

THE ULTIMATE GUIDE

GET

TO PRODUCTIVITY,

SH*T

PROCRASTINATION,

DONE

& PROFITABILITY

JEFFREY
GITOMER

“This is NOT a bullshit book about setting goals, having your best year ever, or time management.

This is a book about ACHIEVING goals, how to actually be productive, and get shit done in a manner that doesn't just move you forward, but actually makes you feel great, do great, and makes you money.”

Jeffrey Gitomer

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**JEFFREY
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WILEY

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WHAT'S THIS SHIT BOOK ABOUT?...

Get Shit Done

is about how your actions, your attitude and your concentration affect your productivity, your attainment, and especially your outcomes.

Get Shit Done

is about the lost secrets of accomplishment and achievement, and the new science of doing, having, and winning.

Get Shit Done

is about how to double your achievements, your work habits, and your income with 3.5 simple shifts and 3.5 simple actions.

Get Shit Done

will show you both the seriousness and authenticity of the strategies to implement, the value and the ease of implementation, the value of fulfillment when shit gets done, and the additional income that results from your increased positive outcomes.



CONTENTS

INSIGHTS

- It's Not Just You, I Can't Get Shit Done Either6
- Why Me?8
- Why is Marden in This Book?10
- Unlocking the Mystery of Productivity,
and Locking in the Secrets of Success12
- This Book is About Shit Shifting.14
- 3.5 Prime Principles.....17
- Discovery – The AHA Factor!19
- To Do or Not to Do23
- Why Can't You Get More Shit Done?.....24

THINK

- Why Can't You Achieve the Goals You Set?34
- What POWERS Your DO Engine?.....39

TIME BOMBS

- Your Shit Use of Time... Distractions42
- Rate Your Mental and Physical Distractions.....44

ACHIEVE

- If You Do Set a "Goal," Please Do It the Right Way50
- To Achieve Your Goals, You Must Do the Following53
- Put Your Goals in Front of Your Face55
- A Goal is a Dream with a Plan... and Other Fairy Tales58

ANSWERS

- Getting Shit Done Starts with the "P" in YOU.....64
- People Reject or Don't Want to Deal with Complaints
or Problems Because.....69
- How Responsible Are You?71



- Good, Better, Best. Which One Are You?72
- Are You Burned Out or Just Hating It?80
- Start Your Day the Night Before84
- Wake Up and Smell the Success86
- The Secret Formula and the SpongeBob Factor97
- The GSD 100-Year-Old Secret Formula100
- You Are the Elements of Your Rections and Responses.103

SALES and TIME

- Time is on Your Side, as Long as You Understand It110
- “If You Love to Do It, You Procrastinate Less”114
- “Procrastination is a Symptom”116
- “Set Deadlines for Achievement”117

SALES and YOU

- PERSISTENCE and “ANTENNAS UP” – How I Got Shit Done...122
- I Was Going to Follow Up BUT.....129
- Help I’m Slumping and I can’t get a sale134
- Economy Up or Down – What’s the Real Situation?.....140

ACHIEVE NOW

- Use Your Personal GSD Power.148
- AA – the Twenty-First Century: Achievement Actions.154
- How to ACHIEVE the Ultimate GSD Information and Self-test ..156

WISDOM

- Kids Teach the Value, Purpose, Surprise Action,
and the Wisdom of WOW!164
- Orison Swett Marden and SUCCESS167
- The GSD Real-World Action Plan187
- 3.5 Realities to Help You Get Over the “Hump”188
- 12.5 Action Steps to Get Shit Done194



**“If you spend the
time in anxiety,
you will lose
the time for
productivity”**

Jeffrey Gitomer

INS*GHTS



It's Not Just You, I Can't Get Shit Done Either

Productivity is not just everybody else's problem, it's your problem...

...and it's also my problem.

I live in a world where I have multiple choices of things to do every day, and sometimes the choices are so overwhelming that I do nothing. I admit it.

