

A man in a blue Superman tank top is working out in a gym. He is holding onto a piece of exercise equipment and has a determined, intense expression on his face, with his mouth wide open as if shouting or exerting effort. The background is a blurred gym setting with various pieces of equipment.

ASIAN EFFICIENCY PRESENTS

HOW TO ACHIEVE SUPERHUMAN  
PRODUCTIVITY AND GET A YEAR'S WORTH  
OF WORK DONE IN THE NEXT 30 DAYS

EXECUTIVE SUMMARY

# WATCH THE FULL RECORDING

Recording: <http://www.asianefficiency.com/focus-replay/>

(Before November 21, 2017 when it's taken offline.)



A man with short brown hair and glasses, wearing a grey hoodie over a black t-shirt, is smiling and speaking into a microphone. He is standing behind a clear acrylic podium. The background is a solid blue color.

# MIKE SCHMITZ

- ▶ Speaker
- ▶ Podcaster (*The Productivity Show*)
- ▶ Author (*Thou Shalt Hustle*)

“One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power.”

-TONY ROBBINS



INTRODUCTION

ENERGY

FOCUS

WRAP UP



INTRODUCTION

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FOCUS

WRAP UP

# 5 BIGGEST FOCUS PROBLEMS

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# INTERRUPTIONS BY COWORKERS OR FAMILY MEMBERS

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# FINDING TIME TO FOCUS ON IMPORTANT DEEP WORK

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# Priority #1

PRIORITIZING WHAT I NEED TO  
WORK ON

# Priority #2

# Priority #3





# FEELING TIRED / NOT HAVING ENOUGH ENERGY

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A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish and is wearing a ring. The phone is held over a laptop keyboard. The background is slightly blurred, showing a wooden desk and a blue wall. A dark semi-transparent banner is overlaid across the middle of the image, containing the title text in white.

# OVERCOMING THE FEAR OF MISSING OUT (FOMO)

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A person is silhouetted against a dramatic sunset sky, pushing a large, dark, spherical boulder up a grassy hill. The sun is low on the horizon to the right, creating a bright glow and lens flare. The sky is filled with soft, textured clouds. The overall mood is one of struggle and perseverance.

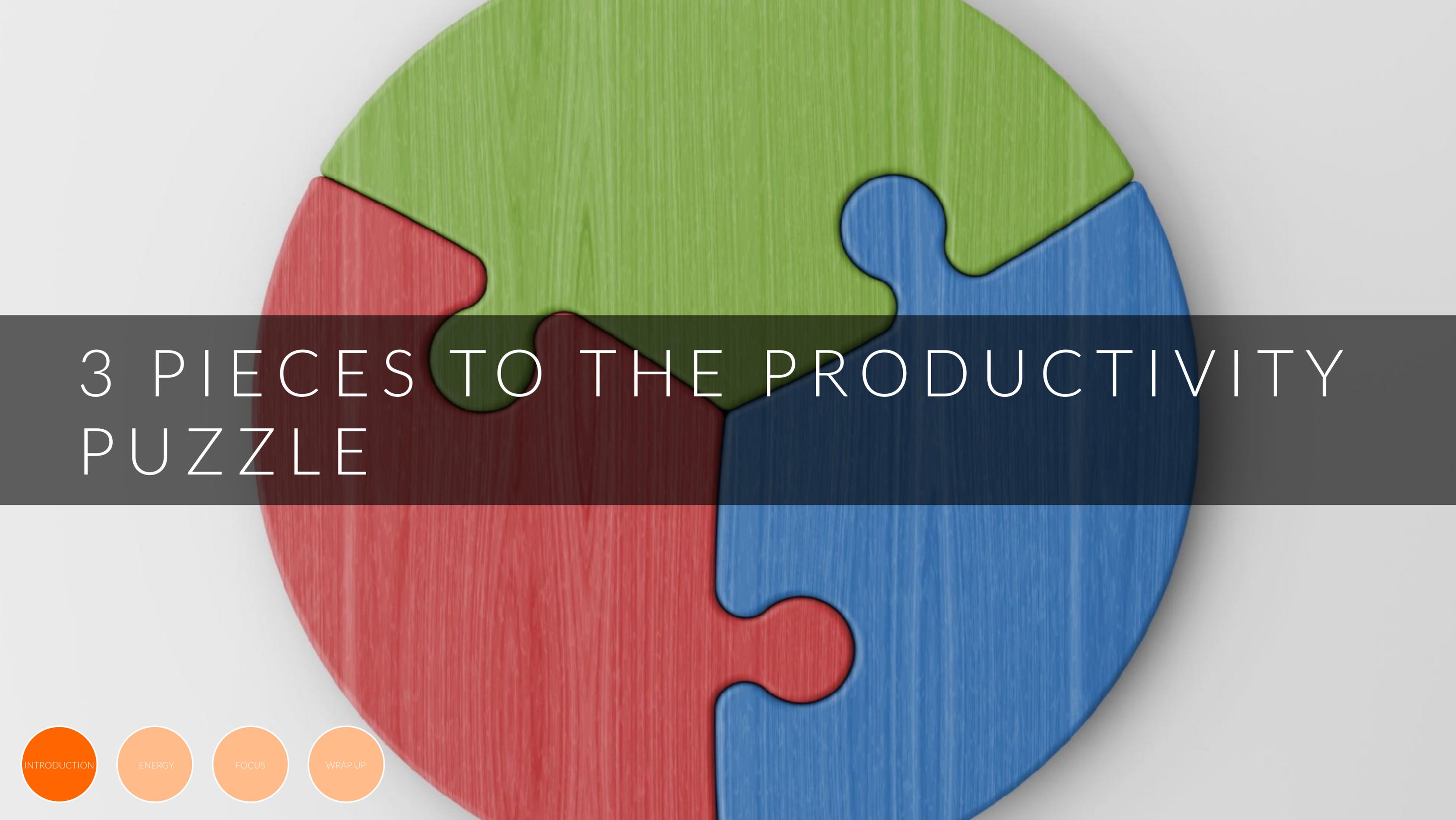
# WHAT IS YOUR BIGGEST STRUGGLE WITH FOCUS?

