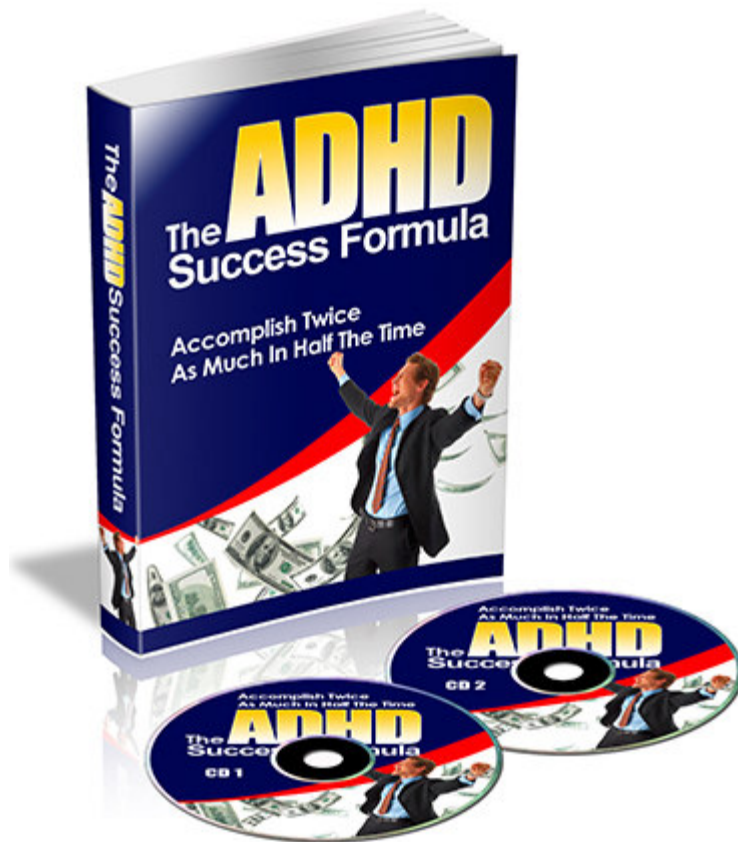


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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

This is Terry Telford from TheBusinessProfessional.com. Today we will be talking to Tellman Knudsen and Stephanie Frank, who are co-founders of a business called ADDInsider.com. Stephanie and Tellman both have ADD. I'll let you get into the details about what ADD is. I have a little understanding, but I think I could go with a few more details. Suffice it to say, Tellman and Stephanie are probably some of the most dynamic people that I've ever met. They are very forward thinking and extremely productive people. Maybe I'll just turn the floor over to you two. Maybe, Stephanie, you can tell us what ADD is and how it affects you. Then, Tellman can talk about it after.

Stephanie:

Okay, that sounds great. Attention Deficit Disorder is what ADD stands for. You may have heard of it being called ADHD, or Attention Deficit Hyperactivity Disorder. It's really a common term for what I like to call creative people. It's a term to describe people who have trouble with focus, organization, prioritization, and who tend to get distracted often.

You might have heard things growing up like, "Why can't you just sit still? Pay attention. You can focus when you want to. Why do you leave half finished things all over the house? Why do you leave the cabinets open?" These are all characteristics of people who have Attention Deficit. Or, in the case of Tellman and I, we're not interested in putting labels on people.

We're not interested in actually what it is. We're interested in being able to help those who have this pattern of thinking, this way of being creative and this high energy to have the kind of success that they want to have. We're going to be talking about how to have success with it verses living and managing with this way of thinking and this way of being.

So, for different people it manifests in different ways. A lot of times with little boys with hyperactivity, you'll see them jumping off of trees and running around, and there is that physical activity. For girls, very often, hyperactivity is in the brain. There's an idea factory with a lot of thoughts coming at you at all different times. You might have been called "daydreamer" growing up or someone might have said, "Why can't you just pay attention?" You get bored very easily, and when you get bored you leave projects half finished and things like that.

Those are just a few of the characteristics of a person with ADD. We're going to talk to you about taking those characteristics and all the things that people are telling you are bad, and just flip them around so that you can have massive success. Tellman, I think you're going to tell us a little bit about your story and your experience with ADD as well.

Tellman:

I'm definitely going to, but before we get into that, there are a couple of things I'd like to go over. One of which is, it's been a very interesting process as we've been teaching people about ADD and ADD characteristics. People like Terry start looking at the stuff we're doing and he might say, "Wow, that's something that I'd like to promote. I think that there are a lot of people on my list who would resonate with that." Then, as they start learning more and more about what it is that Stephanie and I are teaching here, I hear this time and time again, something along the lines of, "Maybe I have ADD."

It could be true. Statistics show that over 80% of entrepreneurs are diagnosable with Attention Deficit. Based on my observations, there are an awful lot of Internet marketers out there that exhibit a ton of Attention Deficit traits. The major thing that you're going to realize is that we're teaching you how to use Attention Deficit to excel.

