

# EAT THAT FROG!

BY TRACY BRIAN



EMILY MCGREGOR  
BUS 3010  
BOOK REPORT

# OVERVIEW

**Eat that Frog! By Tracy Brian was published in 2021 and has since become a best seller, translated in over 100 languages, and the basis for many business owners, trainings and employees alike.**



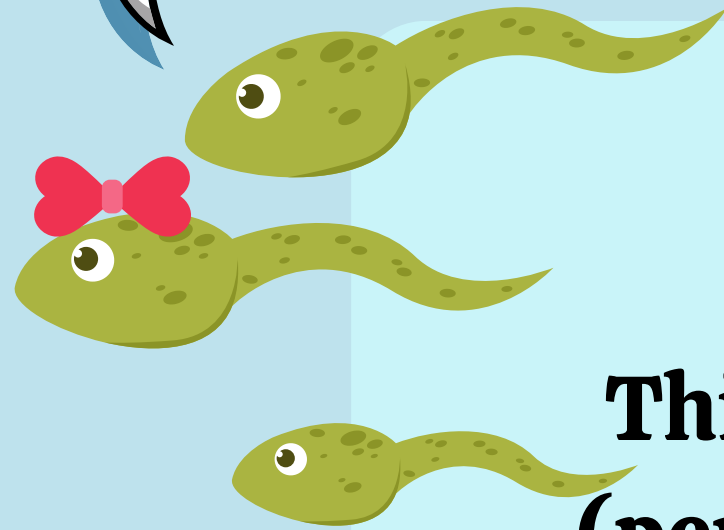


An illustration of a pond with a cluster of frog eggs on a lily pad. The eggs are greyish-brown with white centers, arranged in a dense, somewhat circular group. The lily pad is light blue with green veins. The background shows a blue sky with light blue clouds and green grass at the bottom.

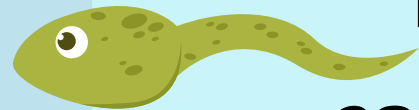
# **SO WHAT'S IT ALL ABOUT?**

**Eat that Frog! Is not only about getting more done with the time that we have, it's an evidence based approach to moving through the barriers of procrastination. "21 Great Ways to Stop Procrastinating and Get More Done in Less Time."**

BAHAHA. BED IS FOR BABIES. AND WE ARE TADPOLES!



DINNER WAS GROSS. I AM STARVING! I WANT FLIES!



