Health disclaimer:

The following information on nutrition, health, and fitness is merely information – not medical advice. Consult a doctor or other appropriate medical professional before changing your lifestyle.
Hey friend,

In this guide you will learn 75 practical tips that you can use to improve different areas of your life. It has taken me around three years of dedicated studies to learn all these things. Now I am giving them away to you for free, described as concisely as possible to save you time.

The 75 practical tips are on the following fifteen topics:

1. How to Boost Your Energy Levels
2. How to Improve Your Mental Focus
3. How to Become More Productive
4. How to Use the Internet Efficiently
5. How to Learn Things Better
6. How to Read and Memorize Better
7. How to Get Good Sleep
8. How to Eat Healthy and Increase Vitality
9. How to Build Muscle and Shred Fat
10. How to Talk Over the Phone Persuasively
11. How to Improve Your Writing (Simple Tips)
12. How to Write Articles or Longer Texts
13. How to Write an Email That Gets Noticed and Read
14. How to Become – And Stay – Motivated
15. How to Brainwash Yourself (For Success)

...And all these tips are fast and easy to implement.

...And you don’t need to read this report from cover to cover. You can just skip to wherever you’d like.
You’ll get the most value out of your time by skipping directly to the chapter that seems the most interesting, checking out the tips, and making sure you implement at least one tip before moving on to reading another chapter.

If you put these tips to use you'll quickly become healthier, more productive, smarter, and gain an advantage relative to most other people.

To keep it short and simple, I have only provided a brief explanation for why these things work. Otherwise I would’ve ended up writing an entire book.

If you’d like to read more about any specific tip, I’ve linked to articles I’ve written about them in some of the headlines (in blue text), or after the tip.

Alright, now that that’s settled, let me ask you: Are you ready?

Excellent.

Let’s get into it.
How to Boost Your Energy Levels

Your productivity – and enjoyment – is closely tied to your ability of focusing exclusively on one thing. Single-tasking.

And, how long you can single-task has to do with your energy levels. The following tips will help you raise productivity by increasing your energy levels throughout the day.

The reason why all the things below have a big effect on your energy levels is because your posture and physiology directly influence your mental focus. For example, if you lie down for a while you'll tend to lose focus and get sleepy. This has to do with the ongoing feedback between your brain and body, which is called bidirectional communication.

1. **Work by your computer standing up**
   This is particularly easy to fix if you have a desk that allows you to adjust its height. If you don't have such a desk, you can place your computer on a pile of books or stack a bunch of other items on top of each other.

2. **Sit with an upright posture**
   The second best thing to standing up is to sit with an upright posture. Make sure your spine is straight and that your breathing isn't shallow. If you have a chair without good back support you can place a pillow against your back to help you sit up straight. This will allow you to keep your concentration longer.

   Also, remember to have a good resolution on your screen. Some people don’t, and it forces them to squint their eyes or look at the screen from awkward positions.

3. **Move around or tense your muscles frequently**

   "How often do our heroes stand still?"
   – Seth Godin

   Many people think that people who move around or fidget are stupid, and that sitting still is the “superior” thing to do. My guess is that the reason people think this is because they unconsciously associate it with the hyperactive and annoying kids in school who always had to be at the centre of attention.

   Anyway, this is false. A certain degree of movement is necessary to remain focused. Movement keeps your mind from getting dull and repetitive.
That’s why people like Steve Jobs, Napoleon Bonaparte, Hannibal Barca, and many more smart guys were in continual movement. They did not sit still for long.

So, don’t maintain the same posture for too long. But how long is too long? It’s highly individual. You’ll have to find out. This brings us to the next tip...

4. **Observe your mental state**
   This is one of those things that sound incredibly easy and obvious on paper, but it feels inconvenient, so few people do it. The reason they shy away from it is because the brain’s main objective is to save energy, and that means it will want to keep doing what it’s already doing. This includes sitting in a certain posture or focusing on a certain activity.

   By monitoring your mental state and your level of concentration you’ll soon become attuned to knowing *when* it’s time to switch things up. When you notice your concentration dropping, there are two possible decisions:

   1. You change your posture, stand up, move around or flex your body.

   2. You take a break for 5-15 minutes and return to work.
How to Improve Your Mental Focus

There is a high likelihood that you are – or will be – a knowledge worker: someone who solves complex problems by finding relevant information or learning new skills.

Your ability to do high quality work is therefore closely related to how quickly you can learn new things, process information, or create connections between seemingly unrelated pieces of information...

...And this has to do with your ability to concentrate and learn new things, which in turn have a lot to do with making things interesting. Because it’s almost impossible to learn things if they’re boring.

The feeling of being interested is closely associated with being well-rested and increasing your mental focus. Mental focus is in turn often associated with the neurotransmitter dopamine. Here are a few ways to increase your mental focus and feel more interested.

5. **Skip breakfast**
   You learn better on an empty stomach because fasting increases your ghrelin levels – ghrelin is a hunger-related hormone – which in turn will increase your dopamine levels. The reason for this is because when we were cavemen, and we got hungry, we needed to focus so that we could find food.

   This means that if you consistently skip breakfast you will become more concentrated, interested, and learn things more efficiently than if you were to eat breakfast. Not immediately, because your body needs to adapt to it first. But in 1-4 weeks.

   Important conclusion: You should do the majority of your creative work or knowledge work before lunch – if you eat lunch, that is.

6. **Take 5-30 min power naps**
   This can increase your total output in terms of mental focus and energy levels throughout the day. Beware of power napping for longer than 30 minutes, because that will often make you even more tired than when you began the power nap.

7. **Meditate**
   Meditation is a good way to consistently practice your concentration because it is the ultimate single-tasking activity, where you’re focusing all your attention on one thing for an extended period of time. Meditation is good from a productivity standpoint for two reasons:
1. It teaches you to become increasingly comfortable with single-tasking. (Which is uncomfortable to most people).

2. When practiced consistently, it allows you to concentrate for longer periods of time.

[Note on meditation:]
If you don’t know anything about meditation, or haven’t ever tried it, I strongly recommend you test it ASAP. It can make a huge difference in mental focus and your overall appreciation for life. The point of meditation is to make a conscious effort to calm down your body, quiet your thoughts, and do nothing but focus on your bodily sensations.

If you're just starting out, you don't need to sit for longer than 5-15 minutes per day. Just make sure you do it consistently. Personally, I like to combine meditation, power naps, moving around, and flexing my muscles throughout the day to improve my energy levels and mental focus.

8. **How to use music to increase your concentration**
Good music raises your dopamine levels. This makes you feel alert and concentrate better. It also helps you work longer and harder – even in the gym.

When you are at the "brink of defeat" and don't feel like working anymore, or want to quit and avoid doing that last set in the gym, use your special reservoir of music.

These are your favorite songs. The songs that make you feel the best depending on the context. Perhaps it is classical music or trance music while working and heavy metal or rap music when you are working out.

The key is to not listen to these songs excessively within a short time span. Because if you do, you become “resistant” to them, and they give you less dopamine. Almost exactly like developing tolerance to a drug.

The economic way to get the most dopamine out of these songs, is to *cycle* between them. This will make the positive dopamine-rising effect per song last longer than if you were to listen to your newest favorite song ten times in a row and deplete its potency (and this is what most people will do).
As mentioned, your productivity has a lot to do with how well you manage your energy levels and mental focus. Those two things are analogous to a battery, determining how long you can be productive.

The other thing – which is really the primary thing – that is required to be productive, is to use different methods for completing tasks more efficiently. And this has to do with using different strategies for organizing tasks, knowing when you should do the tasks, and forcing yourself to do the work.

Here are some great ways of doing that.

9. **Find your prime time**
The first thing you must do to become productive is to find your *prime time*. This is the time of the day when you are the most productive; when your energy levels and your mental focus are at their peak. For most people this time is in the morning. Especially so if you skip breakfast and/or consume stimulants.

10. **Don’t do more than 1-3 “big” things per day**
Because if you do, you’ll not be able to reach a state of *cumulative concentration*.

You see, concentration and creativity are often built up over time. This means that you’ll be more efficient by spending your time focusing on a few things per day than you will be by doing many things. Because if you do many things it’s less likely that you ever get into a state of high concentration where you do really productive work.

So, be sure to always choose 1-3 important things that you will spend your time on each day to reach a state of *cumulative concentration*.

11. **Do one thing at a time – don’t multitask. Single-task!**
For obvious reasons multitasking sucks. Not only does it make you less efficient, but by engaging in multitasking over the long-term you will also lower your ability to concentrate.

This is so because when you multitask you are slowly raising your brain’s *threshold for stimulation*. Over time, this will make you feel less satisfied with your life, unless you’re doing ten different things at a time.

Point being: Cut out all multitasking from your life. There are zero benefits to doing it. Only negatives.
12. **Use either of the two most important types of to-do lists.**

You probably – (surely?) – already use a to-do list. But do you categorize the items on the to-do list?

Because you should.

There are two particularly useful types of to-do lists:

1. **Four quadrant to-do list:** You arrange all tasks in accordance to their individual rate of **urgency** and **importance**. See the image:

   ![Four Quadrant To-Do List](Photo credit: Google)

   Here's an example of typical activities/tasks that correspond to each quadrant:

   Business project: **#1**  
   Schedule doctor appointment: **#2**  
   Watching TV: **#3**  
   Cleaning and doing laundry: **#4**

2. **Prime time based to-do list:** Arrange all tasks in two different categories:

   a) Those that require you to be creative, focused, performing at your best ability, and need long uninterrupted chunks of time.

   b) Those that don't need you to be energetic and performing at your best.

