



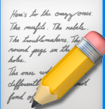




How to actually get sh*t done

Personal productivity for entrepreneurs

Jodie Cook - DCBKK 2022



Who's this chick?

-  Started agency at 22
-  7-figure exit in 2021
-  Write about entrepreneurs
-  Contributor for Forbes
-  New book: Ten Year Career
-  Compete in powerlifting
-  Live the full nomad life

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 How can I get featured in Forbes?

 How much can you deadlift?

 How do you get so much sh*t done?

What do you mean? I just do it!

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Today's session (oooooh)



Audit your schedule



The only three things



Perfect repeatable day

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Get a lot of sh*t done



Be world class at what you do



Not mediocre at a load of things



Indulge in your life, prioritize you

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How to actually get sh*t done



Audit your schedule



The only three things



Perfect repeatable day

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Does any of this **sound familiar?**

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 **You have too much work to do...**

 Hire **more** people or use **more** software

 **You want to make more money...**

 **Start** working with new suppliers, new channels, add **more** products

 **You feel overwhelmed...**

 **Start** booking massages and yoga retreats

 **You feel sad...**

 Go shopping and buy **more** stuff

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Addition bias

Our tendency is to add

+ Resources, rules, habits, responsibilities

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**Adding something doesn't
make all the problems go away**

“Why the hell do I need 7 VAs?”

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We need to **stop adding**

We need to **subtract**

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~~start~~

stop

Wastes of life

Things other people could do

~~more~~

less

*Commitments, obligations,
responsibilities*

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**“We are the new rich,
let’s act like it.”**

~ Jesse Schoberg, DCBKK 2019

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- 👉 **If you don't have a content assistant**
- 👉 **If you don't have a chef**
- 👉 **If you don't have a cleaner**



Creative Critters

Content assistant

\$5-20 per hour, 2-5 hours per week



Knife Kings

Chef

\$5-20 per hour, 2-5 hours per week



Happy Housemaids

Cleaner

\$5-20 per hour, 2-5 hours per week

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We are doing things far
below our potential

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...it's bullsh*t

Stop, start, less, more

✗ Forget about start and more

🤔 What can you subtract?

✓ Do the stuff that only you can do

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Strong boundaries



~~Other people's priorities~~

"I'm not doing that"



Opportunity cost



Just as kind

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 **Send a driver**

 **Voice note first**

 **Offer an alternative way**

 **Respond slower**

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“I’m not doing that!”