## DISCLAIMER

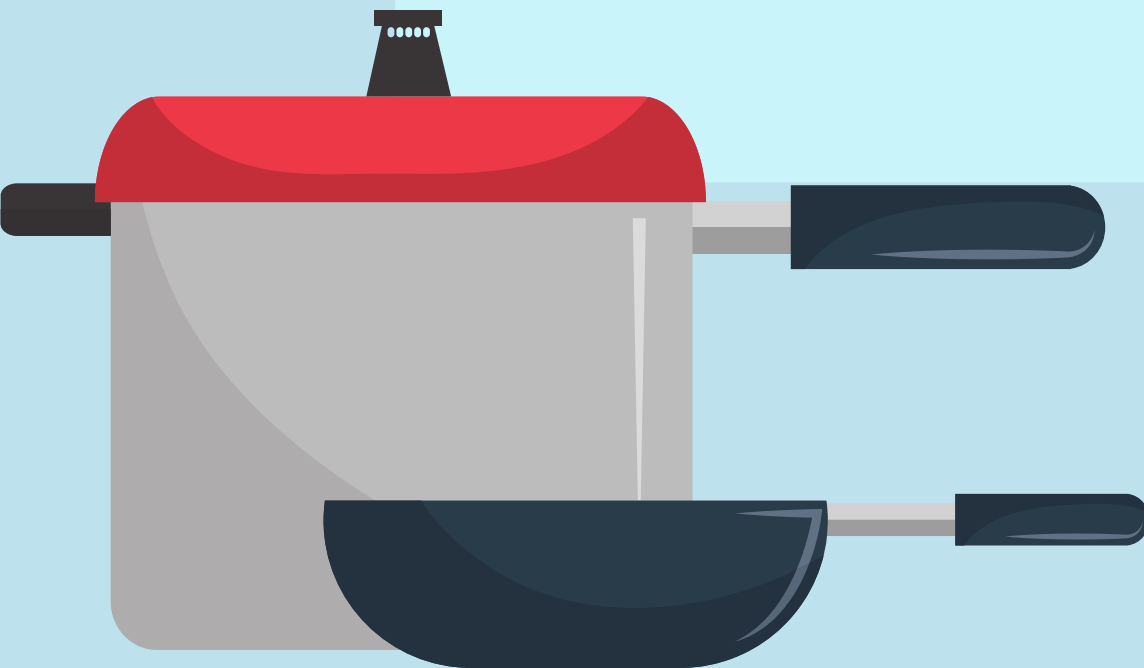
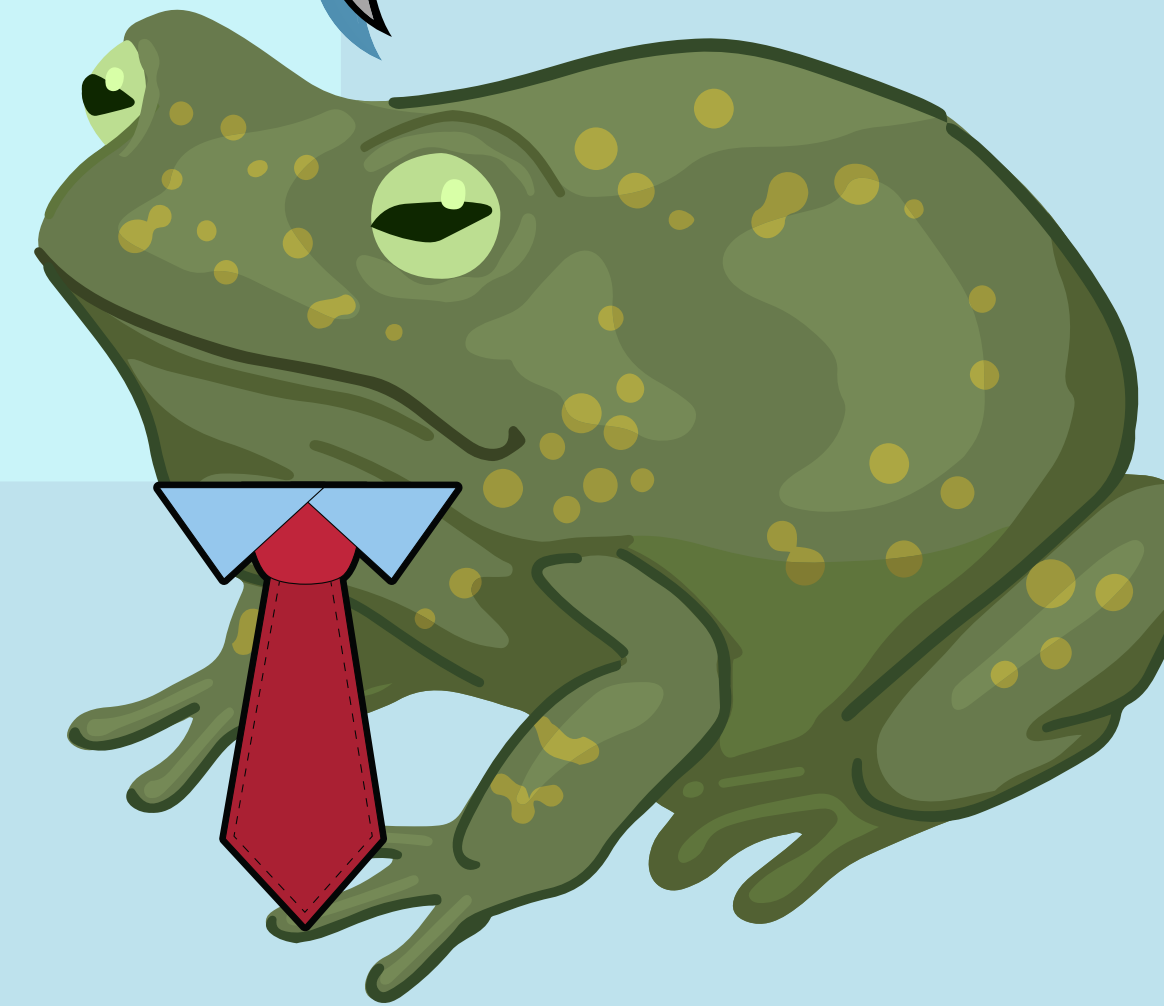
This book was written by a white man, who was (per my google search married and four children, and his wife was a stay at home parent raising his their children, while he “ate the frogs” at work... building his empire. I am pretty darn sure he came home to pot roast on the oven and tadpoles in bed. \*I digress\*