   Here's an example of the two different categories:

   a) Writing a text, creating a speech, or solving a unique problem.
b) Answering email, meeting a friend, cooking food.

I prefer using the prime time based to-do list because I think it's easier. The four quadrant list is perhaps more useful if you're running a business or if you are in a managerial position.

13. **Create a “not to-do” list**
Sometimes it’s easier to tell yourself what NOT to do, than what to do. Because there’s so much you know you should be doing, and you simply don’t have the time to do all of it at the same time. But, you CAN avoid doing the things you know you’re NOT supposed to be doing.

Here are a couple of examples:

- I will *not* watch any TV this week.
- I will *not* drink soda or eat sugar this week.
- I will *not* have three beers after work.
- I will *not* get in arguments with people over petty things.
- I will *not* read mainstream newspapers or magazines.
- I will *not* eat breakfast or engage in mindless snacking

14. **Categorize all your problems in three types**
There’s a high risk you’re worrying about or dealing with problems you shouldn’t need to deal with. And it’s a waste of your time.

A good way to figure out if you’re wasting time doing this is to segment all problems you face into the following three categories:

1. *General problems*: These happen over and over. They are the most important ones to solve, because if you create a standardized solution for it, you will not need to encounter that problem again. **Spend 80 % of your time solving general problems by creating systems or habits that counteract the problem.**

2. *Normal problems*: These happen occasionally – just often enough to be somewhat predictable. The best way of dealing with normal problems is to "just go with it" and quickly make a decision on the spot. **Spend 15 % of your time dealing with normal problems.**

3. *Unique problems*: These happen rarely, and are unpredictable. Since you cannot predict them in advance, your best bet is to prepare yourself to face them head-on by absorbing them, like financial hedging. **Spend 5 % of your time preparing for unique problems.**

Most people spend (waste!) far too much time on normal problems and unique problems, and not nearly enough time on the general problems.

15. **Write down what you’ve learned each day and review monthly**
Not only is this a great way of identifying and solving most of your general problems, but it’s also a good way to get perspective on your life and the overall direction you’re headed.

At the end of the month you go through all your daily lessons and see if there’s something you’ve done that seems to be working well and you should be doing more of, and if there’s something bad you’re done that you should do less of.

My suggestion is that at the end of each day you write about the following things:

1. Something you did that worked well
2. Something you did that sucked
3. General observations, such as how you felt today
4. Some new thing you learned during the day: Such as “I will now commit to writing daily lessons and reviewing them on a monthly basis”

16. Collect unimportant tasks and do them all in one go
   Put all unimportant tasks on a list. When that list gets large enough you devote an entire day to doing all of those things. Here’s an example of items that would belong on such a list:

   1. Cooking lots of food for the rest of the week
   2. Cleaning and vacuuming
   3. Transcribing various notes you’ve compiled
   4. Downloading Buying lots of good songs and books
   5. Ordering supplements and miscellaneous items
   6. Buying groceries
   7. Scheduling a dentist’s appointment

   By doing this you will filter out a lot of unnecessary distractions and things that hinder you from reaching a state of cumulative concentration.

17. Respect the “law of diminishing intent”
   The so-called law of diminishing intent states that “the longer you wait the lower the probability that you will act on your idea”.

   This is a great rule of thumb when it comes to new ideas, thoughts, or goals. But it’s slightly less accurate when it comes to not-so-new ideas, thoughts, or goals.

   Now, pay attention: This is important.

   The law of diminishing intent is a sort of simplified all-in-one package explanation for a bunch of different important principles about human nature. A major one being how your short-term memory works. And
another major one being how your brain *post-rationalizes* its behaviour. I’ll tell you more about both of these later.

Anyway, the law of diminishing intent works in three ways:

1. The longer you wait to do a thing the less you’ll feel like doing it.
2. The longer you wait to do a thing the less likely you are to remember it.
3. The longer you wait to do a thing the worse your end result or productivity will be because you’ll be less inspired or creative. The thoughts that led up to the new idea may be gone.

And here are three different tips for how you can “respect” the law of diminishing intent:

1. If you can do a thing in a few minutes or less, you should do it right away, and if you can’t you should instead…
2. ...Write down your idea or thought immediately and place it in a corresponding to-do list.
3. If you feel compelled to do a thing that you know is bad for you – such as engaging in instant gratification – you should use the law of diminishing intent to make that desire weaker. Simply wait it out. Tell yourself you will make that decision one hour from now. Chances are that you won’t even remember it then.

18. **Don’t put more things on your plate than you can handle**
   Finish what you are doing before you move on to something new. Remember: *concentration is usually the scarce resource*. Not information or finding things to do.

You may be great at finding useful information. But are you putting it to use? Are you consistently following up on your information by implementing it?

Seek to trim the excess from your life as much as you can. Don’t use what you don’t need and reduce unimportant problems or decisions to save yourself willpower and mental focus for more important things.

You should seek to...

19. **Avoid information overload at all costs**
   Information overload is one of the biggest serious problems – that isn’t publically spoken about or dealt with – in today’s information society. The reason it’s not a public issue is because almost everyone suffers from it.
Because most people are so immersed in it, they don’t consider it a problem. But it is, and you should avoid it at all costs.

Most people are in the habit of getting far more information than they need, and useless information at that. They do this out of two unconscious reasons:

- **Convenience**: It feels a lot safer to know what you need to know before you start doing something, right? But in terms of productivity and results an ounce of action is worth more than a pound of information, unless you're a hedge fund manager. To become more productive you need to pace your information intake and dare to learn as you go along towards your goals. Put yourself on an “information diet” and try not to learn more than what is needed to fulfil the next part of the plan. But, of course, it takes a pair of brass balls to live with this risk-appetite. So out of convenience, most people will avoid it.

2. **To save energy**: Being fed interesting information from second-hand sources is safe, convenient, and comfortable. It is nice to the ego because there's no risk of failure. But that's not all. It also requires a lot less energy than implementing the information in your own life does. And the human brain has evolved to minimize all energy expenditure, unless it's absolutely necessary. This is part of a biological system built into us called *homeostasis*. This means that people are more strongly inclined to gathering information, than they are about putting it to use.

Funny trivia: This is why nearly all companies offer 100 % refunds. Because statistically speaking, few people, even if they’re dissatisfied, will go through the refund process.

If you need to be really productive and get something done as soon as possible, remember: Less is usually more in terms of information. Avoid reading or learning things of a practical nature that you’re not going to put to use in the near future.

20. **Skip breakfast**

Because you’re wasting around an hour’s worth of time that could be spent solving a problem or learning some new skill. Remember: Your ability to learn new things and your interest both go up when your stomach is empty.
How to Use the Internet Efficiently

The Internet is a wonderful place because you can find all the information you need, and then some. But it’s only wonderful if you can use it with discipline. Most people cannot do this – and it ruins their concentration and productivity over the long-term.

Here are a few key things to do so that you don’t end up like those poor people.

21. **Don’t check your email as much**
   Try not to check your email more than once per day, preferably in the afternoon or evening, or whenever you’re not in your prime time.

   Just don’t do it. One thing leads to the next thing, which leads to something else, which leads to you having wasted the most productive time of the day.

22. **Don’t click every hyperlink you see**
   Like me, you probably spend a lot of time in front of the computer browsing the Internet. For people like you and me, it becomes important to browse economically and have the discipline not to click every hyperlink or compelling headline we see.

   Because if we do, we’ll never finish what we initially set out to do, and the more hyperlinks we click the further away we get from the intended goal, or even worse: We might forget what the goal is.

23. **Don’t keep too many tabs open in your browser at once**
   Don’t do too many things at the same time, you won’t get anything done. When you press too many hyperlinks you’re setting yourself up for a pattern of *hoarding* and you just want more and stimulating information. Your brain will post-rationalize your decision to click that hyperlink, and try to fool you into thinking that you’re being productive. But you’re not.

   My own limit for tabs is between 5-7. After that I won’t open any more until I finish what I’ve already got up there, or force myself to close a few of them.

24. **Eliminate, avoid, or minimize social media usage**
   If you should check your email once per day at most – how often should you check your social media? Never, except if you need to, which isn’t that often.

   Call people instead of going on social media if you can, because sites like Facebook are extremely addictive and bad for your concentration.
If you must log into Facebook or Twitter, write down a quick note saying why you are logging into it. Because otherwise you will forget the original purpose within seconds, as you see all the new notifications and messages from people wanting your attention.
"Knowledge makes a man unfit to be a slave."
— Frederick Douglass

What it is that sets us humans apart from all the other animals on the planet? Is it our opposable thumbs? Is it the fact that we are the most socially advanced animals, and that we are better than all other animals at cooperating?

Close, but no cigar.

It is that we are completely superior to all other animals at learning new complex information and can adapt to just about any type of environment by using technology.

The human brain is much more advanced than the brains of all other animals. Even apes, like chimpanzees, that have similar brains, have much smaller prefrontal cortices. That is the part of the brain mainly associated with learning new skills, making decisions, and planning the future.

As humans, our competitive advantage is that we’re the best at learning things. The best human beings are learning machines.

Don’t forget that.

