six months. For example, if you were to study what I did to launch a podcast a year and a half ago, a lot of that information is obsolete now, right. It’s really important that when you Google search and when you talk to mentors that you ask them, if you were in my position today, so don’t say what did you do but if you were in my position today, what would you say is my very first step and for the record, be prepared for it to be very unfun and very unsexy.

We all want to like you know move to the advanced class as quickly as possible but you will sit in that classroom and not belong there and not have the knowledge to pass the course if you haven’t done the unfun courses first. It’s the reason why when you do go to school, they make you take what courses first? Do you get to study all of your courses within your major when you first get there? No! You have to do the stuff that like kind of sucks, that isn’t that fun, right. So #2 is, we are going to research. We are going to talk to mentors and write this down. I am going to ask mentors whether it’s online, on Twitter. Do you guys know that if you reach out to somebody on Twitter or on Instagram and you say, I am your biggest fan and I would love to ask you a few questions. Where is the best place to do that or I’d love to ask you just one simple one sentence question. Where is the best place to do that?

They will probably tell you, you know you might be able to hit them up on Facebook or on Twitter or who knows maybe they will actually connect with you and you will get a phone call with them but be prepared to know your questions and your questions should be not what did you do, but what would you do if you were me today, if you were in my position today, what would you do first. Have those first five questions and that we ask a whole bunch of people because you are going to get different answers and then you are going to be able to assemble, okay now I kind of know what I need to do first and just keep in mind that it’s not going to be the fun stuff.

#3 and some of you I bet have already done this and it’s kind of the secret sauce and it’s this, a study group. So when you are in school especially for those of you who have had the opportunity to go to college, it seems as though it was more popular in college. You have study groups. So let’s talk real about study groups. So when you are a member of a study group, what it does is, it forces you to not show up and be the idiot. It forces you to like do your homework and show up and be a valuable contributor. Am I right? So when it’s just you and you are studying for the exam, you are pulling all night or the night before. You know, you are like, ah I will just drink a bunch of caffeine and I will study tonight and if I don’t do well, it’s on me. We can’t do that in business and those of us who do have a hard time, harder time.

You’ve heard of how incredibly successful it is to be in a mastermind. Well, mastermind is the equivalent of a study group, right. So what I am going to tell you, you need to do is get a study group i.e. it can just be one person, a buddy. That’s a study group. It’s you and 4, 5, people who are in the same kind of situation. You don’t need to be in the same business. I repeat, I want you to write it in the comments or at least a question paper so that I know you heard me say this. You do not need to be in the same industry but you need to be in roughly the same place in terms of the stage of your business, okay but you don’t need to be in the same industry but you should roughly be in about the same place, roughly, not exactly.

Okay then what happens in a study group is – you know this because you are probably that person. One person shows up like – Okay I’ve read every chapter, I’ve highlighted and I’ve made copies for everybody here at the table and here you go, here you go, yes. And I’ve also created for us a sample test exam and everyone else is like, ah… right. Even if you showed up and you are not that person who is you know highlighted every chapter and made a prep course for everybody else, if nothing else, you’ve at least come to that meeting having done some review that you might not otherwise have done. That’s why I want you to be in a private Facebook group or I want you to form an alliance with somebody on Twitter or on email who is basically in – what you are going to be doing is creating a little teeny tiny mastermind of people who are in the same position as you – ish.. Got it? Got it.

And you guys, I am going to tell you, this is going to end up being some of your homies. These people are going to like – you are in the same boat. So like now it’s two people finding the information, now it’s two people saying I know what we are going to do, now it’s two people who are like okay, I got an interview with so and so and this is what they told me. Like you guys are going to be homies #1, #2 you are going to be rooting for each other and #3, you are going to keep each other very accountable. So you’ve got to get in a study group i.e. mastermind i.e. accountability. This works. You will let yourself down but you won’t let somebody else down. Isn’t that interesting how that works?

So get on that. That’s a call to action today. So at the very top of your page of notes, I want you to write with a giant asterisk by find or create a mastermind/study group/private group for implementation because that’s what we are going to do is we are going to figure out what you need to do over the next 90 days and then we are going to implement. We are going to learn that and we are going to implement and we are going to get to that.

#4, #4 is to figure out what it is you need to know. In order to go to the next level in your business which for some of you is just starting a business but for many of you, you’ve been kind of dabbling with an idea or a business and you haven’t done much with it but yet you feel overwhelmed because you have consumed so much information and there are so many ideas you had at hearts. So what I am going to ask you to do, what I want you to do in step 4 is figure out what you must know. What do you personally have to learn and master. Now often times, that’s an uncomfortable assignment and when I say what you need to master, it’s what you need to master first. It’s what you need to master first.

So when I first started realizing and getting excited about teaching people online, the first thing I realized I had to master which I did not want to do was how to build an email list and I am like eh oh God, I am not techie, this sounds awful and yucky and can I just stay on Facebook. I don’t even understand what a CRM is like I didn’t want to do it but I knew that’s what I needed to do and I had to start with that. I had to start with that. It is unfun as it was. I had to start with that, okay. I know. So it’s the thing that you have to learn. Do you have to learn how to hire and manage a virtual staff if you are ever going to take your business to the next level, do you need to learn how to be a better communicator, do you need to learn everything there is to know about what it is you are selling in your organization if you are in MLM.

