Eat That Frog Technique

Eat the Frog is a productivity framework popularized by author and productivity expert Brian Tracy. The main premise of the methodology comes from a famous quote _____ to Mark Twain, "Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day."

In a work context, your "frog" (also known as your Most Important Task) is the number one crucial task you need to complete in a given day. The idea is that your efforts at work will be most impactful when you _____ your focus. And if you work on _____ that frog first thing each day, you're less likely to procrastinate and use up mental energy _____ about that same task while you're working on other things.

It has a positive impact on the rest of your working day Your frog is that task that moves the needle, _____ the bottom line, and ultimately provides the most value. By finishing that first, everything else on your to-do list will feel that much easier.
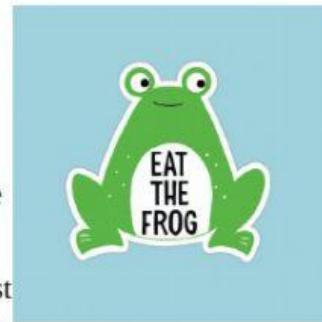
How it works:

1. **Get clear on a goal**. What do you want to achieve most?

2. **Write it down**.

3. **Set a deadline**.

4. **Compile a list** of things you need to do to achieve your goal.

5. **Organize this list in order of priority**. The most important items are probably the most difficult. These are your "frogs."

6. **Take action**. If you have more than one frog on your plate, eat the nastiest one first.

7. **Repeat this cycle every day** so that you're always doing something that will _____ you toward your goal.