We're going to go over how to take these things that crush you, ruin your life, and make everything a pain in the butt, and turn them around, amplify them, and drive you into massive success, personally, professionally, business wise, and in your personal development. Those are going to be some of the things you're going to learn about today.

The reason that I'm so passionate about teaching people this stuff is because my background and experience, before business, was with working with NLP and hypnosis. I worked with the training of the mind and teaching people how to use their minds to achieve amazing things. In this case, what we've done is something very, very powerful.

We've actually taken people with diagnosed and undiagnosed ADD and taking Attention Deficit symptoms that stop people dead in their tracks from making any progress in their life, from having a decent relationship, from keeping track of their bank account, from accomplishing any project that they start, and teaching people how to channel those very same symptoms, as people call them, into skills to really crank and achieve than anyone they know. It's almost like a

polar opposite thing happens when you learn the techniques that we will be teaching you about today.

Someone with Attention Deficit, who would normally get one tenth of what a normal person would get accomplished in a day, all of a sudden starts accomplishing ten times more than a normal person does in a day. This is by learning to use their brain to their advantage. This is some very powerful stuff.

Stephanie:

I want to say that you and I are living examples of that, having between the two of us, three multi-million dollar businesses. So, we're living examples that this stuff works.

Tellman:

That's the whole thing. We're taking these things and breaking them down into simple step-by-step processes and teaching you how to make all of this happen. With that said, how about we jump into the questions?

Terry:

We could do that, yes.

Tellman:

I forgot... there's one more thing I want to tell you that I would I really like to go over. This teleseminar is going to last 60 minutes total; we're already nine minutes into it. It's going to last one hour and we're going to go fast and furious. One thing: you need to stay on all the way to the end.

Why do you want to stay on all the way to the end? Because, at the end, I'm going to be sharing with you exactly how you can get your hands on one of the most powerful training modules that Stephanie and I have ever created. We made a whole series and it's called the ADD Axioms. They're specific strategies for people with ADD to apply and immediately achieve more. It's not by changing things about themselves, or by trying to sit down and be more linear, and not by doing all of those boring things that you hate to do, but by taking your natural thinking patterns and behaviors and channeling them in powerful ways.

You're going to learn how to get access to free to ADD Axiom 4. It's how to quickly and easily delegate unwanted tasks so you can spend more time on what you want to be doing and less time on all the crap

that slows you down that you procrastinate on and hate to do. We're going to teach you how to get that for free at the end of the lesson, so be sure to stay on until the very, very end of the call. Okay, Terry. Let's do it.

Terry:

Thanks for that, Tellman; that sounds great. I just have to say, before I get into asking you a whole lot of questions and picking your brains, I wouldn't say that I am probably going to be diagnosed with ADD, but like both of you said, I exhibit a lot of those traits. So, a lot of the questions I'm going to ask you are based on the traits that I find I exhibit. Maybe by the end of the call you will diagnose me with ADD, I don't know.

Tellman:

Actually, before we start, that's a very important thing that I'd like to mention. Neither Stephanie nor I have a Ph.D. We cannot diagnose anyone with ADD or ADHD. We can only teach you how to use the traits to achieve unparalleled success, which isn't half bad. But, if you're here to get diagnosed, you cannot do that with us. You can go see a doctor; you can talk to a friend of ours Dr. Kenny Handelman. There are a lot of people you can talk to about diagnoses and medication, but that's not us. So, I just want to be very clear that what we're doing is very different than a lot of the other stuff that's out there. So, okay, with that said, let's rock and roll.

Terry:

Okay, cool. I just want to focus on some of the things that I've noticed with myself. First, I find that I have a lot of good ideas. Right now I have a box full of little scribbled notes of ideas. I never know which to pick as the best to focus on and work on it. How do you guys pick which is your best idea out of a million?

Tellman:

Stephanie, this would be a really good one for you.

Stephanie:

Yea, I'd really like to answer this. There are two different things here: how do I manage all these ideas and how do I focus. I want to take the ideas part. Can we talk about how to focus on just one thing a little later, Terry?

Terry:

That sounds cool.

Stephanie:

Okay, so we'll talk about all of these ideas, now. When you have ADD or you're creative, you're an idea factory. You can't help it. Ideas pop up all day long. You can see something and say, "Oh, that made me think of something else. Wow, wouldn't it be cool if I did this?" And you end up with this long list of ideas.

The first thing is that you have to understand that that's what you do – you think up ideas; you're the idea generating population. The other 90% of all the linear thinkers will try to compartmentalize everything and determine whether their idea is good or not. You have ideas that come so fast that you can't possibly think about compartmentalizing them. That's your job: to come up with ideas.

You need to know that it is not your job to act on every single idea that you have. Remember that you're special because only 10% of the population has the amazing amount of things going on in the brain as you do. That's the first thing when it comes to all of these ideas. When you're trying to decide which ideas to act on and which not to act on, there is something very important that you must know about it.

