



7 PROVEN TRICKS

FOR JUGGLING *Family & Business*
AND STAYING SANE IN THE PROCESS

THE EFFECTIVENESS BOOK



Intro

Are you ready
to get stuff done?

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Effectologist

STRUGGLING, STUCK, OVERWHELMED?

To really live that life of passion & purpose you're after, the one that will make you feel fulfilled & overflowing with joy so can run through the hills singing like Julie Andrews in The Sound of Music, you'll need some basic tricks in your toolbelt.

Miriam Castilla

LIFE ON PURPOSE

First things

First, you'll need to get some clarity & focus on what's truly important to you so you can create your life deliberately. You need to learn to TRUST that you know what is right for you.

Then you'll need some strategies in place to help you balance your magnificent life effectively. This the yin & the yang of holistic success. Feeding your soul, living with passion & purpose and then diving into it and getting some serious shit done.

So, before I unleash these powerful goodies on you, I want to make sure we're really clear:

I definitely do NOT just want to show you how to power through more work, end up with even more stuff on the go and drive yourself nuts more quickly than ever before. Quite the opposite! I want you to create a life that inspires & fulfils you and show you how to move through it with grace & ease. And that is very much an inside out job. So I encourage you to join me in The Effectology Method so we can get you moving on that beautiful Entrepreneurial Woman's journey to a life of Purpose, Balance & Abundance. Effectology lives at the intersection of these three magnificent things which is also the intersection of Science, Spirituality & Practicality.





Sometimes However...

Sometimes however, you just need to get some practical shit done first so you can breathe easier. THEN you can go back to square one and plan to get those Effectology wheels turning proeprly properly and truly 'have it all'.

Let's me use an analogy to make my point:

To feel great & have your body humming along with gleeful energy, and spunky strides in your step, you need great nutrition, a regular exercise routine, plenty of sleep, lots of water, minimal toxins in your food & environment plus some activities that help you maintain great mental health & nourish your soul.

BUT if you've just fallen off your motorbike & cracked your skull wide open, going to the gym isn't going to fix it. What you need in that moment is the nearest emergency room, a few shots of morphine, possibly a blood transfusion and maybe some surgery.

So here is the warning label: (on next page)

THIS BOOK IS FOR EMERGENCIES ONLY!



It's for those times when enough is simply enough. When shit isn't getting done & you're the one who needs to do it.

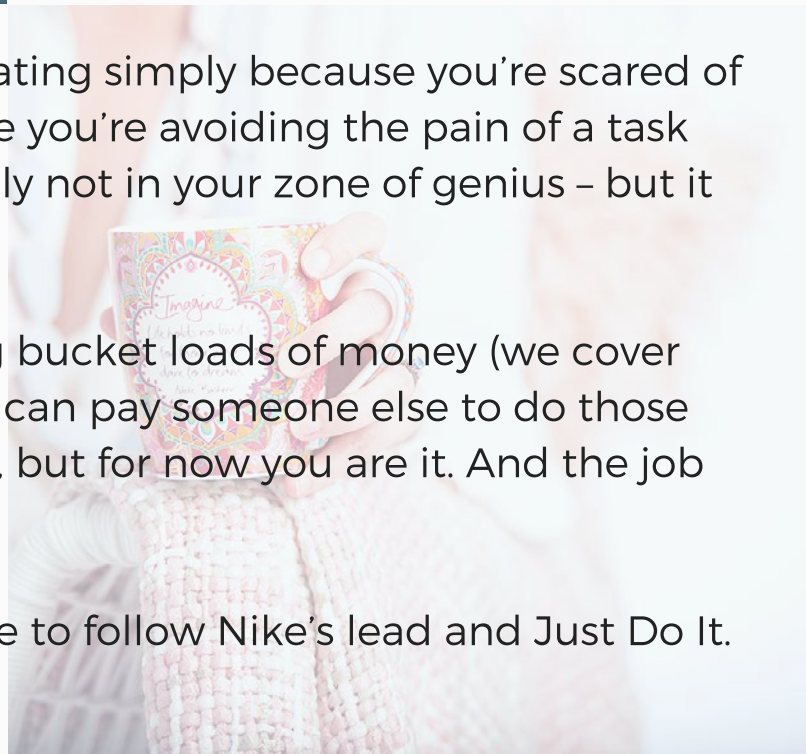
Then once you've caught your breath, join me in The Effectology Method Program and learn how to create life on purpose – from the inside out – so this doesn't happen to you again.

It's human nature to procrastinate over things we don't like doing.

Sometimes you might be procrastinating simply because you're scared of something, but often it's just because you're avoiding the pain of a task you don't like all that much. It's simply not in your zone of genius – but it still must get done.

