

**BASED ON THE INTERNATIONAL BESTSELLER**  
**MORE THAN 2.4 MILLION COPIES SOLD**

# EAT THAT FROG! FOR STUDENTS

**22 WAYS TO**  
**STOP PROCRASTINATING**  
**AND EXCEL IN SCHOOL**



**Required  
Eating for All  
Students!**

**BRIAN TRACY** WITH  
ANNA LEINBERGER

## More Praise for *Eat That Frog!*

“BEWARE: This book *will* have a profound impact on your working practices and the results you’ll achieve. *Eat That Frog!* challenges your working practices, it explains the self-discipline needed to succeed, and [it] firmly gets to the root cause of why people procrastinate. Then it effortlessly explains how to boost your productivity once and for all.”

—**Micro Business Hub**

“If you find procrastination to be a consistent problem in your life, *Eat That Frog!* offers a concise and valuable collection of tactics to try. The reasons for each person’s procrastination are different, so it’s good that Tracy’s tactics are fairly diverse and attack many different avenues of procrastination.”

—**The Simple Dollar**

“*Eat That Frog!* is my favourite book on productivity, and I often find myself rereading it in January to remind myself of the disciplines and practices I’d like to follow in the coming year. Each time I read the book, I find new nuggets of productivity gold.”

—**Liz Gooster, *Change for the Better***

“Everyone has a frog, and eating that frog is the best thing you can do to stop procrastinating. Procrastination is a time-killer, and Tracy has a way of making getting over that frog fun and exciting. Every chapter presents a new idea, tip, and technique that will help you overcome that inner laziness that keeps you on the couch at night instead of in the gym.”

—**Peanut Press**

“*Eat That Frog!*, small in pages but huge in content, offers a cure for the curse of modern-day living: procrastination. Even though the medicine sounds painful (bush tucker trial kind of stuff), it isn’t. Like you, I have read zillions of books—and most of the time I can’t remember anything that I have just read. Not with this one. I’m eating frogs daily and feeling better for it! I can’t recommend *Eat That Frog!* enough.”

—**Corinna Richards, *The Coaching Academy***

“This book gave me the kick in the pants I needed to organize my to-do lists, plan my days, become more productive, and get focused.”

—**Beth Anne Schwamberger, *Brilliant Business Moms***

*"Eat That Frog!* is the most accessible book on time management and personal productivity—I recommend you read this one before you learn any particular time management system. There are tons of exercises and techniques that you can implement right away, and that is what I like the most about the book—it gives you actionable steps so you can start right away."

—**Thanh Pham, *Asian Efficiency***

"An impactful read. The 21 ways that [Tracy] shares are real game-changers, if you read with an eye towards self-improvement and an intention to make a change. I have benefited greatly from this book, and I highly recommend that you pick up your own copy today."

—**Chris Moore, *Reflect on This***

"We strongly recommend this book to anyone who wants to manage her time well and also add value to herself in this competitive world."

—**The Journal of Applied Christian Leadership**

"I wasn't expecting all that much from the book initially, as the whole 'eating a frog' seemed like some new age nonsense that didn't really apply in real life. I couldn't have been more wrong. The best thing about this book is that it actually tells you what you should do. It doesn't just spout philosophy after philosophy about dreams and hope. It gives solid, practical advice that applies to pretty much every one—students, employees, stay-at-home moms, entrepreneurs, etc. Whether you're having time management issues or not, I'd recommend you pick up this book. You're sure to learn something useful from it."

—**Fab, *Shocks and Shoes***

"This book distinguishes itself from others of the same type by laying out specific guidelines for developing the self-discipline that allows you to start and complete important tasks in sequence. Each of the 21 chapters offers clear instructions and practice exercises to help you determine if you are making the best use of your time at any given moment. You'll learn how to prepare yourself mentally and physically to tackle the task at hand, along with strategies for dividing it into manageable segments to keep you moving forward. You'll even find out what to tell yourself to do if you're having trouble getting started, or become distracted and need to get back on track."

—**Carnegie Library Business Librarians, *Pittsburgh Post-Gazette***



**Eat That  
Frog!  
for Students**

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*21 Great Ways to Stop Procrastinating  
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*Eat That Frog! Video Training Program*

# **Eat That Frog! for Students**

**22 Ways to  
Stop Procrastinating  
and Excel in School**

**Brian Tracy  
with Anna Leinberger**



Berrett-Koehler Publishers, Inc.

## Eat That Frog! for Students

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# Preface

Thank you for picking up this book. I hope these ideas help you as much as they have helped me and thousands of others. In fact, I hope this book changes your life forever. Maybe a parent or teacher gave this to you, and if so, thank you for giving it a chance and making this commitment to your future!

