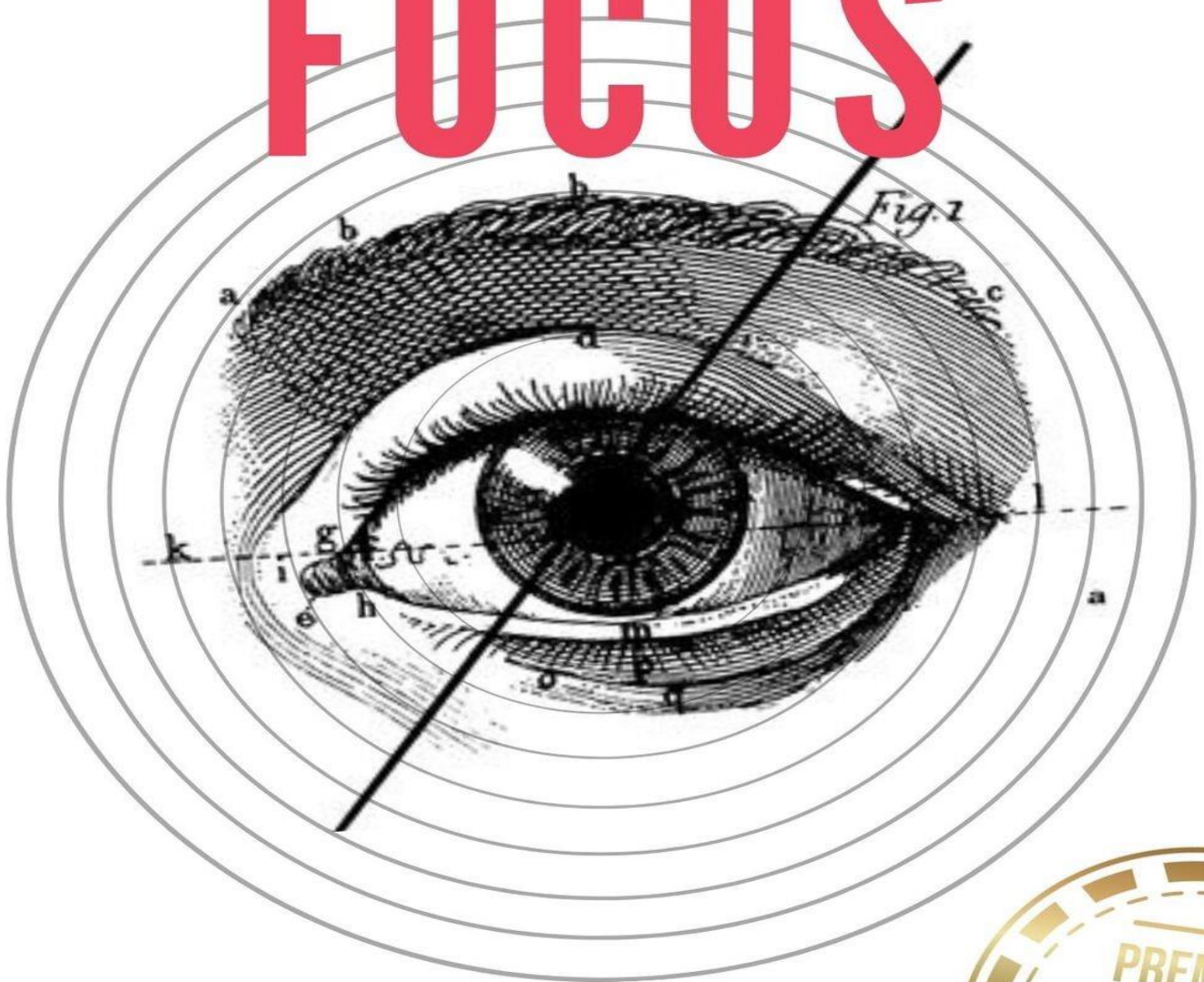


*The Power of*

# **HYPER FOCUS**



*How to Avoid  
Distractions and  
Focus on What's  
Important*



# **The Power of Hyperfocus**

*How to Avoid Distractions and Focus on What's Important*

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## **A brief introduction**

People work long hours, research, plan and create, always striving to reach their full potential. However, even with all this effort and dedication, many of them still feel that they are not producing as much as they would like, that they could do more, achieve more and be more successful.

It was then that The Power of Hyper Focus came along. An approach that combines strategy, technique and psychology to help these professionals reach their maximum potential for focus and productivity

The idea is simple and powerful: learning to control the mind so that it works in our favor instead of sabotaging us.

With the Power of Hyper Focus, people have learned to focus on the most important tasks, avoid distractions, stay motivated, overcome procrastination, and create a steady stream of focus.

By implementing Hyper Focus techniques, people have discovered how to become more efficient, more productive, and more creative.

This is a transformative journey that can help you become more productive in today's times. So get ready for a hands-on knowledge adventure.

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## From procrastinator to executor



Are you the type of person who keeps putting everything off for later?

Always putting off the important tasks and procrastinating until it becomes impossible to put them off?

If so, you're not the only one.

Procrastination is a common problem that affects many people, regardless of age, gender or profession.

But there's good news in that: procrastination doesn't have to be a constant part of your life.

With a few simple changes to your routine and habits, it's possible to become an executor.

I'm going to share with you some strategies to stop being a procrastinator.

Identify the causes of procrastination

Before you start working on your productivity, it's important to understand the underlying causes of your procrastination. Some of the most common causes include:

**Fear of failure or perfectionism:** You may be putting off a task because you're afraid you can't do it well enough or because you're striving for perfection.

**Lack of Motivation:** You might be procrastinating because you don't feel motivated enough to do the task at hand.

**Lack of planning:** you may be procrastinating because you don't know how to start the task or because you don't have a clear plan to accomplish it.