Because of the fact that we have so many ideas, we can talk ourselves into taking a path that doesn't really make any sense. Terry, have you ever done something where you start down a path and then you stop and go, "What was I thinking?"

Terry:

All the time.

Stephanie:

Exactly. That's exactly what happens. We didn't think it through; we just went off on it because we thought it was a great idea at the time. You have to have an umbrella and an overarching reason to do one idea or another. Short of asking yourself, "Why should I do this thing?" which is a very important question, you have to have some parameters to answer yourself and to decide if you should work with an idea or not.

That umbrella that you need to create needs to be something that is singular in nature that all of your ideas can funnel through and eventually produce the same result. So, for example, I'll give you an example of all the projects that I do. Every single one of them has to

do something with communication. I love communication; that is my big huge umbrella.

If all of a sudden I decided that it would be a great idea to figure out how to open up a hamburger stand. That would be running a business, which probably wouldn't have a whole lot to do with communication in the way that I like to do it. I like to use communication with education. This would be making hamburgers. That's a bad idea for me because it doesn't fall under my umbrella.

For a little more specific example, if you are trying to accomplish an end result... like for example, Tellman basically makes his decisions on whether they're going to accomplish his main goal of list building. He is a list-building expert. So, being able to decide who to work with, where to work, what idea would work, what wouldn't work, and what would yield results... everything is measured against whether it will create a bigger list. That's another more concrete example.

The thing is, you have to have that umbrella in able to evaluate your ideas. Does that make sense, Terry?

Terry:

Very much so. Do you have some examples of the questions that you could ask? First of all, you take your umbrella and say that you're going to work in communications, but that only limits it somewhat. Then, you have a million things in communications that you could work in. How do you limit those million ideas under the communications umbrella?

Stephanie:

For me, personally, I love to teach. So, if it's educational communication, I like to do that. So, for example, any time a speaking engagement comes up, I do it. That's really good communication and education. Writing projects are really good for me as well because I really enjoy expression in that particular way.

What is not a really good thing is managing a whole bunch of people to make something happen. The kind of communication that takes place is directive and not educational, for me anyway. Plus, it's boring, so I don't get that excited about it. So, you can really look through as you're going down a path.

I had a client recently who was going to take a job working with a speaking company. She is kind of like me; she loves to speak and

talk. The thing is, the speech that she would have been doing would have been the same exact speech every single week. As she looked through it, she was so excited about the idea. Then, she thought that it might get boring and repetitive and then realized that she might hate it. She then abandoned the idea.

Terry:

Okay. So, basically you just put in place a few filters. The main umbrella is communication, then a second filter is that it has to do with education, and a third is speaking... that kind of thing.

Stephanie:

Exactly.

Terry:

You have a set of filters to decide what projects to do.

Stephanie:

Yes.

Terry:

Okay. Cool. Let's get you involved, Tellman.

Tellman:

Okay. What do you got?

Terry:

Well do a marketing question for you. I find that I get online and there are a million and one different marketing techniques and things to promote and what not. It's really too much for the average person to come on and even just look at it. I think if you have ADD it must be twice as bad. How can I get past the information overload and get to the meat of it and accomplish something instead of searching and surfing for everything?

Tellman:

This is an interesting one because the whole concept of information overload, especially in the world of the Internet, and definitely in the world of E-commerce and marketing, is insane. It's completely nuts. If you have an ADD style mind, you're going to be going all over the place whether you like it or not. This really relates to what Stephanie just said. I'm going to give a little twist to it, though.

Basically, the question is, in a world of limitless possibility, which direction are you going to go? The thing that I love, and I know many people hate, about the Internet is that it's completely fluid. I want to say that it's malleable and pliable, but then I want to say it's fluid, and then I want to say it's almost gaseous. It's so easy to change stuff on the Internet; it can happen in milliseconds. Things are just changing and changing more and more as more people are getting online, as more people are being born, and as more people are upgrading their computers. There is just going to be more of it as time goes on.

So, one thing that I do is I say, "Look. There's going to be a ton of stuff that's out there. A lot of it is going to be crap; it's not going to be very good." It's like the rest of the world. Pick a random restaurant to eat at, and it will probably be mediocre at best. Maybe Norway has something up on the United States... I hope it does. The same is going to be true when you're looking at doing something with your business, whether you're buying a course or doing anything else.

So, the number one thing when you're dealing with information overload is to step back for a second and get advice from the person you trust the most who knows what they're doing in the field. Terry, you know what you're doing and I know you put a lot of great information out there to people. When I'm looking to learn, there are a few sources that I go to. I learn a lot from Alex Mandossian, for example. If I need help with something, and if I need to turn to someone for advice, I will ask him, "Hey Alex, what do you suggest here?"

I wasn't always in a situation where Alex would return the e-mails that I sent to him. I wasn't always in a situation where I could get him on the phone when I wanted to. That wasn't the case when I started out. So, how does that work? What the heck are you going to do when you're just starting out and you don't know what to do? You need to join a few newsletters related to marketing... ten at the most. Read them everyday and figure out who you trust the most. Then, based on who you trust the most, take their advice.