It is an incredible time to be a student. Never before in history have there been so many resources available to you, so many opportunities, and so much potential. Once upon a time the only resource available to students was their teacher—and maybe a library if they were lucky. All students could do was learn from their teacher and research at the library, limited to whatever books happened to be in that collection.

Today, learning is limited only by how much or how little you choose to engage in the endeavor. Through any computer—your own, the library's, one you are given at school—you have access to educational resources your parents could only imagine. More than any time in

history, you have the resources and ability to take control of your own learning.

Whether you are reading this book in high school, college, or even grad school, this is a turning point in your life. It is a time when your parents decide less and less what you must do, and you get to make more and more of those decisions. You are on the cusp of an extraordinary life—if you choose to seize the opportunity.

### **Start Here: There Will Never Be Enough Time**

With all the demands on your time in school and outside school, you may already be overwhelmed by all your responsibilities. But the reality is there will never be enough time to do everything you need to do. This is true of your time as a student, and it will be even more true when you join the workforce. As if classes were not enough, you are swamped with everything else that comes along with being a student these days—a part-time job or an internship, sports, community service, the arts, or any other of the millions of activities and leadership opportunities clamoring for your attention.

Here's the reality: you can get control of your time and your life only by changing the way you think, work, and deal with the never-ending river of responsibilities that flows over you each day. You can take control of your tasks and activities only to the degree that you stop doing some things and start spending more time on the few activities that can really make a difference in your life.

I have studied time management for more than forty years. I have immersed myself in the works of Peter Drucker, Alec Mackenzie, Alan Lakein, Stephen Covey, and many, many others. I have read hundreds of books and thousands of articles on personal efficiency and effectiveness. This book is the result.

Each time I came across a good idea, I tried it out in my own work and personal life. If it worked, I incorporated it into my talks and seminars and taught it to others.

Galileo once said, "You cannot teach a man anything; you can only help him find it within himself."

## **Learning from Successful People**

Simply put, some people are doing better than others because they do things differently and they do the right things right. Especially, successful, happy, prosperous people use their time far, far better than the average person.

I came from an unsuccessful background. Early in my life I developed deep feelings of inferiority and inadequacy. I had fallen into the mental trap of assuming that people who were doing better than me were actually better than me. What I learned was that this was not necessarily true. They were just doing things differently, and what they had learned to do, within reason, I could learn as well.

This was a revelation to me. I was both amazed and excited with this discovery. I still am. I realized that I could change my life and achieve almost any goal I could set if I just found out what others were doing in that area

and then did it myself until I got the same results they were getting.

Within one year of starting in sales, I was a top salesman. A year later I was made a manager. Within three years, I became a vice president in charge of a ninety-five-person sales force in six countries. I was twenty-five years old.

## **A Simple Truth**

Throughout my career, I have discovered and rediscovered a simple truth. The ability to concentrate single-mindedly on your most important task, to do it well and to finish it completely, is the key to great success, achievement, respect, status, and happiness in life. This key insight is the heart and soul of this book.

This book is written to show you how to get ahead more rapidly in your studies. These pages contain the most powerful principles on personal effectiveness I have ever discovered.

These methods, techniques, and strategies are practical, proven, and fast acting. In the interest of time, I do not dwell on the various psychological or emotional explanations for procrastination or poor time management. There are no lengthy departures into theory or research. What you will learn are specific actions you can take immediately to get better, faster results in your work and to increase your happiness.

Every idea in this book is focused on increasing your overall levels of productivity, performance, and output and on making you more valuable in whatever you do.

You can apply these ideas to any task or activity you have. They are primarily focused on classes and academics but can also be used to manage your time practicing an instrument, motivate your performance on a sports team, manage your time in a part-time job, and manage your time overall, while balancing all the different well-rounded activities you engage in.

This book was written to be a resource to help you with whatever area of your life you are struggling in. Don't feel you need to read it cover to cover. After the first three chapters, you should look at the table of contents and go directly to whatever part or chapter seems most useful to you at any given moment. The resources in this book have been carefully organized to help you with what students in today's classrooms find to be their biggest challenges. In fact, some of the techniques can be useful in several domains, so while every chapter has something new to offer, you may see similar techniques suggested in multiple parts.

In all these areas, however, the one key to success is action. These principles work to bring about fast, predictable improvements in performance and results. The faster you learn and apply them, the faster you will move ahead in your education—guaranteed!

There will be no limit to what you can accomplish when you learn how to eat that frog!

