

JERRY SEINFELD'S PRODUCTIVITY SECRET

You may be familiar with my microblocking process which I wrote about in SWLP and which we teach in the 30 Day Challenge. Well, I was delighted to find out a while back that Jerry Seinfeld used a very similar technique to establish himself as one of the most successful comedians in the world.

Here's a post all about it by Brad Isaac on Lifehacker

Years ago when Seinfeld was a new television show, Jerry Seinfeld was still a touring comic. At the time, I was hanging around clubs doing open mic nights and trying to learn the ropes. One night I was in the club where Seinfeld was working, and before he went on stage, I saw my chance. I had to ask Seinfeld if he had any tips for a young comic. What he told me was something that would benefit me a lifetime...

He said the way to be a better comic was to create better jokes and the way to create better jokes was to write every day. But his advice was better than that. He had a gem of a leverage technique he used on himself and you can use it to motivate yourself—even when you don't feel like it.

He revealed a unique calendar system he uses to pressure himself to write. Here's how it works.

He told me to get a big wall calendar that has a whole year on one page and hang it on a prominent wall. The next step was to get a big red magic marker.

He said for each day that I do my task of writing, I get to put a big red X over that day. "After a few days you'll have a chain. Just keep at it and the chain will grow longer every day. You'll like seeing that chain, especially when you get a few weeks under your belt. Your only job next is to not break the chain."

"Don't break the chain," he said again for emphasis.

Over the years I've used his technique in many different areas. I've used it for exercise, to learn programming, to learn network administration, to build successful websites and build successful businesses.

It works because it isn't the one-shot pushes that get us where we want to go, it is the consistent daily action that builds extraordinary outcomes. You may have heard "inch by inch anything's a cinch." Inch by inch does work if you can move an inch every day.

Read the whole post at <http://lifehacker.com/281626/jerry-seinfelds-productivity-secret>

I noticed in my own life that if I used the normal method of trying to carve out big blocks of time to work on a project, whole weeks or months would go by when nothing happened. When I spent just 20 minutes a day on the project, but did that every day, I found I made much more progress. And it has the added advantages that you're less likely to get distracted within such a short timeframe and you always feel like you're making progress.

Microblocking is particularly effective when you are running your project in your spare time around your day job or full-time parenting.

Commit today to make daily progress on your project (even if small), put a cross on your calendar for each day, don't break the chain, and you'll be amazed how far you can go.

By the way, if you're a fan of Jerry Seinfeld (or of comedy in general) as I am, check out his new online video series Comedians In Cars Getting Coffee at comediansincarsgettingcoffee.com (can you guess what it's about?)

