April

The Power of Anti Goals

All last year something haunted me.

I’d see it every day and it would taunt me.

I wanted to do it….

But I couldn’t create the time, energy and momentum to tackle it.

It was…..

Instagram.

With writing and finishing the book, reshaping my Office Hours community, growing my portfolio career to $50k MRR….it always took the back seat.

And yet I spent so much cognitive energy thinking about it, shaming myself and creating some false starts.

This year I’ve decided to make it a priority and I’ve posted every business day in 2025.

I’ve grown my Instagram to over 500,000 monthly impressions and doubled my follower count.

**ANIT GOALS**

Playing the game of life is equal parts knowing where to go and where NOT to go because it’s pulling you away.

What doesn’t deserve your energy?

What is distracting you from getting what you want?

Who is no longer additive to your life?

Many times, when I think about how I’ve been able to accomplish all that I have over the years, it’s been in large part to my ability to set things down. To say “not right now”. Or to say “this no longer serves me”.

Let’s talk through a common scenario of ambitious people (like the 70k+ that are reading this newsletter)…….

It’s a new month.

I’m going to accomplish SO much.

I’m going to get in great shape.

I’m going to be the best parent, partner and/or friend.

And then week 1 goes by.

Life happens.

Week 2 goes by.

Then the shame spiral starts.

You’ve made 10% progress on 10 different things instead of 100% progress on 1 thing.

WHY DO WE DO THIS TO OURSELVES

* Fear of

4 Anti Goal Systems I use every week.

Mosquito Tasks 🡪 Power Hour

Deep Work vs. Slack/Email/Meetings

Monthly Non Goals

Every month I create a non-goal list. Here’s mine for April:

* I’m NOT going to take on consulting work as I prepare for my book tour.
* I’m NOT going to take on unpaid speaking engagements.
* I’m NOT taking meetings on Mondays and Fridays to focus on creation.

I’m not trying to be the best X, Y or Z.