So it’s what do you need to know and here is #5 and it’s my last one for today. I’ve got five more plans for you on Wednesday. On Wednesday, I am going to do five more in this series and they are all in the right order, okay. I am having you do these in a particular order. #5 is this. You figured out your course of action. You’ve started asking questions and doing your research online and looking at blog posts and talking to mentors and listening to podcasts only related to what? Correct your course of action. Your course work. That one thing that you need to be studying to get where you need to be in 90 days from now. Okay and now, you are also working with a group or study group or accountability and you’ve also decided that it’s time for you to start mastering an area of knowledge like there is something you need to learn in order to go to this next level. Not the fun stuff, the stuff that you are like, I don’t want to learn that eh…Can I just figure out how to do snapshot like that would be more fun. Can I just do a snapshot? No, you cannot unless you are supposed to.

You see what I am saying. Like when we have the freedom as adults to choose our curriculum, we always pick the funniest thing but I don’t want you to pick the funniest thing. I want you to pick the thing that is next and best. What is the next thing you personally need to master in the right order? Okay because #5 is this, I need you to have a notebook, one notebook where you are writing all of this down. This is your course syllabus. This is your Trapper Keeper. Do you remember Trapper Keepers? Do they still have Trapper Keepers? Probably not. They probably have iPads because it has to go pen to paper. It’s the psychology and neuroscience of learning and we are going back to school. There is a reason why there is a curriculum. There is a reason why notes need to be handwritten. You are back in school, your sole focus, the only thing that you are going to watch on Facebook, the only thing that you are going to look at on podcasts or periscopes relates to where you want to be 90 days from now.

So you’ve got to take pen to paper and write out your notes. Repetition is step 1 of learning. That’s why when you are studying for a test and you really have to master something, what do you do? Yeah you rewrite your notes. You create a study guide and that’s what I want you to do because in 90 days, you guys, I need you to master one thing. One course of action, one very specific path of knowledge that only relates to where you need to be 90 days from now. I don’t want you to jump ahead with the stuff that sounds really fun, I don’t want you to think about the things, the person who you want to be is doing right now because you are not there yet. You haven’t done the 1 on 1s right. No matter where you are at in your business, you have to do things in the right order. There are no shortcuts.

Okay so you are going to start writing this out on a singular notepad. So head on down to the office depot or Kinko’s or jump on over to Amazon. Get yourself a nice notepad and this is your Bible like this is where you are going to be putting in all of your notes, all of the questions that you are asking, who you followed up with, when your next meeting is with your accountability partner et cetera. That’s it for today my friends. I hope that you’ve enjoyed this. This is lesson 1, lesson 1 of 3. We will see who graduates. We shall see who graduates but make sure that your accountability partners, your team, your mastermind is here with us on Wednesday at 3 because we are going to get very focused, we are going to take off all the other messy, distracting yet exciting things that keep grabbing our attention and we are like, oh I should do that, oh I should do that and we are going to do things in the right order and we are going to keep each other accountable and we are going to implement.

The steps to implementation come on Wednesday and Friday. Today I am setting you up for success. So if this was helpful to you, I thank you so much for sharing it. I am so honored that I have students here because you know what I love? I love learners. I don’t get people who don’t want to learn. I don’t understand them, I don’t get it. Mediocracy and just like I know enough so I don’t need to read another book, I don’t need to be – I don’t get it. I don’t get those kind of people but I get you. Hey thanks for spending this time with me. I will catch you right back here on Thursday for part 2. Now if you want to watch that live, you will need to follow me on Facebook depending of course on when you are listening to this but if you are listening to this in pretty much the first part of February, you can catch this live by following me on Facebook. That’s facebook.com/chalene and of course on periscope, I am Chalene Johnson but worry not.

I will be posting that live lesson here on my podcast and it will show up on Thursday morning. Don’t forget to download your free day planner. You can do that by going to pushworkbook.com, now normally this is where I would tell you to take a look at past episodes of Build Your Tribe and dig into content. Today I have to caution you because you’ve just listened to this episode, you know that I don’t want you to listen to any episode unless it specifically relates to where you need to be in the next 90 days and it’s something that you’ve identified you need to know now, not something you should learn 6 months from now or a year from now but it’s something right now you need to learn, okay. So choose wisely and when in doubt, if you are like, all the business stuff is also tempting for me to dig into it right now, well then, head right over to The Chalene Show and let’s just talk about how to be a better you. Okay because that’s always on the agenda. All right guys, I will see you back here on Thursday.

This episode has been sponsored by courageous confidence club.com. It’s a club that I’ve created specifically to help people who struggle with confidence and insecurities in social settings, and just standing up for themselves. Being yourself and feeling good about it. All of us could benefit from having more confidence. I’d love for you to just experience a taste of it, so please be my guest by going to Chalenejohnson.com/confidence tips. Now, if you don’t feel like writing that web address down or remembering to go there later, all you have to do is, while you’re listening from your phone, send me a text message. The number is 949-565-4337, and that is for US residents. Then just send me the word confidence and I will send you access to this video.

This video will help you to eliminate self doubt and just feel more confident in any situation, whether it’s work or personal, or just your social interactions. Every one of us can benefit from having more confidence. There you’ll submit your email address and I will immediately send to your inbox my latest training video. Where I teach you step by step how to feel more confident in just about any social setting. I think you’ll find this incredibly useful, whether it’s business, or personal, or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident, self efficient children. It allows us to speak our minds, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self doubt and fear of success, you can become that confident person that others are attracted to. The person you want to be. The person you deserve to be. The person you know is inside of you. So thank you for checking out my free tools by going to Chalene Johnson.com/confidencetips