Here's the thing: you have to become proficient in the art of doing and the art of following instructions blindly. This was one of the most difficult things for me. I said, "Hey, if I'm going to buy a home study course or an eBook, I'm going to follow it to the letter because I don't know what I'm doing yet and my bank account clearly shows it," which it did in the early days. I had no money. Buying a \$29 eBook was a

major pain in the butt. It meant that I was eating Ramen noodles for the next week. That was the deal.

So, you follow it to the letter and get really good at going through and implementing. Not because it might be the best way to do what you want to do, but because it will teach you how to do something. It will teach you how to do something or how not to do something. Either way, it will teach it to you really, really well, if you focus more on implementation than on learning and understanding.

You can implement things found in eBooks and home study courses all day long without really getting most of it and understanding most of it. Just do it. The easiest way to overcome information overload is to make a decision on what you want to accomplish, take advice from someone you trust, and then focus on doing and don't focus on learning.

The people who do things are not usually the smartest ones. The people who are highly successful are not usually the ones with the highest IQ or who can carry out the most well thought out philosophical argument. The people who are the most successful are usually the ones who get good at taking action and at implementation of the knowledge that is presented to them.

Now, if you're a really smart person and you love philosophical arguments, then that's great. Once you get really good at implementations, then you have something extra on everyone else. But, it doesn't matter until you get really good at implementation. So, don't focus on learning. If you have information overload, it just means you're focusing on learning too much stuff. Focus on doing. Does that make any sense?

Terry:

Yes. I think that really hits the nail on the head for probably 99% of the people that I talk to who are having problems doing something. It's because they're not actually doing anything. They're just learning and reading and no rubber is hitting the road; it's just a lot of learning.

Tellman:

That's because it's scary to dive in and do something when you don't know what's going to happen. Everyone is nervous.

Terry:

Yea, absolutely. You have to get outside of your comfort zone.

Tellman:

Then you start enjoying getting out of your comfort zone because you know you're going to do something cool and you know you're going to learn a lot from it.

Terry:

That's right.

Tellman:

With that said, on the topic of learning versus doing, I'd like to let everybody know that we've set up something very cool. We haven't talked to you very much about it yet, but it's called the ADD Insider.

It's a brand new members only Attention Deficit club that we've put together. The whole point of this organization is that they are all extremely high functioning, which means they can accomplish amazing things. Number two is that they want to work with other entrepreneurial minded business people who are trying to be more successful personally and financially. Number three is that they are absolutely committed to taking action and doing. Those are the three criteria of our members.

We are doing something today that we've never done before and we're going to see how it works. We're going to be telling you more about how the whole program works and what's involved and everything else a little bit later on. We have a program that costs \$97 a month; I just want to get the price issue out of the way. But, we've set up a situation where you can get a seven-day trial for one dollar.

You can meet some of the people who are in our Mastermind group, you can interact with us in the forums, you can chat with us in the live chat rooms, you can download the mental training sessions that you get every month to focus your brain, accomplish more, keep a positive attitude, and get more stuff done. You can download the audios and texts that Stephanie has put together that outline specific strategies for accomplishing practical things in day-to-day life. They are ADD friendly systems.

There is all of this and much, much more available to anyone that signs up today for one dollar. It's a seven-day trial, and you can cancel if you'd like. That's okay. If you stay on, which I'm sure you will do, it's \$97 a month every month there after. It's a membership site that's private and for ADD entrepreneurial minds only. It will

allow you to interact with other people just like you who are facing the same problems as you and get direct recommendations from Stephanie and myself.

Twice a month we have live calls where you can call in and ask us live questions that you might have or that you might be facing. It's a powerful program. It's one dollar and we have 44 spots available. The reason we have 44 spots is that we have to do this incrementally; we have to allow spots to open in small chunks. If we get too many people all at once, the fact of the matter is that there will be way too many questions all at once for Stephanie and me to handle all at once. We want to be sure to take care of you just as you should be taken care of by answering all of your questions and giving you all the help you need along the way.

So, I'm going to give you the special link. This is the only link you can go to to get this for a buck. Terry Telford lives in Norway. Norway happens to be where my family is from. So, you can go sign up right now at www.ADDGold.com/Norway. When you do, we will e-mail you a username and a password within 24 hours. So, with that said, I would highly recommend it. As the 44 spots get swiped, we'll let you know live on the call. When they're gone, they're gone, and that will be the end of it.

With that said, let's jump into the next question, shall we?

Terry:

Yes. I'd like to hear from Stephanie a bit more. I think another problem that I've experienced is, if I'm working on a long project like an eBook or a marketing campaign, I found that I can work really well in short bursts, but then it takes me forever to do an eBook. For an example, I did an eBook about two or three years ago that I should have theoretically be able to do in about a month, and it took me eight months to write it. What can I do to compress everything and get it to work in a more efficient manor?

