
You Can't Do Everything First

A Special Report

By
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You Can't Do Everything First

Recently, I was interviewing Paul Hartunian, the master of free publicity, a man who successfully juggles several very different careers. Paul commented:

“People don’t act (don’t take action) because a lot of things are in front of them. I’ve gone to lots of seminars where there was so much information you were on information overload. The vast majority of people then froze; they wound up doing nothing.

“All this information and all these experts were right there, willing to help the seminar participants do what they want to do, accomplish what they want to accomplish.

They may have been given lots of great products to sell; they were given SO MANY options in that one day that they froze.”

Paul’s point was that when we’re confronted by too many possibilities, we can freeze up.

Trying to decide which of 15 or 20 options to pursue can be frustrating, especially if all of them appear to be good choices.

My granddaddy used to say, “A dog that chases two rabbits won’t catch either one.” He was trying to get me to realize how important it is to just pick one thing and do it.

Let’s take an example that we often see here on the Internet. How many eBooks have you bought within the last six months? Of that number, how many of them tell you how to make money online?

If a book is any good, you'll be impressed; you'll say, "Yeah, I can do this." But then, after a few days, you'll read another really great sales letter, you'll feel that you really, really need the knowledge in this new offering. Then you'll buy yet another eBook, and you'll again be impressed: "Yeah, I can REALLY do THIS."

This cycle is being repeated over and over every day all around the Internet.

This may have happened to you. I've done it. Lots of people have. So there you sit with perhaps dozens of books, all good, dozens or even hundreds of affiliate offerings, some excellent, and page after page of website ideas, all interesting.

In fact, you've got so many options that you may not know what to do first.

My granddaddy ran one of the biggest plumbing shops in his town, and when he'd spy one of his men dithering over what to do next, he'd simply say, "Son, you can't do everything first."

And neither can you or I. If all your options are good, then it doesn't really matter which one you choose first. Throw a dart if you have to, but move. Make a decision. Get yourself into motion.

For many people, getting into motion means you'll be stepping into unfamiliar territory, doing things you've never done before. So what? At least it's interesting and exciting. But never terrifying.

If you think starting your very first business is terrifying, you need to think again. Wrestling a grizzly bear is terrifying. Falling from an airplane without a parachute is terrifying.

But starting a business? Nah... that's not scary; it's just unfamiliar.

And right there we have the main reason most people lock up when they face a long list of options. It's unfamiliar ground, so they think they don't know how to choose. (They do, but they THINK they don't.)

Here's a strategy for taking the terror out of decision-making. Take that long list of options. Say there are 15 items on it, and you've never done any of them before.

Once you've examined all the items on the list, do this: Decide if all the items are REALLY about equal. If there are any that clearly don't measure up, cross those off. You'll still be left with lots of choices.

Let's say you're left with only 10 items on your list.

Take out a new sheet of paper. Write item number one on it, the first item from your original list. Okay, that's it. That's your new list of options – just one item.

We've already agreed that all the choices are more or less equal. So now you've got your action agenda. One item. No more indecision. Now just go do it.

And those other 9 items? They'll be there waiting when you get done with the first task. See how easy decision-making can be?

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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