

the
focused
creator

Learn the art of follow through
&
Achieve your goals

by jake jorgovan

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Dedicated to Elisabeth
for putting up with all my ridiculousness

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Preface

How I cured my shiny object syndrome

Who this book is for

The goal of this book

The methods in this book

**I was full of ideas,
but a failure in
terms of execution**

How I cured my shiny object syndrome

For years I was the idea guy, the entrepreneur and creative type who constantly jumped from idea to idea.

I believed that success in this world was the result of brilliant moments of inspiration that come in deep thought and brainstorming.

At times, I would come up with what I believed was the next brilliant idea for a creative project or plan to take my career to the next level. Yet, time after time these ideas floated away after weeks of excitement never to be heard of again.

I was full of ideas, but a failure in terms of execution.

I had what many creatives and entrepreneurs call shiny object syndrome. I jumped from shiny object to shiny object, focused on whatever interested me at the current moment.

I struggled and could not focus for the life of me, and this lack of focus slowly became self destructive holding me back from achieving my goals and ambitions in life.

The first step to curing the shiny object syndrome was admitting that I had a problem...

I was a walking example of this problem. With no organization to focus my effort, my creativity and ideas ran rampant.

Researching the cure

I began diving through book after book on goal setting, focus and productivity looking for the solution that would help me focus and stay on track. After reading book after book on these topics, I began to see a trend emerge.

The greatest creators, artists and entrepreneurs of all time were not great because of divine moments of inspiration. Instead those creators were great because they were organized, focused and regularly committed to improving their craft.

Scott Belsky explains this perfectly in his book 'Making Ideas Happen'.

Creativity X Organization = Impact

We all know these people, the outrageously creative and brilliant minds who can't seem to organize their life, and that lack of organization holds them back.

While they may be at the top of the scale on creativity, their lack of organization stops them from really making an impact with their work.

I was a walking example of this problem. With no organization to focus my efforts, my creativity and ideas ran rampant.

I was making zero impact.

The cure for my shiny object syndrome

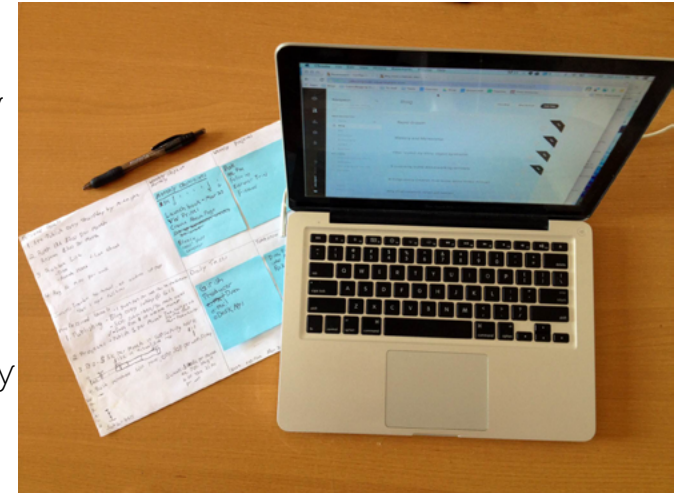
After reading book after book, and being overwhelmed with productivity idea and 'hacks', I finally built a simple technique that forced me to focus.

I call it **The Focus Sheet** and in Section 3 and 4 of this book, I explain this technique in significantly more detail.

This sheet is not totally original; instead it combines many of the ideas and brilliant breakthroughs of the great authors that came before me.

This sheet allows you to keep your quarterly, monthly and weekly goals right there top of mind with your daily to-do list every single day.

It gives you accountability to constantly check back in and make sure that the work you are doing is actually moving you toward your goals.



I use the focus sheet daily to organize my life and stay focused on my goals

Who this book is for

This book is for creators, whoever they may be.

It is for those who walk their own path, and explore creativity as a central part of their day.

This is for the designers, photographers, videographers, marketers, programmers, writers, entrepreneurs and every other creative professional.

As creatives, our lives and workday function differently than the rest of the world. We must set our own goals and priorities, even in our professional work.

This book is for creatives who struggle to focus.

They are constantly torn by the million different options of where they could take their career or what projects they could work on. This book is for them.

This book is for creatives who want to make an impact and produce something truly meaningful with their life.

I encourage you to not just passively read this book, but actively engage in the exercises throughout.

The goal of this book

The purpose of this book is to teach you how to focus, so that you can achieve your dreams.

This book is both educational, and actionable.

I encourage you to not just passively read this book, but actively engage in the exercises throughout.

How to use this book

This is a relatively short book, although if you want to make the most of it, I recommend you have a pen and several pieces of paper handy while you read along.

When I say pen and paper, I mean pen and paper. No digital notes. We are actually going to write things down as we work along.

This book is not just a quick read, it is a workbook and action plan for setting and achieving your goals.

I am going to ask you to do some hard thinking and hard work throughout.

This technique isn't completely original, instead it is built upon the foundations that great authors have laid down before me.

The methods in this book

Over the past several years I have read and been influenced by some of my many authors such as Todd Henry, Verne Harnish, Steven Pressfield, Steven Covey, David Allen, Scott Belsky and many more.

As I read the works of these great authors, I consistently struggled to figure out exactly how to implement their strategies or ideas in my life. Often the books would lead to a burst of change for a short period, and then I would find myself lost and back where I started.

In my frustrations and my inability to implement these writers concepts, I created what I call The Focus Sheet. This sheet forced me to organize my world, focus on my goal and it even brought purpose to my life.