Down the track, when you're making bucket loads of money (we cover that in The Effectology Method), you can pay someone else to do those crappy, annoying little things for you, but for now you are it. And the job has to get done.

So, how do you do it? Well, you'll have to follow Nike's lead and Just Do It.



“

It's the
little
things that
make the
big
difference.

Miriam Castilla





1 Know Your Priorities

Ok, so you want to know how to get it all done? Here's the bad news: You'll NEVER get it all done. And here's the good news: You'll never get it all done!

So you may as well relax a little & ask a different question.

HOW DO I GET THE MOST IMPORTANT STUFF DONE?

Most of us spend too much time on what is urgent and not enough time on what is important. **Stephen R. Covey**

To avoid feeling stressed out, overwhelmed or frozen like a bunny in the headlights, it pays to know your priorities.

To figure them out, simply refer to your Core Values. I wrote a blog about it – you can read it [HERE](#).

Another helpful thing is knowing the difference between Efficiency and Effectiveness. To read more about that [CLICK HERE](#)

Then you can get on with allocating your limited resources of time & energy in the most appropriate way - Guilt-Free!

Use a 'TO DO' List



YOUR TO-DO LIST IS YOUR EFFECTIVENESS LIFELINE

LEARN TO LOVE IT

“It's named ‘The Web’ for good reason” **David Foster Wallace**

Buy a notebook specifically for your to-do list.

I like to use an A4 notebook with perforated pages. I take it everywhere. It houses my to-do list as well as notes from meetings, webinars, seminars & conferences. The meeting & file notes can then be pulled out and put where they belong.

Other people like to use a mini pocket pad. Go with whatever works for you, but I strongly recommend against going for an electronic option - it's too fiddly & distracting.

Good old fashioned paper is best. A to-do list will keep your life on track.

3 GOLDEN RULES FOR USING IT PROPERLY

1: Keep it short – have no more than 5 main things to do each day. Don't worry – plenty of other stuff for you to do will pop up anyway.

2: Keep it numbered – prioritise items by **VALUE & IMPORTANCE** not ease or urgency.

Stick to it like super glue! – as new things pop up, they must measure up against what's on that list.

3: Prepare it the night before whenever possible. If you forget, for Pete's sake don't start anything until you have it ready. Use a Pomodoro approach and work through each item uninterrupted in a sprint. Let nothing sway your focus! Give yourself a little break between items.



For an awesome tip to help supercharge your to-do list, [CLICK HERE](#)

Avoid the INBOX Abyss



AVOID THE INBOX ABYSS!

It will steal time you NEVER get back!

Once you go to your inbox, there's no knowing where you'll end up & when you'll manage to get the hell back out.

To make sure you get the most important, useful & effective things done each day, you need to avoid it for as long as possible.

I recently read that your inbox is somebody else's to-do list for you. How true! You must manage it or it will manage you. Avoiding it and then limiting the time you give to it are two great ways to do that.

So here are the basic rules:

- 1: Only open your inbox after completing the first most important item on your to-do list for today.
- 2: Check it quickly and infrequently – once or twice a day is actually enough (YES! This is true!!!).
- 3: Reply to what's truly important first, then get to what's urgent, delegate what you can and save personal and unimportant items to a 'read later' folder.

Need further instructions? Go [HERE](#)

4 Batch EVERYTHING



WE DO MANY THINGS OUT OF HABIT WITHOUT STOPPING TO THINK.

Are they truly necessary, are they important and do they really need to be done so often?

You run around in circles much of the time - for no good reason! It's time to stop and re-assess!. We all have lots of 'stuff' to be done - all the time - over & over - like it or not.

There are bills to be paid, washing to be done, groceries to buy, mail to open, filing to do, cooking to be done, the list goes on and on - and on.

Stopping & starting tasks involves a certain amount of 'wind up' & 'wind down' time. Going from one task to the next & just thinking about additional 'stuff' also takes brain power - it uses up mental energy.

We do most routine things way more often than really necessary - keeping ourselves busy & wearing ourselves out - without really thinking about it. Even opening the mail can chew up a solid hour of your day by the time you add in all the distractions it causes.

GOLDEN RULES FOR TIME EFFICIENCY

1: Stop being compulsive & start being deliberate.

2: Remember: 'B.U.S.Y.' is a four letter word!

3: Make a list of the (usually mundane and unimportant) things you do regularly. Decide which ones can be done in batches and at less frequent intervals and get a new routine in place.

If you decide to join us in TheEffectology Method, we have a super cool module where we do this as a group!



Asked how he manages to meditate for an hour each day given his busy schedule, the Dalai Llama replied:



“Oh – on really busy days, I have to start with a TWO hour meditation.”

