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## Stefano's Game 10: Back to Basics

Posted by stefano - 2010/02/22 06:36

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### Game # 10 – Back to Basics

To focus on fundamentals, become more organized, and make time for more social, education, and spiritual activities

#### Work / Money:

Obtain 5 New Large Clients (\$1000+ monthly income)

Improve Website / Company Press Releases

Streamline business processes, become better organized, implement GTD principles

Establish data back-up system

Make significant investment

Implement 10 Affiliate Marketing Campaigns

#### Mind / Spirit:

Read 10 New Books

Daily Meditation

Play guitar 3 times a week and learn 3 new songs

Take Vacation or Trip

Become better communicator

#### Health / Fun:

Floss Daily

Soccer /Tennis/ Martial Arts/Crossfit at least 5 times a week

Drink 8 – 10 glasses of water daily

No Yeast forming foods all day

Teach Yoga class twice a week

Full Split, 2 Finger Push up, 1 arm pull up

Attend at least 5 Milongas (tango parties)

#### Daily Practices:

Time-block +1

Journal +1

Spread-sheet –Partner +1

Be early to every commitment +1

Exercise Daily +1

Read Daily + 1

Perfect Diet +1

#### Daily Consequences

1) 100 burpees

2) Read GTD and implement in business

3) 5k row

4) Spend time marketing to high level clients

5) 50reps 95lb Thrusters

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## Beginning Essay

Posted by stefano - 2010/02/23 08:06

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In this game I want to return to the basics of the game. Falling still, time blocking, journaling, being early to and following through on all my commitments, day in and day out. In essence, this means better organization and greater degree of presence.

My business has grown and become more successful but my time is becoming more and more consumed by my business. I spend little time with friends and family, and sometimes feel that I don't spend enough time with those that love me. Although my girlfriend is very understanding sometimes I wonder how all my work affects her and our relationship. I think through greater organization and better delegation I can reduce the amount of time spent at work and become overall more efficient.

Apart from spending more time with my loved ones, I also want to have more time for reading and practicing guitar. These activities which I used to do in abundance in past games has been replaced by an abundance of tv watching.

In terms of health, I have been exercising and tango dancing 6 days a week and I will continue these activities in the next 90 days. I will also reduce the amount of yeast in my body by cutting out all yeast forming foods (this includes all dairy,

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starchy, processed, and foods containing sugar even fruit) The ultimate test will be the disappearance of nagging toe fungus on my left foot.

Overall, wish to play a game where I am 100% honest with myself and live as a man of my word with courage, honor, respect, and integrity.

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## Day 1 Journal

Posted by stefano - 2010/02/23 08:26

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Day 1 was a good day although had a rocky start. My computer suffered a virus late Sunday night that preoccupied my time and was a few minutes late to the team call.

This was a bad way to start the day as the only way for me to make all my points was to complete everything else successfully plus play guitar.

My diet was on track, started listening to Getting things done, and dance Tango for 2.5 hours after a productive day at work. Finally feel that I am getting a good grasp on the Tango and that we are actually dancing - getting over the hump is making the dancing more enjoyable and fun.

Made all my points and if my partner does the same wont have to pay a horrible consequence.

Off to have another great day today.

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## Day 2 Journal

Posted by stefano - 2010/02/24 08:45

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Another successful day. Thank God - I'm dreading the day we will have to pay one of our demanding consequences. I hope my partner feels the same way.

Yesterday after completing my daily workout I was trying to imagine having to row 5k meters, pump out 100 burpees, or even worse 50 95# Thrusters. On the positive side, I know I will do everything possible to avoid having to endure this physical punishment.

Today I will probably be unable to attend daily workout however I will have plenty of time to listen to my first book of the game: Getting Things Done, a recommendation from my partner Dan to help me become more organized and efficient. I am going to pick up my youngest brother Sergio who is going to spend the weekend with me. I am really looking forward to it as the weekend will be filled with plenty of physical activity and guitar playing.

My main goal today will be to make sure I am on time for all my appointments; Big meeting at 1 / another meeting at 2:30 / pick up Sergio at 8pm about 4 hours driving away.

My diet has been good thus far - cant wait to rid my body of this powerful microscopic foe. Yellow yeast will be overcome through stringent discipline and lightning laser focus. All fungi beware...

Time to kick ass.