This technique isn't completely original, instead it is built upon the foundations that great authors have laid down before me. I have combined what I believe to be the best concepts that each of them put forth into one single technique that is easy to implement into daily life.

As David Brookes puts it in his book, *The Social Animal* "The human race is not impressive because towering geniuses produce individual masterpieces. The human race is impressive because groups of people create mental scaffolds that guide future thought."

This book has been built on the mental scaffolds of the great authors that came before me.

Section 1: The Biggest Problem with Creativity

Understanding the curse of the creative

The secret to being an impactful creative

Dealing with excitement

Follow Through

Great work doesn't result in one great epiphany or moment of clarity. Great work is a result of slow, steady progress, toward a clearly defined goal.

Understanding the curse of the creative

It is easy to get caught up in our own ideas and only after years, find that we have been treading water making no forward movement.

As creatives, we are blessed with our ability to come up with new ideas and cursed with our ability to come up with new ideas.

Sometimes the very nature of our career can work against us. Our creative endeavors become a shotgun blast of efforts in various directions, while lacking the focus necessary to create anything meaningful.

As creatives, it is too easy to find ourselves working countless hours, while not making any progress toward our goals.

It is easy to get caught up in our own ideas and only after years, find that we have been treading water making no forward movement.

If we do this long enough we can grow tired of our craft and forget the true reason we got into it in the first place.

What was once fueled by passion, becomes a monotonous ritual that we have to tackle everyday.

This book is for the dreamers. The ones who believe great things can happen if you just put your mind to it.

Another year, another set of clients, another set of projects.

Our art form has become a commercial tool, and suddenly we have a job just like everyone else.

How to cure the curse

This book is for creatives who want more. They want to live a career that defines success on their own terms.

They don't want to settle for anything less than great and they want to create their own destiny.

This book is for the dreamers. The ones who believe great things can happen if you just put your mind to it.

This book is for those who want to cure the curse.

The secret to becoming an impactful creative

We all know the story, it may even be your own.

The outrageously talented creative who is brilliant at their craft, yet they can't seem to get anywhere with their career. They can't seem to get anyone to notice.

They jump from idea to idea, but nothing ever picks up the traction it deserves. Eventually they abandon the idea for a new one.

The sad truth is that creativity isn't enough anymore. In fact creativity alone was never enough.

Too many creatives put all of their faith in creativity believing that it will lead them to fame, fortune and success. They believe that if they could only produce better work, someone would notice. Sadly, that is not the case.

As mentioned before, Scott Branson describes this phenomenon in his book Making Ideas Happen. Scott proposes a simple formula that sums up the problem that nearly all creatives face.

Creativity X Organization = Impact

With this formula, the most creative person in the world could have zero

Belsky's formula was a brilliant breakthrough on the topic of creativity, although there is a third variable missing from his formula.

impact if they aren't organized enough to finish their work and handle the parts of their craft that aren't as creative such as business or marketing.

The truth is, a less creative person with the ability to manage their life and organization can make a larger impact than the most talented and creative individual in the world.

This problem affects more than just artists, and designers. This affects entrepreneurs, knowledge workers and anyone who desires to create something meaningful with their life.

The missing variable in Belsky's equation

Belsky's formula was a brilliant breakthrough on the topic of creativity, although there is third variable missing from his formula.

This third variable can catapult a creatives career forward at a rapid pace. This third variable is one of the hardest to learn. This third variable is goal setting.

Creativity X Organization X Goal Setting = Impact

In addition to the ability to organize their creative work, creatives must learn to set goals and stay focused on achieving those goals.

Creativity
x
Organization
x
Goal Setting
=
Impact

Without having goals or a clear direction to work in, even the most creative and productive individuals can find themselves working in a direction or career that they never intended.

Earl Nightingale hit the nail on the head with his simple quote, "People with goals succeed because they know where they're going."

How to balance all three variables

This is not an easy task to balance all three of these elements of the equation. In fact it takes significant discipline and focus to do it.

I searched through book after book about creativity, productivity and goal setting. Yet, I failed to find a resource that really connected all three.

That is why I wrote this book, to discuss the intersection between Creativity, Organization, and Goal Setting.

This book teaches creatives to effectively manage their work, organize their life and stay focused on their goals.

Ideas aren't worth anything unless we follow through on them

Dealing with excitement

You know the feeling. That moment of excitement when a new idea pops into your head. Suddenly you can't think about anything else. Your mind is overflowing with all potential and things you could do.

You find yourself in a daze as you dream about it over the next several hours, and then begin to write down your thoughts on paper.

You are ecstatic.

As Belsky explains, you are at the beginning of the excitement curve.

When a new idea hits us, it is not uncommon to be overwhelmed with excitement. If it is a good idea, then you very well should be.

But the problem is, ideas aren't worth anything unless we follow through on them. We must teach ourselves to follow through, even when the excitement hits a plateau or fades away.

Too many creatives simply jump from project to project, never following through on getting the previous idea finished up.

As soon as the excitement fades, they jump to the next shiny object, leaving an abandoned idea that will never see the light of day.

It's tragic. So many dreams are buried in a graveyard due to a simple lack of

**You could argue
that follow through
is the single most
important part of
the entire creative
process**

focus.

We must become obsessed with the follow through. We must finish out our dreams and push them to fruition despite the frustrations and obstacles we face.

You could argue that follow through is the single most important part of the entire creative process.

Without follow through, the idea is worthless.

Without follow through, the hours you pour into the project are wasted.