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Audit your schedule

 Subtract instead of add

 Remove and reduce

 Enforce boundaries

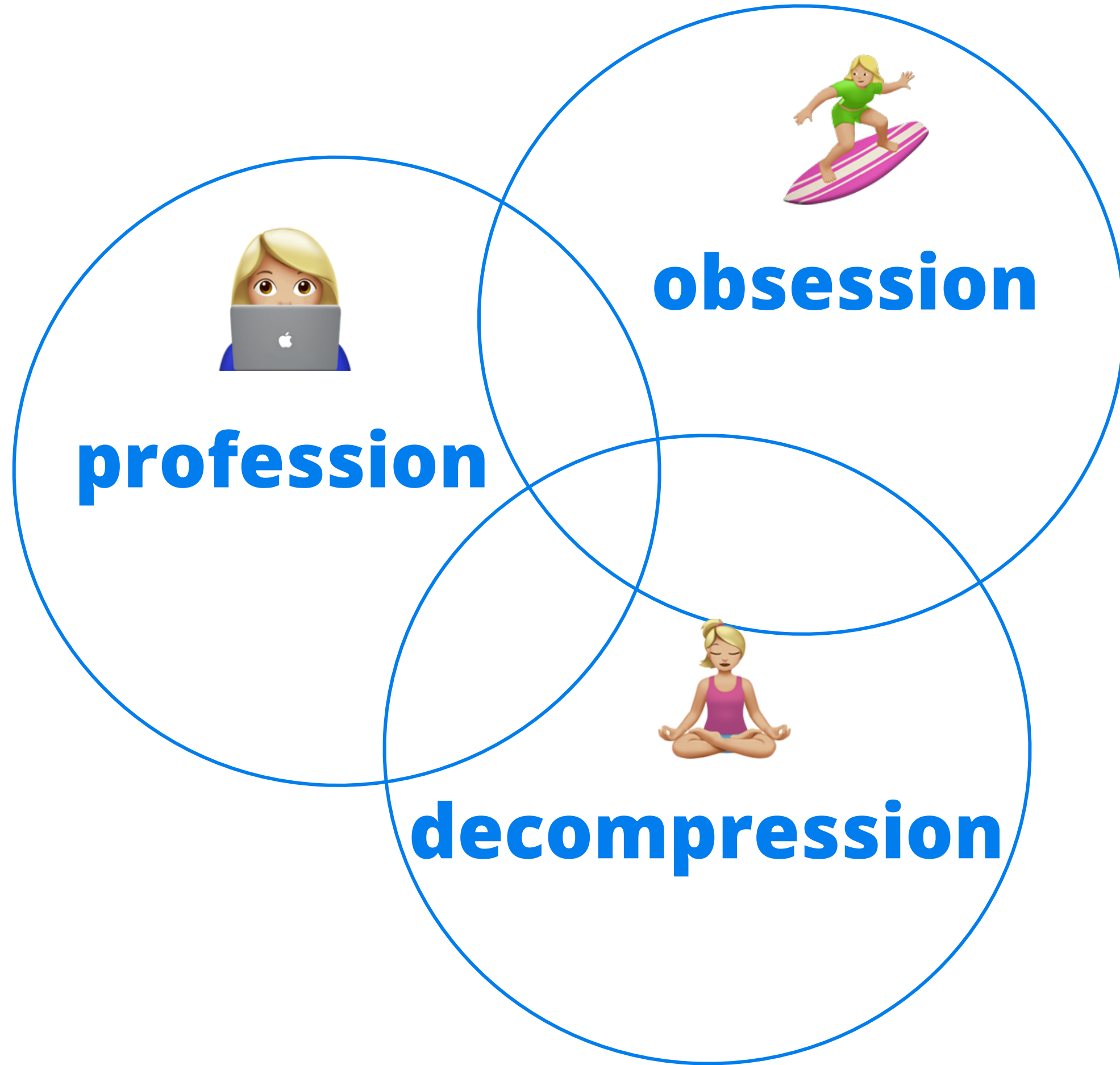
How to actually get sh*t done

✅ Audit your schedule

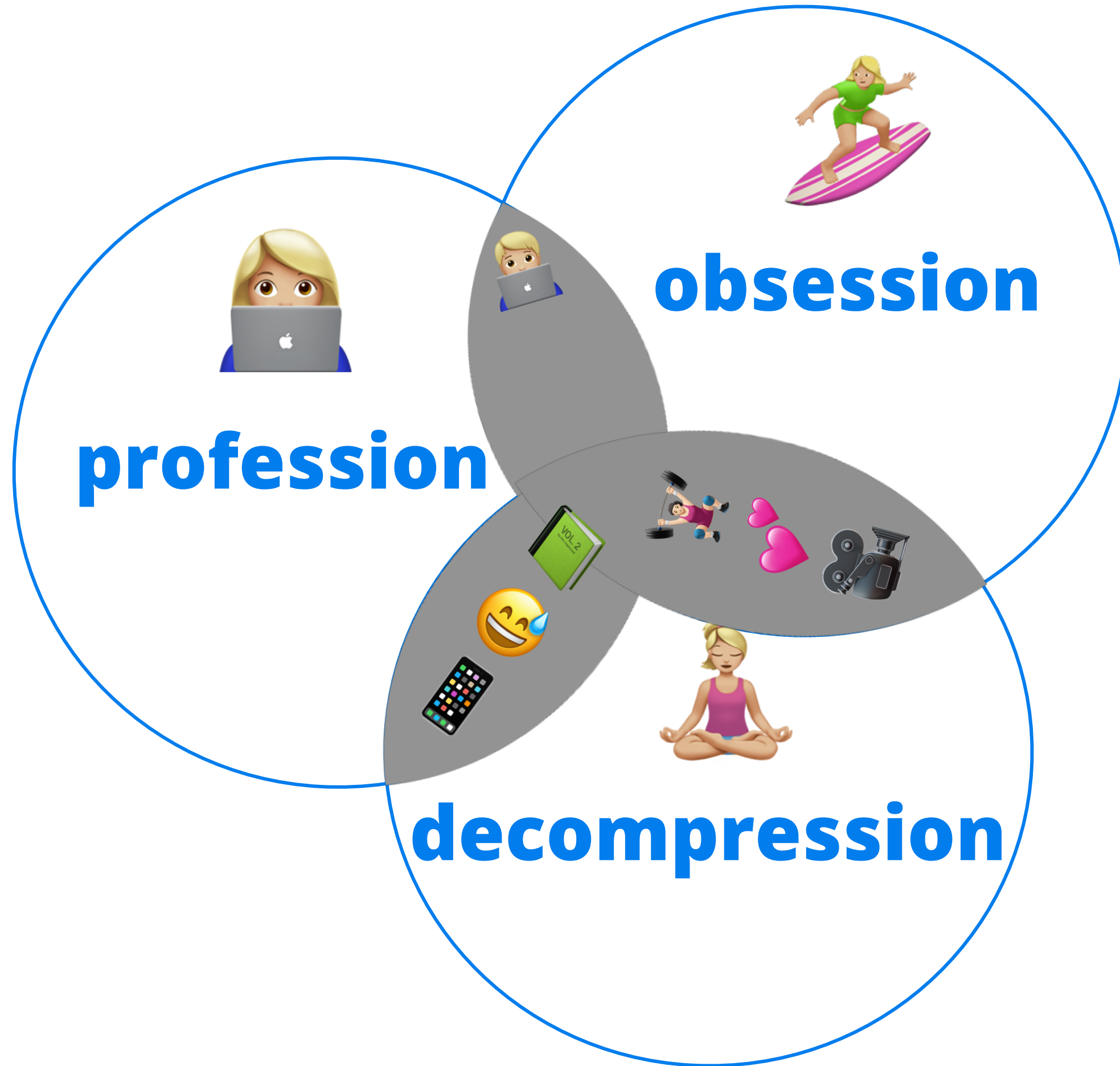
✎ The only three things

🔄 Perfect repeatable day

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Multi-tasking is for losers

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Your default mode network

 **How your mind processes information**

 **Consciously and subconsciously**

 **When you're not actively thinking**

 **Great ideas happen in the shower**

 **A-ha moments days later**

Your **subconscious mind**
is more powerful
than your **conscious mind**

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 **Always in your conscious mind**

 **Not using your subconscious mind**

 **Limited thinking**

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Your subconscious mind



More powerful than you know



Let it do its thing



It can give you superpowers

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So far

- ☁️ Created space by subtracting
- ✎️ Defined the only three things
- 👮 Guarded the space between them
- 🧠 Default mode network kicking in
- 💪 Let's get practical

How to actually get sh*t done

✓ Audit your schedule

✓ The only three things

↻ Perfect repeatable day

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- 📦 **Exact same structure**
- 🍭 **Anything you want**
- 🪨 **Becomes your default**
- 🤔 **Takes decision making away**
- 🚀 **Do what actually matters**

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 **Perfect repeatable day**

 **Profession**

 **Obsession**

 **Decompression**

 **Immoveable pillars**

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People in jobs

7am	8am	9am	10am	11am	12p m	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10p m
		PROFESSION					PROFESSION				OB- SES- SION			DECOM- PRESSION	

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✘ Prioritize your schedule

✔ **Schedule your priorities**

Obsession focus

7am	8am	9am	10am	11am	12p m	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10p m
			OBSESSION												

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Decompression focus