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# 3 PIECES TO THE PRODUCTIVITY PUZZLE

INTRODUCTION

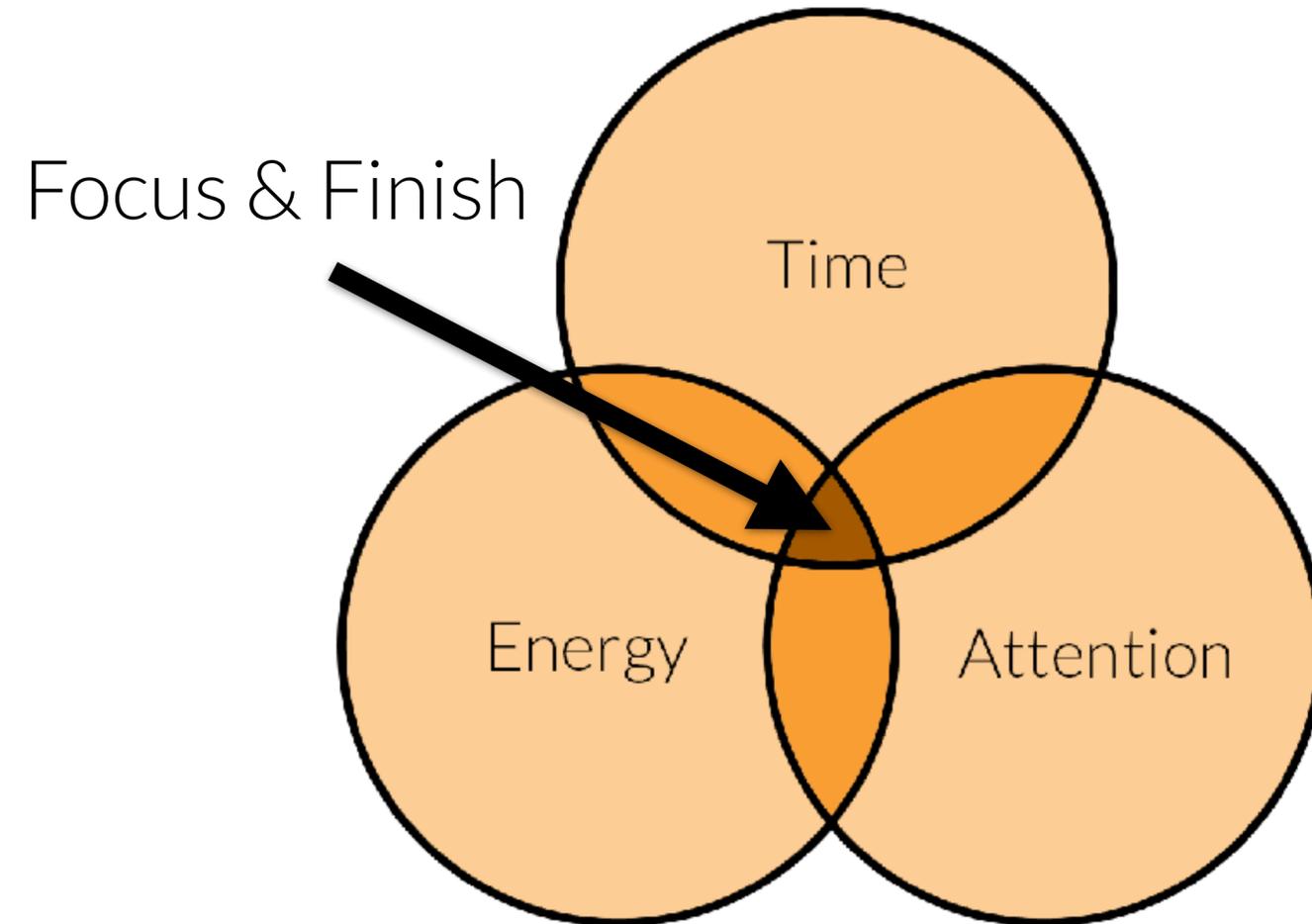
ENERGY

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# 3 PIECES TO THE PRODUCTIVITY PUZZLE

- Time (Level 1)
- Energy (Level 2)
- Attention (Level 3)





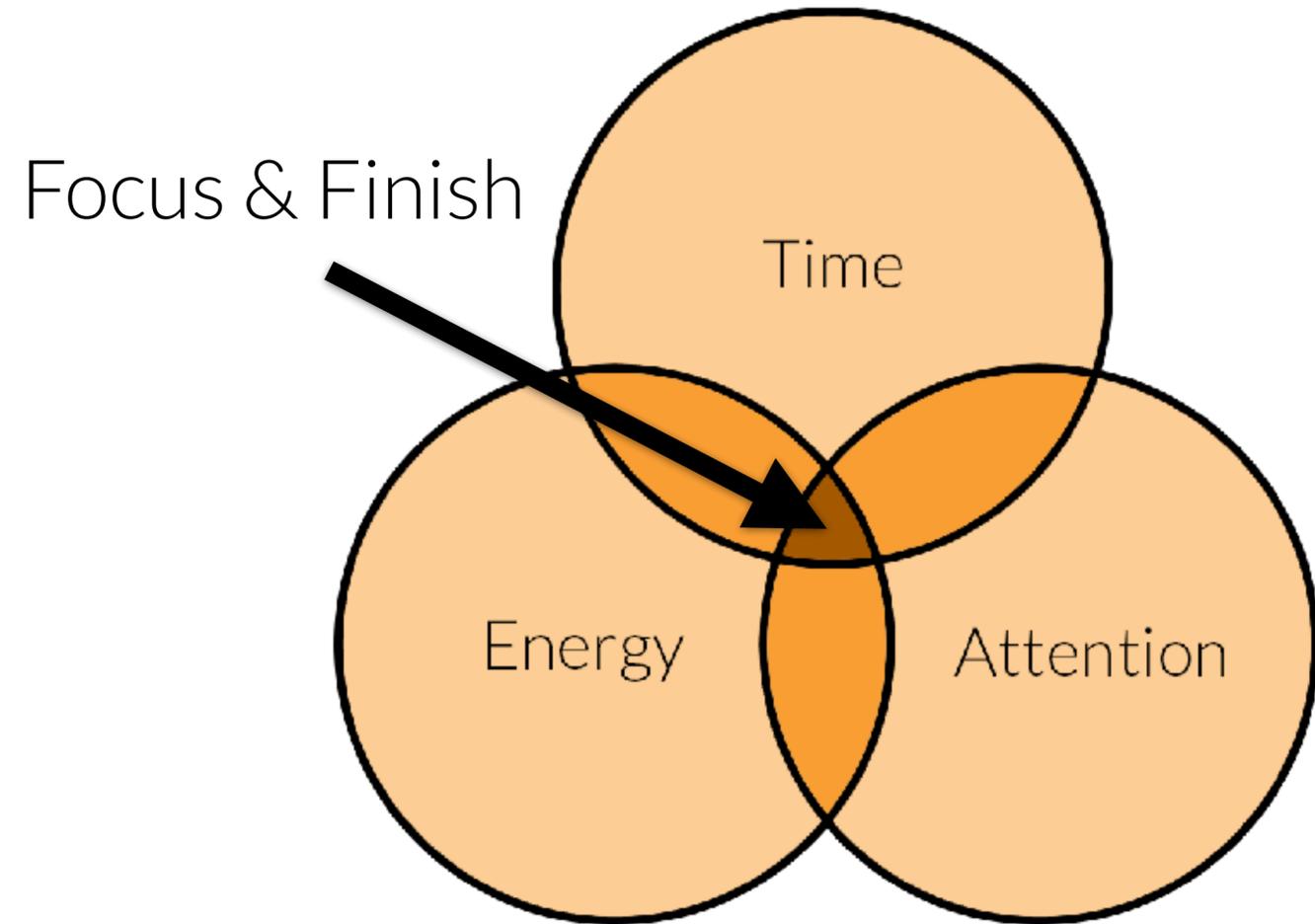
WHAT WOULD IT LOOK LIKE IF  
YOU WERE WILDLY SUCCESSFUL?