. . . Now, let’s go through some ways that you can use to speed up your learning:

25. **Do NOT trust your short-term memory**
*Gone in 60 seconds? Try 30.*

Whenever you have an interesting thought or a good idea, write it down. I cannot stress how important this is!

Whether you do this with pen and paper, on your phone, or on a computer doesn’t matter. But it matters greatly that you do it – because your short-term memory is very limited.

You can only keep 5-9 things in your head at the same time, and if you don’t continually repeat these things, you will forget them within 30 seconds. And you don’t want to go around all day repeating ideas to yourself because then you’re not leaving any room for new ideas.

So write it down. Always. To keep your important notes organized I would recommend you to...
26. **Start commonplacing**

When I started keeping a commonplace it was THE single most important thing I ever did in terms of productivity, learning things, and becoming organized.

It doesn't matter if you keep a digital or physical commonplace. But you MUST start organizing your ideas into different categories. This is important for two reasons:

1) The more you do it, the easier it becomes to build on your ideas.

2) You can easily find your stored ideas later.

(Here's what my OneNote commonplace looks like. On the left I have big 'notebooks' that can be thousands of pages long. In the middle, on top, I have 'sections'. Each section contains an unlimited amount of pages, which you can see to the right of the screen.)

I've written two detailed articles on how and why to keep a commonplace.

- [How to keep a digital commonplace with OneNote.](#)
- [Why you should keep a commonplace](#)

**[Note on commonplacing]**

This one of the most important tips in this report.

If you’re not keeping a commonplace you really need to start. I would like to tell you a lot more about it, but that is outside the scope of this report.
If you aren’t familiar with what a commonplace is or how to do it, I would highly recommend you to read those articles.

27. **Skip breakfast**
Because, as I told you in the section about mental focus, it raises your *ghrelin* levels – which in turn floods your prefrontal cortex with dopamine. This makes you better at learning new information and you’ll feel more focused.

28. **You have 15 minutes to speak up, ask a question, or get invested in meetings or lectures**
I always hated going to class in university. I would always lose focus and get bored…Until I understood this one simple trick.

I then used this trick for the remaining two years and I was able to cut **30%** of my time studying, and at the same time get better grades plus making friends with the professors. This gave me more time to read interesting books.

Cool, huh?

The reason why getting engaged in a social interaction makes you learn faster, and retain information better, is twofold:

1. **It activates your amygdala:** When speak up in front of a number of other people it’ll make you slightly nervous. This will produce a small amount of adrenaline, which is going to make you feel very alert. It’ll also prime you to learn better because, evolutionarily speaking, your brain thinks that it’s in survival mode, and will seek to take in as much information as possible to increase its odds of surviving. The end result is that you feel alert, and, because you’ve invoked strong emotions, you will remember the information a lot better.

2. **It helps you get buy-in:** When you speak up, ask questions, and get involved in any discussion, you’re investing time and energy into it. This tricks your brain into believing that you’re actually interested in what’s going on, and that it’s important to your survival, *even if it’s really not.* Your brain gets tricked because it logically rationalizes the situation as:

   "**Well, I wouldn’t have asked that question, or said those things, unless this was important to me. So I guess it must be important. I better pay attention!**"

Anyway, the result is that you can trick yourself into becoming interested in the things that you initially find boring. It’s really powerful! So be sure to speak up and activate your amygdala. Get buy-in from yourself by investing into the interaction.
[Note on speaking up and investing in interactions:]
This is definitely one of the most important and useful tips in this guide.

When you start using this you’ll never fall asleep or lose interest in boring meetings or while listening to lectures. You now have the keys to the kingdom of your brain. You can literally use this trick to create interest out of NOWHERE on command!

And what’s the catch?

There is a small price to be paid, but it’s almost insignificant compared to what you gain. The insignificant price that you must pay, is that of the slight discomfort you may initially feel regarding speaking up in public. But, it quickly goes away.

And know this: That fear is an illusion. It is a mere by-product from when we were cavemen and didn’t want to upset the tribe leader and get killed. But don’t worry, no one will kill you for speaking up. At worst, they might think you are a smart aleck. But that’s a price well worth paying for becoming enraptured in the moment and activating your brain to learn faster.

Be sure to make this a habit.

29. Read history books to get lots of associations and learn things more easily.
I will let you in on a secret. Not many people know this, but the more mental associations you have, the easier it is for you to learn new things.

This is because a big part of what learning is, is that your brain compares the things you already know with the new thing you’re trying to learn.

This is why people who already know a ton of things have an easier learning new things. Unfair? Maybe. But if I were you I’d get with the program and start accumulating as many different associations as possible as early in life as I could. In fact, I am.

Reading history books is one of the best ways of doing this. Biographies are also good for getting associations.

Another positive result of reading history books and gaining lots of associations is that you will start noticing lots of similarities between different things, and you will gain a better perspective regarding the current state of affairs than most other people.
Most people are oblivious to the context in which they live, how things came to be the way they are, or why certain things happen.

When you study history, you become very hard to trick. Your knowledge of history makes you impervious to most of the typical scams. Especially scams like: "Brand New Revolutionary Solution to Problem X", that the average guy falls for – repeatedly.

[Note on studying history:]  
There are also other benefits to studying history apart from the learning aspect. If you’re interested you can read an article I wrote on the topic:

- How Studying History Boosts Your Personal Development
How to Read and Memorize Information Better

"Once you learn to read, you will be forever free."
—Frederick Douglass

There is probably no single activity more important than reading. After all, it is your primary way for gathering information and learning new things. Over the course of a lifetime, the books and material you read will be THE single biggest thing that sets you apart from other people.

As Douglass said, the habit of reading will make the difference between slavery and freedom – granted that you implement the things you learn. The first step to implementing what you learn is to do repetitions.

30. Replace all unproductive activities with reading
Stop watching TV, movies, mainstream media, sitting on silly forums, playing video games... And start reading books instead.

A few years ago when I traded TV, video games, and movies for reading books, I noticed that I was reading one book every two weeks.

Imagine that, huh?

That was when I first realized that it’s fun to learn things and become smart. I hated being an uninformed idiot, I just didn’t know it at the time. Because I was too stupid.

When I started reading voraciously, it awakened my brain from a semi-dormant zombie state caused by years of TV-watching and dumbed-down instant gratification.

Then after a few months, when I had become very comfortable with reading books, and could read faster and for longer periods of time, I was able to read one book per week. You could – and probably should – do the same thing. It was one of the best decisions I ever made.

31. Take notes with multi colored pencils
The more colors and more specific details you have when you take notes, the easier it becomes for you to memorize the information and then later skim through your notes.

I suggest you get yourself two different multi colored pencils. Then you use different colors to differentiate between, for example:

Underlining text
I recommend using 2-3 colors in terms of importance for underlining text. Or because the underlining might indicate different things.

*Quotes*

*Headlines or subheads*

*Your own thoughts*

*Writing associations in the margin to make it easy to skim later*

*New words or expressions and their definitions*

These are my favorite, and I believe they are the most popular type. You can buy them here:

- Three for $5.5: [http://goo.gl/IUlgC8](http://goo.gl/IUlgC8)
- Two for $3.5: [http://goo.gl/9YvVaS](http://goo.gl/9YvVaS)

There are two big benefits of taking notes with multi colored pencils:

1. You will learn faster because you are distinguishing between different hierarchies of importance. You are also creating categories for different sort of information by linking it to a different color. This makes it easier for your brain to process and retain the information.

2. It makes it easier for you to skim the text once you...

32. **Review your notes**
To get another repetition, always review the notes you've taken at least once after you've finished reading a book or an article.

33. **Create a book summary book**
Buy yourself an empty book and start summarizing the most important and actionable information you get from books or longer articles. Use the first 1-3 pages to create a register where you write:

- **The title**
- **The author name**
- **The date you finished reading it**
- **Additional info**

You will then take the most important and actionable information from your note and put it in this book. Try to be very selective. This is good practice to learning how to distinguish between useful and useless information and keep it down to a minimum.

(Random excerpt from my book summary book.)

34. **Speak about what you have learned**
No one learns exactly the same way: Some people prefer listening, writing, reading, or speaking. In my experience, the best thing is to do all of them.

A great way to speak for the sake of boosting your learning, is to explain what you've just learned to someone who doesn't know this information. If you don't have anyone to explain to, you could record yourself on video talking. This is also good practice for public speaking.

35. **Get those repetitions ASAP to put the information into your long-term memory**
If you just read a piece of important information *once*, it’s unlikely that you will remember it for long. As you remember, your short-term memory is not to be trusted. Anything that is important is also worth memorizing – which means you must put in a bit more effort.

. . . And that’s exactly why you’re going to get create a commonplace book, get multi colored pencils to take physical notes with, review your notes at least once, put the best of those notes in your book summary book, and finally speak about what you’ve learned.

When you are done with this, you will have gotten at least *FIVE* repetitions of the information, and it *WILL* be committed to your long-term memory. This knowledge will now remain with you for years and years!

This might seem like a pain in the ass, but it’s worth it.
How to Get Good Sleep

It goes without saying that sleep is important. I should know, I’ve had sleeping problems for about 75% of my life – and it sucked. A lot.

When you don’t get proper sleep you get a messed up circadian rhythm – your biological clock – and your hormones play tricks on you. You become moody, tired, or hungry during inconvenient times. Your willpower, decision-making, and your ability to concentrate will also go down as your prefrontal cortex is impaired.