7am	8am	9am	10am	11am	12p m	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10p m
											DECOMPRESSION				

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Decompression focus

7am	8am	9am	10am	11am	12p m	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10p m
	PROFESSION							OBSESSION			DECOMPRESSION				

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Take today's **best guess**

Test it out and **iterate**

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Without a default day

 Whatever grabs your attention

 Comes through your inbox

 Whatever is in your calendar



Unimportant stuff takes over



Things get squeezed in



Hijacked by other people



No space for what matters



Lose time making decisions

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✘ Default day for **365 days a year**

✔ Adventure and **days off**

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Results take months and years

You need a sustainable cadance

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MON	TUES	WEDS	THUR	FRI	SAT	SUN
DEFAULT DAY					DAY OFF	

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MON	TUES	WEDS	THUR	FRI	SAT	SUN
	DEFAULT DAY				DAY OFF	




**TEN
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MON	TUES	WEDS	THUR	FRI	SAT	SUN
DEFAULT WEEK						
ADVENTURE WEEK						
DEFAULT WEEK						

Too structured?

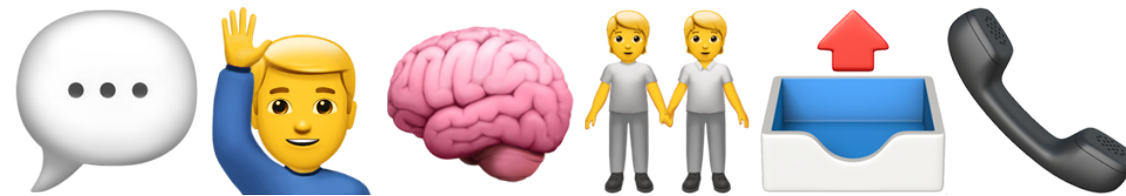
Discipline equals freedom

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-  **Carve out time for creativity**
-  **Use your default mode network**
-  **Do your art and make a killing**

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“I’m available at all times”



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Being too available
is worse than being unavailable

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 **Not just your team**

 **Your clients too**

 **“Can I grab you for 5?”**

 **It rings, you answer**

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To create boundaries you have to
fight your ego

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Resourceful team



Finds a way forward



Uninterrupted time



More headspace



More out of each day

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What if there's an emergency?