Shorten Your Deadlines



WE USUALLY TAKE THE EXACT AMOUNT OF TIME GIVEN TO COMPLETE ANY GIVEN TASK (PARKINSON'S LAW)

Translated to Miriam Castilla's Law it says "Man will make mountains out of molehills, given a large enough shovel."

Setting shorter deadlines will help you magically get the same job done much more effectively and in less time.

If I asked you to produce a 1,000 word essay on the rise & fall of Napoleon within a week, you'll start sometime in the next 2-3 days, stop & start your research, do several edits and with any luck, have it ready by the deadline.

If I gave you the same task with only a 24 hour deadline, you'll hit Google hard, throw an outline & key dates together and flesh out the details before sleeping on it for a final edit and proof-read tomorrow, handing it to me by the given deadline.

Which will be higher quality work? Well, we can't know or say for sure. In certain studies, shorter deadlines have shown to produce better quality results!

THE POINT IS...

People make mountains out of molehills - if given a large enough shovel.

You'll make something bigger than it needs to be, simply because you have the space to let it swell.

That's why before you can create 'spare time' for yourself, you need to know what you'll do with it - else you'll just keep filling it up with useless activity.

In fact, one of the best things you can do to MAKE yourself more effective is to schedule in that fun time NOW – then watch how much more effective you suddenly get!

When you have a reason to get through stuff quicker (because you have somewhere more fun to be), it becomes easy work to short to deadlines & in sprints. Make it a game and be sure to celebrate and reward yourself along the way. This is fun!

It'll also quickly become a new, highly addictive (healthy) habit.





Outsource & Delegate



HEY YOU! I SEE YOU & I'M NOT AFRAID TO NAME YOU, CONTROL FREAK!

Don't even think about skipping this one. This one is the most critical of your 7 steps.

I know what you're thinking, because I too, am a recovering control freak.

Being a control freak can get lonely and tiring. Learning to outsource and delegate will truly change your life. Trust me that once you get used to it, you'll never look back.

You'll also discover something quite incredible. Other people are happy to help! It makes them feel useful and valued. They appreciate being asked for help. And some will do the same job MUCH better than you!! Yep - it's true.

So don't pull that face on me while quietly searching for the nearest exit. How about you just go along with this one for now - as a bit of an experiment - and let's see what happens?

HERE'S WHAT TO DO...

Pick one job you'll permanently delegate to someone else.

Explain you'd really like their help and show them exactly how you do it, then practice non-interference. **STAY AWAY!**

Once you've realised the world is still turning, pick another job and do it again!

EXAMPLE A: I outsourced the making of this PDF for you once I'd written the copy



“You can do anything, but not everything” **DAVID ALLEN**

Use the
power of the
word



SAY "NO"

Learning to say 'No' is one of the biggest gifts you'll ever give yourself - and others!

Nobody wants you to secretly resent them.

Saying 'No' shows a sense of integrity and respect for yourself. It's about taking care of yourself so that you don't hit the wall.

Learn to say 'No' by writing down how you know when you're nearing your limit. Then write down the things that recharge your batteries. A sleep, a walk, a yoga class, whatever it is for you.

Start paying attention to those signs & practise saying 'No' and doing what's good for you instead.

Remember: Practise makes perfect!



SAY "THANK YOU"

Showing appreciation by saying 'Thank You' has incredible power.

A heartfelt and sincere 'Thank You' can make a big difference to the receiver's day.

Be sure to also quietly say 'Thank You' to the Universe for the amazing things you receive each day. Can't think of any? Did the sun rise, the birds sing and your heart beat without assistance today?

Gratitude sets you up to attract more of the same to you and opens your eyes to all that you already have to be grateful for. It allows you to feel a sense of accomplishment and that things are going well for you. To practise gratitude, make a habit of looking people in the eye and saying: "Thank You". Remember to smile! 😊

Keep a gratitude journal by your bed to write in each night and go to sleep with a smile on your face.

QUESTIONS?

You now have seven powerful tools for getting shit done when the procrastination virus has gotten a hold of you.

You'll be able to get yourself out of the poo when you need to.

If you find yourself in trouble and reaching for this guide repeatedly, you definitely need to work on the 'inside out' part of the equation and I would love you to join us in The Effectology Method Program.

In The Effectology Method Program, we take the Entrepreneurial Woman's Journey together and help you trust in your inner power so you can use the power of your thoughts, words & actions to transform your life & prosper in all areas.

Become an Effectologist, live life on purpose and enjoy abundance and life balance at the same time.

To find out more, just go to
<http://www.MiriamCastilla.com>

xx Miriam

