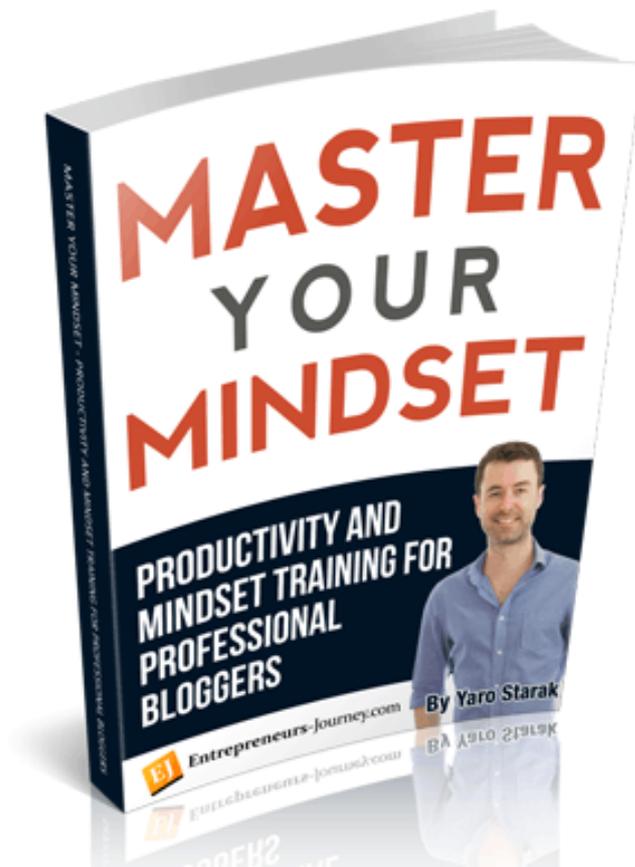


Master Your Mindset

Productivity And Mindset Training
For Professional Bloggers

SAMPLE DOCUMENT



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Theory Of Constraints: Identify The One Thing That Stops You And Eliminate It

The *Theory of Constraints* has been critical to the success of my blogging and information publishing business.

It works incredibly well because it simplifies my life. When you start to think in constraints that line up with specific goals, you stop thinking about all the possibilities and just get the work done.

This is important when you are an entrepreneur, because you often drown in the stress caused by your own potential. You see too many options and end up doing a whole lot of nothing. The *Theory Of Constraints* solves this problem.

What Is The Theory Of Constraints?

The *Theory of Constraints* (TOC) adopts the common saying:

“ A chain is no stronger than its weakest link ”

The TOC says that there are a very small number of constraints that limit the achievement of goals. The TOC process seeks to identify these constraints.



Remember: *The 80/20 Rule states that only a few actions are responsible for most outcomes. It follows that you should shift the majority of your focus to those actions.*

The TOC helps you figure out exactly what actions to take because it forces you to review what you are trying to achieve and what is stopping you from doing so.

The activities you must do are those that eliminate or “open up” the constraints, and therefore become your top 20% jobs – those responsible for the greatest return.

How I Apply The Theory Of Constraints

For any change I want to make in my life there are three key steps:

1. Gain clarity about what I want

People are usually good at step one. If you know you want to make \$5,000 a month from an online business so you can quit your job, for example, that's a fairly reasonable goal, one that has tangible outcomes you can measure and something other people have done, so you have examples to learn from.

2. Comprehend the system I am going to use to get it

The next step is to research how to achieve this goal, figure out your options and choose the best one for you. Here you are looking to form a macro or birds-eye understanding of the system you are going to build.

3. Execute the system in the right order of steps

Then you just follow the steps (execute) until you have what you want. This is when you zoom in and do the day-by-day activities.

Easy right? Well not quite. Execution is where many well-laid plans unravel.



*Most people fail because of **lack of execution**, not lack of knowledge of what needs to be executed.*

This is where the *Theory of Constraints* can be really helpful. You can use it to ascertain **what is missing** in order to move through each step. Your job is then to go as far back as necessary to solve the problem that is stopping you from completing the next step, and so on and on.

Let me explain with an example from my business...

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