And, if you get really bad sleep, you will walk around with increased cortisol levels, meaning that you’re stressed. Over time, this can make you fat and harm your hippocampus, the part of the brain that helps you store memories.

If fear is the mind killer, then bad sleep is the productivity killer.

The big problem with getting bad sleep is that it’s hard to break the cycle. You feel tired, so you consume some stimulant to prop yourself up. This easily leads to overuse, which messes up your sleeping schedule even more... And it’s tough to stop because the stimulant is addictive and your willpower is impaired from getting bad sleep.

Here’s how you fix it, gradually.

36. **Create a pre-sleep ritual**

Before going to bed, make sure you have a ritual that prepares you for sleep. This isn’t just for show, this is important because if you do it consistently, it becomes a physical habit that literally conditions your body into getting tired.

Here’s an example of what you can:

1) Open up your windows to get fresh air

2) Avoid bright lights or screens.

3) Drink a glass of water

4) Sit down and write or reflect on the day. You could also meditate, visualize, and plan the following day – mentally rehearsing what you will do.

5) Go to bed.
37. **Sleep in a pitch black room**
When you’re sleeping in a completed blacked out room it will lead to a higher quality of sleep. The reason for this is because your brain has something called the *pineal gland*, which secretes the sleeping hormone *melatonin* at certain times of the day – this is decided by your *circadian rhythm*.

The release of melatonin is triggered by darkness, and impeded by light. So when you sleep in a room that isn’t dark you will lower your melatonin levels and get sub-optimal sleep. And YES, your rooms needs to be pitch black – because even though your closed eyes may not detect rays of light, your pineal gland does. The pineal gland is much more sensitive to light than your eyes are. You cannot cheat it, except possibly with an eye-mask.

38. **Avoid the following things if you want to get good sleep**
1) Avoid consuming stimulants after lunch. Because they inhibit the absorption of relaxation minerals (zinc, magnesium, chromium, etc.)

   However, the effects from using stimulants are highly individual. Personally, I will have trouble going to sleep at 10-12 PM if I drink coffee around 2-3 PM.

2) Avoid alcohol later in the day, it also ruins sleep.

3) Avoid sitting in front of TV or computer screens 30 minutes before going to bed, to make sure you don’t mess up your melatonin levels.

4) Avoid working out one or two hours before bed, it tends to be energizing.
How to Eat Healthy and Increase Vitality

There is a lot of fuss about diet and nutrition. There are thousands of books on the topic. But you don’t need to know even 1% of that information unless you:

a) Want to become a big bulky bodybuilder, a professional athlete, or a doctor.

Or if you:

b) Suffer from a serious ailment or have a disorder that I don’t know about.

So, I’ve chosen to boil it down to the absolute essentials. You will get more than 80% of the positive health effects by eating the foods listed below on a daily basis.

39. **All the most important foods you should eat**

1. **Eat Eggs**

Eggs are the single most important and nutritious food you can find.

Eggs are your best source of protein. They’re cheap and they contain all amino acids, even the sulphurous ones you don’t find in many other protein-rich foods.

Eggs usually contain 5-10 g of protein each. They also contain lots of choline, needed for your brain to produce the neurotransmitter *acetylcholine*.

Egg protein is assimilated slowly by the body. It usually takes the body a few hours to assimilate the protein from just one egg. I eat at least four eggs per day. Usually more than that.

Oh yeah, and there’s no need to worry about cholesterol from eating eggs. Your body produces a ton of cholesterol on its own, the amount of extra cholesterol you get from eating various foods is marginal in comparison. Plus, there are two types of cholesterol: HDL and LDL. HDL is the “good” one, and you get it from eggs.

2. **Eat broccoli**

I shouldn’t have to convince you about the importance of eating broccoli, should I?
But I’ll do it anyway because I’m a nice guy.

Broccoli is considered to be the best vegetable for detoxifying your body. It contains three important phytonutrients that together help detoxify you: Glucoraphanin, gluconasturtii, and glucobrassicin.

Broccoli also contains a ton of different vitamins, it is especially rich in vitamin C, which is good for your immune system.

Steamed broccoli is to prefer over boiled broccoli, because some of the nutrients and vitamins get into the water when you boil it. And unless you drink that water, it’s a bit of a waste. However, steaming your broccoli is a pain in the butt and boiled broccoli is still incredibly healthy.

3. **Eat spinach**
Spinach, like broccoli, is another incredibly nutritious vegetable that you should eat every day. It contains an excess of vitamins and minerals that you need. It is especially rich in vitamin K and A.

4. **Eat oregano**
So, you think blueberries have a lot of antioxidants? They do. But oregano has FOUR times as many! And 42 times that of apples, 30 times more than potatoes, and 12 times more than oranges. That puts things in perspective.

Now, this doesn’t mean the same thing as “oregano is four times more healthy than blueberries”, but it still means that oregano is very healthy – and massively overlooked by most people. It’s also cheap!

Eat oregano with everything, as you do with spinach and broccoli. Try to buy it fresh if you can, because it’s the best. But dried still works.

5. **Eat rosemary and other herbs too**
While oregano seems to be the “king of spices”, rosemary is another healthy spice that contains a fair amount of antioxidants. Plus it tastes very good.

Examples of other healthy spices:
1. Basil
2. Mint
3. Thyme
4. Dill
5. Parsley

6. **Eat raw cacao (powder)**
Raw cacao is another overlooked food/spice. It is surprisingly nutritious and it makes you happy and alert, as it contains the natural stimulant
theobromine. Cacao contains lots of antioxidants, minerals, and even protein (ca 25 %).

Instead of buying expensive dark chocolate you can just mix in some raw cocoa with coconut fat. It’s healthier, more potent, and cheaper.

7. **Eat coconut fat for better stomach health**

I already mentioned some healthy fats above, but I want to really recommend coconut fat in case you have stomach problems. It was very helpful to me when my stomach wasn’t good, and I’ve been an avid supporter ever since. Plus it tastes very good to everything.

Just make sure it’s not some low quality coconut fat. If it is, it will say somewhere on the product that it contains hydrogenated fat. Avoid that. It means it’s been processed to last longer or stay in a certain shape.

8. **Do NOT eat sugar**

Sugar is *THE* single unhealthiest thing in the world. It lowers your immune system, harms your stomach health, can lead to diabetes and a ton of other diseases, and it is incredibly addictive. Sugar is about as addictive as cocaine, as it binds to the same opioid receptors in the brain.

Most people think that a little sugar won’t hurt them. But it will, over the long-term. And, it’s not fats that make people fat. It’s sugar and carbs. I will go into why later.

Humans are not “made” to eat sugar: Cavemen ate something like a few spoonfuls of sugar per year. An average American – I am not insinuating you’re one – eats about 180 pounds of sugar per year. This is pure insanity and will not result well for that person over the long-term. It will lead to one disease or the other, or possibly a malfunctioning digestive system. In either case, it’s a lot of pain to go through for something that can so easily be fixed.

The easiest way to cut down on sugar is to completely stop drinking soft drinks. Most people drink 1-2 soft drinks per day, and are addicted to sugar without knowing it. The single most important tiny thing they could ever do to improve their health, lose weight, and get a better brain is to stop drinking those sugary soft drinks.

Sugar comes in many forms, you may be surprised to learn that almost everything you see in the supermarket has some sugar added to it, given that it’s a packaged or processed food product. You can check this for yourself by reading the labels and nutrition info – which is a smart thing to do – when you shop for food. If some ingredient ends with –ose, –in, –ol, there’s high risk it’s an artificial sugar. It’s hard to completely eliminate sugar from your life since it’s so addictive and since it’s in almost everything.
But, you can easily keep processed foods down to a minimum and you can eliminate snacks and soft drinks. That will cut down your sugar consumption by at least 80%.

The most common, and unhealthiest, type of sugar is known as HFCS (high fructose corn syrup) and the reason it’s common is because it’s incredibly cheap to produce. Probably the “healthiest” sugar is Stevia, which is a natural sweetener.

If I can get you to eat less sugar, then I know you’ve benefited massively from reading this report.

9. Avoid additives such as MSG
As with sugars, artificial sweeteners, various chemicals, and trans fats, there are also various types of unhealthy additives added to processed foods.

Probably the most common additive is MSG – monosodium glutamate – and it’s used to make food taste salty and meaty. It enhances flavor. MSG is used in almost all types of canned foods: Meat, vegetables, and sauces.

Additives are generally unhealthy, but they also have a sneaky long-term effect that most people don’t think about: They desensitize you. They make ordinary and natural food seem boring and taste next to nothing.

Think about it: Most people have to add a ton of dressing or ketchup, containing a lots of additives and flavor enhancers, just to eat their food. Otherwise they think it tastes bad. And then they want to have their soft drink for some more sugar.

If you read the part about productivity, you know how important concentration is. And to become someone who’s good at concentrating you need to cut out multitasking and other distractions.

So, to make a comparison: Additives are to a healthy diet what social networks are to your productivity on the Internet. They both slowly desensitize you over time, and eventually make you unable to think clearly, and indirectly hurt your health.

And then there’s MSG. MSG is especially unhealthy because of its over-stimulating effect as an additive is particularly strong and may end up killing brain cells. There is some research suggesting this, but the evidence is not conclusive. Anyhow, everyone agrees MSG is very bad.

