
And Tomorrow Save the World

A Special Report

By
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Denny was always choking himself at our school lunch table. You've heard of biting off more than you can chew? Not Denny. I never saw him chew. He'd bite off more than he could swallow. At least twice a day he'd shovel in too much and we'd see him stop, his eyes watering, while he strained to get it all down.

In the four years I knew him, Denny never learned to take smaller bites.

The ironic thing? We used to laugh at Denny, and yet, for years I did exactly the same thing with my daily schedules.

A typical To-Do list might look like:

TODAY I WILL –

1. Write my new book
2. Submit it to 10 publishers
3. Promote the book on radio stations
4. Outline my next book

I'm exaggerating here, but not by much.

At the end of the day, I'd look at my list, with nothing checked off, and get discouraged. It takes forever to check anything off a list like that.

My problem? I was greedy and didn't want to settle for little steps.

Like Denny, what I really needed to do was cut things up into smaller, bite-size chunks and then tackle them one at a time.

To-Do lists serve two purposes. First, of course, they help you organize your activities and get things done in a logical sequence. But the second purpose is to

supply positive feedback. We need to know that we're making forward progress, and how much.

Part of motivating yourself is supplying that positive feedback to yourself. And if you use lists with over-size chunks, it can take days or weeks to get one item done.

That makes it hard to keep the feeling of momentum, so it's naturally hard to stay motivated.

My main problem was, I can be impatient to get started. I like doing things more than I like planning them.

So I'd often be tempted to cut short my morning planning time. I'd throw all sorts of things into my list, assuring myself, that, well, I know I won't get all the way down the list today, so I can carry some items over till tomorrow.

That's when I would write in these huge jobs. I did that because I was in a hurry and didn't take the time to think it through and break them down into the individual steps.

I wasn't cutting the chunks into small, manageable bites.

I guess everybody has heard the old riddle: How do you eat an elephant? Answer: One bite at a time. It may be a joke, but there's a lot of wisdom underneath the laughter.

The job of a To-Do list is to feed you bites, not elephants.

If your To-Do list usually has you scheduled to move boulders and mountains instead of pebbles and rocks, you probably need to cut up those tasks into smaller pieces. Some people refer to this as "chunking down."

So if there are days when you have trouble finishing your To-Do list, take a closer look at the items you've written there. How big are they?

Can you really write that eBook today? Or design and write an entire website?

Try taking more time to think your tasks through. By cutting that elephant into bites, it's a lot easier to get the job done. And it forces us to do something that may be very unfamiliar – thinking.

When you find yourself impatient to just go ahead and get started and to heck with the details, you're setting yourself up for extreme frustration.

That's the way you cheat your project (and yourself) of the analytical thought needed for logical continuity.

And don't try to kid yourself that you're a "natural manager" who can handle details intuitively, on the fly. That's just rationalization.

Even natural managers choke, like my friend Denny, when they try to swallow elephants.

Cheers from warm and smiling Thailand,

Charles Burke

Your Gentle Kick-in-the-Butt Coach

Workshops:

Rocket-Write™ Your First Book

(or Next One) in Record Time

If you've read my *Makin' Book*, you already know the quick, smart way to get your ebook written, posted online and selling – and do it all FAST! (You'll find it at www.MakinBook.com)

In this ebook I've given you the complete plan, without holding anything back. And I didn't load you down under too many details. You got exactly the how-to information you need, plus a healthy dose of inspiration and motivation.

Of course, a large part of inspiration is realizing that, not only is something possible, but that it is possible for *you*.

Inspiration, however, is a highly individual thing. And some people, no matter how inspired they are, may still need a little jump-start to help them get up to speed. Some short-term mentoring or coaching. That's normal.

If you're now thinking of writing your own book, you may feel *almost* ready to move forward, but need just a bit of help during your first few steps. If this is you, here's good news. I've put together an action-based coaching class to help you move forward more confidently.