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Urgent

Important

Needs YOU

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June 2015: 🌃🔨💻❌😞

May 2019: 🏢🔥🚒🔫😞

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No one is too important
for airplane mode

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How to actually get sh*t done



Audit schedule and subtract



Profession, obsession, decompression



Perfect repeatable day, default



Fiercely guard time and boundaries



Experiment



Remove need for willpower

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Easier to **get sh*t done**
Than to **not get sh*t done**

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Thank you 🙏



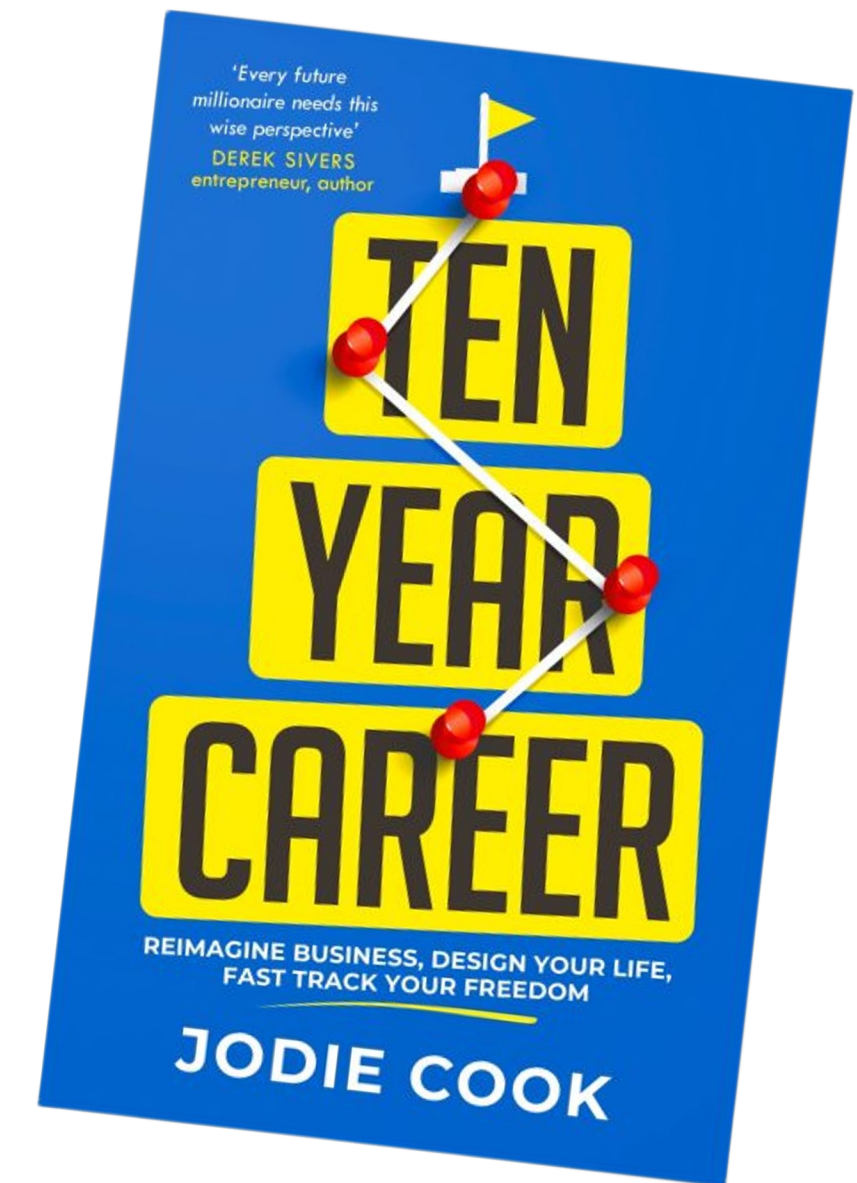
Slides, replay, transcript



Downloads and worksheets



Bonus resources



[JODIECOOK.COM/DCBKK](https://jodiecook.com/dcbkk)



“A powerful and valuable book to live a life of greater freedom and impact.”