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## Day 8 Journal

Posted by stefano - 2010/03/01 06:58

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Well hit a rough patch. A little too fast to start and ended up with an early game fall. Lost my voice, energy, and balance and my thursday and friday crumbled. What does it mean to crumble - to be late to appointments, let things fall through the cracks, not follow through on my word which leads to undue stress and chaos in life.

On the positive side spent a fun time with my brother. Went to a Haiti benefit concert, worked out repeatedly, attended the Opera (Verdi's Aida) and competed in cross fit sectionals were I gave it my all. Sergio played soccer on Sunday and

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scored a bicycle kick goal. Last night I was able to go to sleep early and I feel so much better. I am ready to rock this week again.

It is evident I must become more organized with my time. I can not push myself with no sense of clear direction at this pace without crashing. Its negatively affecting my health and relationships.

This weekend I will set aside some time to implement the GTD into my life. Really looking forward to that.

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## Day 9 Journal

Posted by stefano - 2010/03/03 04:18

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Well yesterday was a great success. It feels great to be back on track and healthy. My voice is recovering and I rocked the day with the help of Bob's mind dump system. Taking a break from exercise too to let my body recover. Tomorrow is Tango class and really looking forward to that.

I love the way my business is moving just need to stay organized and efficient so I can continue to deliver great service to my clients.

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## Day 10 Journal

Posted by stefano - 2010/03/03 06:42

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Yesterday was another good day. I kept excellent record of my mind dump and all my important to dos. The only bad part is I couldn't do any of them because I was too busy with other urgent matters that kept coming up.

I am going to have to figure out a better schedule to coordinate. Possibly getting up at 5 am everyday for some undisturbed productivity time.

Tango dancing was awesome last night - really starting to love it. As Michael says, I have gotten over the hump (the difficult tedious element of learning any new skill). Last night my girl and I danced for almost 3 hours and it flew by.

This morning I woke up at 6 am and had a good 3 hours of productivity - got more done off my to do list than all day yesterday. Looking forward to Crossfit this evening.

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## Re:Day 10 Journal

Posted by michaelj - 2010/03/03 16:11

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S:

That is awesome man. you are kicking some serious ass! sounds like you have a super busy,productive and fulfilling schedule.

I love that you are tango dancing. Keep up the great work. m-

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## Day 10 (End of Day) Journal

Posted by stefano - 2010/03/03 18:19

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Finished off a great day well not quite - I still have some major work tasks to accomplish....but what a fulfilling day. Woke up bright and early and got some work tasks completed, played a little guitar, worked hard all day long, ate well, had a killer double workout (completed "Cindy" with 23 reps), played a little more guitar, and now going to finish up a couple of designs and proposals before I watch a movie with my girl. Love having days like this, I know life is not just about getting things done, but it sure feels good when you squeeze all the life out of the day!!

Tomorrow - Yoga AM, and another fruitful day - on my road to ever more health, wealth, happiness, success, generosity, and loving presence.

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## Re:Day 10 Journal

Posted by dhazard - 2010/03/04 06:56

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Keep up the Great work !!!!

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## Day 15 Journal

Posted by stefano - 2010/03/08 06:32

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Well last week was a powerful week for me. A little up and down but fairly consistent. I worked hard and got a lot done, signed some new clients, and became slightly more organized. I had to pay a double consequence on Friday and it was brutal. Apart from having to do 3 sets of (5 Rope Climbs, 10 One legged squats "pistols", and 15 2Pood Kettlebell Swings) I had to do my consequence of 5 sets (250M Row and 5 65# Thrusters). Not horrible individually but back to back was miserable. Well I think it will function as a good deterrent and powerful motivator.

So this weekend I was supposed to implement the GTD system into my life to improve my level of organization and efficiency. Well that went straight out the window when my cousins Tony and David showed up unexpectedly. We have been having a blast, I took them to various locations across the city including the Underground, Farmer's Market, Piedmont Park, & Lenox Mall. We were supposed to play soccer yesterday but the guys I usually play with canceled and surprisingly were not able to find a pick up game at Piedmont. We went around looking for some things they wanted to take back to Sulai for her chocolate making including a thermometer, scale, and chocolate molds. We also went out for Sushi. They are so laid back and good humored that even doing the most mundane things is fun and exciting.

So that was my weekend, this week is going to be crazy as I have to chop down at a giant Red Wood of growing tasks and goals. I am several days behind on some but I know everything will get done. Tonight I am going to take David and Tony to Crossfit and then we will go to eat at Fogo de Chao. Should be really fun.