Identifying the underlying cause of your procrastination can help you adopt more effective strategies to overcome it.

Set clear and realistic goals

One of the main reasons many people procrastinate is because they don't have clear, realistic goals to work towards. If you don't know exactly what you need to do or how to do it, it's easier to postpone the task.

To avoid this, it's important to set clear and realistic goals for each task you need to accomplish. Start by breaking each task down into smaller steps and setting deadlines for each of those steps. Make sure your goals are realistic and achievable within the given time frame.

### Prioritize your tasks

Another way to become more productive is to prioritize your tasks. It's easy to feel overwhelmed when you have a lot of tasks to accomplish, but prioritizing those tasks can help you focus on the ones that are most important or urgent.

Start by ranking your tasks in order of importance or urgency. Then dedicate more time and energy to working on the most important or urgent tasks first. Keep in mind that some tasks can be delegated or deferred if possible so that you can focus on the most critical tasks first.

### set clear boundaries

One of the reasons many people procrastinate is because they are easily distracted by other activities such as surfing the internet, checking the phone or watching television. To avoid these distractions, it's important to set clear boundaries for yourself.

Start by setting specific times to work on your tasks and avoid getting distracted by other activities during those times.

Procrastination can be a huge barrier to productivity, but it doesn't have to be a constant problem in your life. With a few simple changes to your routine and habits, you can become a more productive and efficient person. Identify the underlying causes of your procrastination, set clear and realistic goals, prioritize your tasks, set clear boundaries, practice the Pomodoro Technique, find an accountability partner, and celebrate your



achievements along the way. With time and practice, you can move from being a procrastinator to a doer.

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# **The great villain of attention - THE CELL PHONE**



No matter where you are or what you're doing, at some point you'll be tempted to grab your phone and take a quick look at social media, right?

But why does this happen?

Why do we feel this uncontrollable need to touch our cell phone even when we are doing other important tasks?

The desire to use the cell phone when we are doing something else is an increasingly present reality in people's lives. Technology and connectivity are increasingly present in our lives, and this has a direct impact on our relationship with cell phones. But why does this urge arise? There are some scientific and psychological explanations that can help us understand this phenomenon.

First of all, it is important to highlight that the need to be connected and updated is a natural human characteristic. Since the beginning of our history, we have sought to stay informed about what is happening around us. This is something that is ingrained in our brain, as it has always been fundamental to our survival. With the advent of technology, this need has intensified, and the internet and social networks have become a constant source of information and entertainment.

In addition, the excessive use of cell phones and social networks can be compared to the behavior of players in casinos. Gambling is developed around a rewarding technique called "intermittent reinforcement". That is, the player does not know when he will receive the next reward, but he knows that it will happen at some point. This keeps the player engaged and hooked to the game. In a way, social media works the same way. Receiving a notification, a like or a comment is an unpredictable reward that keeps the user engaged and "addicted" to the use of social networks.

Another factor that contributes to the desire to use the cell phone during other activities is the so-called "FOMO syndrome". FOMO means "Fear Of Missing Out", that is, the fear of being left out of things. This fear is stimulated by social networks, which constantly show us other people's

activities and experiences. This can generate a feeling of social pressure and make us want to always be connected so as not to miss anything.

In addition, there is also the distraction factor. The cell phone is a constant source of distraction and entertainment, and it is natural that, during an activity that requires more concentration, such as studying or working, our mind ends up turning to the cell phone. After all, it's much easier and more enjoyable to browse social media than to dedicate yourself to a more difficult and demanding task.

Finally, it is important to highlight that the excessive use of cell phones and social networks can have negative consequences for our mental and emotional health. Social media "addiction" can generate anxiety, depression and even affect our self-esteem. In addition, excessive cell phone use can impair sleep quality and lead to posture and vision problems.

In view of this, it is important that we learn to control the use of cell phones and social networks. Some simple measures can help, such as setting specific times to check social media, turning off notifications and limiting cell phone usage time.

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**Why does procrastination affect people who work with the internet more?**



Constant distractions and stimuli, just one click to access a social network or open a funny video on YouTube, for example. In addition, most tasks

performed on the internet require the use of a computer, which can be a device that also offers numerous possibilities for distraction.