- INTRODUCTION
- ENERGY
- FOCUS
- WRAP UP

To achieve the sweet spot to focus and finish important work, you need to:

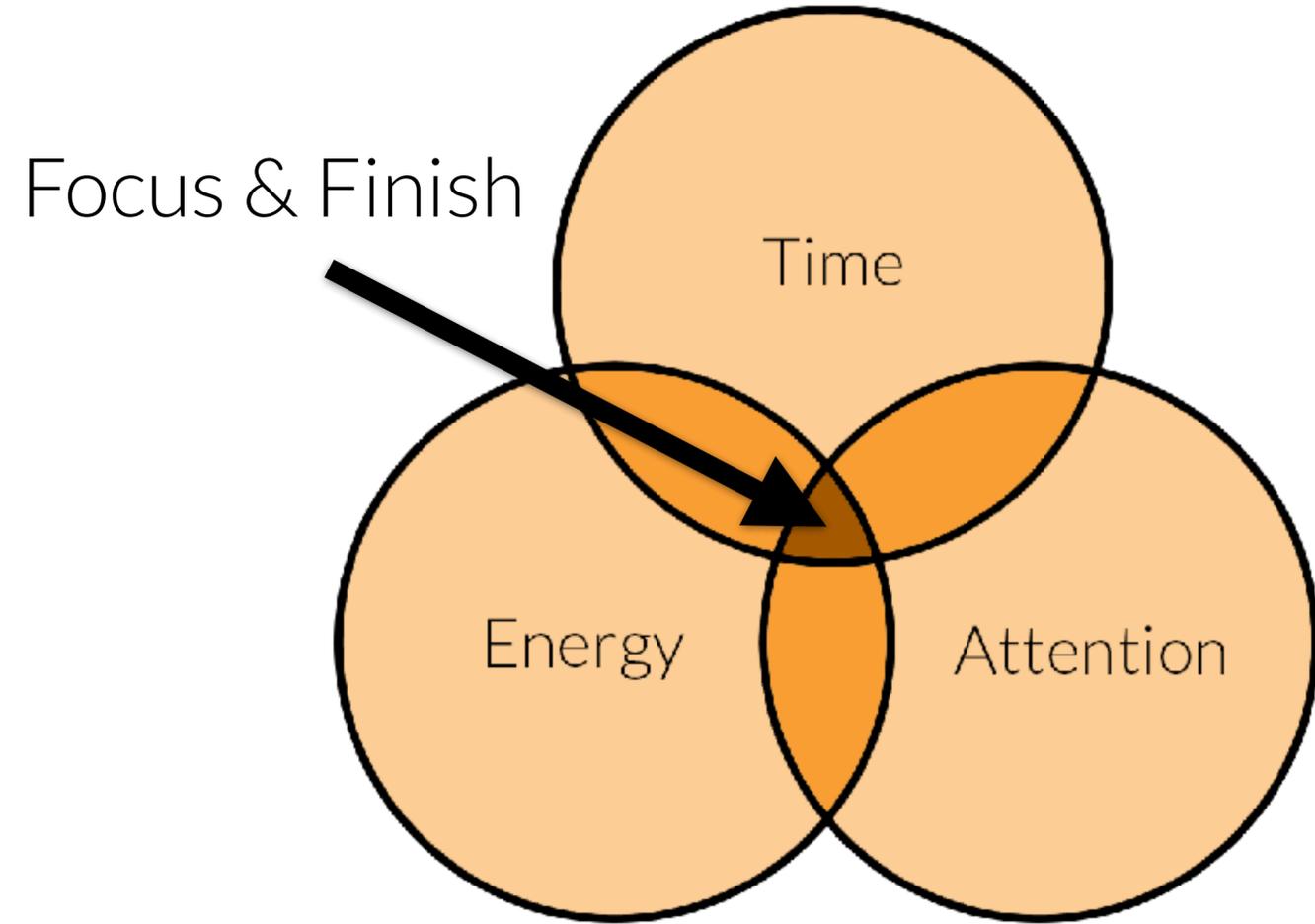
1. Simplify our work
2. Prioritize our work

So you can focus your time, energy and attention.



Your todo list cannot look like this...

(See next slide)