GTD implementation will happen next weekend at the latest.

Time to have a powerful day!!!

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## Day 16 Journal

Posted by stefano - 2010/03/09 07:58

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Had another exceptional day. Not able to knock out all the to do's that I would have wished but at least have a good system to stay on top of everything and the work keeps rolling in. I'm busy, productive, and LOVING it!!!

So how did my day go yesterday. Well had a couple meetings, one with a new prospect for a decent sized monthly marketing gig (in line with my game goal of bringing in bigger clients), another meeting with a guy who will be doing sales for us, and lastly a brief stop at AMI where they have more work and an exciting project to team up on. Could be highly successful and lucrative.

Then did the Crossfit Total workout to max out on Back Squat, Shoulder Press, and Deadlift - I think my total weight was 625. Not bad for the first time but I know I can break 700 easily and reach 800 with some good training.

Finished up the evening by going to Fogo de Chao with my cousins, for their last night in town. Stuck to their superb salad bar which is enough to seriously indulge in and no need to eat all the meat and feel heavy in my sleep and for yoga in the morning. It was great seeing my cousins, I laughed A TON while I hung out with them. All in All an Awesome day.

Can't wait to do it all again today. Another new prospect for a Hispanic company that found me on the web, knocking out a bunch of designs, and Tango to finish.

Time to have a great day!!

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## My Purpose for this game

Posted by stefano - 2010/03/09 08:02

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So my partner Dan, has been great at not only pushing me and expecting nothing short of excellence from me but has also brought some great fundamentals to this game.

Yesterday he challenged me with coming up with my (clear & concise) purpose statement for this game:

To be Highly Organized, Efficient, Timely, and Present.

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## Day 17 Journal

Posted by stefano - 2010/03/11 06:30

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Well had a rough and tumble day yesterday. I let myself get completely stressed by my mounting to do list and my motivation to eat well and live at my highest potential completely disappeared.

I filled the void with 2 chicken sandwiches and 2 double cheeseburgers. Went to Tango class and my partner said I didn't feel like usual but rather stiff and rigid. Interestingly, I did not really feel a difference, perhaps I did not feel at all. Later, I continued my binge with potato chips, buttery toast, and rice crispies cereal with milk, and a biscotti to top it off. All the things I am supposed to not eat - I indulged. Perhaps delicious, yet shortsighted and not on my path to my ultimate goal.

One major insight I had today is that I am focusing way too much time on small projects because I am subconsciously avoiding the major opportunities. Why am I doing this? There are self-doubts and buried fears that are manifesting and sabotaging my growth. I am scared to let the big clients down if I fall short and therefore focus on the small peanut clients which provide me the least compensation and reward for my time.

My partner Dan, assigned me with the consequence of journaling about how this attitude and way of prioritizing my time is affecting my business. I will complete this task later today.

Time to rebound.

Here is a great poem by Theodore Roosevelt called the "Man in the Arena"

The Man In the Arena  
by Theodore Roosevelt  
(From a speech delivered in Paris in 1910)

It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena; whose face is marred by the dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions and spends himself in a worthy cause; who at the best, knows in the end the triumph of high achievement, and who, at worst, if he fails, at least fails while daring greatly; so that his place shall never be with those cold and timid souls who know neither victory or defeat.

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## The Consequences of Focusing on 80%

Posted by stefano - 2010/03/11 07:01

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So I have read about the Pareto Principle or 80/20 Principle many times. However, as I grow I am realizing that it holds perhaps more validity and practicality than what I once thought.

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It is true that 80% of my income is coming from 20% or less of my clients. However, instead of focusing 80% of my time on these clients it is almost the opposite. I am spending 80% of my time focusing on small fish. In the past 6 months, I have lost a significant amount of monthly revenue from one of my major clients because I did not focus enough time and energy on them. Perhaps about \$20-30K annually of lost work. Furthermore, what really hurts is the lost credibility, this client gave me the initial opportunity and it was only mine to lose.

Additionally, I have strayed away from some big opportunities and subconsciously moved in the direction of the safe and predictable. For example, earlier this week, I met with a prospect, that I knew going in was going to be a minor minor project and spent 4 hours with them. A tremendous amount of time, when I am literally DAYS backed up in commitments!! What am I thinking? What spawns this action and decision making in myself. I have clients that are generating MILLIONS of dollars in sales and I am spending 4 hours for a 1-2K project.