Without follow through, you will never make an impact.

You must simply learn how to follow through.

There is a way to remedy this and force yourself to follow through. It starts with a simple piece of paper...

Follow through

No one accomplished something great in their life by hopping from project to project at their will. These short 'fads' come and go, leaving behind a trail of useless stuff.

The microphone you bought for the podcast you never started.
The running shoes or the marathon you never ran.
The supplies for the project you never finished.

Don't lie, we all have items like this in our life.

The problem comes down to focus.

Too many people decide on a whim that they are going to commit to something new, because they are excited about the possibilities. Yet after the initial rush of excitement has worn off, they hit some challenges, they quickly drop off and forget about their project all together.

There is a way to remedy this and force yourself to follow through.

It starts with a simple piece of paper...

Section 2: Setting Goals

Life without goals is a meaningless existence

Goal setting is a skill

How to set goals and accomplish them

If you don't make the time to work on creating the life you want, you're eventually going to be forced to spend a LOT of time dealing with a life you don't want." - Kevin Ngo

Life without goals is a meaningless existence.

When you set goals in your life, big or small, they bring meaning to your life.

Imagine this, you sit down to play a new board game. You open the box to find the instruction manual, a sand timer, a small pawn and a die.

The instructions tell you to flip the sand timer and roll the dice until the timer is up, simply sending your player in an endless bout of circles with no real objective. When the timer is up, you have accomplished nothing. Your small pawn is no further than he was before, and you just wasted five minutes.

This is how many people walk through life. They don't set goals or objectives for their life and instead simply just walk through life aimlessly waiting for our time to run out. They believe there will always be a tomorrow, or they can always work toward those goals 'later' denying the inevitable fact that at some day our sand timers will run out. They deny the fact that we have this limited time to make an impact with our lives.

When you set goals in your life, big or small, they bring meaning to your life. They give you something to work toward, something to hope for, and something to dream about.

Goal setting is a skill

Goal setting is a skill. Just like playing baseball, learning an instrument or learning to write, we must learn how to set goals and following through on them.

Think of a skill you are relatively good at. Now try to remember when you first began learning that skill. You were probably frustrated by your inability to accomplish what your mind envisioned. You probably wanted to give up at times because you just couldn't produce on the level that you wanted. But you managed to persevere through and learn. You got better over time.

You must do that same thing with goal setting.

When I began setting my first goals, they were ridiculous. Occasionally I look back at them and have a good laugh as I have absolutely no idea what I was thinking. Not only were they completely off the wall, but they were intangible for me or not what I wanted out of life. Over time, I refined and learned the process of setting great goals.

Keep practicing

Early on, you will get frustrated. You will want to give up. You will set stupid goals, and work toward them only to realize that they aren't what you want at all. This is part of the process.

In Viktor Frankl's famous book 'Mans Search for Meaning' he has a famous

**We cannot find
our true meaning
and purpose
by constantly
contemplating
what we want
from life.**

**We must take
action.**

passage where he says that as individuals we find meaning in life 'not through excessive contemplation and mediation, but from right action and right conduct.'

We cannot find our true meaning and purpose by constantly contemplating what we want from life. We must take action. We must make small risks on a daily basis that push us toward a defined goal or objective.

Along the way we will learn things about ourselves, readjust course and try again.

We will try things, fail and have to take a step back and reevaluate our life. These steps are necessary for growth in life.

Through consistent action and taking small risks everyday we see our life unfold.

With each goal we achieve, or fail at, we learn more about who we are and what our purpose is.

**Read this page
before you go any
further**

A disclaimer about goal setting

If you do not already have goal setting as a regular practice in your life, then this section may overwhelm you if you try to do it all at once.

Like I said before, goal setting is a skill that must be learned over time.

If the idea of setting annual or 3-5 year goals is completely overwhelming for you, then I encourage you to only read only the next few pages through 'Quarterly goals'. Then skip ahead to section 3.

I would rather you finish this book and learn the methods that I will be teaching, than to get hung up on the goal setting section.

How to set goals and accomplish them

It has been proven over and over again than when we write down our goals, we are significantly more likely to accomplish them.

In light of this fact, I have been utilizing the method described below over the past several years to plan out my future, and achieve it.

This next several pages encompass a method that I use to set and accomplish goals in life.

Step 1 - Review your commitments

Before planning any goals, you must first look at what is weighing you down.

Get out a piece of paper and write out every commitment that you have, both in your professional and personal life. Write down everything that is taking up your time and energy. Sometimes our failure to achieve our accomplishments can be due to the fact that we simply spread ourselves too thin.

Are there any commitments you should get rid of? Is there anything that is not moving you forward, and yet is taking up my time and energy?

If so, write those commitments down on a piece of paper and keep them in mind as we move into our goal planning and plan on how you can get rid of those unnecessary commitments.

Take Action: Get out a piece of paper and write down every commitment that you have this upcoming quarter.

Write down both personal and professional commitments. Write down any commitments you currently have and any you are considering taking on in the near future.

Are there any that you need to get rid of?

The problem with only setting annual goals is that a year is a lot of time.

Step 2 - Set Quarterly Goals

Most people try to set goals once a year for the new years resolution and then simply forget about them.

The problem with only setting annual goals is that a year is a lot of time. It doesn't create any urgency as you can always work on that goal 'later'. In the end most of the time we simply just forget about what our annual goals were in the first place.

For anyone new or experienced with goal setting, I highly recommend focusing your time and energy on setting and accomplishing quarterly goals.