~ Robin Sharma

#1 worldwide bestselling author of The 5AM Club
and Everyday Hero Manifesto

tenyearcareer.com

Fast track your freedom



Free companion course at:
tenyearcareer.com

Perfect repeatable day



00:00		12:00	
01:00		13:00	
02:00		14:00	
03:00		15:00	
04:00		16:00	
05:00		17:00	
06:00		18:00	
07:00		19:00	
08:00		20:00	
09:00		21:00	
10:00		22:00	
11:00		23:00	

Start 

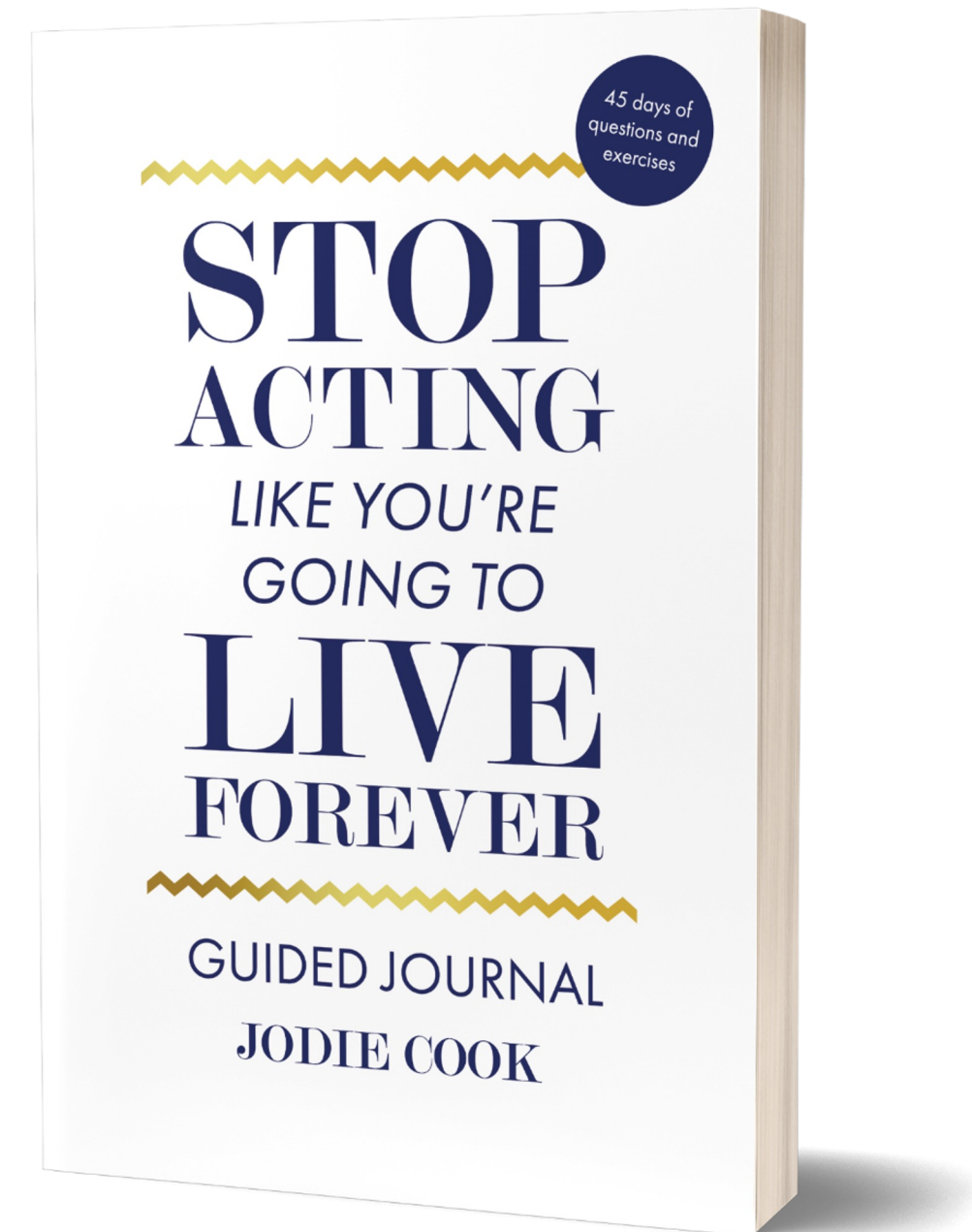
Stop 

More 

Less 

Free guided journal

- 🔮 Being crystal clear on your vision
- 🧠 Setting your mindset for success
- 🕒 Intentionally spending your time
- 🤝 Choosing kindness
- 💪 Using perspective as a tool for resilience



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- ♥ **What are you capable of?**
- ♥ **Become a content creation powerhouse**
- ♥ **Define your dream customer**
- ♥ **How to get featured in the media**
- ♥ **How to sell your agency**

jodiecook.com/classes