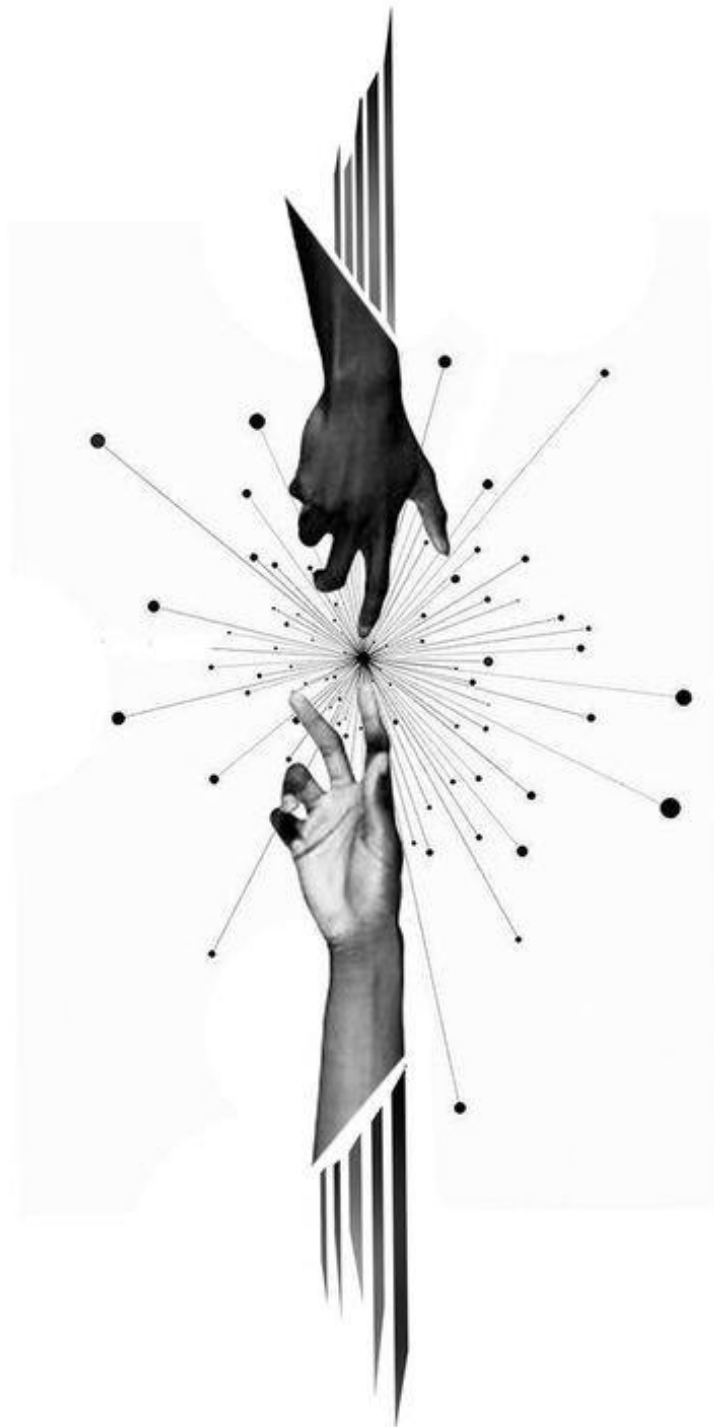
Another factor that contributes to procrastination in the digital environment is the lack of a structured work environment. Unlike an office, where it is possible to establish a more rigorous work routine, working from home or in public spaces can bring more freedom and flexibility, but it can also be more difficult to stay focused without the pressure and control of the work environment. .

The internet culture itself can encourage procrastination. In many cases, social networks and other digital platforms are designed to keep users engaged for as long as possible, through gamification strategies, constant notifications and other techniques that encourage the search for likes and comments.

Finally, it is important to mention that working on the internet often involves tasks that require a high level of creativity and problem solving, which can be exhausting for the brain and increase the propensity for procrastination. It is common that, in moments of greater pressure or challenge, the brain looks for ways to avoid the task in question, which can lead to procrastination.

To combat procrastination in the digital environment, it is important to establish a clear routine and set clear and achievable goals. It is also recommended to avoid the temptation to access social networks and other distractions while working and to use website and application blocking tools, if necessary. Additionally, it's important to take regular breaks and exercise to maintain physical and mental health, which can help increase focus and productivity.

## Make a habit of writing down tasks



I know, it might sound silly. But the simple fact that you write down the tasks puts you at a higher level of commitment.



It goes beyond your simple thought that you need to get things done.

And to make this exercise even more challenging, I suggest you leave your notes in plain view and ask someone to remind you. This makes your commitment even greater.

### Step 1: Choose a notebook or note-taking app

The first step in starting to write down your daily tasks is to choose a notebook or note-taking app. You can opt for a paper notebook, planner, calendar or mobile apps like Trello, Google Keep or Todoist. The important thing is to choose an option that suits your preferences and needs.

I strongly suggest that it be a notebook, because if you put the tasks on your cell phone, it can encourage you to use social networks.

### Step 2: Set a time to write down daily tasks

To create a habit, it's important to establish a fixed time to write daily tasks.

For example, you can choose to write down your tasks every morning when you wake up or at night before you go to sleep. The important thing is to find a schedule that works for you and that you can stick to on a daily basis.

### Step 3: Write down daily tasks

The next step is to write down all the daily tasks that you need to do the next day. Don't worry about writing everything down at once. Start with the most important tasks and add others throughout the day. Remember to be realistic about the number of tasks you can accomplish in a day. It's better to have a short, complete list than a long, incomplete list.

### Step 4: Prioritize tasks

Now that you have your daily to-do list, it's important to prioritize them. Define which tasks are most important and need to be done first. These tasks should be those that have a close deadline or are essential for completing other projects.

#### Step 5: Perform the tasks

With the list of tasks prioritized, it's time to start executing them. Start with the most important tasks and work your way down the list. Remember that it will not always be possible to complete all tasks in one day. If this happens, just transfer the tasks to the next day.

#### Step 6: Review your daily tasks

At the end of the day, it's important to review the daily to-do list and check what has been completed and what still needs to be done. This review will help you stay focused on the most important tasks and adjust your to-do list for the day ahead.