3 months is enough time to accomplish something worthwhile, yet short enough to keep a sense of urgency involved with the goal.

Write down your goals

Get out a piece of a paper and write down all of the categories of life that are important to you. Write out all of the areas that you desire to find balance in and focus on. For each individual, these may be different.

For me, these categories are: publishing, art, business, learning, financial, health, friends, family and my bucket list.

Feel free to fill in your own categories and write out your goals for reach.

Quarterly goals must be quantifiable

Good Goal: I will write 15 blog posts this quarter

Bad Goal: I am going to blog more this quarter

Good Goal: I will make \$15,000 in personal income this quarter

Bad Goal: I want to be financially stable

Good Goal: I will run 10 miles per week

Bad Goal: I am going to be more active and healthy

Take Action: Get out a piece of paper and write out some quantifiable goals that you intend to accomplish his upcoming quarter.

Disclaimer Continued: If the act of setting quarterly goals was enough to stress you out, then don't worry, that is normal. Skip to Section 3 to learn how you can stay focused and achieve these goals.

If this exercise was enjoyable, then keep reading.

Dream big on your annual goals, but still keep them realistic.

Step 3 - Set Annual Goals

Quarterly goals are a great place to start, although having a larger vision for your life is ideal.

What are your goals for this upcoming year?

What are you going to accomplish this year that will move you toward 3-5 year and long-term life goals?

Use your quarterly objectives as milestones toward your annual goals. Break down your annual goals into individual quarters that can make progress toward your goal.

Dream big on your annual goals, but still keep them realistic.

If you haven't done this, it's not too late. It doesn't have to be January to set annual goals. Sit down and write out your goals for the end of the year.

Use the same strategies described in the Quarterly Goal section to break down your annual goals into the different areas of life.

Take Action: Get out a piece of paper and write out quantifiable goals that you intend to accomplish this upcoming year.

3-5 years is enough time to completely change your life.

Step 4 - 3-5 Year Goals

This is where you can really dream. 3-5 years is enough time to completely change your life. It is enough time to launch new businesses, learn new skills, or completely flip a 180 on your life.

What do you want your life to be like in 5 years?

If you are struggling to put this into words, then write out:

When I am __ years old, I want to be _____.

That simple act of writing out how many years old you are going to be in 5 years will put a bit of fear into your heart. That makes you realize how finite your time is, and how quick life is passing you by.

Questions to answer when setting your 3-5 year goals:

- Where do I want my career or business to be in 3-5 years?
- What do I want to change in my personal life in the next 3-5 years?
- What bucket list items will I accomplish in the next 3-5 years?

Take Action: Get out a piece of paper, answer these questions and write out your 3-5 year goals.

**Don't try to
overthink it or
rationalize how
realistic it is.
If you desire it,
write it down.**

Step 5 - Bucket List

This is where it gets fun.

A bucket list is an ongoing list you can keep of experiences that you want to have in your life.

This can include everything from travel experiences you want to have, to life milestones and professional objectives.

Some examples include:

- Visit all 7 continents
- Go Skydiving
- Speak at a TED talk
- Run a marathon
- See the Aurora Borealis
- Make \$100,000 per year doing what I love
- Write a book
- Learn Spanish

When you are creating your bucket list, dream big. Don't try to overthink it or rationalize how realistic it is. If you desire it, then write it down.

Once you write your initial list, keep it somewhere that you will always remember it. From time to time, you may find yourself with an idea or a desire that you someday want to have in life. Find your bucket list, and write it down.

Take Action: If you don't already have a bucket list, get a new piece of paper and start writing down ideas. If you have one, then get it out and update it with some new dreams.

How do you want to be remembered when you leave this earth?

Step 6 - Define your legacy

This is a big question, and one you may not be able to answer right now. But think about this.

How do you want to be remembered when you leave this earth?

Michael Gerber writes about this in the E-Myth. He describes a room full of people all gathered around a box, and inside that box is you. It is your funeral and someone stands up to give a Eulogy.

What do you want them to say? How do you want to be remembered?

A legacy is a hard question to answer, and it can take years or a lifetime to figure out what it may be. But if you don't start making steps toward what you think this legacy may be, then you will never leave one.

What great works do you want to accomplish in life?

What one thing must you do before you pass to make this whole life worth it?

Take Action: This step isn't easy but try it if you can. What do you want to be remembered as? Write it down, write down how you want people to remember you when you leave this Earth.

Section 3:

The Focus Sheet

“Focusing is about saying no”
- Steve Jobs

This sheet is a simple way to organize your life and achieve your goals.

Turning your dreams into reality

To this point, we have talked a lot about goal setting, and if you have been working along like I recommended, then you should have a list of at least your quarterly goals laid out in front of you.

Here is where we begin to turn those goals into a reality. Here is where we begin to create the intersection of goal setting and our daily productivity.

In this section I am going to teach you a technique that I call ‘The Focus Sheet’. As described before, this sheet is a combination of the many great authors that came before me.

This sheet is a simple way for you to organize your life and achieve your goals.

Front

Quarterly Goals	Monthly Targets	Weekly Objectives
	To-do Today	To-do tomorrow

The Focus Sheet - Copyright 2014 Jake Jorgovan - www.jake-jorgovan.com

Back

Someday / Maybe List

The Focus Sheet - Copyright 2014 Jake Jorgovan - www.jake-jorgovan.com

The Focus Sheet - Overview

The purpose of the sheet: To help you stay focused on your goals, both personal and professional.