Well the lesson is now crystal clear, but the question now surfaces: What to do about this? Do I just turn away the small projects? That brings up another issue I have. The Inability to say NO!

If anyone has any suggestions or feedback for me would love to here them.

Thanks True Alies

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## Day 18

Posted by stefano - 2010/03/11 07:08

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Had a bounce back day yesterday. Super productive at Work and now feel I can get caught up by weeks end if I focus and get alot accomplished today and tomorrow. Had a good workout and ate well yesterday. Did 10 rounds of (10 Pull ups + 10 Ring Dips) in 13:48. Definitely getting stronger and hopefully will be fit enough to compete in Rectionals and qualify for the CrossFit Games later this year.

Time to focus on the 80% and have a killer day!

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## Day 25

Posted by stefano - 2010/03/18 05:54

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Well I have slipped into inconsistency. Overwhelmed by work I have slipped into the poor habits I have been trying to avoid. Not journaling consistently is one, falling still and being present is another. Also, shutting down under pressure and conflict avoiding has been recurring lately in my personal relationships.

So what is my purpose? Should my purpose truly be:

To be Highly Organized, Efficient, Timely, and Present.

What about fun, happiness, and enjoyment? Should these be included in my purpose. I have been reading the Way of the Superior Man in chunks and today I jumped to the first chapter which is basically about not waiting for anything to change.

Stop Hoping for a Completion of Anything in Life

"Most men make the error of thinking that one day it will be done. They think, "If I can work enough, then one day I could rest." Or, "One day my woman will understand something and then she will stop complaining." Or, "I'm only doing this now so that one day I can do what I really want with my life." The masculine error is to think that eventually things will be different in some fundamental way. They won't. It never ends. As long as life continues, the creative challenge is to tussle, play, and make love with the present moment while giving your unique gift."

So what do I want in my life? What am I really truly working for? Well I know I want more freedom, financial freedom to travel and play and not have to work all the time but at the same time I never want to stop working because I love that too. I want to be able to live in Italy or France or Rio, Brazil. How do I accomplish this now? I want to maintain my body like a fine tuned Ferrari and elevate my spirit to new levels of patience, understanding, playfulness, and presence.

My partner and I missed our first call yesterday. He had a schedule conflict that he let me know about and then called me

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later in the day when I was buried in work and then too busy to call him back. But was I really too busy, why is it so hard to break away for a few minutes and accomplish this seemingly effortless task?

My partner Dan gave me a consequence to do on Tuesday which involved thinking about how many inboxes I have in my life.

Well I have my: 1) email, 2) voicemail, 3) office phone, 4) snail mail, 5) and in person requests. However, I also have my 6) mind dump list, 7) outlook calendar, 8) Whiteboard, 9) Pile of papers on my desk. Maybe some more that I have missed here but I think this is probably it. The goal in GTD is to take down the number of inboxes in your life to the least amount possible.

Tomorrow is our monthly team meeting and I will discuss with my team mates how to best accomplish this.

Time to have a great day.

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## Day 25 Consequence

Posted by stefano - 2010/03/18 06:05

So another issue that I failed to mention in my last journal entry is my diet. My diet has slipped tremendously and I have been eating cookies, bread, pasta, cereal with milk, and coffee with milk almost every day this week. People keep asking me if I am sick because I am sneezing and completely congested in my nasal passages. This morning in Yoga I could barely breath through my left nostril and when I did my 10 minute head stand I was breathing through my mouth more than 75% of the time.

Am I actually sick or are my bodily tissues completely inflamed from the sugar, milk, and breads that I almost completely restricted from my diet for more than 2-3 weeks? I certainly do not feel sick. However, my mind is clouded and my nose and throat filled with mucus.

Anyways, for this reason, not journaling consistently, and missing our partner call I had a failure. My consequence is to determine a process for all my inboxes.

Here is a list of all my inboxes and the processes I will use to maintain all of them:

- 1) email - check several times per day - move into Mind Dump
- 2) voicemail - check every morning - move into Mind Dump
- 3) office phone - check every morning - move into Mind Dump
- 4) snail mail - check daily - move into mind Dump
- 5) in person requests - move into Mind Dump
- 6) Whiteboard items - move into Mind Dump
- 7) Pile of papers on my desk - anything important move into Mind Dump, the rest trash or file away
- 8) Mind Dump - Do, Delegate, or File Away - anything with a deadline I move into Calendar adding all Projects to GTD Outlook system.
- 9) Calendar - check daily

Tomorrow in my meeting I will work on how I can possibly streamline any of these or completely remove them from my life.