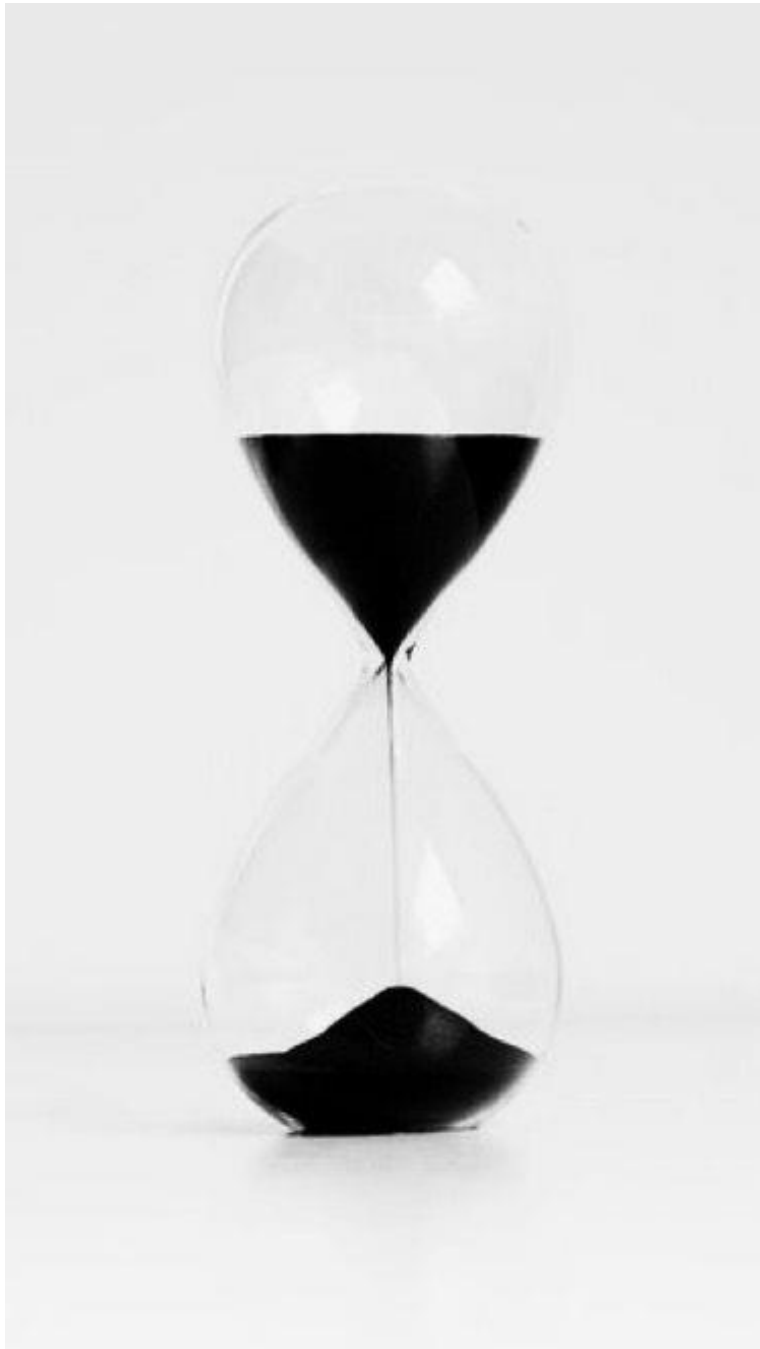
#### Step 7: Repeat the process daily

Finally, it is important to repeat this process daily so that it becomes a habit. Over time, you'll feel more organized and have more clarity about what needs to get done each day.

Very important!

Put time to perform the tasks, remembering that the procrastinator has serious problems with schedules, precisely because he does not impose.

## **The Clock is an ally do procrastinador**



Have you ever found yourself putting off an important task over and over again, even though you know you need to do it? Ever wondered why this

happens and how to solve this problem? The answer may lie in the fact that you haven't set a time to do your tasks.

Procrastinating may seem like a way to relieve the pressure of the moment, but the truth is that this attitude can have serious consequences for your life. In addition to compromising your professional and personal performance, procrastination can generate a vicious cycle of stress, anxiety and low self-esteem.

One of the main causes of procrastination is lack of planning. When we don't have a set time to carry out our tasks, we end up leaving everything for later and losing control of the situation. It's like we're on a roller coaster, not knowing when we're going to go up, down or off it.

Therefore, it is essential to establish a schedule for your daily tasks. Write down the activities that need to be done during the day on an agenda or an organization app and set a specific time for each one of them. That way, you'll have a clear roadmap of what you need to do and when you need to do it.

By setting a schedule for your tasks, you create a sense of urgency and importance for each one. This helps to maintain focus and concentration, avoiding the distractions and procrastination that hurt your performance so much.

Also, setting times for daily tasks helps create a healthy and balanced routine. Over time, the brain gets used to the established schedules and starts to work more efficiently and productively.

If you are a procrastinator and find it difficult to schedule your tasks, start small. Don't try to change everything at once. Start with one or two tasks a day and set a specific time for each one. As you adapt, increase the number of tasks and the time dedicated to each one of them.

Remember that procrastination can have serious consequences for your life and career. Don't let her control your routine and compromise your performance. Set times for your daily tasks and create a healthy and

balanced routine. Thus, you will have more time and energy to dedicate to what really matters in your life.

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## The high performance sextet



The high performance sextet refers to the six neurotransmitters that are responsible for improving cognitive performance and concentration

capacity. These neurotransmitters are dopamine, noradrenaline, acetylcholine, serotonin, GABA and glutamate.

While these neurotransmitters can help improve concentration and productivity, it's important to control them to avoid negative side effects. Here are some tips for controlling the high-performing sextet:

#### Balanced diet

A balanced diet is essential to keep neurotransmitter levels in balance. Make sure you eat a variety of nutritious foods to provide your brain with the necessary nutrients. Protein-rich foods like meat, eggs and dairy can help boost dopamine and norepinephrine, while carbohydrate-rich foods like fruits and vegetables can boost serotonin.

#### Physical exercise

Regular exercise is a great way to keep your neurotransmitter levels balanced. Exercise helps to increase the production of neurotransmitters such as dopamine and serotonin and reduce stress and anxiety.

#### Adequate sleep

Adequate sleep is crucial for keeping neurotransmitter levels in balance. Sleep deprivation can lead to lower levels of dopamine and norepinephrine, as well as increased stress and anxiety. Make sure you get at least seven hours of sleep a night to keep your neurotransmitter levels in balance.