MSG goes under many names. Watch for it on nutrition labels:
1. MSG / monosodium glutamate
2. Glutamate
3. Glutamic acid
40. **Other Important tips on nutrition**

1. **Eat less carbs and minimize grain (rice, bread, and pasta)**
   Carbohydrates are incredibly overestimated. You don't need to eat even nearly as much carbs as you have been conditioned to believe, unless you are an aspiring bodybuilder or professional athlete.

   The only carbs you need you can get from eating vegetables such as spinach and broccoli. Just as with sugar, carbohydrates raise your insulin levels more than any other type of food. This is unnecessary, and often bad and unhealthy.

   You probably grew up hearing that pasta, rice, and bread were healthy and needed for you to stay energized. Just as you heard that eggs could "clog your arteries" and harm your cholesterol values. In both cases you were sold a big fat lie propagated by food companies.

   Just as sugar is unhealthy, carbohydrates in the form of most staple foods: Rice, pasta, and bread, are unhealthy too because they get “converted into sugar” after you eat them.

   To simplify: The vast majority of grain products have no nutritional value. They are just tasty fillers on your plate. Most grains also contain gluten, which is bad for most people, because it’s hard to digest and slows you down. Gluten isn’t good for anyone, mildly bad for most people, and really bad for those who’re sensitive or allergic to it.

   And, just like sugars, food grains are very addictive. It’s hard for many people to give up eating bread.

   Quinoa and various other non-traditional food grains are preferable to the common types of pasta, bread, and rice. Especially quinoa, which is healthy because it contains a lot of nutrients and protein. But it’s a bit expensive.

   Overall, carbohydrates are totally overrated. You don’t need them nearly as much as most people think you do. I don’t recommend it, but you can live on just fats and protein, though your body would need some time to adjust to it initially.

2. **Consume, and more importantly – absorb – enough minerals**
Minerals, zinc and magnesium in particular, are needed for you to be calm, relaxed, and recover. People who regularly have cramps, muscle spasms, or minor involuntary twitches are often deficient in these minerals. The same of true of people who are constantly stressed.

Like I told you earlier, in the part about getting good sleep, mineral absorption is reduced heavily by consuming stimulants and certain other drugs, like alcohol. For many people this leads to a vicious cycle that repeats itself and just gets worse:

a. You cannot fully relax, rest, or sleep without aid of drugs.

b. You get tired and stressed.

c. Stress and poor sleep handicaps your willpower which increases the likelihood that you make impulsive decisions and succumb to instant gratification – such as propping yourself up with stimulants as a crutches. Or eating junk food because it’s convenient.

d. Stress, or more specifically, constantly elevated levels of the hormone cortisol, slowly makes you fat.

e. The fatter you get the hungrier you get. Your hunger-related hormones – leptin in particular – tell you to eat more food.

And so it goes, unless you break the cycle. And it gets harder to break this vicious cycle the longer you’re in it. So make sure you don’t start it by not getting enough relaxation minerals.

One of the best foods for getting zinc is pumpkin seeds. Oysters contain the most zinc out of anything, but you can’t exactly eat that every day. Other foods for getting zinc are red meats, spinach, raw cocoa, and various nuts and seeds

3. **Eat healthy fats**

Healthy fats are good for your stomach health, your skin, and for getting healthy level of hormones (such as testosterone). Fats are also good for your brain because your brain consists mostly of fats and cholesterol.

Most carbs are bad, and some fats are good. Eat less carbs and seek to eat more fats. Don’t be afraid of adding plenty of healthy fats to your food while cooking.

Here are a few examples of foods with containing healthy fats:

- Omega 3 oil
- Cod liver oil
- Coconut oil
- Flax seed oil
- Avocado
Seeds and nuts
Lard
Olive oil
Non-processed forms of nut and seed butters (peanut butter)

I would recommend you to create your own trail mix to ensure you get enough healthy fats. In my trail mix I use:
- Shredded coconut
- Flaxseeds
- Sunflower seeds
- Pumpkin seeds
- Various nuts

Here are a few examples of foods containing unhealthy fats:
- Chips and salty snacks
- Fried food
- Pre-made dressings
- Anything processed (foods and sauces)

Almost all processed products contain trans fats, which are unhealthy. Processed foods are popular for food companies because they are cheap to produce. With the help of inexpensive trans fats, and various chemicals, processed foods have an unnaturally long shelf-life. And because processed foods contain a bunch of sugars, artificial sweeteners, coloring agents, and they taste good and look cool.

This makes processed foods a lot more cheap and easy to mass produce than natural foods, which are a lot healthier.

All in all, even the bad fats are less dangerous than sugars, artificial sweeteners, strange chemicals, and most carbohydrates are.

41. **Drink L-glutamine (in the morning in particular)**
L-glutamine is not to be confused with MSG or the “glutamic acid” on nutrition labels.

L-glutamine is the most common amino acid in your entire body. This is used as a sales argument in the fitness industry to sell it as post-workout supplement. I’ve used it for a long time and I don’t think it’s necessary to gain muscle.

But, I do know that it helped me get a much healthier stomach and that it makes me more alert in the morning.

L-glutamine gets absorbed and assimilated by your intestines without starting your digestive system. Nor does it raise your insulin levels, as long
as you don’t consume more than a tea spoon (5 gram). By consuming L-glutamine first thing in the morning it’ll become easier for you to...

42. **Skip breakfast and fast**

And you should do this because it gives your digestive system time to recover.

Even if you don’t do intermittent fasting, or longer periods of fasting, you should force yourself to do it every once in a while just let your stomach rest.

Because this is very healthy. Fasting is good for your immune system, your digestion obviously, your willpower. And, of course you lose fat.

**[Note on food:]**

You will notice that I have not listed any fruit or berries. That’s because they are not essential – and they contain a lot of carbohydrates and/or sugar. You can eat it if you want to. But it is not necessary. Anyone who tells you otherwise is wrong.

In fact, some people eat too much fruit – and too often – and it makes them fat, indirectly. Not from the calories in the fruit, but from snacking and raising their insulin levels excessively. When your insulin levels are raised, your body does not metabolize fat efficiently, because it’s busy using *glucose* as its main source of energy. When your insulin levels go down, your body goes into a state of ketosis, and that’s when you burn fat.

**[Note on stomach health:]**

Also, know this: All the foods listed above are great for your digestive system, your stomach health, your skin, and for shedding fat.

I even cured myself from a severe case of *candida albicans*, which is a horrible stomach disease, by following this regimen for several months and doing a ton of fasting.

The reason I go on about stomach health is because it is very important over the long-term: Something like 60-80% of the immune system is located in the stomach. Your stomach health is directly correlated to your mood, whether you get stomach-aches, get gassy or bloated, and how well your body can assimilate protein.

There are a ton of nerves connecting the gut and the brain – hence, the term “gut thinking” is surprisingly accurate. So, if you want to have a
healthy brain as you grow older, you’ll also need to have a healthy stomach.

Another important aspect is this: Stomach health is something most people take for granted. But they shouldn’t. Not the way they are eating.

There will be more “new” diseases “discovered” over the course of the 21st century than ever before, as a result of the so-called standard American diet (SAD). Most of these diseases will reflect different symptoms of having a messed up digestive system or developing food allergies.

If all of the things above were new to you, and your diet and food choices are very different from what I’ve advised, I strongly recommend you to give these things a try. Because it could have a hugely positive effect on your health.

Stick to the diet above for at least two weeks – every day – and you’ll see a sharp spike in overall well-being, concentration levels, and relaxation.
Building muscle and losing weight are both areas where action speaks louder than words. There are thousands of knowledgeable keyboard jockeys on fitness forums arguing about the best strategies for building muscle, or for shredding fat. But, most of those people have mediocre physiques, because they waste their time reading unnecessary books or arguing over the Internet, instead of working out. And there is no “best” diet or workout regimen. It’s all individual, and you must find out what works best for your body through self-experimentation.

My educated guess is that in 90% of the cases where people aren’t getting the results they want in terms of bodybuilding or weight loss, it’s because they’re not lifting often enough or lifting heavy enough.

In the remaining 10% of the cases it’s because there’s something wrong with their stomach health, because they have bad hormonal levels (which often has to do with stomach health), or because there’s something seriously wrong with their genetics.

Fitness and bodybuilding is an area of life that isn’t “fair”. At least not in the short-term (6-24 months). Even if two guys follow the exact same workout routine and eat the same diet, one guy will probably get a better result than the other.

But, in the long-term (24+ months), almost everyone can get a nice and ripped physique. People who are severely obese or very tall and skinny are the exception. It’ll probably – but not necessarily – take them longer and require more dedication and effort because they have more of an uphill struggle than people with regular genetics.

Having said that, here are the few most important things to build muscle and lose weight:

43. **Avoid eating more than 3 times per day**
Some people, especially those who sell supplements, will have you believe that you must eat 6+ times per day to gain muscle. This is completely retarded and not true. You can build muscle by eating 1-3 meals per day, you just need to eat larger meals.

If you eat six or more meals per day – as I and many others have done – you’ll realize that you have no life except eating and working out. Because you’re constantly tired from eating or digesting food. There is rarely any energy left to do anything else.
And more importantly, in terms of weight loss, if you eat more than three times per day your insulin levels will almost constantly be in an elevated state. This dramatically limits ketosis – fat burning – from taking place.

Unless you're special – and have blood sugar problems or whatever – you will benefit from eating less meals per day. It'll make you more productive, help you think more clearly, and burn more fat.

All the good things you want, right?