What you need:

- The Focus Sheet – You can either [download a one page sheet to print here](#). Or you can simply draw this on a blank sheet of paper.
- Post it notes
- Pen
- A list of your Quarterly Goals

How it works:

The Focus Sheet works by giving you one central location to manage your day-to-day tasks as well as store your quarterly, monthly and weekly goals.

This is a place to store both your personal and professional goals. Do not separate the two on different sheets, instead keep them all in one single location.

The problem many people face is they separate their goals from their daily productivity tools. This causes them to consistently push their goals aside and become reactive to their environment.

The Focus Sheet teaches you to become proactive and stay focused on your goals.

The Focus Sheet Consists of 6 areas

- Quarterly Goals
- Monthly Targets
- Weekly Objectives
- Today's Tasks
- Tomorrow's Tasks
- Someday/Maybe List

This sheet is a combination of written goals, and post-it notes containing your monthly, weekly and daily goals.

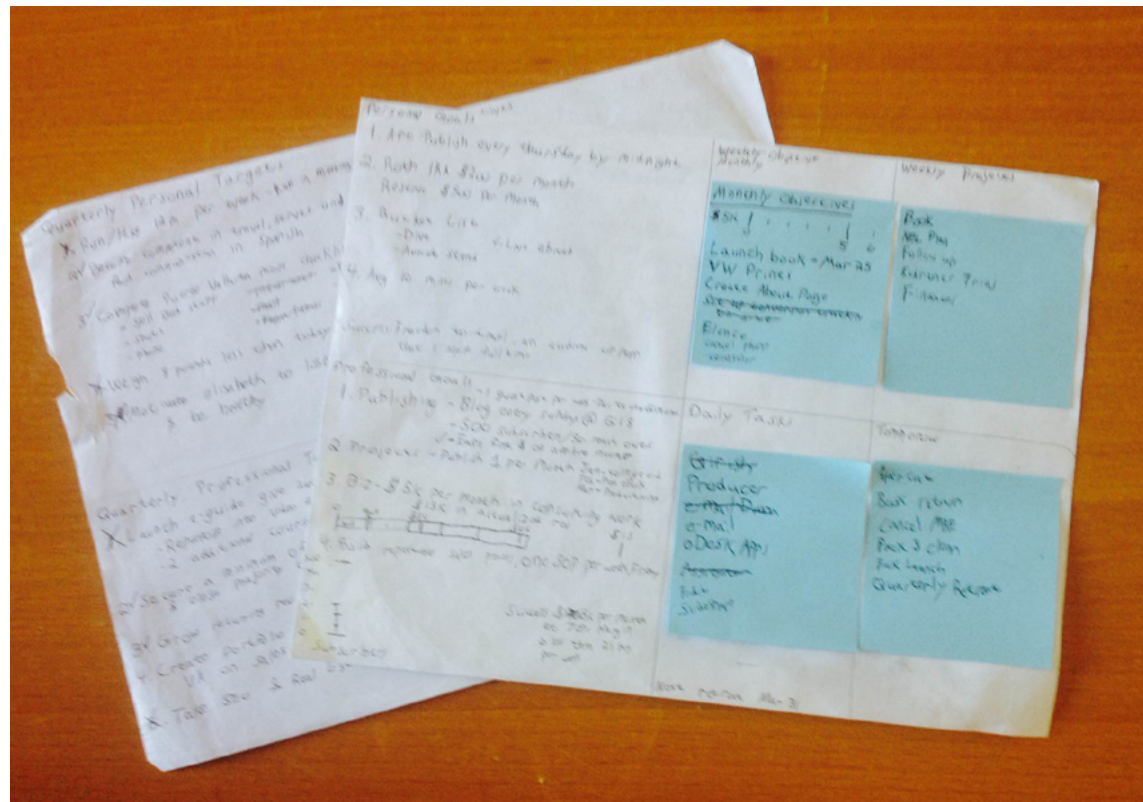
On the following pages you will see an example of a blank Focus Sheet plus documents explaining how to use The Focus Sheet.

Take Action: Print The Focus Sheet off, or recreate it with a blank sheet of paper and a pen. For the remainder of this section, we will be working through and filling out the sheet.

My focus sheets

I use this everyday to manage my day to day tasks and stay track on my goals. Here are my focus sheets from the past several quarters so you can see what they look like when filled out and in use.

As you will see, I just draw mine, I don't even print them off. That is all it takes to get started.



Quarterly Goals

Monthly Targets

Weekly Objectives

To-do Today

To-do tomorrow

Someday / Maybe List

How to use The Focus Sheet

Quarterly Goals	Monthly Targets	Weekly Objectives
<p>What goals are you going to achieve this quarter?</p> <p>In this area write out goals both your professional and personal life. Write out goals for each category of your life that you intend to focus on this quarter.</p> <p>Some examples include: publishing, art, business, learning, financial, health, friends, family, spirituality and bucket list.</p> <p>When you write quarterly goals for each area and make them quantifiable.</p> <p>Good Goal: I will write 15 blog posts this quarter</p> <p>Bad Goal: I am going to blog more this quarter</p> <p>Every quarter, start a fresh new focus sheet and set new quarterly goals.</p> <p>Take Action: Write your quarterly goals here</p>	<p>Monthly targets are smaller goals that will move you toward completing your quarterly goals.</p> <p>What can you accomplish this month that will move you toward your Quarterly Goals?</p> <p>Take Action: On a post-it note, write your monthly targets and stick the post-it note here.</p>	<p>Weekly objectives are tasks and small projects that will move us toward our monthly targets.</p> <p>What objectives will you accomplish this week that will move you toward your monthly targets?</p> <p>Take Action: On post-it note write down weekly tasks or small projects that are going to move you toward your monthly targets.</p>
	<p>To-do Today</p> <p>What do you need to get done today?</p> <p>Everyday, make a list of today's tasks and do the list, make sure your list fits on a single 3x3 post it note. If your list is too big for a post it note, then you are simply trying to accomplish too much.</p> <p>Take Action: On a post-it note, write down today's tasks and stick the post-it note here.</p>	<p>To-do tomorrow</p> <p>What don't you have time for today, but is urgent to complete tomorrow?</p> <p>Keep a post it note next to your daily tasks for tasks which you are pushing back until tomorrow, or you just simply don't have time to finish today.</p>