#### Stress management

Chronic stress can lead to lower levels of neurotransmitters such as dopamine and norepinephrine, as well as increased cortisol levels, which can have negative side effects. Find ways to manage stress, such as deep breathing exercises, meditation, yoga, or other relaxing activities.

#### Stimulant substances

While stimulants can increase levels of neurotransmitters such as dopamine and norepinephrine, they can also have negative side effects. Excessive use of caffeine, for example, can lead to anxiety and insomnia.

Avoid excessively stimulating substances to keep neurotransmitter levels in balance.

## Supplements

Supplements can help increase neurotransmitter levels, but they must be used with caution. Unregulated supplements may be unsafe and may have negative side effects. I will list some to improve brain performance, such as:

**Omega-3s:** Found in fish sources such as salmon and sardines, omega-3s are important for brain health and may improve memory and learning.

**B-complex vitamins:** B-complex vitamins, such as B6, B9 and B12, are important for nervous system function and can help improve concentration and cognitive performance.

**Ginseng:** Ginseng is a plant used in traditional Chinese medicine and can help improve memory, attention and cognitive performance.

**Bacopa monnieri:** A medicinal plant used in Ayurvedic medicine that can improve memory and learning.

**Rhodiola rosea:** an adaptogenic plant that can help reduce fatigue and increase mental energy.

It is important to remember that the use of supplements should be done with caution and always with the guidance of a health professional. There are no "magic pills" that can replace a healthy and balanced diet, regular physical exercise and good quality sleep.

The high performance sextet can be a valuable tool to improve concentration and productivity, but it is important to control them to avoid negative side effects.



# The 3 best night habits to achieve high performance



Here are three nighttime habits that can help you achieve mental peak performance:

Meditation

Meditation is a proven technique for improving sleep quality and reducing stress and anxiety. By practicing meditation before bed, you can calm your mind and relax your body, preparing it for deeper, more restful sleep.

### Disconnect from electronic devices

Electronic devices such as smartphones, tablets and laptops emit blue light that can suppress the production of melatonin, the sleep hormone. This can affect sleep quality and affect cognition and productivity during the day. Disconnecting from electronic devices at least an hour before bed can help improve sleep quality and allow the brain to rest and recover properly.

### Create a suitable sleeping environment

A suitable sleep environment can make a big difference in sleep quality and therefore mental performance. Make sure your bedroom is dark, quiet, and comfortable for sleeping. Use blackout curtains or a sleep mask to block out light and reduce noise, such as a fan or white noise, to create a quiet, comfortable environment.

By following these three nighttime habits, you can improve your sleep quality and mental performance, allowing your brain to rest and recover properly for the next day. Additionally, these nighttime habits can also help reduce stress and anxiety, promoting a more positive and productive state of mind.

# Little-Known Techniques to Avoid Procrastination



Three little-known techniques that can help with high performance and fight procrastination:

**Reverse Pomodoro Technique:** This technique is a variation of the famous Pomodoro technique. Rather than setting a time to work on a task, the goal is to set a time frame to procrastinate. The idea is to set a short break, such as 10 or 15 minutes, to perform leisure activities, such as watching an episode of a series or reading a book, and then return to the task that needs to be done. This short amount of time to procrastinate can be used as a reward for hard work and still help you stay focused on the main task.

**"Why" Technique:** When faced with a task that needs to be done, ask yourself the following question: "Why am I avoiding doing this?" Write the answer down on paper and keep it in a visible place. This will help remind you why the task is important and keep you motivated to do it. Additionally, this exercise can help you discover what your personal motivations and values are, which can help you choose tasks that really matter and are meaningful to you.

**"Tight Rope" Technique:** This technique involves working on a task for a set amount of time, such as 25 minutes, without allowing for distractions or interruptions. When the time is up, take a five-minute break before resuming the task for another 25 minutes. After every four 25-minute periods, take a longer break, from 15 to 30 minutes. The idea is that time pressure helps to stay focused and increase productivity, while regular breaks help prevent mental fatigue and fatigue.

# 30 mantra phrases every procrastinator should read



I am capable of accomplishing any task that I set my mind to.

I don't allow fear to dominate me and stop me from acting.

I focus on one step at a time and reach my goals.

I enjoy every minute of my day and I'm productive.

I maintain focus and discipline to avoid procrastination.

I am responsible for my actions and fulfill my obligations.

I face challenges with courage and determination.

I know that success requires constant effort and I am willing to invest in it.

I believe in my potential and I know I can overcome any obstacle.

I value my time and use every moment wisely.

I make decisions with confidence and security.

I have control over my thoughts and actions.

I am able to overcome procrastination and be productive.

I am clear about my goals and I strive to achieve them.

I seize opportunities and don't waste time on distractions.

I keep calm and collected even in challenging situations.

I focus on the present and don't worry about the future.

I am grateful for each achievement and recognize my progress.

I am disciplined and consistent in my actions and tasks.

I am able to beat procrastination and reach my goals.

Reading positive and motivational quotes on a daily basis may seem silly to some people, but it can actually make a big difference in your life.

When you read a positive sentence every day, you are programming your subconscious to work in your favor, so that it believes that you are capable of achieving your goals and overcoming your limitations.