Write proposal for XYZ corp

Call John Smith re: sponsorship

Go to the gym

Email Jane Doe to follow up

Sprint meeting w/ development team

Check email

Look over new marketing video

Eat Lunch

Add to retrospective before team meeting

Write blog post

Call w/ AwesomeConf re: sponsorship

Review mockups of new app UI

Talk to Larry re: new website copy

Walk the dog

Email CEO social ad traffic analytics

Write emails for new funnel

Check in on Slack

Create landing page for Free Trial offer

Update social media queue

Create itinerary for men's ministry

Take Toby to piano

Take Joshua to soccer practice

Pay cell phone bill

Schedule travel for anniversary trip

Schedule family vacation for July

Write the first chapter of my book

Mow the lawn

Help Jonathan with homework

Sweep out the garage

Take car in for oil change



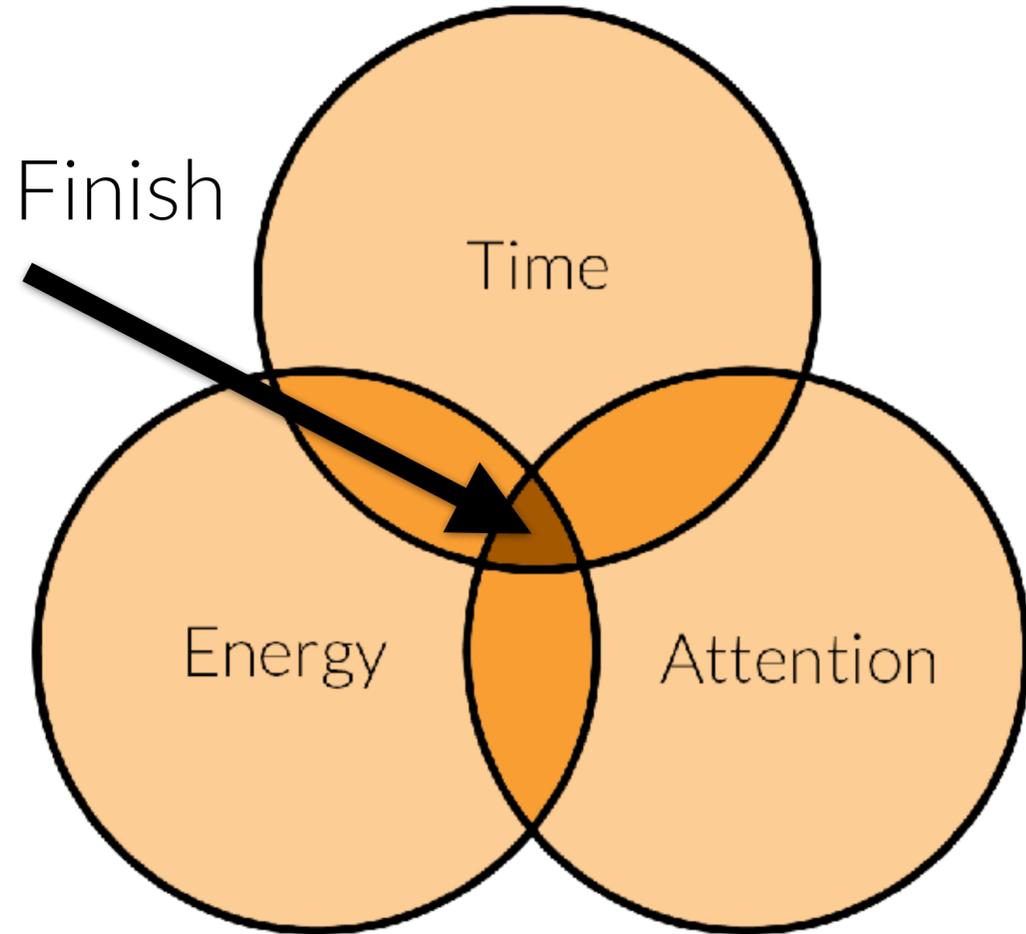
Pull weeds in the garden

Do the laundry

By simplifying your work, you can laser-focus on a few items that will make the biggest difference.

Once you have identified the vital few, then you need to prioritize them.

Focus & Finish





“What is urgent is seldom important, what is important is seldom urgent.”

- DWIGHT EISENHOWER

INTRODUCTION

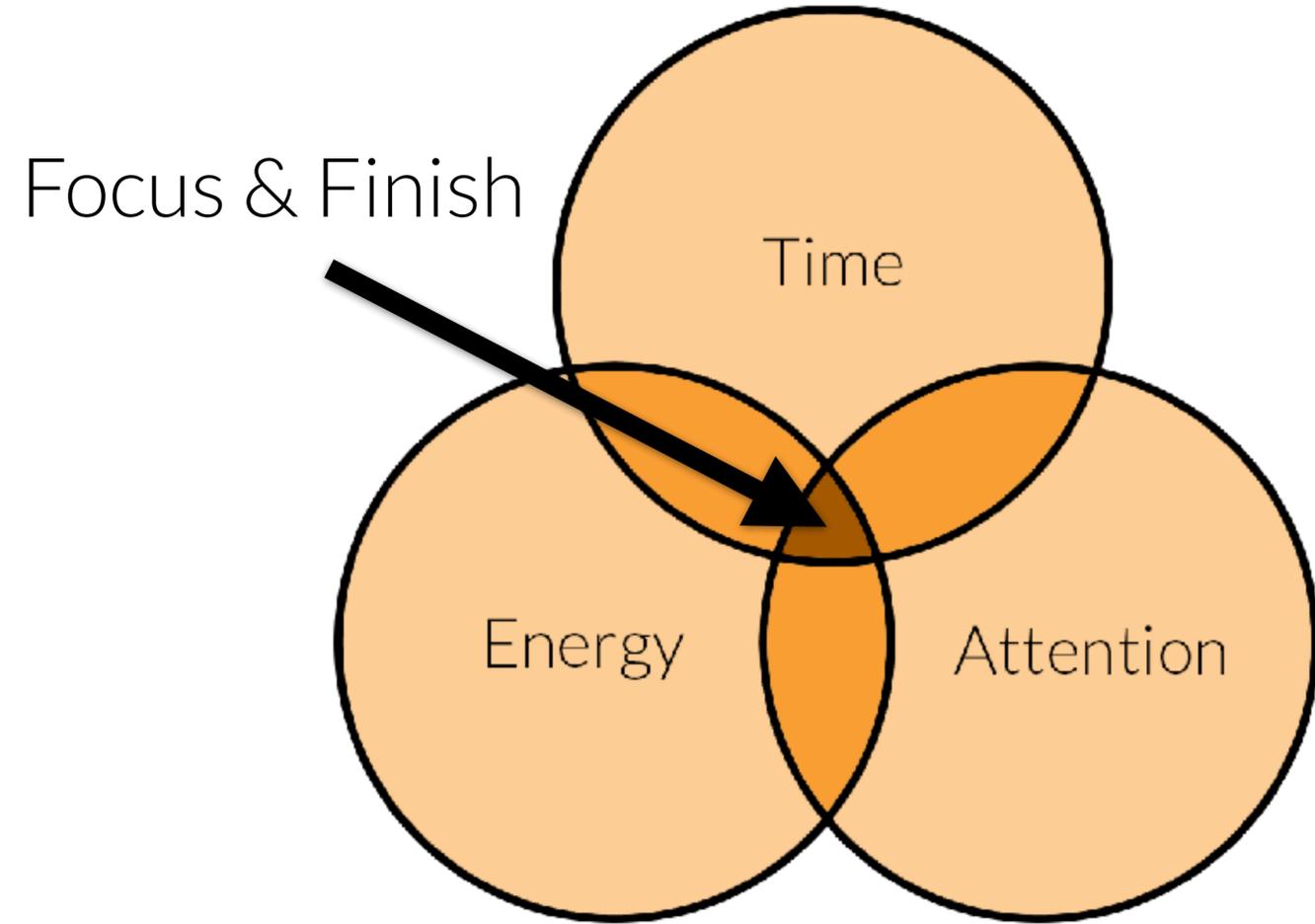
ENERGY

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|               | Urgent   | Not Urgent   |
|---------------|--|--|
| Important     | <b>DO</b><br>Tax deadline<br>Wife in labor<br>Project deadline | <b>DECIDE</b><br>Exercise<br>Family time<br>Weekly planning                                  |
| Not Important | <b>DELEGATE</b><br>Phone calls<br>Text messages<br>Most email  | <b>DELETE</b><br>Social media (most of the time)<br>Watching TV<br>Sorting through junk mail |

By doing this, you ELIMINATE shallow work and create space to do DEEP WORK.