On the other hand, I wrote this book, and you didn't.

And then the obvious question is: if you have a list of 10 things to do, what do you actually do first? Answer is always THE MOST IMPORTANT THING (not the most urgent thing).

I tend to focus on the panic deadline. When the panic is completed, I then have a bit of peace. In order to Get Shit Done, there must be intervals of peace.

My fight – your fight – is for time and against time. Twenty-four hours – that's what you and I have in common. USE of time is how we differ.

In the next pages you will discover the BEST ways to invest your time into productive and profitable actions – have a blast, and feel GREAT about your achievements.





The Get Shit Done (GSD) SUCCESS formula...
Productivity minus Procrastination
DOUBLES PROFIT

The GSD Secret ingredients are...
desire, determination, love of what you do,
and taking “get shit done
success-based actions.”

“Decide” and “Intend” are the unknown forces
that create GSD actions – then it’s a matter
of concentration.

I will SHOW you every step,
I will DEFINE every step,
I will CLARIFY every step,
but you must TAKE THE STEP.

CAUTION:
This book is not for entitled people,
it’s for ENLIGHTENED
and DETERMINED people.

Get your GSD head in the game –
the work game, the achievement game,
the success game, the money game.
It’s TOTALLY up to you — Kick your own ass.



Why Me?

The purpose of *Get Shit Done** is to help you understand what's "in your way" or "in your head" that prevents you from daily achievement and ultimately getting what you want. And this book will also give you ideas and answers that will help you make it happen.

GSD INSIGHT AND GUIDELINES

- **The lessons are short, sweet, understandable, and immediately implementable,**
- **BUT you gotta be willing to WORK.**
- **No one can kick your ass into gear unless you're in neutral and willing to shift gears.**
- **You have gas in the car, and you know how to drive.**
- **Now you gotta discover what will inspire you to press down on the accelerator.**

At some point everyone hits a wall or roadblock or slump that prevents productivity – some temporary, some long-term. There are tons of blockers and barriers: personal, health, relationship, addiction, career, money, job, boss, ad nauseam.

One objective of this book is to get you to identify your time and achievement blockers. Explain it (them), and then make certain you have Achievement Answers to inspire yourself to do something about what's holding you back. What's preventing you from a life of happiness, fulfillment, independence, and wealth.

Take a moment and think of yours.

My bet is that there are several, with one or two big ones.

* The title "Get Shit Done" was the idea of Matt Holt, my 20-year friend and publishing VP at Wiley.



**Attitude, mindset, concentration
are among the remedies,
BUT there's not one silver bullet.
There are a bunch of GOLDEN
ones – they are also known as
GOLDEN OPPORTUNITIES.**

Where's your shit?

What's your shit?

When is it going to get done?

When should it be done? OUCH!

Relax, read, and study.

**This book has the
GOLDEN answers.**



Why is Marden in this book?

Orison Swett Marden is one of the founding fathers of positive thinking and personal development. He was a mentor and a guiding light to people like Napoleon Hill and Dale Carnegie. He was also looked upon by corporate leaders of their time as THE go-to person for life enhancing wisdom.

During the time I was writing a book about the sales and business principles of John Patterson, founder of NCR, I was contacted by a bookseller in Dayton, Ohio, asking me if I wanted to buy any books from Patterson's library. HECK YEA!

One of the books I purchased was, *He Can Who Thinks He Can* by Orison Swett Marden. It was proof to me that there are no coincidences, only guideposts.

The book I purchased had been read AND underlined by Patterson.

Several of those underlined quotes are placed throughout this book to both give you added inspiration, and to prove that the "putting off" of getting shit done has been around for more than a century.

You will love the quotes and the backstory of the evolution of positive attitude and personal development.

**Orison Swett Marden was
also a founding father of
getting shit done.**



**“Don’t wait for
extraordinary
opportunities.
Seize common
occasions and
make them
GREAT!”**

Orison Swett Marden

**Author and founder of
*Success Magazine***



Unlocking the Mystery of Productivity, and Locking in the Secrets of Success

Everyone wants to do more, and as a result, be more and have more.