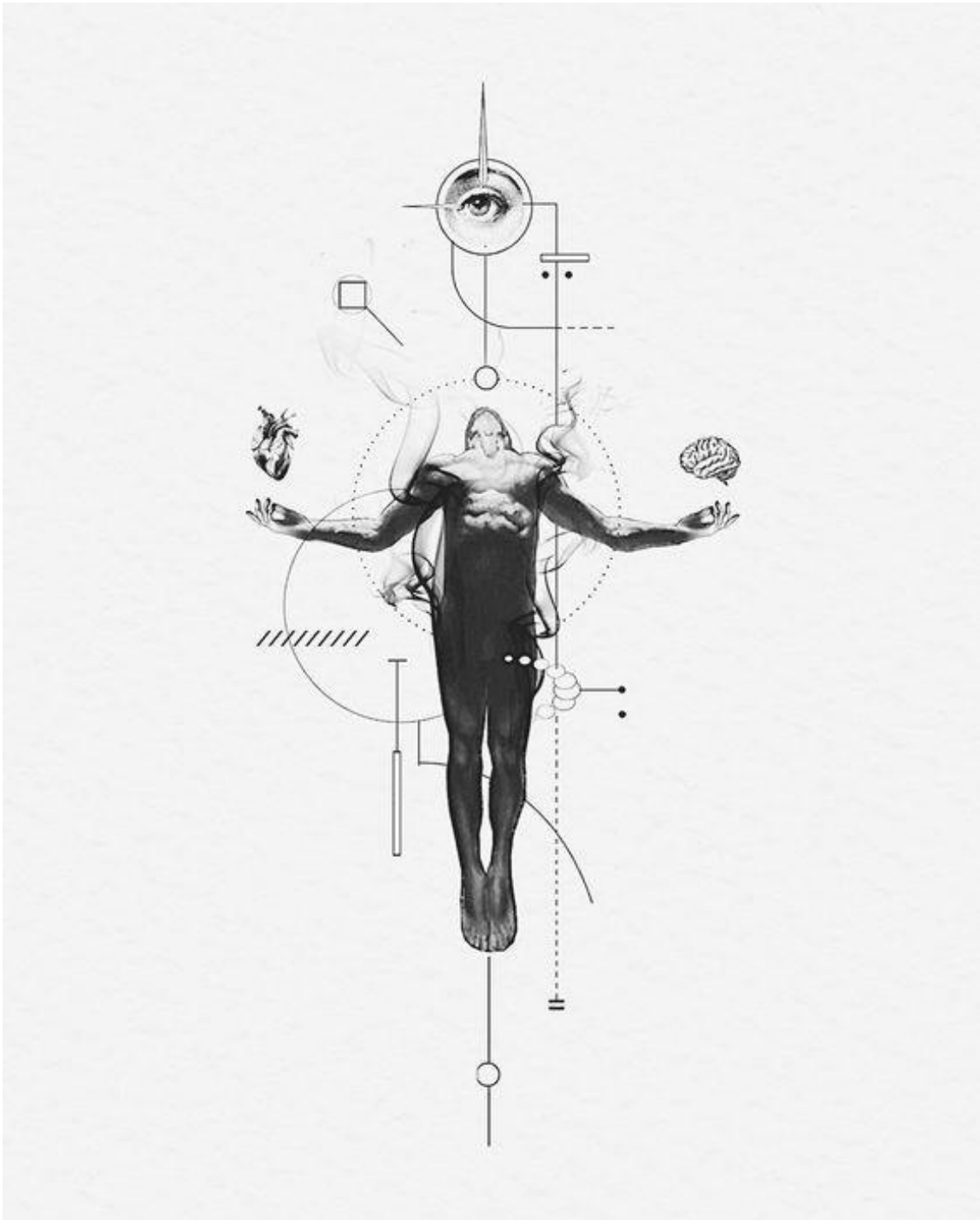
These phrases are like affirmations that you repeat to yourself every day, and the more you read them, the stronger your belief in them. If you are a procrastinator, for example, reading phrases that encourage action and discipline can be very useful to help you get out of inertia and start acting.

Some people may think this is nonsense, but science has already proven that our subconscious is very powerful and can be programmed to work in our favor. When you read a positive sentence, your brain starts creating new neural connections that reinforce that idea in your mind.

Therefore, it is important to read these phrases every day, preferably first thing in the morning, so that your subconscious is more receptive to them. It's like you're planting seeds in your mind, and the more you water those seeds, the more they grow and get stronger.

So, if you want to get rid of procrastination, or any other negative habit that is disturbing your life, start reading positive and motivational quotes every day. Your subconscious will work in your favor, and you will start to believe that you are capable of overcoming any challenge and reaching your goals.

# Developing HYPERFOCUS





There are many techniques and strategies that can help improve hyperfocus, and some of them are less known to the general public. In the United States, for example, there are several approaches that have been successfully used to increase people's ability to concentrate.

One such technique is "bullet journaling," a method of personal organization that involves creating a journal of tasks, appointments, and events. This approach consists of writing down everything that needs to be done in a notebook, clearly and objectively, and using simple symbols to indicate the priority and status of each item. This way, the brain is "unloaded" from the task of remembering everything that needs to be done, which helps free up mental space to focus on more important activities.

Another interesting technique is meditation. Although many people associate meditation with just relaxation and stress reduction, it can also be very helpful for increasing your ability to concentrate. Meditation helps calm the mind and reduce unnecessary mental activity, which makes it easier to focus on a specific task. There are several meditation techniques that can be practiced, such as mindfulness, guided meditation and transcendental meditation.

A third technique is the use of technologies that help improve hyperfocus, such as distraction-blocking apps. These apps allow you to set periods of time during which certain apps or websites are blocked, preventing the user from being distracted by notifications, messages or social networks. Some examples of popular apps are Freedom, Forest, and StayFocusd.

