

## The Empowered Entrepreneur Show

### Episode 047

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**Intro:** Welcome to the Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now here's your host, Tom Tenaglia.

**Tom Tenaglia:** Aloha, Empowered Entrepreneur. I am Tom Tenaglia and you're listening to the Empowered Entrepreneurs Show. And today we're going to talk about focus, the fourth requisite for change. So we're continuing along our discussion on the four requisites. So if you haven't listened to the last three weeks of episodes, I highly encourage you to do that. And in this week, we're going to talk about focus. So where we left off of course was well, we started with release and we started talking about setting our goals. And then last week we talked about taking action and now we have the fourth requisite for maintaining our focus. So a lot of times what happens is, we start down this path of taking action. And we can easily get derailed, right? It's in the word, it's focus. We have to stay aligned with our reason for doing these things.

**Tom Tenaglia:** We have to stay very conscious initially until our behaviors become unconscious. We have to overcome the inertia, overcome the momentum or gain momentum by overcoming the inertia. And one of the things within focus is to pay attention to our evaluations. So for example, if somebody wants to have a profitable business and then they see somebody with a very successful business and they go, "Oh man, that person that's rich over there, what the hell did he do? He doesn't deserve it." They're actually evaluating the situation they want in a negative way and they're telling their unconscious mind they actually don't want that. Because the unconscious mind is not going to let you become something that you don't feel as pono. It's not going to let you go. Like, well, if you don't think that person deserves it and you're a person who does but person has this, then how can you possibly get it?

**Tom Tenaglia:** It doesn't make any sense. So it's like evaluating guys that are really, really fit and going, "They're just a gym rat." Well, that's not going to help you get fit if you see the fit guys and label them with something that's an evaluation, that just isn't true. You're meaning the meaning that you give to it. But if you talk to me, you find out, "Hey, what did you do? How did you do it? What are your beliefs around this? Wait a minute, I see you eating a lot of crap and how is it that you don't actually put on fat and yet you're eating a lot of crap." And the person goes, "Well yeah, I have a belief that my metabolism will always allow me to maintain this physique." Okay, cool. But then you could ask the person, yeah but shouldn't you also eat clean? And see what they say.

**Tom Tenaglia:** Because most of the people that are super fit, a lot of it has to do with the diet. So you can be inquisitive in this regard, but your evaluations are very, very key to your focus. Also, one of the things that I find is extremely helpful is when I help somebody with their astrological chart to find out from a cycle's perspective where they might spin out or where their lack of focus is actually being detrimental to what it is they want to achieve. And then we step through,

well here's what gets you back on track from your particular astrological chart. So we're able to talk about that. We are able to identify where the opportunities for increased focus come from in the specific ways that you as an individual and your particular chart, can get the best results from your focus.

Tom Tenaglia: For some people it's knowing their why. For some people reminding themselves of their reason for doing it helps them maintain their focus. For others it's, they've got to write it down and check things off of a list. For some, it's being reminded. It might not be self-initiated and self maintained, right? But for some, they like hearing it from somebody else. So yeah, that's right. Thanks for reminding me. Okay, cool. Others, they set alarms on their phone. Okay, cool.

Tom Tenaglia: For some they just put it in their calendar so it's okay, here's the time that's going to get done. That's what I have to do to record podcasts. One of the things I have to do is, because what will happen is the weeks will go by so fast and I'd like to record them a month ahead of time. I'm recording this one actually in February and this one I know is not going to air for much later in the year, but because I have some upcoming travel. And so I had to schedule the recording of the podcasts for the time of the travel, so that they're there for you. Right? So this one I don't think is going to air until maybe the first week of June or something. So it's being conscious of the fact that, okay, well I have travel but I record a month ahead of time.

Tom Tenaglia: So if I record a month ahead of time, but I'm gone for a month and a half, well I got to record the month that I'm back too, because I'm going to get back at that time. And the episodes need to be queued up and transcribed and everything and produced. So it's a matter of then making what needs to occur conscious, in order for me, because I have a goal, I have an aim that an episode comes out every single Sunday. Every single Sunday, an episode comes out. So that's part of the aim.

Tom Tenaglia: People sometimes send out emails going, "Oh, I'm sorry, my podcast episode this week is late. Ran into this, that the other." No, you should have at least had several episodes pre-produced. If I ever miss an episode, it's because something happened for weeks that that got in the way. But so far, so good. We're going on a year almost, and it's been every week consistently. I know what allows me to focus.

Tom Tenaglia: If I have an idea of something to remember when I'm about to fall asleep, if I don't either write it down or actually send myself an email, I might forget it in the morning. I might just completely, and it's like, okay, I need to make it conscious. It's part of my maintaining my focus. What am I working on today? I know one of the things I do is I write out everything I want to do on the weekend, all the business-related stuff, and I'll make sure that it's prewritten. It's turned into a checklist and I just focus. Okay, I schedule, okay, here are the

things I have to get done on this day. Here are the things I have to get done on that day.

Tom Tenaglia: Because if I don't have the checklist and I just go, what am I going to do today? Inevitably not as much gets done. So astrologically, I'm able to see what my pattern of focus is and then I know the "antidote" for it. So I know how to maintain my focus and it's just a reminder of doing those things that then allow me to maintain my focus. What trackers do I need if I need to keep track of certain things? Or whatnot. Generally if it's scheduled, it happens. I always have time for my client calls. I wonder why that is? Well, because for me, I scheduled them and if they're on the calendar they occur. So I start putting things on the calendar that are appointments with me to do things that I need to do. Because it works for that. Why wouldn't it work for me, right?