Stephanie:

Why did it take you eight months?

Terry:

Because I'll work for about two days on something and focus on that, and then everything else falls to the wayside. Then, I have to catch up for the next week to catch up for the two days that I didn't do

anything that I was supposed to be doing except write my eBook... if that makes any sense.

Stephanie:

Basically while you were writing, everything else fell by the wayside.

Terry:

Yes.

Stephanie:

Okay, here's the thing. I kind of laughed when you asked that question because right now I'm writing six books and I'm doing three marketing plans: a book marketing, a speaker marketing, and a marketing plan for our educational institution. I'm doing all of those at the same time. Many of the strategies are the same so they overlap

Here's the key to getting all those things done. There are two ways that you can go about this. You're going to write your eBook and you can say, "Everything else drops off my plate and I'm going to write my eBook." Then what happens is what you experienced. It goes up then down. The things that fell off your plate while you were focusing and racing to get this thing done and using all of your energy up, now you have to go back and deal with that. That's no fun. It takes you a while to get back to your book and you have to figure out how to get going again. It takes a while to get the momentum going again.

So, here's the key to that. I just finished, The Accidental Millionaire. When I sat down to write that, I finished it in six weeks. That was the first revision, and then I went through three more revisions over the next month. Then, the entire book was done. Here's the key: most people put projects on their to do lists instead of tasks. Here's what most people's to do list looks like. "Put up a new website. Write all the copy. Write a book. Develop a new marketing strategy..." and that's today's to do list.

Especially with ADD, we think that things are going to take a lot less time than they actually do. So, we just need to know that first of all. "Of course I can write a whole book. No problem. Of course I can get it done." We do that and then we end up in this cycle of, "Geez. I didn't get it done." It feels bad, and then you start to have a hard time getting going. The thing is, if you have a to do list that looks like what I just said, then you actually have a project list. I want you to rename that right now, because at all times you should be working with three different lists.

The first one is the "big project" list. I'm looking at mine right now and I have six books on there, three marketing plans, a follow-up series, a website update, and another website that I need to create. Those are all projects. Here's the thing... let's be realistic. You can't get those projects done in one day, or in one week, and maybe not even in one month or in a year. The key is to take a look at each of the projects, and realize that it is a project, and to start looking at all of the components of that project.

In the case of a book, you have the front matter that you have to write, the back matter, advertisements in the book, a table of contents, a foreword, acknowledgements, and maybe a couple of chapters that you want to write in your book. All of those are all components of the book. The key first is to break it down.

Then, once you have that project broken down, you move it to your second list, which is called, "this week." Those are things that you want to accomplish this week. I teach that you should have no more than six to eight things on there, because these are like mini projects. So, maybe this week will be to finish the front matter of your book and finish the first four chapters of the book. Maybe that's what you want to get done. Maybe that's too much or too little... I don't know.

The next step is to take a look at what you can do today. That's your third list. You should have all of these running today lists. You take that one piece of that project that you can get done today. Maybe it's to write the table of contents or write one chapter. Schedule out the time you have to do that. Then, you'll be able to really work well in those short bursts, which you're good at doing anyway. And, you can get going so you can get more done in that quick period of time because you can think about it and set a deadline for yourself.

I like to set a timer and say, "Let's see if I can get this whole thing written in an hour." Then, I focus really hard for that one hour. That's exactly how I get things done. I have no distractions for that hour. Once that time is up, go out and do something different. Go out and get some fresh air and move around. That system that I just told you is the same way that you could get multiple projects done at once. Break them down, know what your objectives are for the week, and know what you need to do today to reach those weekly objectives. Then, you never lose a project.

Terry:

Okay, so if you're basing things on six working hours a day, you can do what you're doing and work on six different projects at a time and actually complete them at the end of your two month period or whatever you set aside.

Stephanie:

Yup, that's exactly right. I'm looking at my thing right now and I have things that we did for the ADD Insider, things we did for a book... I did an entire book edit this week, I did a whole marketing plan, I did a whole new phone system, we did a speaker marketing plan this week to but I delegated that out. We had lots of different things going on at once, but all in very short bursts.

If I were to set aside a whole day to just do one thing, I lose energy.

Terry:

Oh, okay. That makes sense, actually. I have another one. Let's give this one to you, Tellman.

Tellman:

Okay, go for it.

Terry:

How do I go about completing all the little nitty gritty boring tasks that I have to do for the business like going through e-mail, managing, filing, and all of the non-exciting things? How do I accomplish those without losing focus? What I really want to do is work on my projects, but I know I have to focus on my boring stuff too. How do I segment both?

Tellman:

This is awesome.

Stephanie:

Yea, this is a good one.

Tellman:

This technique is one that I developed. I'll give you the high-speed version. We go into this a lot more inside the ADD member's area. Basically here's the deal: if you're getting bored, losing focus, or getting distracted, that's an okay thing. People with ADD have a brain that works that way. Instead of beating yourself up over it, I say to

distract yourself before you get distracted and lose concentration. How can you do that and still accomplish everything?