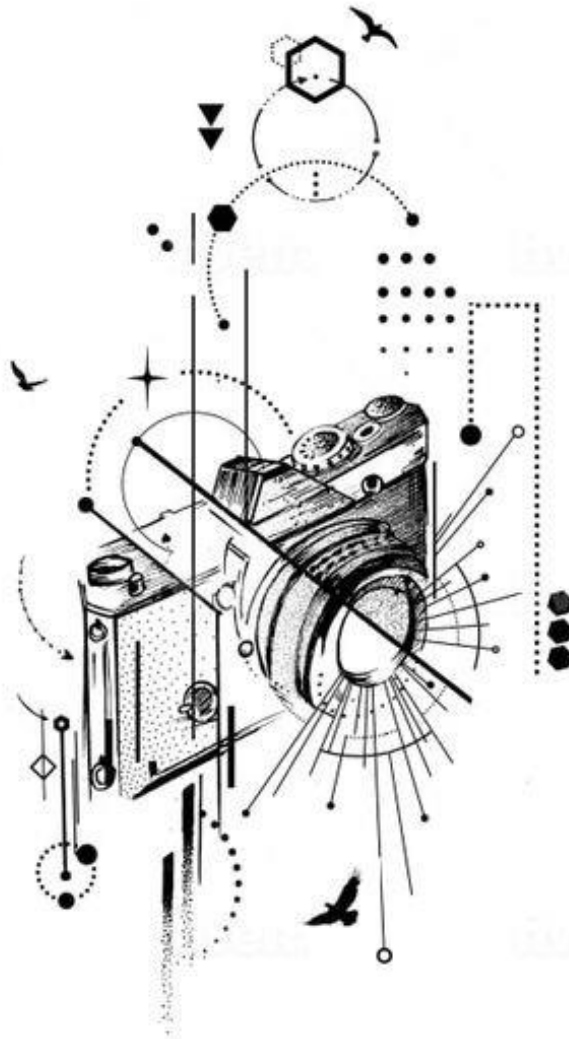
Finally, a fourth interesting technique is the use of special glasses that filter blue light. Blue light is emitted by electronic devices such as cell phones, tablets and computers, and can impair people's sleep quality and ability to concentrate. Glasses that filter out blue light reduce exposure to blue light, which helps improve sleep quality and reduce eye strain, allowing you to focus on your activities for longer.

These are just a few of the little-known techniques that can help improve hyper focus. Try testing some of them out and see which ones work best

for you. Remember that hyperfocus is a skill that can be honed with practice and discipline, and that success depends on finding the strategies that best suit your needs and lifestyle.

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# Celebrities Who Overcame Procrastination



The famous Brazilian musician Chico Buarque, in an interview, revealed that he has already suffered a lot from procrastination. He said that he often postponed important tasks and preferred to be distracted by other less relevant activities.

According to Chico, the solution he found was to create a ritual before starting work, as if it were a form of concentration and motivation. He explained that he usually puts on a song to play and lights up a cigarette before starting to compose. This small ritual is important for him to get into the "atmosphere" of creation and manage to stay focused on the task.

Chico also highlighted the importance of disconnecting from distractions, such as the cell phone and social networks, during the work period. He stated that, in order to be productive, it is essential to disconnect from the outside world and dedicate yourself fully to the activity you are carrying out.

Another famous person, this time from Hollywood, who has already spoken about procrastination is actor and comedian Chris Rock. In an interview, he revealed that he used to procrastinate a lot and leave things to the last minute, which left him feeling stressed and overwhelmed. He said he learned to deal with procrastination by setting small, achievable goals, making to-do lists and staying organized. In addition, he stated that he also needed to learn to say no to distractions and stay focused on what really matters. Chris Rock is an example of how it is possible to overcome procrastination and achieve success, even when facing this common challenge.

Elon Musk - The founder of SpaceX and Tesla has spoken publicly about his struggles with procrastination and how he learned to deal with it to be more productive.

Jennifer Lawrence - The actress has admitted in interviews that she procrastinates a lot and has trouble keeping to a regular work schedule.

Leonardo DiCaprio - In an interview, the award-winning actor confessed that he once procrastinated so much that he missed out on valuable career opportunities, but he learned to overcome this negative habit.

With this story, it is clear that even successful and talented people like Chico Buarque also face procrastination, but it is possible to overcome it with small strategies and rituals that help to maintain focus and concentration on important tasks.

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## The Procrastinator's Conscience



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Procrastination is a behavior that affects many people, preventing them from completing their tasks in a timely manner. However, what many don't know is that there are different levels of awareness regarding procrastination.

The first level is total unconsciousness, when the person does not recognize that he is procrastinating and does not realize the seriousness of the problem. She simply leaves tasks for later and doesn't worry about the consequences of it.

The second level is partial awareness, when the person knows they are procrastinating but still does nothing to change the situation. She may feel guilty or anxious but unable to act on the problem.

At the third level, the person has a clear awareness of the problem and the consequences of procrastination, but still finds excuses not to act. She may believe that she doesn't have enough time or that she is not capable of completing tasks successfully.

