Twitter Thread by Sam Matla



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Productivity “gurus” will hate me for telling the truth.

Here are 18 non-BS ways to destroy idleness, increase your work output, and reach your goals:

1. Actually set goals.

If you’re lazy and unmotivated, it doesn’t matter what goals you set (don’t overthink them), just set some and start working towards them.

If I met you on an elevator and asked you what your goals are, could you tell me?

2. Track your damn time.

You think you work hard? Really? Track every minute of your day and prove it to yourself.

The act of tracking your time will force you to be conscious of how you’re spending it. You’ll naturally be more productive.

3. Try to impress someone.

“Oh but that’s so unhealthy.”

Is it? Why? Everyone’s trying to impress someone else. Just bring it to the forefront of your conscious mind and use it as fuel.

Maybe it’s a potential mentor, leader, father figure. You already know who it is.

4. Progressively overload your focus muscle.

If you find it hard to sit down and focus for 90 minutes, then that’s because you don’t sit down and focus enough.

Train your work muscles like you would your physical muscles. Start with 30 mins of focus and work your way up.

5. Use three lists: open, closed and done.

Open = all the tasks you want/need to do, now and later.

Closed = 10 tasks max (you can't add another task to this list until you've completed another).

Done = done.

Focus on clearing the closed list and bringing new tasks in.

6. Stop making excuses.

Just because you got 4 hours of sleep last night, doesn't mean you can't have a productive day.

Talk to any parent and they'll tell you that it's not only possible, it's necessary.

Harden up.

7. Cultivate an obsessive desire to be excellent at what you do.

Keep this in your mind always. Average is unacceptable.

Forge ahead on the path toward mastery, knowing that every extra minute you put in compounds.

8. Speaking of compounding: it's the most powerful reframe you can make in your mind.

An extra 45 mins of deep work per day will compound over 5 years and result in something incredible. Likewise, hours of procrastination on a daily basis will compound in a negative direction.

9. Make public commitments that will embarrass you if you quit them.

Tell the world.

Make it crystal clear: "I will have finished X project by X date."

Then work extremely hard to fulfill this commitment. Bonus points if you complete it before your public deadline.

10. Don't like that idea? Do this instead: set a goal and don't tell anyone.

Not your friends, not your spouse/partner, not social media. No one.

Be the one who works in the dark, and then months later show the world what you've done.

11. Be angry.

Great things have been achieved by men who are angry.

If you have a chip on your shoulder, leverage it. If you don't, get one.

What gets you worked up? What problems frustrate you on a deep level? Work to FIX them. Use your anger as fuel.

12. Remove preconditions to act.

You have so many things you THINK you need to have in place before you can get productive work done: Clean desk, coffee, noise-cancelling headphones.

These things are good. Not necessary. You won't always have them. Which is why you should ■

13. Learn how to work anywhere.

The person who doesn't RELY on routines and an optimized work environment will be more productive than the person who does.

Those extra hours on the plane, in the hotel lobby before check-in, at a noisy cafe—they add up.

Make use of them.

14. Busyness for the sake of busyness is bad. But if you're lazy & idle, then you need to be busy FIRST and then cut the fat later.

Work hard and long as to fill your day. Be tired when you go to bed. BE BUSY.

Then figure out how to optimize your output and 80/20 everything.

15. Be ruthlessly honest with yourself.

Do not lie.

There have been times where you've told yourself, "I think I need to rest" and you KNOW it hasn't been true.

Stop doing that.

Act in accordance with what you know is true and right.

Do what gives you internal power.

16. Chase the feeling of momentum and accomplishment.

The "winning effect."

It's built by working hard and making wins. Once you've got it going, do everything you can to maintain it.

3 months of massive momentum will get you more results than years of mucking around.

17. Be competitive.

Do you look at other businesses or people, see them winning, and feel like you’re falling behind?

Do you want to catch up to them, even surpass them?

Do not feel guilty about this. Use it as fuel.

Compete. It is natural.

18. Collaborate.

Competition is good. So is collaboration.

If you’re lazy and idle, it’s probably because you’re not accountable to anyone.

Join a team. Partner with someone. Become or hire a co-founder. Work on cool shit with other people.

Enjoyed this thread? Make sure to follow for more non-BS advice on scaling yourself and your business.

Also please RT so we can help twitter level up their work output.