# SHALLOW WORK

- Not cognitively demanding
- Logistical style tasks
- Often performed while distracted
- Easy to replicate



# DEEP WORK

- Push cognitive abilities to their limit
- Professional tasks
- Require intense concentration
- Difficult to replicate

# FORMULA FOR DEEP WORK



Time spent

X



Intensity of focus



A hand holding a magnifying glass over a wooden surface. The magnifying glass is focused on a small, round, golden-brown object on the wood. The background is a dark, textured surface, possibly a tree trunk, with shadows cast across it.

WHAT ARE YOU GOING TO DO TODAY TO  
MAXIMIZE YOUR INTENSITY OF FOCUS?

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POSTED BY KIMI | [MAY 26, 2017 AT 10:55PM](#) | [REPLY](#)

What an awesome week! Thank you, Mike and the Asian Efficiency Team for a well put together mini-course.

The course gave me ideas I have heard elsewhere (including in other Asian Efficiency courses and blogs), but even if I tried some of them, I did not really integrate them into my routine. For me, having the ideas presented in small doses along with impactful stories, kept me from feeling overwhelmed and I found I could then fit them into my day without a lot of mental arguments.

I also found that taking the Challenge with other committed people (community) who shared their daily thoughts and experiences has made a big difference in how I was able to easily accept each day's offering as part of how I will do things. Other people's shared ah ha's often echoed with me thereby helping to further seat the methodology into my routine.

I was surprised at how productive I suddenly became from Day 1, simply by adding a Focus Block to my calendar. I have used Focus Blocks before, but when the time came, I would often have some excuse to ignore it. Because of the community, I didn't ignore the Focus Blocks this time and was amazed at the difference working the MIT made in the outcome of my day. I could also concentrate more on it because I knew I had set aside the time for this task and it had a time limit (if I needed it). I could, therefore, put aside interruptions until the time slot was up.

Thank You, again! This 5-Day Focus Challenge has positively impacted my life. With such an experience under my belt, it will be a lot easier to continue the practices instead of ignoring them.





# READY TO DO SOME DEEP WORK?

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# WRAP UP

5 biggest focus problems people deal with

Why traditional time management hacks are not enough

Introduced the 3 pieces to the productivity puzzle

Showed how to escape emergency scan modality and quit living like a firefighter

Explained how to filter out things that are unimportant using the Eisenhower Box

Completed the Wheel of Life exercise to finally achieve work-life balance

Completed the 168 hours exercise to identify how much time we actually have to work with

Taught you the power of small actions in achieving big goals

Explained how to develop your focus muscle by doing deep work

Tips for creating a deep work habit to achieve your goals



# FINISHER'S FASTLANE

Introducing our new course that will help you focus and achieve your goals faster



# JOE POWERS

Internationally-renowned harmonica player

Composer

Recording Artist

Biggest struggle: Procrastination



# JOE POWERS

“I used to procrastinate because projects seemed insurmountably large. Distractions seemed to come at me from every direction and it was hard to know where to channel my energy. I had a tendency put my highest goals on the back burner while I swatted at the numerous emergencies that swarmed around me like hungry mosquitos. **The course has helped me regain my clarity and my sanity so that I can focus on the things that truly matter.** Thanks so much to the Asian Efficiency team for producing this gem of a course!”



How to get clarity on your goals and vision

How to prioritize your projects and tasks

How to find the ONE THING you need to work on

How to organize your calendar and schedule for deep work

How to organize your desk and office for optimal focus

How to remove 90% of distractions and interruptions

The right way to deal with interruptions at work

How to balance multiple areas of responsibility





**ANDREW P**  
**AUSTRALIA**

“Finisher's Fastlane is an excellent course from the Asian Efficiency team, designed to help you achieve your goals and overcome a variety of obstacles...Most of the Finisher's Fastlane videos are less than 10 minutes long, which means you can watch one on the go when you have some spare time.

As a result of watching videos from the Finisher's Fastlane, I divided up my life into eight areas, scored myself on all of them, and then selected the areas with the three lowest scores to work on for 12 weeks. I'm on track to help organize a church conference, I'm improving my sleeping habits so that I can perform at my peak, and I'm reading books faster than I ever have before. Finisher's Fastlane is an excellent investment in yourself that will pay dividends for the rest of your life. What are you waiting for?”

# FINISHER'S FASTLANE

38 videos that take you through our focus system step by step

Action plans to help you put the information into concrete action

All the presentation slides, so you can easily review the info from the videos

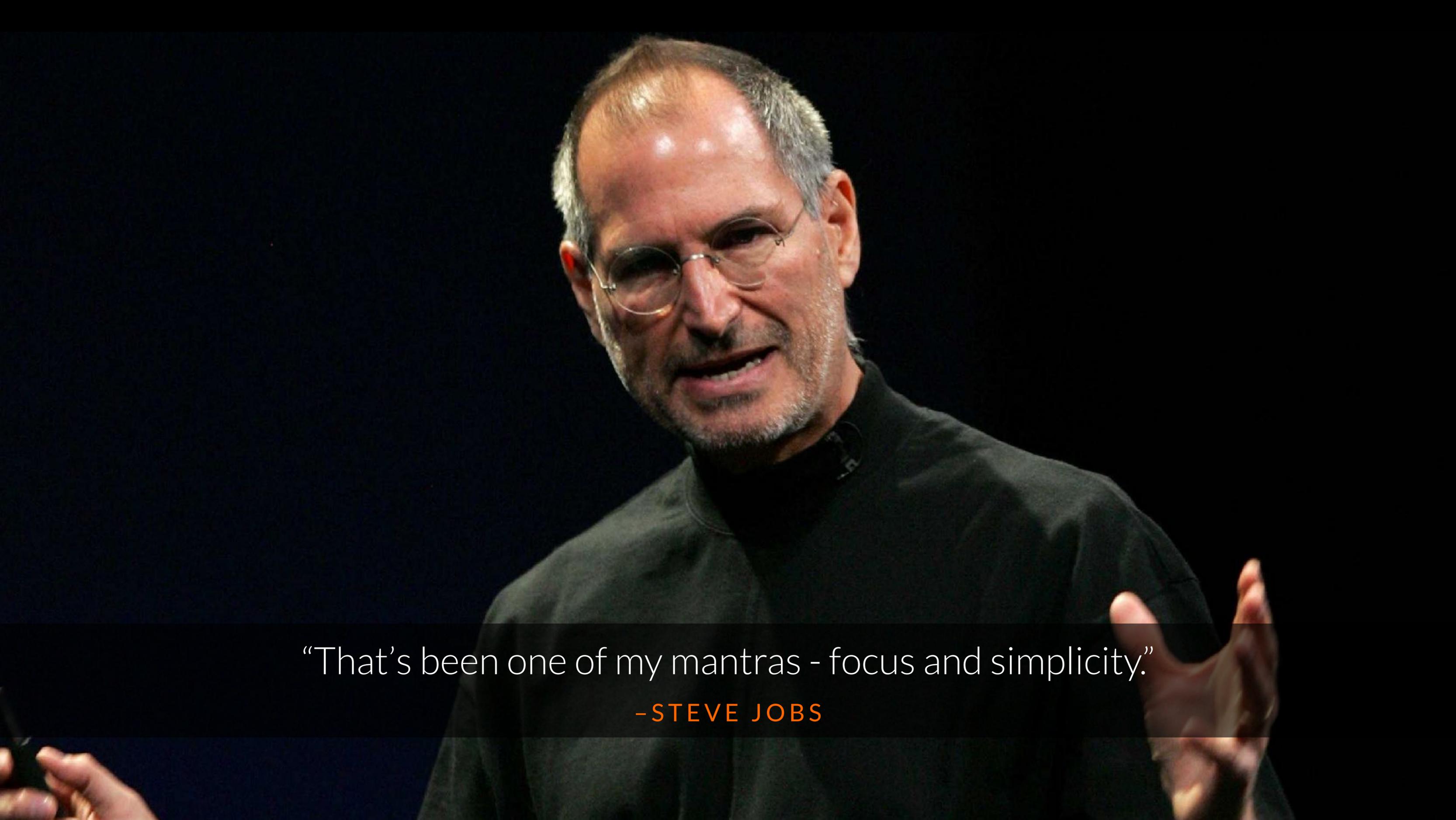
38 transcripts, so you can read along at your own pace





