

creative power moves

GOODBYE to PROJECT PROCRASTINATION



10 FAST & SIMPLE WAYS
TO GET YOURSELF UNSTUCK
STACEY CORNELIUS at the AGENCY OF WORDS

Get stuff done, the simplest way possible

Let's say you just attended a great workshop or coaching session. Or you've decided it's finally time to work on your website. But the thought of sitting down to do it might throw you into avoidance mode.

Sometimes it's a dopamine thing (if you know, you know). Or it could be that your brain is just trying to help you avoid something that feels risky or uncomfortable.

And then you (remember, *you* are most definitely not alone here) reach for something – anything! – else to do.

Procrastinating is okay (for a while)

Give yourself some grace, even when you need to get something that makes you actual money out the door.

Your fridge might become spotless, your laundry might get folded, and your work space might become more organized than you ever thought possible. But your project is still sitting there.

You're not lazy. You are not a flake. You're human. Now let's get going.

Brain-friendly solutions for the win

To get you moving forward right now, here are some fast and simple ways to get stuff done without overthinking it.

I've compiled a list of 10 simple, practical, field-tested methods to help get your project done.

In my experience, the method that works best can depend on the day, so having a few options is helpful. It's like having a bowl of colourful jelly beans. Pick the one that's the most appealing in the moment.

There are solutions for folks who work digitally as well as people who create physical things.

Okay. Let's do it.

1 Aim for a terrible first draft

No matter what you're doing, don't try to be perfect right away. Your first draft gets the ideas out of your head so you can build some momentum.

There are no wrong answers at this stage. Edit and polish it later.

2 Shape your project with a brain-friendly outline

The bigger the project, the easier it is to get overwhelmed. So create an outline that works for you. Break big pieces into smaller steps. Use a mind-mapping tool, sticky notes, text editor, chalkboard – whatever feels easiest and most comfortable. Make the steps small enough that you can get each one done fairly quickly.

3 Shrink your daily To Do list

Making a small To Do list helps you sneak up on big projects and avoid overwhelm.

Use the step above to add doable tasks to your list. Bonus: If you do something extra, you can add it and cross it off. So satisfying.

4 Put your smartphone away

Your phone is a beautifully designed dopamine device. But it can wreak havoc on your focus. Put it face down, into airplane mode, or leave it in another room while you're working.

Then set a time to check email and social so your other screens don't become a source of distraction.

5 Take proper breaks

After a period of focused work, take a 5- or 10-minute break so your brain has time to rest and recover.

Grab a glass of water, then do something simple: meditate, take a short walk, or move around indoors to loosen up and get the blood flowing.

Your brain is extraordinary, but it's not a machine. Be nice to it.

6 Colour outside the lines

Feeling bogged down? Step away from your keyboard and grab a pen or pencil. Write with markers, coloured pencils, or gel pens. Maybe even use coloured paper.

If you're in the midst of a writing project and need your keyboard, use a fun (but legible) font. You can switch it back later.

Making something tangible? Play with a different medium or do something digital – just enough to freshen things up.

7 Change your work environment

A change of scenery can work wonders. A nearby coffee shop, library, picnic table, patio, or back doorstep can remove the usual distractions (or doldrums) of your work space and help you stay on track.

Can't get out? Find an ambient sound app or play some music and enjoy your favourite cuppa while you work.

A soundtrack of ocean, forest, rain, coffee shop, or downtempo music can be a simple way to help you focus.

8 Write a Con/Pro list

This is a Pro/Con list with a twist. If your motivation is on an unscheduled break, try making a list of the things that make you don't wanna. Things like: it'll take too long, it'll be too difficult...

Then make a list of the positive results of getting your To Do list done, even if it's just "It'll be SO GOOD to get that out of my head."

That just might be the nudge you need to shift into doing mode.

9 Set a timer

This one's great when you feel like your next task is daunting or, well, boring. Even when you do the work you love, nothing is fun all the time.

Limiting the time you allow for a task can really help get you started. Once you get going you can extend the time if you like. The goal here is to get you past the starting line, which can look like a giant speed bump. Set your timer for whatever you like, even 5 minutes.

10 Gather your people

It's tough to build a business on your own. The right coach or mentor, or smart and supportive colleagues can make all the difference in the world, even if they're casual acquaintances on a social network.

Get yourself a squad of folks who understand what you do and who are aligned with your values. You can test out ideas, help each other through rough spots – or just get a few words of encouragement when you need them.

Want some project help?

I'm Stacey Cornelius, a people-first marketing strategist, website builder, and workshop presenter. I help small and solo independent businesses reach customers in a way that's smart, sincere, and sustainable.

This list is what you get when you sign up for a marketing strategy session. You feel inspired in the moment, then the rush of energy fades. Don't worry, that's normal. This list is meant to help you get past the inevitable speed bumps.

So who am I to be giving advice? I started on my entrepreneurial path in the early 1990s, with a small art and craft shop. In 2005 I established a successful jewellery design business. In 2011 I began teaching marketing, branding, and technology workshops. I started business coaching in 2018.

With a BFA, background in graphic arts and IT, plus years of experience in retail management and consulting, my focus is collaborating with you to show your business at its very best.

If you want to learn more about how I can help you and your business, head over to agencyofwords.com.