Some people say, "I only have a ten minute attention span... 15 minutes at best." Well, here's how you do it. It's very simple. Stephanie mentioned a timer earlier; this involves a timer. Stephanie mentioned going at high speeds for a short amount of time; this involves that too. Here's how it works.

Number one is, if you can't stay focused for an hour, and you can only stay focused for ten minutes, then this will work perfectly for you. Eventually you'll be able to build up for an hour. Before you do, here's what we do. Go get yourself a digital timer. You can get one almost anywhere. If you have to, use a stopwatch. I personally can't use one of those physical egg timers because the ticking drives me insane. But, if that works for you, then cool. I prefer to go digital.

Number one, get down to your local stationary store. It could be a supply store, a WalMart, or wherever, but you need to get a package of those fluorescent paper that you see in grade school classrooms with the five different colors of paper in one package. Do you know what I'm talking about? With yellow, green, orange, pink and whatever?

Terry:

Yup.

Tellman:

Now, why do you want to buy all of this fluorescent paper? It's very simple. By the way, you can also do it with those fluorescent Post-It notes that they have now. I recommend that you get four separate packets, and I'll explain why. I'd like you to set aside a one to two hour block of time that's your get stuff done really, really fast time. I'd like you to make a list of six things. Three of those things are your nitty gritty tasks that you need to get done, and three are things that you love to do, that are enjoyable, and that you'd rather be doing in the first place.

Some examples are watch a TV show, read a comic book, do jumping jacks, eat a snack, take a walk around the block, read a chapter in your favorite book, play a video game, or play solitaire. Just things that you enjoy doing to pass the time or when you're allowing yourself to space out and not really care about the rest of the world. So, three

of the nitty gritty tasks that bore you and three things that you enjoy. Make sense?

Terry:

Yup.

Tellman:

Okay. I'd like you to make a list of one to six on one of those fluorescent sheets of paper. I'd like you to stagger so that every other one as a task, and the next is something you'd like to do. So, the first one should be one of those nitty gritty tasks and the second should be something you love to do. The third one should be a task, and the fourth one should be something you like to do, and so on. Literally, you can put eating ice cream down as one of the things you like to do; that's okay. Put whatever you want.

Then, what you need to do is go ahead and set your clock. I recommend that people start with ten minutes. If you find that ten minutes is too easy, you might want to put it up to 15. If you find that it's too long, you might want to put it to five. As you play around with this for the next week or so, you'll immediately start seeing results.

Here's what you do. You set your clock for ten minutes. You set aside your one or two hour block of time. And you see number one on that list. I'd like you to do number one on that list as fast as you possibly can for the next ten minutes. As fast as you can. You're trying to beat the clock and get the whole thing done in ten minutes. That's where Stephanie said to write down tasks, don't write down projects. That's extremely important.

So, what if it's something that takes longer than ten minutes to do like returning phone calls for example? You do as much as you can for ten minutes, then you stop dead in your tracks and you do one of the fun things for ten minutes. If you're like me, you even do your fun things really fast. I love to do my fun things fast too, but some people like to take their time on them. That's okay. If you prefer to kick back and take your time, that's fine.

Number three is a task again, so the race is on to do number three. Number three is not the same as number one; they're two different things. So, you're still not bored. You're going high speed as fast as you can, trying to beat the clock accomplishing that next thing. Well, what's number four? Number four is to eat ice cream or whatever. Chill out; have some fun. Wait until your clock goes off again.

You want to put the fluorescent note up on your wall or door in a very obvious place. It's fluorescent for two reasons. One is so you will probably see it as you're walking by. Two is that if you somehow manage to put it in one of your piles of paper around your office or in your house, you can locate it fairly easily.

The reason I had you get four different colors is because each day you switch colors. Why? So you don't have a pile of fluorescent yellow paper and you can't figure out which one today's task is. Each day you throw away the previous one after you carry over any other tasks that weren't done from the day before.

What happens if you finish a task? You can do one of two things. I recommend that you cross it off and do two fun things in a row. If you're really productive and it works for you, maybe you'll replace that with a different task to be done. Either way is fine. I recommend that when people are first starting to put as much fun into the process as you can.

Here's what will happen. You'll start cranking through the things that you've been procrastinating for the last three and a half months on. They'll be done in no time.

Terry:

What if I have something like answering my e-mails. I know that's actually going to take me an hour in a day to answer all of my e-mail. So, I put that down on a fluorescent sticky note, and I only have ten minutes to do it. So, I go through ten minutes of e-mails and then I'm done. Then, I go to the next thing. What happens at the end of the day when I still have 50 minutes of e-mails sitting there?

Tellman:

There are a couple of things. One is that, when you use this more, you'll block out bigger chunks of time to use the system. So, you start with an hour just to get your brain used to it. Then, you pump it up to an hour and a half, then two hours, then maybe three hours.