**BENJAMIN COLLINS**  
USA

“Dealing with the demands of growing my digital marketing agency was starting to become overwhelming. My team was growing fast, and with that my focus was being spread between more and more responsibilities. I would spend my days meeting with clients and supporting my team, and find that I still had a full day of my own work to do at the end of the work day. I realized the way I was working wasn't working and if I was going to keep up with the growth of my agency I needed to upgrade the systems I used to manage myself. **Finisher's Fastlane gave me a well organized system of principles, tools and tactics to stay on top of my work and get things done. My experience of my work has completely changed and I'm finding myself feeling focused and complete at the end of the day.** While I had been exposed to some of these concepts before, The Finisher's Fastlane course presented them in a practical way that I could implement immediately. If you're up to anything big in the world I would highly recommend you take this course.”



“That’s been one of my mantras - focus and simplicity.”

-STEVE JOBS

# FINISHER'S FASTLANE ELITE

Video-based premium productivity coaching

Designed to help you do deep work and take action on your goals

**\$499**

~~**\$599**~~



<http://www.asianefficiency.com/ff-elite>

## Finisher's Fastlane Corporate

3 Monthly Payments of

**\$399**

- Online Course
- Video Screencasts (\$199 value)
- Deep Work Masterclass (\$199 value)
- Planning Perfect Week Masterclass (\$199 value)
- Focus Apps and Tools Masterclass (\$199 value)
- Corporate Productivity Masterclass (\$499 value)

**Get Corporate Now**

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**Finisher's Fastlane**

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- Online Course
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- ~~Planning Perfect Week Masterclass (\$199 value)~~
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**Get Basic Now**

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- Planning Perfect Week Masterclass (\$199 value)
- Focus Apps and Tools Masterclass (\$199 value)
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Procrastination Masterclass



Shiny New Object Masterclass



Focus for Parents Masterclass

<http://www.asianefficiency.com/ff-elite>



**ERIK BUNK**  
NETHERLANDS

“Finisher’s Fastlane has learned me how to create the right situations for me and to get into this mental state that makes me feel so happy, at ease and productive. Before I followed the training I thought that moving to a secluded place was not social and was ‘not done’ in the corporate world. I thought that I had to be able to survive in these noisy open office spaces that are full of distractions. However the training made me realize that deliberately moving to a quiet concentration room to be very productive is in fact a very social and professional action. **If I am able to do Deep Work, I deliver more results of better quality in less time. And it makes me happy.**”

What I like most about this training is that it has given me so many practical tips that I have been able to apply directly. “



“What people can do is very different than what they will do.”

-TONY ROBBINS

<http://www.asianefficiency.com/ff-elite>



MIKE P  
SWEDEN

“I am in the midst of my career; balancing work, family and personal aspirations. This course is directly applicable on the challenges that I face every single day. I appreciate the hard effort and the time that you have taken to sort out what really works. Even though the content of the course is vast there is no "fluff". I am serious about my life ambitions and I do not want to spend months and years on googling tips and tricks that might or might not work. I absolutely cannot afford to do this while the time for reaching my goals is postponed further in the future. I need proven strategies and tactics, and I need to apply these now.

**This course is direct to the point, ranging from how to direct your time, energy and focus towards your goals to specific tactics and apps in order to ensure that you get optimal output from the time you spend on reaching your goals.** Thank you AE for helping me reach my personal goals.”

## 60-DAY **DOUBLE** YOUR MONEY BACK GUARANTEE

Return it for any reason (really!)

Test drive it for 60 days

If it doesn't work for you, contact us for a hassle-free refund

Provide some simple feedback to show you tried the exercises and we will **double** your money back

If you don't want to give feedback, we'll refund the amount you paid - no questions asked



<http://www.asianefficiency.com/ff-elite>

# BRANDON WENTLAND

President & Creative Director of  
Optimal Digital Marketing

Member of the Dojo

Been on the podcast as a 12 Week Year  
expert

Contributed the 12 Week Year training  
videos in the Dojo



<http://www.asianefficiency.com/ff-elite>

## BRANDON WENTLAND

“I’m blown away by their course on focus and how much I can get done as a result going through the materials. What I love about the course is that it’s easy to go through and very practical. By just focusing on one thing you can get massive results.”



<http://www.asianefficiency.com/ff-elite>

# DO YOU WORK ON IN CORPORATE?

We have an edition of the course  
specifically designed for your situation!