44. **Don't drink alcohol and eat lots of calories**
If your goal is to lose weight, drinking alcohol isn’t particularly harmful in itself. But, eating under the influence of alcohol is.

This is because alcohol is seen as a poison by your body, and so its metabolism is given precedence before anything else. That means that most of the food you eat when you’re drunk gets added directly to the body’s fat storage for future reference.

So, the less food you eat while you are drunk, the better it is in terms of shedding fat.

45. **Don't do cardio to lose weight**
Contrary to popular belief, cardio is a lousy way to lose weight. You can still do it for other reasons, and it’s not unhealthy in any way. But it’s an inefficient way of losing weight and getting ripped.

Cardio doesn't burn many calories at all compared to lifting heavy weights or doing bodyweight exercises. So don’t waste your time at the treadmill like most gym-goers do.

46. **Do compound exercises and bodyweight training**
Compound exercises and bodyweight training are by far the most efficient ways to build muscle and lose weight. Here are some sample exercises:

**Compound exercises:**
- Squats
- Lunges
- Deadlifts
- Cleans
- Clean and jerk
- Benchpress
- (weighted) Pull ups and chins
- (weighted) Dips

**Bodyweight exercises:**
- Pushups
Pullups and chins chins
Situps
Squats
Jumping jacks

While bodyweight exercises do work, I think it takes a long time, because you can do so many repetitions. Therefore I prefer doing compound exercises and lifting heavy, and sometimes doing bodyweight exercises after a set, or at the end of my workout.

Try to avoid isolation exercises that only work one or a few muscles. Why? Because, as with the cardio, it's a very inefficient use of your time. It's that simple...

And how many repetitions do you have to do each time? It depends. But you can't go wrong with doing 6-12 repetitions. Most people should lift heavier weights in my opinion – they are underestimating their strength and are too afraid of getting hurt.

47. **Skip breakfast**
   You probably already know this by now, but...

   Skipping breakfast helps you lose fat by lowering your insulin levels longer, which allows the body to remain in ketosis.

48. **Take cold showers**
   Taking cold showers will not produce any incredible results in itself, but it has a number of positive spill over effects that together become important. Here are a few benefits:

   - **Fat:** Cold showers make you burn slightly more calories by speeding up the body’s rate of metabolism as a result of adapting to the shock of cold.
   - **Muscle:** Cold showers supposedly increase testosterone a bit.
   - **Willpower:** Cold showers strengthen your discipline by conditioning you to embrace discomfort. This will indirectly help you lift heavier weights and have better workouts, because you become better at pushing yourself outside of your comfort zone.

49. **Go on a 2-day fast**
   Longer periods of fasting are not for everyone. But if you want to lose a lot of fat, really quickly, this is a great way of doing it.
It also secretes the hunger-related hormone ghrelin, which triggers dopamine, that helps you focus and learn things better.

Going on a 2-day fast can be challenging at first. To make it easier you can drink coffee, tea, and L-glutamine (below 5 g to avoid breaking the fast).
How to Talk Over the Phone Persuasively

If you’ve ever wondered how to become more persuasive during telephone conversations, here’s how:

50. **Stand up and walk around to improve vocal projection**
   This makes you more interesting to talk to, more natural, and more importantly: When you’re standing up you will *project your voice better*. This is important because...

51. **Your tonality is the most important thing**
   Having a clear and pleasing vocal tonality is the most important thing when you are talking over the phone. Since there is no body language involved, your tonality does most of the work in communicating your message.

52. **Smile and dress up**
   You may not think that smiling, dressing up in a suit, or other such things make a difference just because the other person cannot see you. But they *do* make difference to *you*, and the other person can sense it off of you.

   Smiling makes you slightly more likeable and it will improve your tonality to make you come across as more positive. Dressing up improves your confidence, which is then projected in your tonality.

53. **Rehearse the close**
   The close is the objective behind the phone call. Maybe it is to ask someone out, seal a deal, or convince someone to do you a favor.

   In either case, you should rehearse the close by practicing saying the question you want to ask or the command you want to give. Because this will help you...

54. **State things matter-of-factly**
   When you are able to go for the close in a completely normal tonality, as if you were talking to your best friend about the weather, then you will dramatically increase your success ratio.

   Because when you state things matter-of-factly it subcommunicates entitlement – an unspoken assumption that you deserve the thing you’re asking for or telling the other person to do.

   This is great, because it will make the other person more likely to comply with your request.
How to Improve Your Writing (Simple Tips)

Writing is an important skill. Everyone should know at least the basics of how to write, and I’m not talking about writing a novel. I mean writing emails, reports, articles, or blog posts.

Here are a number of very simple tips that you can use to make your writing easier and more interesting to read.

55. Keep it simple
Don’t use longer or more complex words than you need to. The goal is to make the other person understand what you are saying. Not to impress with fancy words.

56. Sound like yourself
This is something that young people do well, before the school system encourages them to write horribly. Academic writers are the worst, they show no personality at all.

Point being: Don’t try to sound like some fancy English writer who has a PhD in literature from Oxford – unless you are. If you’re from, say, Texas, then own it and show it in your writing. *Show ’em where you’re from.*

It’ll convey your personality more powerfully than if you wrote as if you were from somewhere else.

57. Write to one person
Always write just to one person to keep the text personal. Don’t write as if speaking to a group, that makes the text impersonal. And an impersonal text is boring.

It’s better to write “you”, instead of “those of you”, “the reader”, “everyone”, or “we”.

Sometimes it’s necessary to use one of the other alternatives, but keep it to a minimum.
How to Write Articles or Longer Texts

Now that you know some ways to make a text more interesting and easy to read, I’ll show you a few methods for writing longer texts.

And by the way, these methods are used religiously by most writing professionals.

58. **Use active sentences**
Active sentences make reading your text a lot easier and more entertaining. Nothing kills a text worse than a ton of *passive* sentences. Most academic writing consists almost entirely of passive sentences, which is why it’s often a boring read.

Right way:
Jack *threw* the ball.

Wrong way:
The ball *was thrown* by Jack.

59. **If you write in English, start “(tk:ing)”**
When you write longer texts you often do it because you are inspired to write about a topic, or because you already have a lot to say about something and need to get it down on paper.

In both cases, to be as efficient as possible, you will want to write out everything you have in your head already. You want to free flow and write as much as you can without interruption.

The two biggest “enemies” to efficient writing is – you guessed it – distractions and multitasking. Because they make you lose your train of thought.

To keep this from happening, every time there is something you’d like to check – such as a source or hyperlink – you can just write “*(tk source needed to prove point)*”, or something like that.

When you’ve finished your session of uninterrupted writing, you can then search the document for “tk” and fix those things. The reason you should use the letters “tk” is because there is no word in the English language that has these two letters following each other.

If you don’t write in English you can use the letters “*(xx)*”. It is unlikely that there will be a word in your text with two X following each other.

In both cases, it will make it a lot easier and faster for you to...
60. **Write a "shitty first draft" and then edit it**

You need quantity to produce quality. Especially if you write a longer text. So, what you do is this: you write as much as you can from free associations and then you stop. This is called a "shitty first draft".

You then edit the text by removing everything that does not add to the message or provide value to the reader. A quick way of editing your drafts is by ruthlessly using...

61. **The cut-up technique**

This technique was frequently employed by the beat writers – the likes of Jack Kerouac, Allen Ginsberg, and William Burroughs.

You see, your "shitty first draft" is like a diamond in the rough. So you polish it.

Here’s what you do: you ruthlessly, and perhaps randomly, **cut out major portions of your text** and see how it fits together afterwards. You will be surprised at how well this works. Many paragraphs of your text that you think are necessary, are **not**.

Here’s an example:

```plaintext
Text.... Text. . . Text.... Text. . .
Text.... Text. . .

Text.... Text.... Text. . . Text.... Text. . . Text.... Text. . .
Text.... Text. . . Text.... Text. . . Text.... Text. . .

Text.... Text. . . Text.... Text. . . Text.... Text. . .
Text.... Text. . .

Text.... Text. . . Text.... Text. . .
Text.... Text. . .
Text.... Text. . . Text.... Text. . .
```
How to Write an Email That Gets Noticed and Read

These tips will be useful to you even if you’re not pitching something, because they will also make your emails easier to read. And that’s an important skill to have in today’s society where almost everyone is possible to reach, if you are persistent.

The most important thing when it comes to writing email is **brevity**.

62. **Use a good subject line so that your email gets opened**

When doing formal pitches, the other person, company, or website will often have an existing policy for this. Be sure to find out if they do. Because if they do, and you don’t follow it, by sending an email with some other subject line, you will make a bad first impression.

Here a few sample subject lines that may work depending on the situation:

- **Quick question**
- **Hey**
- **[Insert] Proposal**
- **Can I help out?**
- **You, specifically**
- **You’ll like this one**

But it depends a lot on the circumstance.

**Rule of thumb:** You can’t go wrong with a descriptive subject line.

2. Use the other person’s name as frequently as you can, and in a professional manner: "Hi [Name]," or "[Name]," is a good way to start an email, even if you’re responding to someone else’s email.

3. Use a signature, preferably with an image. You can use the free program WiseStamp, or Google’s own signature setting. You could also import a personal looking signature. This adds a personal touch and makes your email stand out A LOT. If you can add a picture it’s a big bonus because almost no one does this, so it’s memorable.