The next thing is that I bet you'll get more efficient on answering your e-mails. I've read some of your e-mail replies Terry, and they're not that concise sometimes. Am I right?

Terry:

Yup.

Tellman:

That's my point. Be more concise. Give one word answers.

Stephanie:

One of the tips we just put out, Tellman, to get your e-mails done really fast is to get up in the morning before you go to the bathroom and do your e-mail. Trust me, it will work.

Tellman:

There you go. But, the point is that you will prioritize the e-mails that you decide to answer. You don't answer all of them, but you'll answer the important ones and you'll answer those much faster. That's the whole point. Make all of those tedious things get done fast.

Stephanie:

I just want to break in here for a second because we have some new members on the ADD Insider, and if you're still on the phone, I just want to welcome people in. I want to welcome Susan, Mary, and Scott, and I think there are a few more that are coming in here in a second. Welcome to the ADD Insider. We are so delighted to have you working with us. We can't wait to help you, work with you, and find out what your questions are. You're going to be getting a call very soon to welcome you into the program and we'll take it from there. So, I just wanted to break in and say hi to those people, Tellman.

Tellman:

Awesome. Thank you. Welcome everybody. With that said, I'd like to tell people a little bit more about what is actually in the ADD Insider and what you actually get. It tells you a lot of the things that you'll get when you join right on the sales page, which is at www.ADDGold.com/Norway. So, we have some awesome things. Again, this is the one-dollar trial; you can get in for seven days for a buck. Download everything and either stay or don't; it's completely up to you.

With that said, here is the next step. Basically, we have a live Mastermind group that you can upload your profile to and you can start networking. If you're in the Internet marketing arena, then the term joint venture might mean something to you. It's great to JV with other ADD people because they can move as fast as you and think as fast as you. They're not going to drag their feet. They don't have a

slow moving style. That's one of the reason that Stephanie and I work so well together.

You are going to have the opportunity to get involved with our forums. Stephanie, tell people about your systems. This is one of the most powerful things in the world. We should also talk about why we build the ADD Insider the way that we built it and what it has to do with everybody who is signing up today.

Stephanie:

The thing about it is, when we need to do something that requires organization, prioritization; when we lost our car keys, when we can't find the book we want to read... we need very simple ways, visually or auditory, to see or hear things very fast. We need very fast systems. There are two ways you can do that. You can go and figure it all out on your own, or you can tag onto somebody else's system who has figured it out and use that system over and over again to create very predictable results.

My background is actually in protocol analysis, which to most people is better known as hacking. I am a computer hacker. Basically, what computer hackers do is we look at patterns and look at how to make patterns simpler, and go from point A to point B simpler. So, I have taken that kind of skill and ability and put it to potential systems that you can use in our personal life or in your professional life.

How do you know when you've read magazines in your house and what do you do with them when you're done so that you don't keep on picking up the same thing and reading it over and over and over again? How do you know exactly where your car keys, wallet, cell phone, and money are? How do you find that stuff? How many times have you been late for an appointment because you're running around because you don't remember where you put them?

That's very stressful. So, we have step-by-step systems. You can just go into the Insider, grab a system whenever you need it, and you can use what we know step-by-step to make things easier, less stressful, and less anxiety filled for you in your life. You have a lot of things to do, and finding your car keys is not one of them. We have a lot of systems like that.

Just look on the forums; on the message boards. Wow. We have people who are just like you, working through situations whether they are relationships, financial, business, how to start automatic investing,

how to talk to your non-ADD spouse or partner, and how to really work with these things. We have experts that come and give advice. Tellman and I come in to share our wisdom as well. I think the live Masterminds are my favorite because we get on live with you.

Tellman:

They're awesome; they're so much fun. Basically, we all go on a call together, and we have it set up so we have an operator who monitors the whole thing. It's first come first serve, so the earlier you come on the call, the earlier you get to press a certain button to ask your question. After you press the button, the operator will say, "Okay, we have so and so on the phone, and I'm patching him or her through right now."

You get to ask your question live, and we'll just answer it. It can be very simple or very complicated. So, whatever your question is, you can get answers from real people who are already dealing with these issues and have solved a lot of these problems. It's just tremendously powerful.

Stephanie:

Yea, because we know that it's one thing to sit and listen and another thing to implement. We want to help you implement. That's what Tellman and I are all about: trying to help people find success with ADD. That's really what it's all about.

Tellman:

I'd like to tell everybody why we build this program the way we did.

Stephanie:

Go ahead.

Tellman:

Just over a month ago we launched. We got a whole bunch of the people on the call and said, "Listen guys, we know you want a membership site and we know you want an ADD Insiders only group that you could trust and count on and will always be there for you 24 hours a day. What do you want to have in the program? What do you want to be here? What do you want? Do you want us to send you CDs every month? Do you want downloadables? Do you want videos, audios, systems, PDFs, mental training exercises, a chat room, a Mastermind, or be able to do joint ventures with people? What do you want? We will build it for you."