Coaching Class One:

6 Week "Rocket-Write™ Your eBook" Coaching Class

This class will take you deeper into the writing process than this book could. I'll take you by the hand and lead you through the entire book-planning and writing process. This 6-week program will give you direct, hands-on experience in producing a complete outline, then writing your entire book using my Rocket-Write™ System.

I'll be there throughout the entire 6 weeks to answer your questions as soon as they arise. This can reduce the uncertainty that most people feel when tackling something they've never done before.

When you've completed this class you'll have:

- **A vivid description and understanding of your target reader**
(you'll know your reader as well as you know your best friend)
- **A clear grasp of what your readers are starving for**
(you'll know them and understand exactly what they crave more of)
- **A long list of benefits your reader will gain from your ebook**
(this will form the foundation of your sales page)
- **A powerful book title and subtitle**
(they'll grab your reader's attention and won't let go)
- **A complete outline for your ebook**
(so you'll never get lost, or stall midway through the writing process)
- **Your ebook completely written**
(The point of this entire program – a completed, Rocket-Written™ ebook)

Average time commitment required for a student over the course of the 6 weeks will be about 10 to 12 hours per week. This is about equivalent to working a part time job (but with more potential for advancement). If you are unable to commit to this, then your results will suffer, and it would be better to wait until you have the time and energy available to take this class.

Each week, students will receive a written lesson containing that week's assignment.

Also each week, there will be a group phone call. This will give each student an opportunity to ask questions and share experiences. Although attendance at these calls is not required, most students consider them helpful because they serve as masterminding opportunities, where other students may have the answer to the issue you've been facing.

Each day, a student can email me up to 3 questions – that's as many as 42 personal emails (and over 125 questions) during the course of this class.

I also give you an iron-clad personal guarantee. If you get two weeks into the class and decide it's just not for you, simply drop me an email, and I'll refund your money instantly. And cheerfully. Guaranteed. Already know you want in? [Drop me a note](#) and tell me! Let's get you started on Rocket-Writing™ your book right away!

- **Check class availability** and dates at the CharlesBurke.com website.

Additional Coaching Classes:

Which of these classes is right for you?

Coaching Class Two:

6-Week 'Build Your Website FAST' Coaching Class

You've written your ebook. Now you need a place to showcase it. This coaching class will enable you to build a good-looking website, including sales page, download page, and other support pages as needed.

Coaching Class Three:

6-Week "Launch & Sell Your eBook"

With a completed ebook and a strong sales page, you still need to drive large numbers of qualified buyers to your website. In this coaching class, you'll learn simple ways to attract hoards of visitors to your site.

Coaching Class Four:

26-Week "Mindset Makeover for Business Owners"

Mindset is the master key to success. Without a strong success mindset, we can make all the right moves and still come up short.

And the biggest difficulty with changing mindset is that it's mostly out of sight. We have a hard time recognizing which attitudes and beliefs are the ones holding us back. For that reason it generally takes longer to get mindset adjusted and pointed in the right direction.

In most cases a short class only gets you started, then leaves you hanging halfway to your mindset goals. Unlike shorter classes, this one carries you well past the "easy backsliding" stage, and deep into firmly established new mindset and thinking skills.

- **Check class availability** and dates at the CharlesBurke.com website.

More Suggestions for Success in Your Life and Your Career

- Luck is the word everybody uses when they have no control over their life. Successful people seldom believe in luck, or fate, or destiny. They know there's something far better. [Click here for the secrets to Command More Luck](#)
- Tired of having your mind polluted by the random negative conversations all around you? Now take the initiative. It's easy to stay positive when you saturate your mind with the [Words Winners Use](#)
- Many entrepreneurs have a hard time getting the Law of Attraction to work for their business. If this is you, see [The Business Owner's Quantum Cash Pump](#)
- Some people see opportunities all around them, while others stumble through the same landscape and see only difficulties, roadblocks and lack. It's not your fault if nobody ever taught you how to "See Rich," but now is the time to discover your own [Acres of Opportunities](#)

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