

Subject: Do the wrong thing to get the right results

DO THE WRONG THING!



Why Failing On Purpose For 15 Minutes a Day Can Make You More Successful

Discover The Surprising Mental Trick That Can Beat Distraction, Fear and Procrastination

Hi [NAME],

Back in the 1930s, Austrian psychiatrist Viktor Frankl noticed something odd.

The more his patients tried to control their anxieties, or fight their fears, the worse their symptoms seemed to get.

For example, the more an insomniac *tried* to fall asleep, the more their brain refused to cooperate.... or the more a shy person tried to force themselves to speak in public, the more frightened they became.

Frankl quickly realised that fighting the fear simply added more pressure and more stress.

As he put it: “pressure induces counterpressure, and counterpressure, in turn, increases pressure. Again, we are confronted with a vicious circle.”

So he came up with a counterintuitive idea.

Instead of fighting their fears, he told his patients to *exaggerate* them. For instance, instead of desperately trying to sleep, insomniacs were told to stay awake all night on purpose.

It didn't make much common sense.

But in most cases, the patients' symptoms improved.

It's called '**paradoxical intervention**'.

Instead of trying to force someone to change, you tell them to do the very thing they shouldn't do.

As a result, they change anyway.

This technique has been used by therapists, marketers, and business strategists for decades to get people to take action when nothing else works.

For instance, Milton Erickson, the famous hypnotherapist, often used paradoxical interventions in his practice.

If someone was too shy to talk, he'd tell them to be even quieter. Or if a couple was arguing too much, he'd tell them to schedule fights at specific times.

Usually, when patients did the opposite of what they were supposed to do, they got better.

Really, it's a form of reverse psychology.,

How Reverse Psychology Works

We humans are a contradictory bunch...

In general, we don't like being told what to do, even when we're the ones telling *ourselves* to do it.

We resist change, even if that change will make our lives easier.

And the harder we try to make that big change, the more our brain digs in its heels and refuses to budge.

If you've ever brought up a child, you'll have seen this in action.

Tell a kid that they **MUST** do something, and they'll resist like a stubborn mule. But tell them **NOT** to do it... and suddenly it becomes the most exciting idea in the world.

This is why reverse psychology works so well on toddlers and sulky teenagers.

But it works for adults too...

Especially adults who are trying to start a home business in their spare time, and who must confront all kinds of challenges and fears as they leave their hallowed comfort zone.

For instance, you need to get to grips with tools and platforms... learn skills in research and marketing.... and develop new habits and strategies to help you become productive and focussed.

These changes aren't easy – and you might find that they cause so much anxiety that you avoid them, meaning that important projects grind to a halt, or never get off the ground.

But you could use paradoxical interventions to get around it.

For example...

Instead of avoiding failure, *plan for it!*

It's easy to become paralysed by perfectionism.

You want everything to be just right, with no hitches, glitches or sub-par elements.

But the longer you tinker behind the scenes, the longer you stay stuck.

So try to become more comfortable with flaws and mistakes

For example, if you dedicate 15 minutes a day to 'failing' (bad ideas, flopped pitches and rubbish designs), you will take the fear out of it. Mistakes will become an everyday part of the home business process.

Or you could release a messy, imperfect version of your product idea (a 'beta version') to see what happens.

If nobody buys, then it's at least you have tested the market – and if someone DOES buy then you get real feedback that could improve it.

Instead of fighting procrastination, *schedule it.*

Even the most focussed people struggle with procrastination – certainly when it comes to certain tasks that they find boring or less suited to their strengths.

One solution is to embrace procrastination – but in a controlled way.

Set a 30-minute 'Procrastination Hour' where you actively avoid work, scroll social media, reorganise your bookshelf or watch videos of cats playing the piano.

After that, it's easier to then focus on the job – in fact, the half hour of procrastination might make you so bored that you'll start working just to escape the pointless distractions.

Instead of fearing overwhelm, *run towards it.*

We all try to avoid overloading our brains with too much stuff – but if this slips into a fear of overload, we might find we don't get stuck into ideas properly.

So try something different...

Sit down one day and deliberately flood your brain with every single product idea, marketing strategy and business niche that's on your mind.

Get it all down on paper and you might notice that something weird happens...

After a while, all that clutter will leave your brain, and you will begin to see more clearly what your priorities are, and what most urgently needs to be done.

Instead of pushing for long working sessions, *commit to 10 minutes a day.*

When you want to start a new business, you feel like you need to commit huge chunks of your free time to it every day.

But this level of effort is intimidating, and can be hard to maintain long-term. Eventually we start to find excuses not to face it!

So instead of scheduling long working sessions, set yourself just 10-20 minutes of focused work each day.

Almost always, you'll find that you keep working past the deadline anyway, unable to stop!

Instead of fearing criticism, *write your own negative reviews*

We are told to always think positively, but this can sometimes blind us to potential problems, flaws or areas for improvement in our products and services.

So instead of shutting out the negatives, write down all the potential criticisms you might get,

This forces you to think about all the reasons people *won't* buy from you... and allows you to fix them, or be prepared to address them when you go public.

You'll have less fear when the launch day approaches because you'll already have factored in any criticisms in advance.

See What Happens When You Try It

These are just a few examples of how you could use paradoxical interventions to get past some common psychological obstacles when you're setting up a business.

You can use them on any aspect of running a business that causes you stress or worry – or which causes the most procrastination.

The reason that they're so effective is that:

- They trick your brain into taking action
- They eliminate fear and resistance
- They turn your weaknesses into strengths.

But see for yourself!

Give one of these a try this week and see what happens.

And if you enjoy some breakthroughs, I'd love to hear about them!

Hit reply and let me know how it all went!

Best regards

Nick