



# The Attraction of Distraction

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Maintain Your Momentum”**

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**Y**ou know something? I used to be the world’s best **expert at creating distractions for myself** that would mean I could avoid getting things done!

**Whenever I had something important I needed to do I would CLEAN!**  
Looking back now and telling this story to you it sounds ridiculous but that’s what I used to do.

I remember when I was writing one of my earlier books for my marketing business – I had **several tens of thousands of words still left to write** on it in order to get in ready for publication.

I started the day well by clearing the decks of all possible distractions. I would tick off items from my To Do list, clear appointments, get rid of junk off my desk, get myself settled down, **get totally ready** for writing, see the keyboard in front of me and then... decide to clean the house from top to bottom!

Now I know for a fact that I’m not alone in this as I’ve discussed it with clients and know that **there are other ‘closet cleaners’ out there!** 😊

I suppose this action comes from wanting to attain **the feeling of moving forward in some way** and actually getting something done. Sure – you get something done but NOT the actual thing that will move you closer to your goals!

One of the big issues this brings up is your environment generally – if you let the environment you work in become untidy then it is easier for you to use this as

an excuse when you need to achieve something. If it's clean and tidy then that's one less escape route for you to take!

**Your mind has a funny way of playing tricks on you like this** – you can walk past a piece of dust or dirt for a few days and do nothing about it but as soon as you've put pressure on yourself to achieve a certain task within a strict deadline then out comes that feather duster!

## WHY DO WE DO THIS TO OURSELVES?

We're not stupid are we? It's not like we truly BELIEVE that cleaning the house will get the book written or make those sales calls or create that product etc. but some part of our brain actually doesn't know the difference and that's why it's dangerous.

**If you find yourself falling victim** of yourself in this way (whether it's via cleaning, walking, gardening or some other Distraction Attraction) then here's what you need to do;

## #1. Derail Your Distractions With The Flick Of A Switch

**Momentum can be created in a moment but it can also be killed in a moment** – don't even allow yourself a second of the distracting activity – channel that energy to the real task at hand.

You can do this by looking at your thoughts like trains on a track – you can easily change tracks with the flick of a lever or give those distracting thoughts the red signal and the productive ones the green light!

The next time you sense an upcoming distracting thought steaming towards you just flick that signal switch and send it up the line of production and not distraction. This takes practice but **you will master it**. Here's another tool you can use to easily and effectively **stop those distractions dead in their tracks..**

## #2. Fast Forward To The Future

If you have tasks that need completing which are important to you take a few seconds to think about **WHY they are important to you** – what are they going to bring you in the long run, what are the benefits, what are they going to move you closer towards?

Instead of focusing on the task at hand (which might not always inspire or enthuse you) think of the end result – how you'll feel, what you will have achieved, how proud you'll be – put a smile on your face as you knock that distraction on the head and start making **progress towards the life you truly deserve!**

Give yourself a pep talk **AS IF you have already achieved the goal** that this task will move you closer towards. **What would you say to yourself to make sure you got this done?**

Fast forward to the future and imagine that you never do ANY of the tasks you need to do. Pile on and pour on the pain factor of how horrible your life would be if you never took ANY steps towards your goal. Then REWIND to the present and you'll soon stop that distraction!

## #3. Wave A Big, Fat, Juicy Carrot In Front Of Your Face!

The moment you're about to start the distraction activity **tempt yourself with a reward** that you will give yourself for completing the REAL task – **something that you really enjoy** like a particular type of food, or watching a movie or going out with a friend.

Finally, remember that the things you *least* want to do are often the most important. You might have a problem with this but I've found it to be true in most cases. If there's a particular task you are dragging your heels on or are reluctant to get started with or continue then it's likely it is actually this task that will move you forward the most.

**Don't ask me for a why.** Life just works like this sometimes.

**You might wonder why we self-sabotage ourselves like this.** Well join the club because I've been wondering too!

It could be down to internal fears we have about actually obtaining our goals and that by self-sabotaging ourselves in this way we prevent ourselves from having to risk failure.

Whatever the reason – **you can't afford to let distractions get in the way of you and your deserved success.** Treat a distracting thought as a signal for you to knuckle down and get the task completed. The distraction only came to your mind in the first place because you'd slowed down in doing the task right!

Don't let those distractions get ANY elbow room in your mind. To help you here's a..

## **SUMMARY OF THE TOOLS TO HELP YOU AVOID THE ATTRACTION OF DISTRACTION**

**#1.** Derail Your Distractions With The Flick Of A Switch

**#2.** Fast Forward To The Future

**#3.** Wave A Big, Fat, Juicy Carrot In Front Of Your Face!