How to use The Focus Sheet

Someday / Maybe List

On the back side of The Focus Sheet there is an area called the Someday/Maybe list. This may have been the single most important element in curing my shiny object syndrome. The someday maybe list is inspired by David Allen's book Getting Things Done.

- Do you have a great idea for a new business?
- Did you just think of a brilliant idea for how to market your business?
- Did you just think of a book that you must read?

Great, now add those ideas to your Someday/Maybe List.

At the end of the month or quarter, come back to the list and the idea is worth implementing then it will still be there waiting. More often than not, after letting the idea simmer for 30 days, you will realize that a majority of your ideas really weren't that great after all.

Take Action: Use the Someday/Maybe List as a place to write down all of your ideas as they come to you. Don't act on any new ideas, instead stay focused on the goals you have already set and write down your new ideas on the Someday/Maybe List.

At the end of each month or quarter, check in on your Someday/Maybe list and see if any of your ideas are worthwhile to turn into your upcoming monthly or Quarterly Goals.

Quarterly Goals

Quarterly Goals

In section 2 we wrote down our Quarterly Goals. Now we simply copy those goals to The Focus Sheet.

Every quarter, you will start fresh with a new focus sheet and a new set of Quarterly goals.

Take Action: Write down your Quarterly goals on The Focus Sheet.

Monthly Targets

Monthly Targets

Monthly targets are smaller goals that will move you toward completing your quarterly goals.

What can you accomplish this month that will move you toward your Quarterly Goals?

When you get down to the monthly level, things start to get real. Monthly goals are not dreams there is a sense of urgency that comes with a monthly goal, as 30 days goes by very fast.

Every month, give yourself an hour or two of alone time to re-evaluate your progress and set your new monthly targets. Use a post-it note for these monthly targets and place it in the appropriate box on The Focus Sheet.

Take Action: What targets can you achieve this month that will move you toward your quarterly goals? Write them down on a post it note and add it to The Focus Sheet

Weekly Objectives

Weekly Objectives

Weekly Objectives: Each week, we can set objectives that will move us toward our monthly targets.

What objectives are you going to accomplish this week that will move you toward your monthly targets?

Use a post-it note for these weekly objectives and scratch items off one by one as you knock them off throughout the week.

Take Action: Get out a post it note and write your weekly objectives and commitments for the upcoming week. Add this post it note to the Weekly Targets section on The Focus Sheet.

Today and Tomorrow's Tasks

Today's Tasks

Today's Tasks: What do you need to get done today? Everyday, make a list of today's tasks and do the list, make sure your list fits on a single 3x3 post it note.

If your list is too big for a post it note, then you are simply trying to accomplish too much.

Tomorrow's Tasks: What don't you have time for today, but is urgent to complete tomorrow.

Keep a post it note next to your daily tasks for tasks which you are pushing back until tomorrow, or you just simply don't have time to finish today.

Take Action: Everyday, start your day by filling out a new post it note with all of the commitments and tasks you must accomplish that day.

Someday/Maybe List

Someday/Maybe List

On the back side of The Focus Sheet there is an area called the Someday/ Maybe list. This may have been the single most important element in curing my shiny object syndrome. The someday maybe list is inspired by David Allen's book Getting Things Done.

- Do you have a great idea for a new business?
- Did you just think of a brilliant idea for how to market your business?
- Did you just think of a book that you must read?

Add those ideas to your Someday/Maybe List.

At the end of the month or quarter, come back to the list and the idea is worth implementing then it will still be there waiting. More often than not, after letting the idea simmer for 30 days, you will realize that a majority of your ideas really weren't that great after all.