<http://www.asianefficiency.com/ff-corporate>

# CORPORATE PRODUCTIVITY MASTERCLASS

How to run effective meetings

How to “manage up” and protect your focus time when you have a boss/manager that makes it difficult

How to build relationship and develop focus allies within your organization

Interviews with productivity experts who work in big corporations



<http://www.asianefficiency.com/ff-corporate>

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**\$999**

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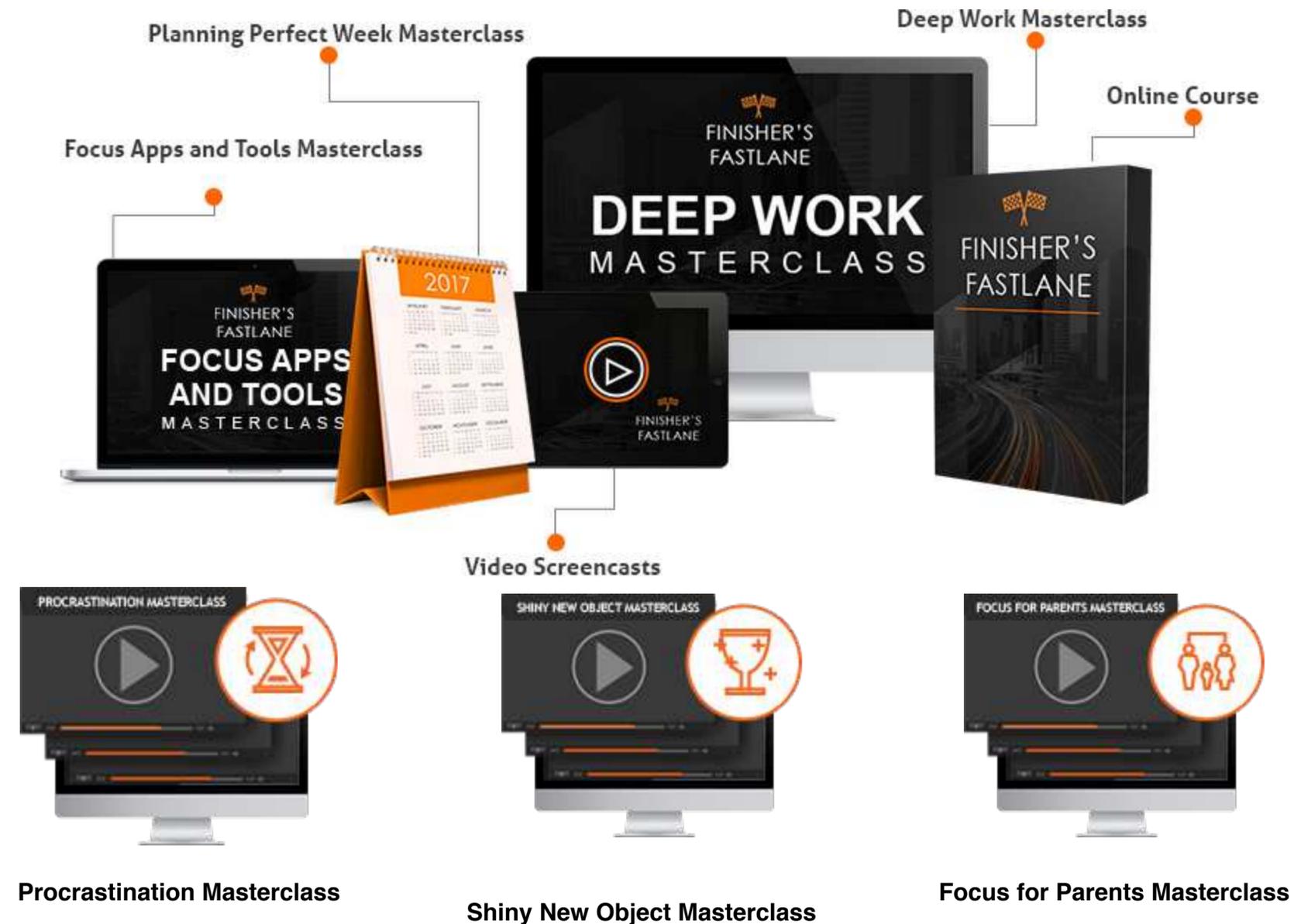
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<http://www.asianefficiency.com/ff-corporate-plan>

# Q & A

- ✓ Finisher's Fastlane course
- ✓ Step-by-step video screencasts
- ✓ Action plans & transcripts
- ✓ Deep Work Masterclass (\$199 value)
- ✓ Planning the Perfect Week Masterclass (\$199 value)
- ✓ Focus Apps & Tools Masterclass (\$199 value)
- ✓ Procrastination Masterclass (\$199 value)
- ✓ Shiny New Object Masterclass (\$199 value)
- ✓ Focus for Parents Masterclass (\$199 value)

## FINISHER'S FASTLANE ELITE



~~\$599~~ **\$499**

<http://www.asianefficiency.com/ff-elite>

## FAST-ACTION BONUSES

Order the course before Tuesday, Nov 21, 2017 and you will receive three bonuses worth \$597:

Procrastination Masterclass (\$199 value)

Shiny New Object Masterclass (\$199 value)

Focus for Parents Masterclass (\$199 value)

*(You will get these bonuses for any tier of the course. But only if you enroll before the deadline.)*

<http://www.asianefficiency.com/ff-elite>

# PROCRASTINATION MASTERCLASS

How to sit down and start working in 5 minutes

How to conquer the overwhelm preventing you from starting a project,

How to determine what you can start on when you're waiting on input or deliverables from another person



# SHINY NEW OBJECT MASTERCLASS

How to save that shiny new object for later, so you can focus on what you need to now