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## Day 29

Posted by stefano - 2010/03/22 06:17

Had a really great weekend. Not as productive work wise as I had envisioned as I had wanted to finish 4-5 websites probably a bit unrealistic. However, got some important to dos, rested, relaxed, and spent alot of quality time with my girlfriend and friends. Went to a going away party for my friend Renae who is moving to Amsterdam on Friday. Saturday worked out at the park doing sprints, pull ups on tree branches, and hand stand pushups with a partner. I can feel the sprints in my abs today and reminds me how I need to start running (rather sprinting) again. I felt slow and like I was missing my top gear. Its really fun when I have the extra gear to crank on and I can catch people from behind when racing or playing sports. When we first started I could feel my pulled groin injury starting to ask for attention which actually felt more like muscular weakness than and imbalance than actual pain. I know if I want to get faster I will need to

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work on overspeed training either with elastic band or also the Spinning bike really helped my turnover in the past. I got home and made a Fantastic Five breakfast - whole grain pancakes, bacon, eggs, coffee, and OJ. My cooking skills are becoming refined and efficient as I was able to whip all this up in less than 25 minutes and cleaning my mess as I moved along. I think the test of a true cook is being able to prepare multiple dishes simultaneously, keeping everything fresh (or in this case also hot) and not leave a trail of disaster in your wake. Of course, that the food also tastes great is a fundamental must.

Later Saturday, got some work things done and ran some errands with my girl. It was a gorgeous day in Atlanta and it felt like Spring had arrived. The dogwood trees were in bloom and the Park was filled with people tossing round objects and laughing on the grass. This is probably my favorite time in the city. Its warm but not hot and a vibrant energy of potential and growth fills the air. Unfortunately, it was only a small taste of what may lie ahead as the weather turned. Beautiful dream and I went out to dinner with Aaron and Sugandha and had an incredible dinner at a ritzy Buckhead restaurant. We were invited to a few parties but opted to stop by the rare video store for some unique films. We ended up getting two foreign films and heading home.

Sunday was spend mostly lying around lazilly expept for a business meeting, a few brief hours of work and some home cooking. Beautiful dream has a purple play crock pot that I filled with chicken, garlic, ginger, and garam masala, and let simmer all day long. Craig, Candy, and their daughter Lilly, who I hadnt seen in years stopped by for an early Sunday dinner and we home made gingerale to prepare our appetites, butternut squash soup, garlic ginger chicken with rice, quattro fratelli wine, and limoncello ice cream for dessert. It was a nice way to spend the day.

Today we are back to the path of efficient and focused work. Some really big meetings and alot of projects to be completed.

Will keep you posted on our progress.

May I eat and drink well today, use all the cells of my body with spirit and focused energy, breathe deeply, and laugh heartilly!

Time to be great.

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## Day 30

Posted by stefano - 2010/03/23 20:57

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Well having another super powerful work month. Closed my biggest project of the year yesterday followed by the second biggest today. Had a record month in January and just busted through that this month. Incredible growth yet facing cash crunch challenges. Need to improve my collections systems which means accounting, billing and invoicing. The more automation the better. Skipped out on Tango today but had a productive day. Going to wake up early tomorrow and close another deal, and then have a lunch meeting with CEO of big company at the Buckhead Club. Then break my Max Height Box Jump record after work. Cant wait!!

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## Day 35 - Trimester Recap

Posted by stefano - 2010/03/29 06:16

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### Game # 10 – Back to Basics

To focus to fundamentals, become more organized, and make time for more social, education, and spiritual activities

#### Work / Money:

1. Obtain 5 New Large Clients (\$1000+ monthly income)- C - Have closed atleast 1 or 2 clients that could fall in this category however dont have any contracts in place that meet my \$1000/monthly income category. However, it has the capability to do so.
2. Improve Website / Company Press Releases - B - made some recent updates. Was setback by a virus on the site but that has now been removed. Hired a marketing company to see if they can help me improve marketing. Is it strange that I hired a company to do exactly what we do for others?? Possibly but I see it as atleast this way it gets done and maybe I learn some new tactics.
3. Streamline business processes, become better organized, implement GTD principles. B - Still working on this but

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have been implemented Mind Dump and some basic GTD principles. Still need to improve in this area. Could be much better.