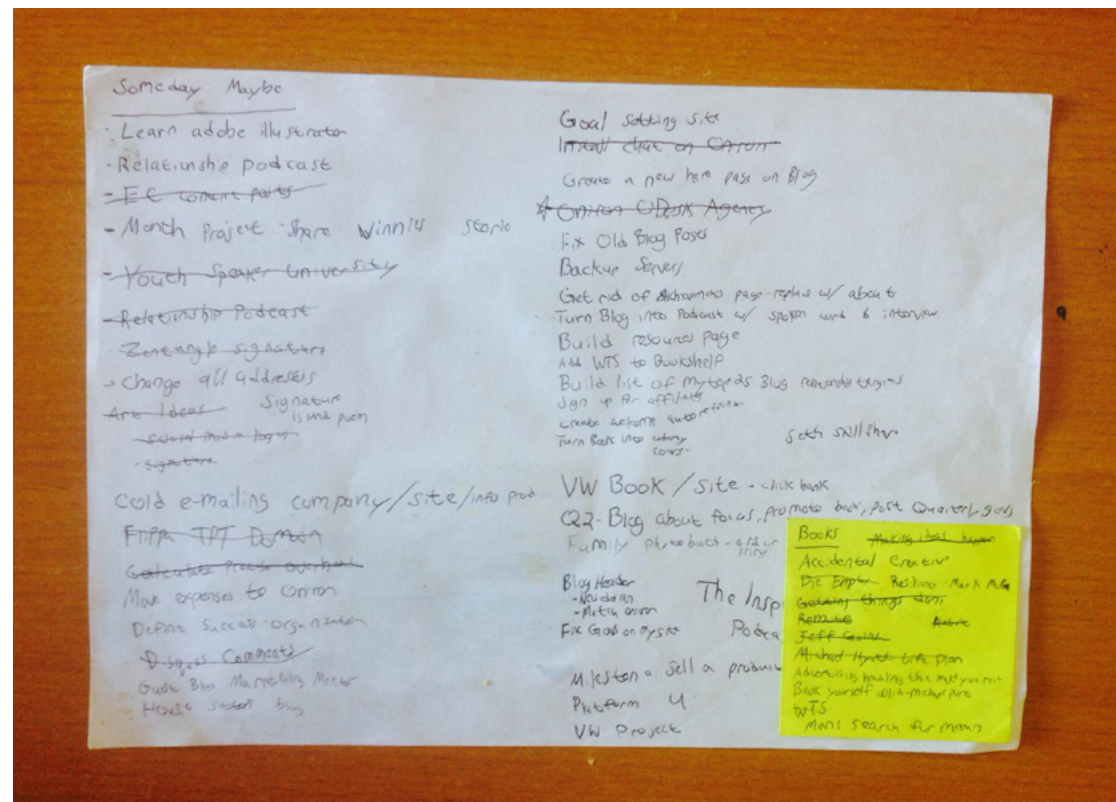
Take Action: Use this area as a space to write down all of your ideas as they come to you. Don't act on any new ideas, instead stay focused on the goals you have already set and write down your new ideas on the Someday/Maybe list.

At the end of each month or quarter, check in on your Someday/ Maybe list and see if any of your ideas are worthwhile to turn into your upcoming monthly or Quarterly Goals.

Someday/Maybe List

If you are an idea person like I am, then your someday maybe list may be overflowing by the end of a quarter.

Below are all of the ideas that I had in Quarter 1 of 2014. I didn't act on any of these, I simply wrote them down on my Someday / Maybe List and forgot about them until my Quarterly retreat.



There is a feeling of clarity that comes when you plan your goals in analog.

The importance of analog

Some of you are probably thinking that this entire process should be an app or a website instead. There should be some computer program where you can organize this.

I disagree.

There is a purpose to utilizing post-it notes and physical tools for this technique.

By utilizing post-it notes and rotating them out on a regular basis, you are forcing yourself to re-write your daily tasks and goals every single day. By writing these out, it forces you to think about them and analyze if they are really worth rewriting.

There is a feeling of clarity that comes when you plan goals in analog. Everything you need to do to plan your future is right there. There is no e-mail or Facebook to distract you. It is simply you and your goals.

In order for The Focus Sheet to work, you must learn to get these ideas out of your head and into your 'buckets'.

The key to making The Focus Sheet work

Inevitably we all have ideas for things we need to do. These ideas range from steps for a project we are working on, to remembering to pick up our laundry.

In order for The Focus Sheet to work, you must learn to get these ideas out of your head and into your 'buckets'.

David Allen coined the idea of buckets in Getting Things Done. Buckets are simply the different methods you create for yourself to capture action steps that you must complete.

Post it notes are buckets.

E-mail is a bucket.

Note taking apps are buckets.

Writing a note on the back of your hand is a bucket.

Notes and actions from a meeting are a bucket

The goal is to get the idea out of your mind and into one of your buckets. That way you can forget about the idea and focus your attention back to the work at hand.

On a daily or weekly basis, get in the practice of emptying your buckets and organizing your thoughts back into your Focus Sheet.

Section 4:
Building
The Focus Habit

“Motivation is what gets you started.
Habit is what keeps you going.”
– Jim Ryun

How to turn focus into a habit

In order for this tool to be effective, you have to embrace it and implement it into your daily life.

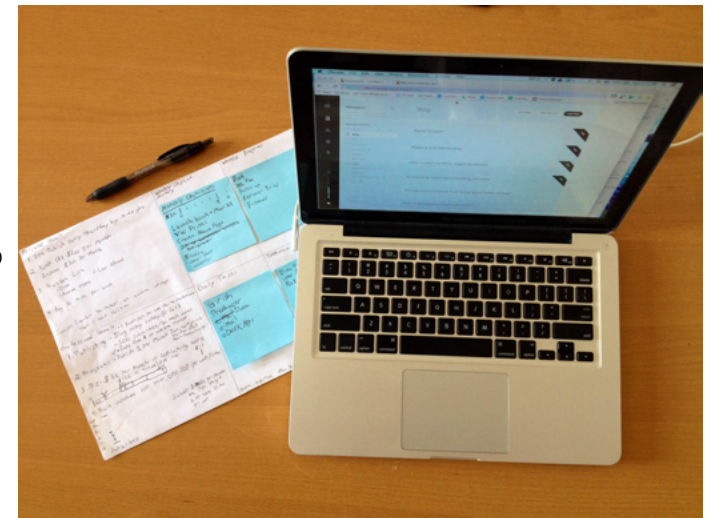
The Focus Sheet is not a worksheet that you are going to fill out once, and then file away to never think about again.

