



WHEN "YES" COSTS YOU MONEY



AND HOW TO DISMANTLE THE YES BOMB



HOW ARE YOU LOSING MONEY?



- When you take every opportunity that comes your way, regardless of whether it is good for you or not.
- "Opportunity cost"
- You're not just losing money, but time and energy.
- It takes a lot less energy to produce something you're excited about.

THE BEST DEFENSE: KNOW WHAT YOUR GOALS ARE



What opportunities are you already seeking, Grasshopper?

What are your overall goals?

What opportunities are a stepping stone to your overall goals?

WARNING SIGNS

False urgency

The implication that you've already agreed

Fear Then Relief Technique Good Cop Bad Cop

Leverage

Priming You With a Small Request: The Foot-in-

- the-Door Technique



SENSEI SAYS: PRODUCTIVITY IS CHOOSING WHAT YOU WANT, AND MAKING EVERY DAY YOUR BITCH.

