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## Practice the ABC Method

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### Practice the ABC Method

*By: Brian Tracy*

"The first law of success is concentration - to bend all the energies to one point, and to go directly to that point, looking neither to the right or to the left." --William Mathews

The more thought you invest in planning and setting priorities before you begin, the more important things you will do and the faster you will get them done once you get started.

The more important and valuable the task is to you, the more you will be motivated to overcome procrastination and launch yourself into the job.

#### A Simple and Powerful Technique

The ABC Method is a powerful priority setting technique that you can use every single day. This technique is so simple and effective that it can, all by itself, make you one of the most efficient and effective people in your field.

The power of this technique lies in its simplicity. Here's how it works: You start with a list of everything you have to do for the coming day. Think on paper. You then place an A, B, or C before each item on your list before you begin the first task.

#### Determine Your Top Priorities

An "A" item is defined as something that is very important. This is something that you must do. This is a task for which there can be serious consequences if you do it or fail to do it, like visiting a key customer or finishing a report for your boss that she needs for an upcoming board meeting. These are the frogs of your life.

If you have more than one "A" task, you prioritize these tasks by writing A-1, A-2, A-3, and so on in front of each item. Your A-1 task is your biggest, ugliest frog of all.

**If you suffer from procrastination in any form, then this might be the most important message you ever read.**

Do you suffer from lack of motivation, missed deadlines, missing will power, excuse making, ever changing goals, and lowering of expectations?

In these tough financial times it will be virtually impossible for you to succeed if you don't have the ability to resist these saboteurs and become a truly productive person.

In fact, over the last three years a select group of successful salespeople, business owners, writers, and elite executives have been using a productivity tool to separate themselves from the pack.

Because of the noticeable results, we asked if we could offer this tool to our readers who we know take their financial success very seriously.

The tool is called, Productivity Engineering, and was created by Dr. Neil Fiore, a world famous productivity psychologist.

This home-use program works directly with your unconscious mind to remove deep productivity blocks and replace them with the beliefs and behaviors of the world's top producers.

[We recommend you try this tool today, don't put this one off!](#)

### **Decide on Your Secondary Tasks**

A "B" item is defined as a task that you should do. But it only has mild consequences. These are the tadpoles of your work life. This means that someone may be unhappy or inconvenienced if you don't do it, but it is nowhere as important as an "A" task. Returning an unimportant telephone message or reviewing your email would be a "B" task. The rule is that you should never do a "B" task when there is an "A" task left undone. You should never be distracted by a tadpole when there is a big frog sitting there waiting to be eaten.

### **Analyze the Consequences of Doing It**

A "C" task is defined as something that would be nice to do, but for which there are no consequences at all, whether you do it or not. "C" tasks include phoning a friend, having coffee or lunch with a coworker or completing some personal business during work hours. This sort of activity has no affect at all on your work life.

After you have applied the ABC Method to your list, you will now be completely organized and ready to get more important things done faster.

### Start on Your A-1 Task

The key to making this ABC Method work is for you to now discipline yourself to start immediately on your "A-1" task and then stay at it until it is complete. Use your willpower to get going and stay going on this one job, the most important single task you could possibly be doing. Eat the whole frog and don't stop until its finished completely.

Your ability to think through, analyze your work list and determine your "A-1" task is the springboard to higher levels of accomplishment, and greater self-esteem, self-respect and personal pride.

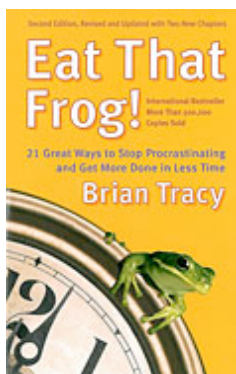
When you develop the habit of concentrating on your "A-1," most important activity, you will start getting more done than any two or three people around you.

### Action Exercises

Review your work list right now and put an A, B, or C next to each task or activity. Select your A-1 job or project and begin on it immediately. Discipline yourself to do nothing else until this one job is complete.

Practice this ABC Method every day and on every work or project list, before you begin work, for the next month. By that time, you will have developed the habit of setting and working on your highest priority tasks and your future will be assured!

## How to get more done in less time!



There just isn't enough time for everything on our "to do" list - and there never will be. Successful people don't try to do everything. They learn to focus on the most important tasks and make sure they get done.

### [Eat That Frog! 2nd Edition](#)

This book will teach you 21 great ways to stop procrastinating and get more done in less time.

**>> [Buy it now at BrianTracy.com for \\$14.95 \\$12.95](#)**

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Brian Tracy has been empowering business professionals by sharing his knowledge all over the world. His techniques

will allow you to reach your goals and achieve the unthinkable.

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