4. Establish data back-up system - F - this needs to be done.
5. Make significant investment - D - No investment but continue saving
6. Implement 10 Affiliate Marketing Campaigns - F - About to get started on my first this month.

Mind / Spirit:

1. Read 10 New Books - B - have read 2 books thus far. Way of Superior Man and GTD, need to pick it up.
2. Daily Meditation - C - Have been really working in this area but still inconsistent.
3. Play guitar 3 times a week and learn 3 new songs - D - Inconsistent over all need to improve. No new songs learned.
4. Take Vacation or Trip - Planning a trip next month to the beach.
5. Become better communicator - D - Need major work here. Specifically in the are of shutting down when confronted in personal relationships.

Health / Fun:

1. Floss Daily - C - not consistent.
2. Soccer /Tennis/ Martial Arts/Crossfit at least 5 times a week - A - crossfit 4 -5 times a week. No soccer or martial arts yet.
3. Drink 8 – 10 glasses of water daily - C - not consistent but more water than ever before.
4. No Yeast forming foods all day - F - started strong but this has gone in the gutter recently.
5. Teach Yoga class twice a week - B Good but missed a class last week from oversleeping.
6. Full Split, 2 Finger Push up, 1 arm pull up - B - making progress.
7. Attend at least 5 Milongas (tango parties) F - missed a few parties. Need to get moving.

Daily Practices:

Time-block +1 - B - good  
Journal +1 - C - need to be more consistent  
Spread-sheet –Partner Call +1 - A only missed 1 call  
Be early to every commitment +1 - C - inconsistent  
Exercise Daily +1 - A Great  
Read Daily + 1 - C - inconsistent  
Perfect Diet +1 - F - Fell off a cliff no motivation here.  
Mind Dump +1 - A - Great.

Daily Consequences

- 1) 100 burpees
- 2) Read GTD and implement in business
- 3) 5k row
- 4) Spend time marketing to high level clients
- 5) 50reps 95lb Thrusters

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**Day 41**

Posted by stefano - 2010/04/05 05:44

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This week in the game has been a little rough. My journaling has fallen of the to do list and guitar playing & reading have been non existent. I have gotten busy at work and this is what usually happens. The game fundamentals get sent to the back burner instead of the other way around.

So here i am journaling trying to log some progress. Yes business ans work are great but need more consistency in my well roundedness. I am making time for exercise and tango. This Friday went to our second Milonga (tango party) and our dancing is improving but I am more excited by the possibilities. The best dancers are these old guys that don't do anything flashy but just smooth and fluid as hell.

Also, had a laid back weekend with my girlfriend which we havent had in a very long time. Have been running around like crazy and working day and night. So it was nice to just kick back and relax with each other with not much to do about nothing.

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## Day 42

Posted by stefano - 2010/04/05 06:10

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Monday morning and time to have a powerful week. Going to the beach this coming weekend and taking most of Friday off so need to be extra productive so I can truly enjoy myself and not be mentally tied to my job the entire weekend. Otherwise, the vacation is not really a vacation.

Also want to maybe spend some time reading tonight after tango class.

Goal for the week is to make progress on the Sparkable relationship.

Time to be great!

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## Day 44

Posted by stefano - 2010/04/07 05:16

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So far having a very strong week. Mike and I have recommitted to diet but still munching on chips and snacks at night when I get home. Morning and Lunch diet has been strong and working out feels great. Had a kick ass workout last night and came closer than ever before to the one arm pull up. I can feel myself on the precipice of success.

Work is going well, had a conference call with a Buffalo Web Design firm last night who hopefully will be sending us a great deal of work. Mike is really stepping up and offering suggestions on how to improve the company. He is learning so fast and only making the company that much better. He is becoming a powerful asset and helping to take the company to the next level. I feel really lucky to have the team I do. I want to create an environment that stimulates communication and nurtures success and learning.

Woke up at the crack of dawn this morning to catch up on a few things and feel like 100 pounds have been lifted off my shoulders because I am starting ahead rather than behind today.

Time to be great!

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## Day 56

Posted by stefano - 2010/04/19 06:10

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Well I haven't journaled in almost two weeks so it is difficult to get in the details of the last 12 days. However, these days have been riddled with stress of juggling a number of projects. I have gotten little sleep however my business stays on pace.