GO TO BED! YOUR DAD WILL BE HOME SOON!



HAVE TADPOLES THEY SAID... IT WOULD BE FUN

WHAT A PRODUCTIVE DAY AT THE POND!





A blue frog with black spots is sitting on a dark grey rock in the bottom left corner. The background is a stylized forest with tall, thin trees and green foliage. A large, dark green, rounded shape is on the right side of the image, containing white text.

**So let's hop on  
in to the good  
stuff!**

# 1. SET THE TABLE

**Making goal setting real. Goal setting on a micro all the way to a macro level is a key element to “Eating the Frog”. Goal setting on paper, broken down into daily, weekly, monthly, quarterly and yearly goals helps to put daily tasks into perspective.**







## 2. Plan Every Day in Advance

Stick to your lists until your lists stick to you! Constructing your lists with a specific goal in mind helps you to stay focused on the frogs that may take several days/weeks/months/years to eat!

**HOP TIP:** Plan out your day in the evening, take time Sunday night to plan for your entire week

# **3. APPLY THE 80/20 RULE TO EVERYTHING**

**Things are starting to get weird, 20% of your tasks will bring you 80% of the results. Figure out what those tasks are and move in that direction! Spend more time working in these few areas that have a big impact on your work or life and you'll find yourself spending much less time on activities and tasks that don't contribute as much value.**

**HOP TIP: This applies to your wardrobe too! You wear 20% of your clothes 80% of the time...**





A green frog with dark spots is sitting on a dark rock in a stream. The background shows a forest with tall trees and green foliage. The stream has blue water and some green plants along the banks.

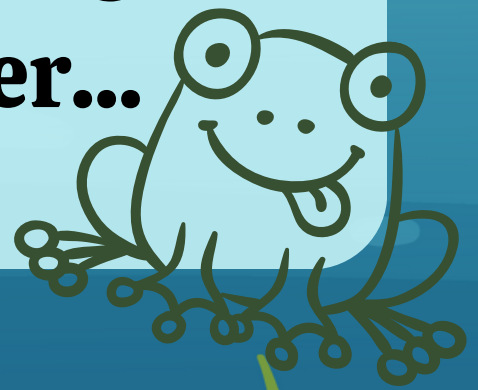
## 4. Consider the Consequences



Work backwards! Consider making the decision based on what tasks carry the heaviest weight of consequence if done late, or last--then prioritize those items. Don't be a Ruby, from 8 passengers, going hungry because you forget to pack your lunch is not a natural consequence.

## 5. PRACTICE CREATIVE PROCRASTINATION

**Get creative! This is a personal favorite, you don't have to quit procrastination cold turkey! Just procrastinate items with less of an impact (like your Phase 3 classes with no late penalties! Im kiddddding...) But don't forget to scratch that procrastination itch. Find items, like shampooing your carpet, your cat or your kid and just do later...**





## 6. Use the ABCDE Method Continually

This is the process where you list your to-do items in an inventoried way:

A-is “actually” important (I added that) Brian calls them Priorities. Buutt that makes no sense.

B-is next “best” to get done

C-Are items with consequences if not timely

D-Is delegated items

E-Is items that you can eliminate from your list



10 OUT OF 10 WOULD BUY AGAIN!



VERIFIED CUSTOMER: EMILY'S FROG PRESENTATION WAS SO WEIRD, BUT WEIRDLY AMAZING. I AM SO GLAD I CAME TO CLASS TODAY. I WAS ABLE TO LEARN ABOUT THIS BOOK I WILL PROBABLY NEVER READ, BUT IT WAS BETTER THAN DRAINING A BIRTHING POOL WITHOUT A WORKING SUMP PUMP.