How to quickly size up an app to see if it's worth your time

How to pick a system and stick with it long enough to see whether it'll work



# FOCUS FOR PARENTS MASTERCLASS

How to get at least 1 solid hour a day to yourself for Deep Work

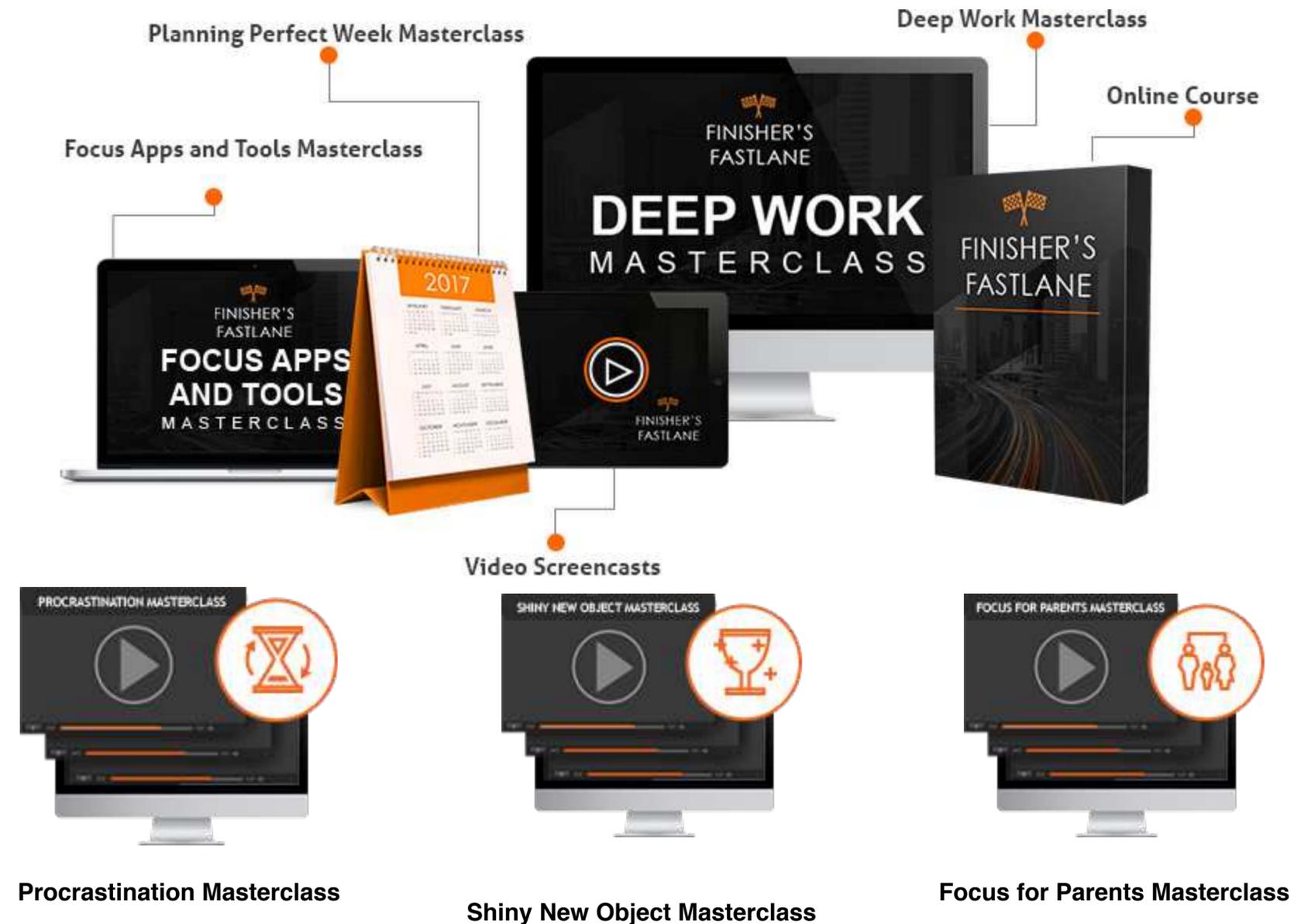
How to (finally!) gain control of your schedule

How to drown out the distractions and interruptions so you can focus



# FINISHER'S FASTLANE ELITE

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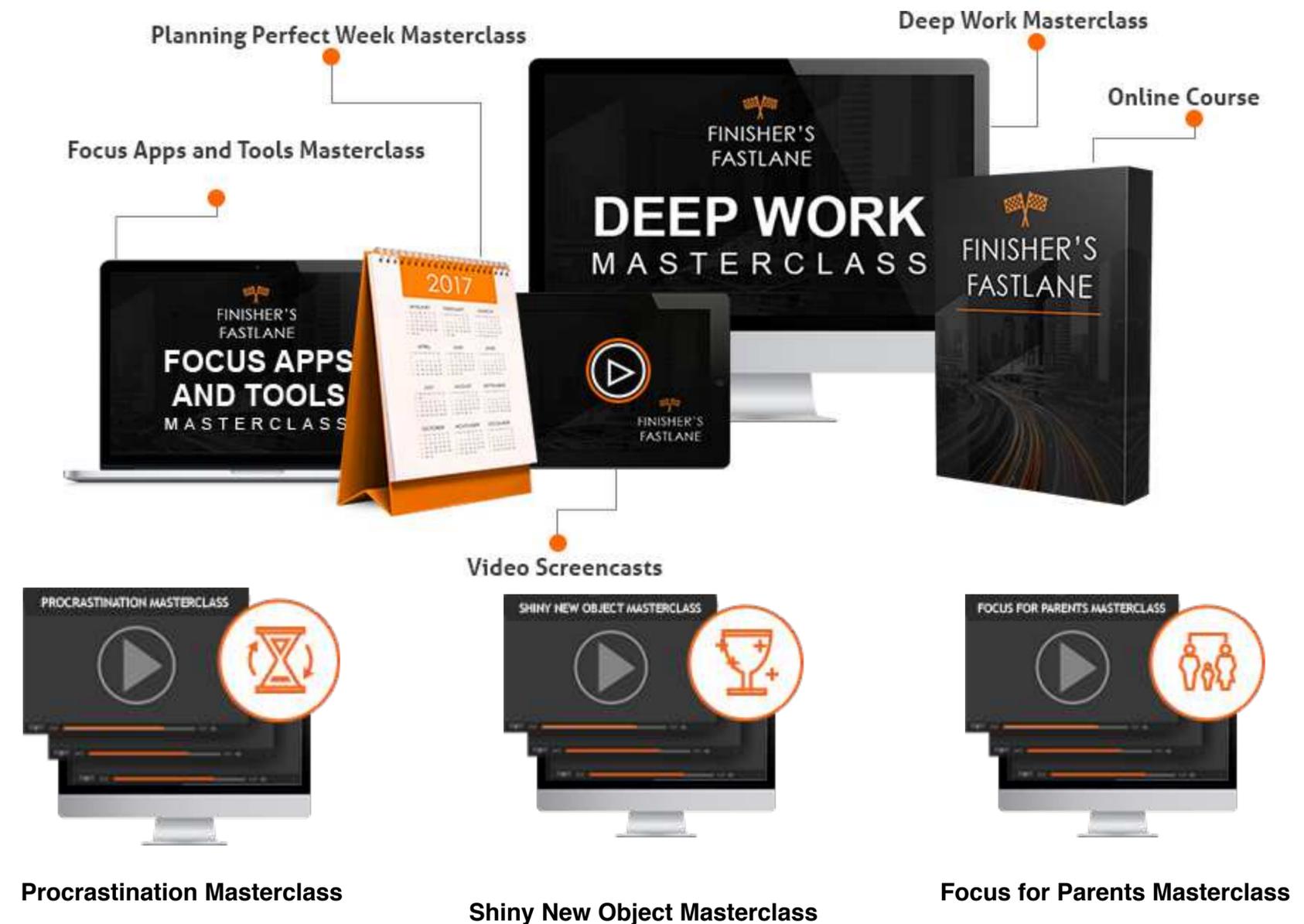
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## Got questions?

Contact us at [support@asianefficiency.com](mailto:support@asianefficiency.com) and we will help you immediately.

# FINISHER'S FASTLANE ELITE



~~\$599~~ **\$499**

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