This weekend competed in the Garage Games and had to do the following workouts as a team:

Workout 1: 100 Burpees, 100 wallballs 20# medicine ball, 100 pull ups, 100 double unders, 800 meter run, 100 thrusters. Thrusters killed me - need to work on these.

Workout 2: 100 Ground to head anyhow 95#, 100 deadlifts 225#, 100 1.5 pood kettlebell swings, 400 meters of lunge with 45# plate overhead.

This week is week of extremes - want to have an extreme week in business!!

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## Day 59

Posted by stefano - 2010/04/22 05:14

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I am having an incredible week in business. I have been able to get atleast one new project every single day. Yesterday I had to do a consequence for not keeping my word and that was trying to match Peter's 500 pushups in a day. I did not meet the goal but I did do 300. Also had a great workout at crossfit completing 12 rounds of 25 double unders and 200 meter runs in 20 minutes.

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The goal continues to be to stay organized and deliver consistent results to clients. How can I deliver a service as consistent as the McDonald's Cheeseburger?

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## Day 63

Posted by stefano - 2010/04/26 06:19

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Had a nice and relaxing weekend. Time to rest and ponder.

Incredible week in business - closing atleast 1 new deal 4 out of 5 days. As a consequence for not completing my company core values had to do 500 pushups in one day which I failed miserably but instead did 300 pushups 2 days in a row.

Tonight going to Tango class and the challenge this week will be staying organized and producing results for Online Art Group and Energetix Direct. Lots of meetings this week too.

My goal this week is to define my purpose and core values for the business.

Time to Fuck the shit out of life!

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## Day 70

Posted by stefano - 2010/05/03 14:28

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Well less than a month to go and time to really get moving. I started my day off strong this morning with a tough workout called Cindy. I either tied or broke my record by completing 24 rounds in 20 minutes. 65% of the time my brain was telling me I couldn't break my record however I just tried to grind through it and do my best. With around 5 minutes left, Toby said I was on 19 (I thought I was around 13 the way I felt and the thoughts I was feeling) and inspired by the surprise cranked out a quick five to finish. The toughest part is the pushups because each round is 10 so it gets tiring pretty quick. I know if I can establish a strong diet for the last few weeks I should be in good shape for regionals.

Work wise - have to put in some solid days. Im backed up and flurried with opportunities. Time to step up and hit some singles and doubles sprinkled with a few home runs.

Have to connect with my partner today.

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## Day 74

Posted by stefano - 2010/05/07 06:12

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Been thinking alot about my purpose while reading Way of the Superior Man. The purpose that I must uphold and come back to before taking any decisive action.

What is my purpose, why it is it so elusive to put into words, in the past i have stated different purposes, the last I remember was to do everything with purpose but that really does not answer the question. Even to love and give my gifts fully seems to lack something.

If I had to state my ultimate purpose now:

To live with presence, clarity, integrity, an open heart, and vibrant energy.

Ok great...how do I do that?

Another assignment I have had is to create my core value for my business.

To deliver innovative and affordable marketing services while building client relationships built on integrity, clear communication, and performance based success.

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## Day 83

Posted by stefano - 2010/05/17 06:13

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Ok this is the final week of the game. What I will focus on this final week is what I wanted to focus on this entire game: The Fundamentals.

- 1) Daily Partner Call
- 2) Mind Dump & Time Block
- 3) Falling Still Regularly
- 4) Journaling

Also, I want to make sure in this time of extreme busyness that I maintain my word and live my life to its utmost integrity. Do not make promises I cannot keep or do not truly intend to keep. Mostly, my problem is trying to do too much. Trying to always squeeze more in & never saying no have been two horrible habits that I have struggled with this game. The result has been consistent tardiness in everything and falling short on integrity and not keeping my sacred word.

I am thankful and grateful for all my blessings. I continue to have high appreciation for my body and health. Eating well, balanced but lots of fresh foods. Also having my dose of fun and playing with friends. My brother, Mauricio, has finished his tour in the Army and will be taking a vacation to South Africa for the World Cup with his wife Karla. I am excited for them and inspires me to live with courage and free from fear. This is my male core that always yearns for freedom (freedom of self expression and freedom of living)

I could feel this morning, the stress in my partners voice, the past days have been wearing on him and it was evident. Even his tone of voice and choice of words has been affected. One of his principle goals is to lose 25 pounds over the course of the game, he has 5.5 left to go. In the past, he would always attack this feat with brazen confidence, but today I felt his vocabulary and tone change around this goal. I hope he steps up to the plate and completes his goal.