4. After your introduction – which should be brief and relevant – you need to immediately go into why you are contacting this person. Be as specific as possible. 1-2 sentences should do it.

5. Use the line "I understand how many pitches/proposals you must be getting." There’s no downside to using it. Even if it’s not true, the
other person will be flattered that you think they are popular. If it is true, it will be awesome because it shows that you can relate to the other person's situation.

Here are two examples that show how powerful this one little sentence is:

From: Mark Sisson <mark@marksdailyapple.com>
To: ludvig@startgainingmomentum.com

Thanks for the offer. You guessed it. I get dozens of offers every day.

From: Glen Long <glen@boostblogtraffic.com>
To: ludvig@startgainingmomentum.com

Load external images
Hey Ludvig,

Thanks for your guest post idea. Yes I do get a number of requests so thank you for your clear and professional approach.

6. Follow this up with some well-chosen samples of your previous work that you think will interest the other person. You could do this in image format or by putting it up in bullet points.
How to Become – And Stay – Motivated

Anything that is scarce is also valuable.

I believe that motivation is one of the scarcest things out there, and as a future trend, I think people will just get less motivated, despite having more opportunities and easier lives than ever before.

One major reason for this is because many people have the wrong idea of what motivation really is. You know you’re dealing with one of these people when you hear them say: “Oh. No, I couldn’t do that. I can’t do what [insert badass] is doing. He’s motivated, I am not.” This person clearly thinks that you either “have” motivation or you don’t.

This is false.

The fact is that everyone is motivated – the question is: How consistently?

You don’t “have” motivation. You build it.

You must think of it as a skill that you practice over the long-term. It’s something you should get better at for every year that passes. If I had to boil motivation down to one thing it would be this: **Consistency**.

Here’s a list of some important things to keep in mind or to practice to become motivated more often:

63. **Gain momentum — and keep it**

Here’s the thing: You can *act* your way out of problems, but you cannot think your way out of it.

The single most important thing to becoming motivated is, by far, that you are constantly taking action. This means that you’re busying yourself with useful things as much as you can and as often as you can.

Because: **You’re either gaining and maintaining your momentum, or you are breaking it.** And it’s a lot easier to break a thing than it is to build a thing.

It’s much easier to break a good routine by staying up too late, partying, and watching TV, than it is to build that productive routine by consistently doing what you *know* you should be doing as often as you can.

The problem for most people is that they do not understand this. They think they can just fix things quickly, “if they wanted to”.

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**Start Gaining Momentum**
They don’t understand that the act of gaining momentum is like buying a house: you need to put in a down payment. This down payment consists of putting in a lot of time and effort condensed into a short period of time. Then you have your momentum and things get easier. The problem is that most people never go all the way and get the momentum.

And even if they do, they’re usually not consistent enough to maintain it. They underestimate the importance of consistency.

Here’s what I want you to do: Before you are about to do something, ask yourself the question, “Will this action help me gain momentum or will it break my momentum?”

This will help you stay consistent enough to gain momentum in some area of your life, and help you keep it.

64. **Start your day well because it sets the pattern for the rest of the day**

Think about it: How many kick-ass productive days have you had when you got up late and passed the first few hours watching TV series?

Probably not that many.

This is because the longer you wait to do a thing, and put yourself in a certain state of mind, the harder it gets for you to break that pattern. So, in the case of watching TV first thing in the day, you would have set up the pattern of getting stimulation without having to put in any effort. And that SUCKS.

Gaining momentum in an area of your life can be seen as more of a long-term thing, whereas how you start your day is a short-term thing. But, both situations can be explained by the same logic: an object in motion will stay in motion. And vice versa, an object at rest will stay at rest until acted upon by an outside force.

This means that if you can just get yourself started and force yourself into action, you will soon want to keep doing whatever it is that you’re doing. So, the smart thing is to get in the feedback loop of activating your brain or taking action ASAP. Two good ways of doing this as you start the day are:

1. To read and learn new things.
2. To take care of important tasks.

Both of these things – activating the brain or taking action – have a positive influence on each other and will build momentum. Doing nothing, or watching TV, does not have any positive influence at all. It only fosters further inaction.
It may sound strange, but you actually need to put in effort and spend some energy to get out even more energy.

Think of it like this: Your brain and body are either ON or they are OFF, and it takes a bit of time switching between each mode.

Guess which mode you’re getting into when you procrastinate and watch YouTube videos?

65. Motion creates emotion and order
I told you earlier that it’s much easier to act your way into right action, than trying to think your way into right action. It is so.

When you’re feeling despondent and don’t really want to do anything except lying in bed, you need to MOVE. Start jumping up and down, flex your muscles, take a power pose, dance a bit, hit the gym, or go for a quick run. Move.

Another great thing you can do is to write. Just start writing about anything that comes to mind. Don’t have any standards for what to write, just start typing away. This often leads onto good ideas or clarifies what it is that you need to do. Writing will put your mind back on track by bringing some order to your thoughts.

When you move you take action. When you write you activate the brain. Both activities build momentum.

66. Your emotions determine your thoughts — and vice versa
Your brain and body are in constant synchronization by means of bidirectional communication. This means that what you feel affects what you think — and vice versa: What you think will also affect how you feel. This creates a feedback loop that can keep itself going for a very long time.

This is why being depressed and sitting still sucks. Because it reinforces itself. You feel depressed, so you don’t feel like doing anything. And when you don’t do anything, you feel depressed.

So you must break the cycle as soon as it happens. Or better yet, try to stay in a positive mood for as long as possible and squeeze the most you can out of it.

Here’s how it works: When you’re already feeling good you will think positive and empowering thoughts, which in turn will produce more good emotions, and then the cycle reinforces itself.
This means that you need to feel good and think about cool things as much as you can. You should think about the things that make you feel good as much as possible, and avoid the things that make you feel bad.

Simple right?

Another cool thing is this: When you feel good you will often get good ideas. So, to become inspired and to get great ideas you should strive to put yourself into a peak state of mind as often as you can, and your thoughts will reflect your positive feelings.

This brings us to the next point on the list...

67. **Pull through periods of low motivation by forcing consistency**

   When Napoleon Bonaparte got a letter from his grieving wife saying she felt awful because a family member had died, what did he do? He told her to get to work and to occupy herself with some activity so that she would have less time to beat up on herself about how sad her life was.

   Napoleon, like most other highly successful people, knew something very important about the nature of motivation. He knew that if you’re depressed, your situation will not get any better from dwelling on it. You don’t think your way out of it. You act your way out of it and occupy your mind with something else.

   When you’re feeling down and out, the worst thing you can do is to keep feeling melancholic and passive. You need to find ways of getting busy doing something and...

68. **Create a system for long-term motivation and become a self-starter**

   So that when you feel bored, demotivated, or sad, you make yourself go to work anyway.

   When you create a system like this with personal rules to force yourself into consistently taking action, you will eventually become a self-starter. A self-starter is someone who is motivated to do things without anyone telling him to. And that’s powerful.

   Being a self-starter is also going to become increasingly valuable because of the dramatic increase of free content, free information, free resources, and free programs.

   This information and education is available to anyone who has an Internet connection and a bit of persistence, but most people will not use these opportunities. Because they are not self-starters.

69. **Your mood often plays tricks on you**
In all of the other motivational tips I’ve raved about the importance of consistency, and forcing yourself to act.

That’s because it’s the single best principle to stick by if you want to become someone who’s motivated over the long-term.

But, there are exceptions.

There are situations when you should just “take the day off” and wait to do something the next day when you feel normal again.

This is normal, and it happens even to the best of the best once in a while.

Perhaps you’re feeling horrible and your mind can only see failure everywhere you look. When this happens, your best bet is to heed the words of Colin Powell:

“It ain’t as bad as you think. It will look better in the morning.”

Maybe you are ill or injured? Maybe there’s something off with your hormones? Maybe you didn’t sleep last night? Maybe something serious happened and you need to reflect?

Whatever. It’ll be better in the morning.

However, this should not happen often.

If it does, then it’s simply a sign that you’re not forcing yourself into action often enough to have a high “baseline” state of motivation and momentum.

70. **Should you talk about your goals or not?**

Whether you talk about your ideas, goals, and plans may impact your overall level of motivation. But how it impacts you depends on who you are. Everyone is different.

There are two different philosophies on whether you should talk about your goal or not:

1. **Should NOT:** When you tell someone about your ideas or goals you lose some of your motivation to do it, because you trick your brain into believing that you’ve already done it. Another possible negative effect is that the people you tell may try to discourage you and tell you that you can’t do what you want to do, or shouldn’t risk it.

2. **Should:** Each time you talk about your ideas or goals you build on a corresponding neural pathway in your brain, meaning
that you are more likely to think about it again, until eventually it becomes a belief. Another positive effect is that by telling people what you will do, you become accountable. You put pressure on yourself to “do what you said you would do” and you will strive to preserve integrity. People may also check up on you to see that you are being consistent.

Which of the two approaches sound better to you?

My guess is that #1 is better for people who already have a track record of success and already are skilled self-starters, whereas #2 is better for most “normal” people because they often need to apply some pressure to become motivated enough to start pursuing their goals.

It would be a smart thing for you to try both of these approaches for a month each, and see which one works out better for you.

71. **How to break down big tasks into daily action points**

I was recently asked:

> "Do you have advice for the people willing to realize their dreams; yet they lack motivation; out of fear or lack of self-confidence maybe?"

