



# EAT THE FROG!

## HOW LEADERS GET MORE DONE

*“Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day.” – Mark Twain*

### WHAT IS A FROG?

**FROG** noun \ frOg , frɔ̃g \ - a major issue/problem/opportunity you have that is important but not urgent. It is something that if you do it today, you'll move your life, career or business forward. It's something you want to put off because it requires thinking. In fact, you know it's definitely a frog if you've been procrastinating eating it!

### WHY EAT A FROG EACH MORNING:

1. **Neuro Biology** – The morning is when our brains and critical thinking capabilities are at their peak. Don't waste this precious “thinking time” answering emails or working out. First thing each morning, you should eat your frog for the day. Don't procrastinate, clean that frog off your plate!
2. **Time Management** – Once you leave your house in the morning, the whirlwind of the day catches up to all of us. Eat your frog before your phone starts ringing, before people are stopping by your office and before you are distracted by email. If you get one important frog eaten each day, imagine the progress you'll make towards your big picture goals by the end of each week, month, year!
3. **Model the Masters** – Eating a frog each morning is a behavior of top CEOs, athletes, and other successful people. This is a proven tactic! You are what you eat!

### RULES FOR YOUR FROG DINING EXPERIENCE:

1. **Plan your Frog** – The night before your big meal, plan out which frog you'll eat the next morning. You don't want to waste time in the morning choosing your frog! We want him on the plate waiting for you when you wake up. Eating a live frog is hard work, set yourself up for success.

2. **Visualize your Frog** – As you go to sleep, think about your frog and how you're going to eat him. This technique is used by athletes around the world. Visualizing the putt in your head (Tiger Woods), the game winning shot (Michael Jordan), or how many strokes it will take to win (Michael Phelps) has been reported over and over by top athletes. Visualize how you will eat your frog, sleep on it, and often the solution will be illuminated for you in the morning and a path to get it done.
3. **Eat the Biggest Frog First** – If you want to maximize your progress, always eat the frog that if you got that one thing solved, you'll unlock the most potential. In other words, you want to eat the frog that once it's done, will make everything else easier. Top leaders get leverage by figuring out which frog to eat first. Nobody can eat more than one frog at a time, so picking the right one is important!
4. **Start with the Hairiest Frog** – If you're going to eat more than one frog (eat 1-2 per day max or you might make yourself sick!) then you should eat the hairiest one first.

### Plan the Frog that you'll eat for breakfast tomorrow here:

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*"It has been said that if the first thing you do each morning is to eat a live frog, you can go thru the day with the satisfaction of knowing that that is probably the worst thing that is going to happen to you all day long." – Brian Tracy*

**For more details on how to best apply this methodology, read "Eat That Frog!" by Brian Tracy. Many of the concepts above were adapted from Brian's work.**