Tom Tenaglia: So astrologically, we can talk about what would help you maintain your focus? Some people, once they get started and they just know, okay, I'm going to overcome this momentum or this inertia and gain the momentum and then it becomes habit. For others that, you need to overcome the initial inertia and stay focused on overcoming the initial inertia. One of the things that I like to do when it comes to focus, is just getting started. So for example, I had about, I don't know, 13 podcasts to record this weekend and I just said, you know what? Let me start with one because I was like, "Oh 13, that's so many." Because normally I only do four because I'm recording for the next month.

Tom Tenaglia: I record for week two, three and four of the following month, plus week one of the month after. So I'm like, "Oh, 13. How am I ever going to do it?" Well you start with one and if starting with one feels like a chore, well then I'm like okay, remind myself what's my reason for doing it? What's the topic that I need to talk about? And then if it still feels like a chore, it's like okay, why don't I just put on my headphones, turn, face the mic, hit the record button and start saying, "And today we're going to talk about", and just go from there. I just say all I'm going to do is record, "And today I'm going to talk about," and name the topic. And then before I know it, the whole episode's done. And the crazy thing is, I'm able to get through three, four or five episodes at a time.

Tom Tenaglia: Take a break, a 10 minute break, maybe 15 minute. Come back, and then record another three, four, five the same way. Because it's getting over that initial inertia. It's like, well I haven't recorded episodes in a month. Now I'm not going to be recording episodes until May and it's February, Because I'll have the beginning of June covered here and then I'll get back from some travel and then I'll have to find one weekend that I'm back to record June's episodes. So I'm going to have two and a half months of not recording. I'm going to need to get over that inertia because I had all this inertia on not recording. So it's like, okay, let's just get started. Let's just hit the record button. Let's just go for it and it gets done. Because I remind myself, wait a minute, that has to get done.

Tom Tenaglia: I had this aim, this commitment, this amama that I made, this sacrifice, this dedication to having a podcast episode out every single week and I committed that to myself and I committed that to several other people. And so when I remind myself of that, it becomes really, really easy. There are other things, other areas of life that I'm still overcoming inertia. But is my foundation strong in the other areas? Sorry, in the areas that I am working so that I can launch off that foundation and put it into practice in the other areas. And if it is, then I can go do it. I'd rather have out of six areas of life, if I have one strong area and five crappy areas, to me that's better than having six so-so areas. To me, it's better because that strong area is going to enable the strength and the power and the energy in the other areas and start getting the momentum going.

Tom Tenaglia: But to me, if I have six crappy areas or six so-so areas, it's a wobbly thing that nothing's strong at all, right? It's like if somebody has a house, but one side of the foundation sinking, is better than having, sorry. One side of the foundation is sinking slightly is better than having all four sides of the foundation sinking even slower. Right? If the whole house is sinking slower, it's worse than having one side sinking just a tad bit faster. So for me, that's how I tend to feel it. But I know what works for me. So when people go, "Well, what about adding this in for this area? And this in for this area? And this in for this area?" Look, I'm building one area and getting it solid to a point where it enables the other areas.

Tom Tenaglia: Now, once I get to a point where I'm like, okay, this other area, I can start something here because I can feel the energy dying off in that area. And I'm like, nope, I got to get the momentum going in that area now because that area is now what's slowing me down in the other areas. So for example, the clean eating. I said, all right, I'm going to start clean eating because how I feel after eating certain amount of carbs, I feel like crap. You eat cleaning for two solid straight weeks and then eat some carbs and I'm like, holy crap. My body's like, what the heck? Right? So it's a reminder of, it's not that all of a sudden the shift made me feel like crap. That's the way that the carbs were doing it all along, but I wasn't aware because I didn't have the other side of it to calibrate to.

Tom Tenaglia: So now I go, okay, the clean eating now enables work that I do in my business. Then I add the workouts in and it's like, okay, well the workouts don't have to be intense two hour workouts. I could just jump on a trampoline or I can just do certain things that get my body moving, get my heart rate up, get something, get some movement so I'm not sitting in the chair for so many hours out of the day. Right?

Tom Tenaglia: So focus on okay, if I'm doing so many things I may not actually be getting anything done. So it comes back to that lean manufacturing principle of what's next to be finished? And making sure that, okay, the podcast recording, that was something for me that that's next to get done. That has to, it's schedule based. I have release dates and I have trips planned and stuff, so that has to get done. There's other things that are schedule based that have to get done and then

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they get worked in. So it's basically how we maintain our focus and then that's what followup calls that I do. Some people call me for astrological calls. Those are the types of things that come from basically maintaining focus and what it is that we need to achieve.

Tom Tenaglia: So, as we go about living our life and doing our thing, it's what we set out to achieve. Through maintaining our focus with our action, right? So we're not just starting, but we're actually clear on here's the direction I'm going. That is basically what's going to help us to achieve the results that we're after and become the best that we could possibly be.

Tom Tenaglia: So just to recap a requisite number one, we're going to do release work. Requisite number two, set a goal. Requisite number three, take action and requisite. number four, maintain our focus. In a breakthrough session. We tend to focus on requisites one and two with a beginning of what do we need to do to start taking action? And then in followup calls coming after the breakthrough session, we focus a lot more on three and four doing some spot release work if you have to maybe calibrating onto the goal if we have to, but we're really focusing a lot more. I'm focusing on helping you maintain your focus and I'm helping you calibrate onto the action steps you're taking and whether or not they're getting results. So if you want to discuss any of this further ahead over to [empoweredentrepreneurshow.com](https://empoweredentrepreneurshow.com) and contact me and we can put these four requisites to work for you and help you live your best life possible and build your business successfully. So with that, Aloha; a hui hou; I will talk with you again soon.

Outtro: Thank you for listening to the Empowered Entrepreneur Show.