And my answer was the following:

Sure. Think of it this way: your dreams will continue being just that – dreams – until you concretize them into specific actions that you can take each day. Doing this will enable you to realize your goal incrementally. If you want to write a book, ask yourself:

*How many pages should it be?*

- 300 pages.

*How much time do I have?*

- 100 days.

That means you will finish your book by writing just 3 pages per day!

That’s no problem for you, is it? You can find the time to do your writing in the morning or after work/school. Right?

Right.

When you do this you’re slowly teaching your brain the value of incremental work, laying that single brick each day until you eventually create a wall. You build self-confidence the same way: Little by little.
So, in summary, here’s what you do:

1) Figure out what you want to do and how much time you have.

2) Concretize your goal by turning it into a specific number of tasks that can be done each day.

3) Do it until you’re finished.

It’s very simple. But most people don’t do it.

72. **A method for overcoming your fears and taking action**

If you’ve ever been scared of doing something risky, despite knowing that the gains outweigh the losses, then you’ve experienced *loss aversion*.

The implications of loss aversion is that your brain is wired to care more for preserving what it already has, than to take risks and gain more things. If you want to be successful you have to get over this, because you need to have the balls to take calculated risks.

Here’s a practical method you can use to do this:

1) List all the positive things and reasons for why you should – no, why you *need* to – do something. Don’t stop until you’ve found a couple of emotionally powerful reasons for why this thing needs to get done.

2) List what will happen if you don’t do the thing, and how it will likely impact your life.

3) List the reasons why you are afraid of doing the thing, and why you are hesitant to taking action.

4) Logically decipher each of the points in step 3 one at a time as if carrying on a dialogue with yourself. If you’ve read Marcus Aurelius book “*Meditations*”, that’s how you do it. By doing this you will often come to the conclusion that your fears have no real basis. They are based on the fact that your brain jumps to inaccurate conclusions.

When you’ve done this, you’ll see that you likely have some very good reasons for doing the thing. You will probably find that the gains outweigh the losses. But, you’ll still be scared. Just less so.

You must still force yourself to start.
I am a firm believer in that you need to consistently, persistently, and efficiently “brainwash yourself” to your goals and to the idea of success. Because if you don’t you’ll be normal. And normal people lead normal lives.

Being normal is safe, comfortable, and not very risky, and that’s fine if that’s what you want. But I don’t want it – and I’m guessing that neither do you.

You need to become a bit more extreme in your ways and your personal standards. You can’t be OK with what most other people want, or settle for. And you need to become goal-oriented.

One of the best ways of accomplishing this is by “brainwashing yourself” as much as you can over a long period of time. Slowly, but surely, you will change.

Quick question,

Do you know why the Nazis were able to control the German population so efficiently during WW2?

It was because they were masters of propaganda and they understood the importance of repetition. Repeat something often enough and you think it’s true. Because you “learn” it.

The act of brainwashing yourself is actually very similar to efficient learning strategies.

Both of these things are about making efficient use of the subconscious mind and putting it to work as much as possible. The easiest way of doing this is by exposing yourself to as many repetitions of a message as possible.

Here are a couple of easy ways for how you can get more repetitions into your life and speed up your brainwashing:

73. **Get yourself a whiteboard**

Whiteboards are cheap and underrated. Almost no one uses them, but they should. Because using a whiteboard is the simplest way of writing down:

- Ideas
- Goals
- Quotes
- Models or frameworks
- Acronyms
...And anything else you might want to learn or need to train your subconscious to memorize and believe.

Whiteboards also fill a great motivational purpose. If you’re doing something that takes a bit of time and is challenging – like a big goal that you’ve concretized into a number of specific daily actions, as I described in tip #68 – then you can write down these daily actions on the whiteboard. Here are a few examples:

- Money made per day
- Scheduled workouts per week
- Strangers talked to
- Words/pages written per day
- Articles written per week
- Emails or messages sent to people per day

And so on...

This is excellent, because it helps you see the power of incremental progress driven by consistent action towards a specific goal. This conditions you to understand how much it really matters that do the work every day. Because it adds up over time. You quickly become a die-hard believer in consistency.

A whiteboard can also be useful for writing your to-do list, deadlines, or things you’ve planned into your schedule.

Here’s a basic whiteboard you can buy for $30 with shipping included: [http://goo.gl/Bx3jyY](http://goo.gl/Bx3jyY).

And remember to get some pens of various colors and an eraser too for $6: [http://goo.gl/hRV0cl](http://goo.gl/hRV0cl).

74. **Use your computer background and screensaver**

Ask yourself: “What are my goals? What do I want? Where do I want to live” and other big questions like that.

Perhaps you already know these things, perhaps you don’t. Sometimes your answer is just a feeling, and it might be challenging to translate that feeling into specific words or images. And that’s fine, but it will take slightly longer to use this method if that’s the case.

Next question. Ask yourself: “How do these things look?”

What is the physical equivalent of the answer to the questions you asked? Here are a few random examples:
- **Speaking:** Images of crowds, as if you were looking at them from the stage.

- **Money:** Gold, silver, jewels, exactly $1,000,000, so you know what it looks like in real life.

- **Living:** Mansions, castles, luxurious apartments, and elegant buildings.

Then you spend half an hour or so finding lots of cool wallpapers that represent what you want, download them, put them in the same folder, and arrange for your background image to be switched among them every 2 hours or so.

Over time this will give your subconscious lots of repetitions of the things you want, and you will feel more entitled to getting those things.

### 75. Use your cell phone

Same as above... It’s just another way to get more repetitions of important messages that help you. If you use your phone a lot, this should be good.

But there are other ways of using your cell phone too..

I learned this trick from a guy who’s a pretty successful entrepreneur. He thinks it works wonders. He would use it mainly in two ways: To show him the most important task to work on for that day, and for positive messages to cheer him up.

If you use your cell phone as an alarm clock, you should also do this. Use the function that allows you to put in a message to be displayed at the same time as the alarm goes off. It’s another smart way of forcing more repetitions into your life.

### 76. Carry notes with you

Oh crap, I guess it ended up being one tip too many.

Well, better to underpromise and over-deliver than vice versa. That’s a tip in itself!

Onwards to the last tip...

Long before Jim Carrey was famous and successful, when he was young, broke, and miserable, he would visualize himself a successful comedian and see in his mind’s eye how he received praise from his idols.
One day Carrey decided to write himself an imaginary check for $10 million. He then kept this check in his wallet for many years and looked at it often. Why don’t you do the same thing?

It doesn’t necessarily have to be a check. It could be anything, as long as it’s an important message that you want to repeat. I do this every day with my to-do list for the day.

Congratulations for making it this far

[Final note – On breakfast:] You may have noticed that I listed “skipping breakfast” several times. I did that on purpose. Because skipping breakfast is important for many reasons. You see. . .

. . . Breakfast is COMPLETELY unnecessary!

The vast majority of people eat breakfast for no other reason than because they are used to it. They have never questioned whether it is necessary or not.

Of course, some of those people will vehemently tell you that breakfast is “the most important meal of the day” – without being able to tell you exactly why that is the case.

Of course, they have no idea what they’re talking about. They are wrong.

Breakfast is not only unhealthy, but it is also a big waste of your time, your productivity, and your money. The sooner you realize this the better. Because over the course of an entire life, this makes a huge difference.

Let me ask you this: Do you know the meaning of breakfast? Why it exists? How it came to be?

You don’t, do you?

Around 100-200 years ago, breakfast – as in “break the fast” – simply meant your first meal of the day. It was not specifically associated with eating in the morning. Nor was it associated with any specific types of food – such as cereal. For the most part, people just ate whatever when they were hungry, with the exception of certain countries with strange religious rituals.

Then, during the early 20th century, cereal companies came along, and they needed to find a way to sell more products. So, with the help of big advertising agencies such as Leo Burnett, they created a bunch of aggressive marketing campaigns.
The concept of “breakfast”, as we know of it today, was the single biggest success that came out of the marketing campaigns made by the advertising agencies for the cereal companies.

To justify the obscene amount of sugar in the cereal, they said that it was “energy-boosting” and that it helped you start off the day. They also came up with brilliant propaganda, such as the slogan that “breakfast is the most important meal of the day”

Point being: Breakfast is NOT the most important meal of the day.

People who say that are not only stupid, but they’re mindlessly spreading old propaganda.

Breakfast is, however, quite possibly the greatest marketing scheme ever created. It’s been ingrained deeply into the minds of most people alive today, and few people ever question it.

Breakfast is worthless to you unless you’re running a cereal company.

And you don’t, do you now?

So stop eating it RIGHT NOW and improve your health, your productivity, and save yourself some money.

It will make a BIG difference over the rest of your life.
What to Do Next

So, you’ve read through all the 75 (+1) practical tips and implemented the ones you didn’t already know of?

Excellent.

Use what works, drop what doesn’t. Keep experimenting.

Feel free to shoot me an email at:

Ludvig@startgainingmomentum.com if:

• You have any questions or you’d just like to say hi.

• You implement something you learned here, and it made a difference in your life.

• You have some practical tip you’d like to share with me.

I’d love to hear from you.

Best,

Ludvig Sunström

P.S:

You are free to share these 75 practical tips with anyone you’d like. If you use Twitter you can easily do it by clicking here.

P.P.S:

If you got this report from someone else, visit: Start Gaining Momentum for more useful practical tips you can use to improve your life.