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## Stefano's Game 10 Recap

Posted by stefano - 2010/05/24 06:17

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Well, its the end of 90 days and now its time to recap how I did over the last 90 days. This was my 10th game and the main focus was to focus on fundamentals, become more organized, and make time for more social, education, and spiritual activities

Work / Money:

1. Obtain 5 New Large Clients (\$1000+ monthly income) - I didnt lock in any contracts for over 1K a month from new clients. However, I did obtain 5 clients of medium size and have set the stage for turning some current projects into large monthly revenues.

2. Improve Website / Company Press Releases - we made significant improvements to the website. Took new pictures of the team and added some new pages including Local page that ranks on the first page of google. I think the combination of the highly professional look and the excellent search engine ranking is making my job of getting new jobs very easy.

3. Streamline business processes, become better organized, implement GTD principles. - In terms of implementing GTD, one simple thing I achieved was using folders and labeling system, it sounds silly but it just keeps things a bit more organized. The biggest process I have added that I is really making a benefit is the mind dump tool. The act of simply adding my tasks and responsibilities to excel spread sheet has taken a lot of stress and mental anxiety away from trying to remember everything I must do and allows me to concentrate on getting things done. Finally, one major process that has occurred thanks to Mike is the streamlining of link building SEO processes. This has freed up tremendous time and will allow us to generate a healthy income stream for the business.

4. Establish data back-up system - Has not occurred, still must happen.

5. Make significant investment - Has not occurred but continue to save my pennies.

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6. Implement 10 Affiliate Marketing Campaigns - Maybe launched 1 - AtlantaDentist.pro - need to get on this.

#### Mind / Spirit:

1. Read 10 New Books - I only finished 2 books this game (GTD & Way of the Superior Man) the book was called The Way of the Superior Man. If this would have been the only book I read all game it would have been enough

2. Daily Meditation - Not daily but more than if not trying.

3. Play guitar 3 times a week and learn 3 new songs - Big failure in this area. Only played guitar maybe 5-6 times all Game.

4. Take Vacation or Trip - No big vacations but planning on Going to California and Greece this summer.

5. Become better communicator - Always needs improvement. Dont know if it improved at all this game but I know it needs to get better.

#### Health / Fun:

1. Floss Daily - still not consistent need more improvement here.

2. Soccer /Tennis/ Martial Arts/Crossfit at least 5 times a week - Definitely successful here. Didn't play much soccer and only Muay Thai a few times but alot of crossfit and going to regional competition this weekend.

3. Drink 8 – 10 glasses of water daily - Yes drinking more water than ever.

4. No Yeast forming foods all day - Huge failure. Nonexistent goal this game

5. Teach Yoga class twice a week - Yes and also implemented Pranyana exercises into my practice. These breathing exercises have the potential to turnaround my life.

6. Full Split, 2 Finger Push up, 1 arm pull up - Full split is close but still needs about 2-3 inches. Need more work on finger tip pushups. 1 arm pull up is closer than ever before.

7. Attend at least 5 Milongas (tango parties) - Attended only 2 milongas but happy with the result. Beautiful dreamer and I continue to go to Tango classes once per week.

#### Daily Practices:

1. Time-block - performed this on occassion, mostly relied on mind dump to set my daily to dos.

2. Journal - performed on average about once every 3 days towards the end of the game more like once a week. Could have been much better.

3. Spread-sheet –Partner - Dan and I talked almost everyday. I think we only missed our calls maybe 3-4 times all game.

4. Be early to every commitment - This was another horrible area in my game. I really got back into the bad habit of always being late. Perhaps lack of timeblock schedule really affected this.

5. Exercise Daily - Crushed this practice

6. Read Daily - not consistent.

7. Perfect Diet - balanced diet but definitely not perfect. Still eating alot of foods that could probably be of a higher energy (aka Cap'n Crunch)

Overall, my partner Dan was a great team mate and coach. He pushed me, gave me insights into ways to improve my organization and efficiency, and was a leader by pushing himself and achieving incredible goals for himself.

I hope to play again in the future, only with increased integrity, clarity, and focus.

Time to be great!