## 7. FOCUS ON KEY RESULT AREAS



7 felt a little redundant to me, but I'll give it to Brian, 21 is kinda a lot of things so basically, bring it back to focus. Try to identify where you have the biggest impact, and do those things that will generate results.







3

3



3

## 8. Apply the Law of Three



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Brian Tracy says to identify your three biggest ugliest frogs and to always start with getting those out of the way.

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# **9. PREPARE THOROUGHLY BEFORE YOU BEGIN**

**To be totally transparent, the first half of the book is better than the second half... Because in a lot of ways, this wraps back around to list making, ABCDE-ing, and goal setting. However, Brian Tracy adds: “Make sure your workspace is clean and distraction-free and that your working environment is positive and conducive to productivity. Clear the clutter!” (I add, this excludes children...)**





## 10. Take It One Oil Barrel at a Time

The Elephant makes a comeback. And all you have to do is eat it one bite at a time.





# 11. UPGRADE YOUR KEY SKILLS

**According to Brian Tracy, a key reason most of us procrastinate overdoing something is a feeling of inadequacy or confidence in doing the task. In order to discourage such feelings, keep learning!**

**UPGRADE**





## 12. Identify Your Key Constraints

A constraint, for example, might be an ability you don't have, or a habit you've got, or a discipline you adhere to/don't adhere to. You may find that the very frog you need to eat is something related to that constraint.



# 13. PUT THE PRESSURE ON YOURSELF

Brian Tracy suggests “creating deadlines” if you don’t have them... But I know my audience, so I will just chuckle with you. However tools such as Pomodoro and Time Trackers may help with daily tasks.



**#NOT SPONSORED**  
BUT WILLING TO BE...

A green cartoon frog with large eyes and a wide smile, standing in a forest with flames around it. The frog is positioned on the left side of the image, with its arms raised. It is surrounded by stylized orange and yellow flames. The background features a dark green forest with tall trees and a blue stream. A speech bubble is located above the frog's head.

**THIS IS FINE!**

## 14. Motivate Yourself into Action

You can do hard things. You ARE doing hard things. Self talk really does matter. Just like it does for our clients, internal dialogue can be fun. Don't take yourself too seriously, and don't forget to laugh.





# **15. TECHNOLOGY IS SELFISH**

**Social media, the internet, the deep dark dives into the worm hole of rug cleaning and pimple popping.**

**The interwebs weave sticky lines that take your time and distract you from eating your frogs... Or napping. And don't tell me you can't nap, because I know your client took castor oil this morning.**





I AM STILL WAITING FOR ALL  
THOSE COOKIES I ACCEPTED  
ON THE INTERNET.

## 16. Technology Is a Wonderful tool

So get the interwebs to work for you.  
AFTER you wake up from that nap. Brian  
Tracy talks about setting “away from the  
computer” alerts... That doesn’t work for  
on call people. So my artistic  
interpretation is, don’t deprive yourself,  
but do set time boundaries, and only  
watch TikTok or online peruse for a  
designated amount of time.





## **17. FOCUS YOUR ATTENTION**

**Cut the distractions where you can. Turn off notifications where you can. Multitasking gives us a false sense of productivity. The more focused you can stay on one task, for as long as possible the more efficiently your brain is able to problem solve.**



## 18. Slice and Dice the Task

Brian Tracy talks about making tasks more “bite sized” which to me really felt like going back to the elephant idea. But, maybe I my palate is not robust enough to taste the difference between pie and elephant.



# 19. CREATE LARGE CHUNKS OF TIME

**We are ruled by the ever ticking clock.  
Time blocking is a tool that can help you  
to organize your time. This takes us back  
to using tools such as Pomodoro to help us  
organize out smaller time segments.**






URGENT



## 20. Develop a Sense of Urgency

Your time is important. Treat it like it is. The tasks that you need to get done are manageable as you continue to work through them, get the PG done! Spend less time worrying about it, and more time being glad it is done.







**21. STICK TO YOUR  
TASK, UNILL IT  
STICKS TO YOU.**



**THANK YOU!**