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## Introduction

# Eat That Frog

The technique that gives this book its title is one of the most powerful personal productivity techniques you will ever learn. In fact, if you use just this one tactic every day for the rest of your life, you will increase your productivity output by a factor of ten. This one technique alone will make reading this book pay dividends you can hardly imagine.

If you are like most students today, you are overwhelmed with too much to do and too little time. As you struggle to get caught up, new tasks and responsibilities just keep rolling in, like the waves of the ocean. College admissions are the most competitive they have ever been. Good grades are necessary but not sufficient. Leadership, volunteering, and showing a well-rounded set of interests and achievements are also necessary. If college is not your goal, working part-time in your chosen field while you are in school will keep you just as busy.



I'm going to let you know a fact of life that most people do not learn until they are much older. This fact is that you will never be able to do everything you have to do. You will never be able to participate in every opportunity or activity that comes your way.

Many of the extracurricular activities you do will have an important impact on your future. They can enhance your college applications, or they may be a way for you to gain experience in a chosen job while you are still in school. You have access to a huge number of possible activities, which is both wonderful and risky. These outside activities can be the source of overwhelm for many students, resulting in time commitments and priorities that compete with your academics.

These opportunities are wonderful because they provide you with places to show your leadership abilities. They offer the chance to come up with your own ideas, manage your own projects, excel by distinguishing yourself as an athlete, team captain, musician, editor of a school publication, or volunteer—the possibilities are endless.

But those endless possibilities also pose a risk. It is easy to get sucked in to saying yes to every activity, every club, every sport until you are drowning in commitments. It is important to be intentional about the activities you choose and to make sure you are getting the most out of every commitment you make. You must be strategic: each activity should be chosen with your larger, future focused goals in mind.

## **The Need to Be Selective**

For this reason, and perhaps more than ever before, your ability to select your most important task at each moment, and then to get started on that task and to get it done both quickly and well, will probably have more of an impact on your success and your future than any other quality or skill you can develop.

An average person who develops the habit of setting clear priorities and getting important tasks completed quickly will run circles around a genius who talks a lot and makes wonderful plans but who gets very little done.

## **The Truth about Frogs**

It has been said that if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that that is probably the worst thing that is going to happen to you all day long.

Your “frog” is your biggest, most important task, the one you are most likely to procrastinate on if you don’t do something about it. It is also the one task that can have the greatest positive impact on your life and results at that moment.

Eventually, once you have a job, you will be able to tackle your frog first thing in the morning. However, as a student, you will usually be in class first thing in the morning and your time will be spoken for. You will have to eat your frogs according to your study schedule.

The first rule of frog eating is this: think of your frogs in the context of the time you have to study. On weekends, you can eat your frog first thing in the morning. At other times, always eat your frog at the beginning of any given study session. When you sit down to do your homework in the evening, always eat your frog first. Whenever you have a study hall, eat your frog first.

### **Which Frog Next?**

The second rule of frog eating is this: if you have to eat two frogs, eat the ugliest one first.

This is another way of saying that if you have two important tasks before you, start with the biggest, hardest, and most important task first. Discipline yourself to begin immediately and then to persist until the task is complete before you go on to something else.

Think of this as a test. Treat it like a personal challenge. Resist the temptation to start with the easier task. Continually remind yourself that one of the most important decisions you make each day is what you will do immediately and what you will do later, if you do it at all.

The third rule of frog eating is this: if you have to eat a live frog at all, it doesn't pay to sit and look at it for very long.

The key to reaching high levels of performance and productivity is to develop the lifelong habit of tackling your major task first. You must develop the routine of "eating your frog" before you do anything else and without taking too much time to think about it.

## **Take Action Immediately**

Successful, effective people are those who launch directly into their major tasks and then discipline themselves to work steadily and single-mindedly until those tasks are complete. It has been shown over and over that the quality of “action orientation” stands out as the most observable and consistent behavior that successful people have in common. Especially once you begin college, your ability to take action without a study hall or a parent’s reminders will be the single most impactful factor in whether you succeed in your classes. It is important to begin building these habits as soon as possible. The earlier you start, the easier maintaining these habits will be throughout your life.

## **A Note on Technology**

I began my life with very few advantages. In fact, I didn’t even graduate high school! I eventually went on to earn my master of business administration, but my early experiences have been a powerful inspiration in my life. I have written seventy-five books, and it is important to me that each one be accessible to all people with a passion for improving themselves and their life.

Many well-funded school districts and private schools fully integrate technology into daily learning. However, in many schools across the nation, students barely have access to technology at all. It is possible that your school gives every student a laptop, but perhaps you instead do