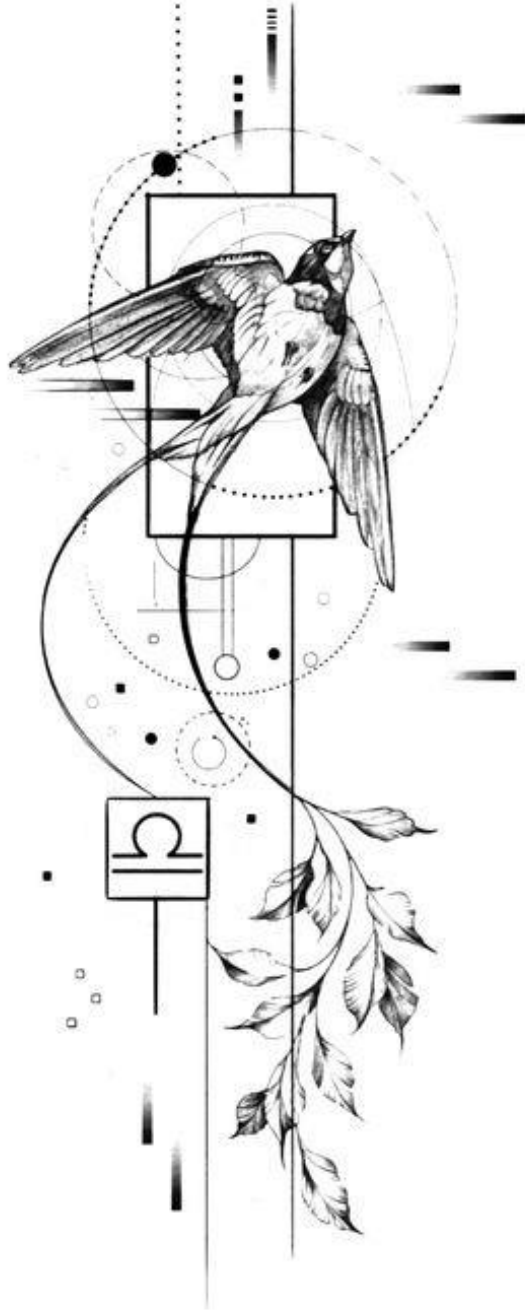
The fourth level is awareness in action, when the person is determined to change the procrastination behavior and takes concrete steps to do so. She can create an action plan, set realistic goals, and set deadlines for tasks.

Finally, the fifth level is mindfulness, when the person not only overcomes procrastination, but also becomes more aware of himself and his choices. She learns to manage her time and priorities more effectively and to recognize the emotions and thoughts that can lead to procrastination.

It is important to note that the transition between these levels can take time and effort, and that not everyone can reach the level of full consciousness. However, recognizing the different levels of awareness around procrastination can help you identify where you are and what you need to do to overcome this behavior.

**a real story**





A friend of mine always wanted to work with the internet, but he felt very stuck and insecure. He himself was determined to be a procrastinator, which prevented him from achieving his goals and objectives. He tried many times to find a job, but he always ended up giving up or putting it aside. I believe that the fear of being told "no" was very strong in him.

It was then that I decided to help him. I taught him how to create an ebook and told him to seek knowledge about procrastination and write about it, as it would be a way to help him overcome this obstacle. This is William Glasser's theory, which says that you retain learning much more easily when you teach what you are learning. It took a while, but after a long time, he finally wrote the ebook.

I always asked how things were going, but he always avoided talking about it.

One day, I decided to ask one more time. He wanted to know how the ebook was doing, if he was finished or if he needed help with something. To my surprise, he said he didn't have the mind at the time to talk about it.

I was shocked, after all, history repeated itself.

It would be comical if it were not tragic. A person who procrastinates, who writes about procrastination and procrastinates to show his material.

The story should be funny, but the truth is that it hurts me a lot to see my friend in this situation. Procrastination is a serious problem and it affects many people on many levels. It can be caused by a variety of factors, such as fear, anxiety, lack of motivation, lack of organization and planning, among others.

In my friend's case, I believe that procrastination is the result of a combination of fear and self-doubt. He has always shown a fear of failure, which prevents him from taking decisive action to achieve his goals. In

addition, he likes to study a lot, but this makes him not sure where to start and to set goals and deadlines for himself.

There are techniques and strategies that can help overcome it. The first thing that must be done is to identify the problem and understand the causes behind it. Next, it's important to set realistic goals and deadlines, as well as create a work environment that is conducive to concentration and productivity.

In my friend's case, I believe he needs to work on his self-confidence and learn to deal with the fear of failure.

In addition, he needs to develop a work routine that is suited to his needs and preferences, in addition to seeking professional help if he feels he needs extra support to overcome procrastination.

Procrastination may seem like a difficult problem to overcome, but it's not impossible. With the right techniques and strategies, it is possible to get rid of this habit and achieve the desired goals. It is important to remember that change does not happen overnight, but with patience, perseverance and determination.

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## **Conclusion:**

The benefits go beyond the professional scope. With Hiper Foco, you'll have more time to dedicate to your passions, family and personal wellbeing. Your mind will be clearer and more peaceful, as you will have learned to deal with the fear of failure and develop a routine that adapts to your needs and preferences.

The personal transformation you will experience will be remarkable. Your self-confidence will be strengthened, and you will be better equipped to face challenges and overcome obstacles. The change will be lasting as

Hyper Focus will become part of who you are, a lifestyle that will propel you on your journey towards success.

So take advantage of all the knowledge gained and put it into practice.

Be persistent, as transformation takes time and dedication.

Remember that the continuous development process is essential to maintain the achieved results.

Now is the time to walk the path of high performance, unlock your true potential and achieve success in all areas of your life. The Power of Hyper Focus is at the core of your eyes. Go ahead and be the protagonist of your journey towards excellence.

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### **Who is Matheus Martins Soares?**



Matheus is an Ex-Military / Presidential Agent, graduated in Marketing since 2018 and specialist in copywriting. He has written for more than 27 different niches, showing his ability to adapt to different topics and audiences. Throughout his career, he has worked in large companies, such as the largest business magazine in the country and the largest marketing

consultancy in Brazil. Contributed to the success of important campaigns, generating + 30mm in sales for its customers. Published over 100 books on

Amazon and gained readers in over 10 different countries. An expert in StoryTelling and UX Writing, he also works behind the scenes as a GhostWriter, giving voice to other people's ideas and stories. His method is capable of writing a book in less than 24 hours.

With a strategic vision and knowledge in marketing, he helps companies, authors and literary projects to achieve success. He found himself in the world of marketing, writing and human behavior, his ability to adapt to different challenges is a differential that makes him stand out in his field.

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