This is a tool that you are going to use every single day to become more productive and regularly work toward accomplishing your dreams and ambitions.

This tool will sit right in front of you on your desk everyday as part of your daily workflow.

Capturing everything from the simple tasks of the laundry that needs to be done, to the more complex projects of writing a book, hitting your sales goal or remembering your partners anniversary.

In order for this tool to be effective, you have to embrace it and implement



The Focus Sheet next to my computer on a typical workday

Do the hard stuff first and save the monotonous work for later.

The Morning Ritual

Every morning when you wake up, get into the habit of looking at The Focus Sheet early in the morning. Do this before you open your e-mail or start on any reactive work for the day.

Ask yourself these questions:

- What tasks am I going to get done today?
- What weekly objectives have I been putting off that I need to start working on?
- What am I not going to get done today that can wait until tomorrow?

Build your daily to do lists accordingly. Then get to work knocking task after task off the list.

Do the hard stuff first

Everyday we are only granted with so much time and energy. As soon as we open our e-mail, check our social media accounts, or turn on our phone, we become reactive to all of the alerts and notifications around us.

Instead, start your day off by doing the hard stuff first. Work on the projects that you aren't getting paid for, work on the creative and intellectual goals that are essential for moving your life forward.

Do the hard stuff first and save the monotonous work for later.

The Weekly Check-in

At the end of every week take a look at your task lists and targets and ask yourself these questions.

- What tasks did I not get done this week? Why didn't I get them done? Are they important enough to add to this weeks to do list?
- What objectives can I aim to complete this week that will move me toward my monthly targets?
- Are there any idea buckets that I need to empty and turn into goals for the upcoming week?
- What is coming up this week that I need to be prepared and ready for?

Get into the habit of doing this every single week and it will bring much more focus and clarity to your weekly work routine.

The Monthly Review

At the end of every month, set yourself aside some time in solitude with The Focus Sheet and ask yourself these questions.

- What monthly objectives did I hit or not hit?
- What went well last month and what didn't?
- How am I doing on achieving my quarterly goals? Do my goals need any adjustment?
- Are there any Someday/Maybe list items that I want to tackle this upcoming month?
- What are my monthly targets for next month?

As you get into this monthly ritual, it will become a sacred time to sit down and reevaluate with The Focus Sheet and plan out your upcoming month.

The Quarterly Retreat

Once per quarter, it is time to really take some time and evaluate.

As inspired by Todd Henry in *The Accidental Creative*, I utilize a quarterly retreat for this.

Often I head out into the wilderness for the day to really take some time to reflect and plan accordingly. Other times I simply spend the day at a coffee shop.

On a quarterly retreat ask yourself these questions.

- What went well last quarter and what didn't?
- What goals did I achieve and did I fail at and why did that happen?
- What are my annual goals, and is that still what I want to achieve?
- What goals can I set for myself next quarter? What can I change about my life that can better position me to achieve those goals?

Plan these quarterly retreats out in advance. Put them on the calendar and make them sacred, these are extremely important times for you to reflect and evaluate where your life is going.

The Annual Review

It is never too late to do an annual review, although a great time to do this is in the holiday break between Christmas and New Years. It is during this time that most of the world shuts down and you can completely focus on setting goals.

Sit down and go through the goal setting exercises described in Section 2 and set annual and quarterly goals for the upcoming year.

Also take this time to revisit your 3-5 year, bucket list and legacy goals.

It is essential to create a system that keeps you accountable

Creating a system to keep you accountable

It is easy to forget about these monthly, quarterly and annual reviews if we don't set reminders for ourselves.

That is why it is essential to create a system that keeps you accountable.

Set aside time once a month, once a quarter and once a year to review your progress and your life goals.

I recommend setting a calendar reminder for yourself, preferably a digital one that will send you a notification and reminder when your next review is ready.

Cherish this time as sacred and treat it like you would any other important commitment in your life.

Section 5: Next Steps

**Don't give up and
don't surrender.**

Remember, Goal setting is a skill

I have reiterated this point many times throughout the book. Goal setting is a skill, an art, and a craft just like anything else.

It takes time and practice to get better at it. The whole purpose of The Focus Sheet is to give you a framework to do this in, it is meant to help you stay focused and achieve your goals.

Over time, The Focus Sheet will become a key driver in moving all other aspects of your life forward.

Don't give up, and don't surrender. If you want to achieve something amazing with your life, you can do it.

You just need to focus.

**Join the facebook
group
'The Focused
Creator'**

Join a community of Focused Creators

If you need help with The Focus Sheet, or you need accountability in achieving your goals, then I invite you to join a Facebook group for 'The Focused Creator'.

This is going to be small group for individuals who want to commit to getting focused and achieving their goals.

I will personally be leading this group and offer advice to anyone involved on how to implement the techniques described in this book into their daily life.

[Join The Focused Creator facebook group](#)

I look forward to seeing what you create.

A note from the author



My name is Jake Jorgovan.

I am a creator and an entrepreneur.

I first want to thank you for taking the time to read this book. I sincerely hope that it will bring positive change into your life.

This book is free, because I cared more about spreading the message inside than getting paid for the words I wrote.

If you enjoyed this read, then I ask one simple favor.

Please share it. There is a link below that you can share however you wish.

<http://www.jake-jorgovan.com/the-focused-creator>

Send it to your friends, post it on social media, or just tell someone about it.

That is the greatest form of payment that I could ever receive.

Thank you,

Jake Jorgovan

www.Jake-Jorgovan.com