

# The Dream May Be Free, But The Hustle Is Sold Separately

## Tips on Focusing

by Johnny Cupcakes

Focusing can be tough at times. What you're reading right now has been painful for me to sit still and complete. Some days I'm on a roll, while other days I get so distracted ... until I remember the ingredients that help me power through tasks like a Tonka Truck.

First up, it's important to feel relaxed, so I get comfortable in some sweatpants and make myself a cup of tea – it's like liquid wisdom! Music is another weapon in my arsenal – when I want to focus I choose jazz and instrumentals.

Sometimes I like to hang out in cafes, coffee shops, hotel lobbies or even different nooks at home – a change of scenery is like washing the windows so you can see the view more clearly. Plus, it stops me getting distracted every half hour by what might have magically appeared in my fridge!

Although I enjoy working at night, the hours between 10pm and 3am disappear like socks in the dryer. When I really need to accomplish tasks, I try to start off on the right foot by waking up early and launching straight into the day. To stop me pottering around the house and avoiding the lure of that pesky fridge again, I make sure I've done a meal prep the day before and that I have a stash of little snacks by my side to keep me in my seat.

Now for the big, hairy, and kind of scary goal – turn off the Internet! Yes, that's right – the big disconnect! It might feel like you've lost a limb for a while, but it's only temporary and unplugging from the web will give you so many hours back in your day. Sure, cat and dog videos are adorable, but they're not going to tick things off your to-do list, are they!

One of my favorite productivity tools is the 'Things' app, which is an easy-to-use task manager to help you achieve your aims. Setting small, attainable daily mini goals always works for me too, as well as knowing when to delegate and actually letting go of the reins.

Inexpensive but great stationery is another of my tricks to keep me focused. I enjoy using dot grid paper, which is a lighter version of graph paper, and a Muji pen 0.38 for writing. If I get to write my destiny, then I'm going to make sure it's with a badass pen!

Finally, to set the right ambience, I switch on Netflix and enjoy its fake crackling fire that is lovely to play in the background while I work. Life is like a camera – if you can focus on what's important, you'll capture it perfectly!

Keep Creating,

–Johnny Cupcakes  
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