Stephanie:

That's exactly what we did.

Tellman:

That's what we did. What we continue to do is get constant feedback from all of our users and continually improve on the program. It's very interactive in that you are calling the shots. We have surveys and votes in order to improve the program. We are here to serve you and to give you whatever you're looking for all in the ADD Insider at www.ADDGold.com/Norway. That's the place to go for that.

So, Terry, I think we have time for one more question.

Terry:

Okay, I'd like to make it a make a living online question.

Tellman:

Okay. Is this for me or Stephanie?

Terry:

This is for you, Tellman. I do all the marketing ones for you. There are a million and one things to surf around for online. I know how to focus now when I'm going to write an eBook, and I'm going to focus on doing the boring things that need to get done. When I want to go out and surf and find something new, there are a bazillion things out there online and there are too many possibilities. How do I sift through everything out there and find the one better one I can focus on?

Tellman:

Well, that's a tough one. Give me some context.

Terry:

Okay. I find product X and I think product X is really good so I buy product X and start working on it. Then, I see product Y and product Y looks better than product X so I buy product Y and start working on that. Then, I find product Z.

Tellman:

Got it. So, what you're saying is, it's kind of like information overload, but you're buying tons of stuff.

Terry:

Bingo.

Tellman:

I would say join the ADD Insider. Seriously, the answer to your question is that, especially when you're talking about information products, there's always going to be a better product. Why? Because they're awesome. They're constantly evolving and easy to improve on. We're in the age of technology and in the age of speed. It's always going to get better. So, the answer to your question is focus on doing, not on learning. Focus on doing what you have, and not whether the grass is greener on the other side.

Figure out how to use what you have to accomplish amazing things. That will teach you more; accomplishing something simple will teach you more than it will starting something complex and never getting anywhere. You will learn so much more as far as practical life experience from accomplishing a stupid, simple task, than you ever will from trying to build a multi-million dollar empire.

Stephanie:

Amen to that.

Terry:

Yea, I was just going to say that's probably some of the best advice I've ever heard.

Tellman:

It's true. This is what I've found... this happens with my ideas all the time; it's the same principle. I'll come up with 40,000 ideas a day. They all sound great. That's while I'm trying to accomplish something that I already "decided" that I was going to do. Until I made this one subtle shift, I was dead in the water as far as actually getting results. The one subtle shift is this: I said, "What can I do to make all of this work? What's the one thing that would change everything for me?" There isn't one. It's not one thing; it's going to constantly change. The only thing that is going to change everything for you is you.

So, I said, "I'm going to get more ideas for the rest of my life. Unless I have a major brain injury, my brain is going to continue to get better and better and have more and more ideas every day that I age." So, idea shortage is not the issue. I thought, "If I'm going to get all these great ideas all the time, how am I going to know what to focus on?" It's very simple.

When you accomplish something simple and see something through to the end, even if it's grueling to do so, the experience that you get from that will exponentially increase the value of your ideas. Accomplishing something simple will mean so much more than whatever your next big idea is. Since you finished it, it will give you perspective that you wouldn't have had otherwise; the quality of your ideas scales through the roof. Your first idea may be a \$10,000 idea, and you think that's big business.

When I started out and made my first \$100 online, I was stoked. Now, if I make less than \$20,000 when I'm trying to do a promotion, I'm bummed. Why is that? It's because I understand some of the basic principles now, so my ideas can grow with me. Your ideas will grow with your experience; your ideas will not grow with your ideas. Does that make any sense?

Terry:

That makes perfect sense.

Tellman:

The same is true when you're looking for products online. Whether they're products for consumption and fun, or they're products for learning, you will get more out of using that thing to its fullest than you will ever get from buying the 20 other better versions of it that are out there.

Terry:

Gotcha. That makes perfect sense. Well, I could probably go on asking you two questions for the rest of the night, but I think we have to wrap it up because we're at the top of the hour now. I'd just like to take this opportunity to thank you, Stephanie Frank and Tellman Knudsen, for taking the time to talk with us tonight. It's been absolutely fantastic; you've answered some very tricky questions with some excellent information.

Just to repeat for anyone who is interested, if there are still any spaces left, to get the one-dollar trial, you have to go to www.ADDGold.com/Norway.

Tellman:

And when we hit 44, we hit 44 and that's the end of it. We will take that link down until spots open up again. So, definitely go check it out. It's a one-dollar trial; what do you have to lose? You can start networking with the people on the inside. It's awesome. We will talk

with you on our next Mastermind Session if you join tonight. Awesome. Thank you so much. Stephanie, thank you as always. It's been wonderful.

Stephanie:

Tellman, it's been great. Terry, thanks for having us on today. This was really fantastic. We gave a lot of information; I hope everybody was able to write it all down.

Terry:

Absolutely.

Tellman:

Alright everybody. Have a great afternoon. We'll talk to you soon.

Terry:

Okay, thank you. Bye.

Tellman:

Bye.

Stephanie:

Bye.

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