This book, *Get Shit Done*, will have a profound effect on anyone looking to understand and implement the elements of greater productivity, get the answers to what causes procrastination, and achieve an understanding of the formula that productivity minus procrastination leads to PROFIT.

The book itself will outline and define a step-by-step process of achievement beginning with attitude, and take you through the success elements of belief, desire, determination, goals, productivity, resilience, achievement, and fulfillment. But the book would not be complete without totally defining and presenting game plans for the elimination of the destructive elements of productivity and achievement: procrastination and reluctance.

The architecture of the book will make reading easy and enjoyable, and the central messages and challenges presented in this information-packed book will be both transferrable to the reader and easy to implement.

The best part of *Get Shit Done* is that it's for you in whatever your walk of life. You have a "to do list," or a project, or an assignment, or a goal, or a plan, or a dream. This book will get you from "do" to "done."

NOTE TO SALESPEOPLE: There are several pages devoted to you. Ideas and strategies especially meant to WAKE UP YOUR INNER BEST.

NOTE TO NON-SALESPEOPLE: Read all the sales pages and just substitute what you do.



**“The purpose of
Get Shit Done
is to help you
understand what’s
‘in your way’
or ‘in your head’
that prevents you from
daily achievement
and ultimately getting
what you want.”**

Jeffrey Gitomer



This book is about Shit Shifting

1. Defining what you INTEND to do. Goals don't matter if intentions are lacking. When you wake up, INTEND to be successful at a level of BEST and you have a chance for getting shit done. Your intentions drive your productivity and accomplishments. If you're a procrastinator, lazy bastard, or just without personal motivation, THERE'S A REASON. Uncover the real issue behind these symptoms and presto – productivity. Nothing happens without your intention to make it happen.

2. Self-discovering WHY you are intending to do it. Behind every goal or dream, there's a WHY. Not a “make more money” why, but “what you will do with the money” WHY. The real why, which may be three or four “why's” deep, will carry you across EVERY finish line.

3. Learning to make an Achievement Plan that works. Start small. Achieve something each day for a week. Once you realize it's working, make plans with specific targets, a start date and a projected end date.

3.5 Adding “even if your ass falls off” to every goal, idea, and plan. Most “goals” and “plans” lack the emotion they need to create the urgency they need to achieve them. That's why I created the add-on phrase “even if your ass falls off.” It takes anything you want to get, do, achieve, or become to a new level of awareness and emotion within you. Try it.



Your To-Do list, your project list, your sales follow-up list, your kid list, your “honey-do” list, your Christmas list, your job task list NEVER GOES AWAY – the tasks change or the names change. This book is about how to deal with them, take action on them, and achieve them.

- **Determine your PERSONAL INTENTION.**
- **Dedicate actions to your REAL WHY.**
- **Plan for your TOTAL ACHIEVEMENT.**
- **Apply the DO until you HAVE the BEST.**

That’s what gets shit done!



**“People do
not realize the
immense value
of utilizing
spare minutes.”**

Orison Swett Marden

From the book

He Can Who Thinks He Can, 1908



The key to getting shit done revolves around 3.5 prime principles...

1. Identifying the REAL REASON(S) behind avoidance
2. Understanding WHY, and WHAT'S in the GSD process
3. Your desire and determination to “do” vs. your tolerance for risk

3.5 Taking the first action step that's part of a plan for achievement

Here are some helpful thought and action starters...

Why did you start?...

Why did you procrastinate?...

Why did you get it done?...

Why didn't you get it done?...

What was the plan?...

What was the goal?...

What was the timeline?...

What was the deadline?...

What was the outcome?...

What went wrong?...

Why was it late?...

What were the excuses?... Reasons?...

What happened?...

What did you learn?...

What was the “feeling”?...

What's next?... What's the new plan?...

WHEN will you do the next thing?...

(specific date and time)