

PREVENTING THE SWIPE

A toolkit for helping you avoid distractions, set healthy expectations, and finish what you start



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Welcome!

We all struggle to complete tasks or reach goals, despite their importance. From getting in shape to creative projects, failing to finish what we start is a source of frustration and regret.

That's why we wrote *Swipe*, and it's why we've created this toolkit. It's packed with insights and exercises you can use to change patterns, understand choices, and finally attain those goals. Enjoy!

Best regards,

Tracy & Tim

What Happens When You Swipe?



We're surrounded by distraction and temptation. When you're engaged (or being asked to engage) in something that requires your full attention, you can usually ignore the distractions. However, sometimes you reach a point of discomfort or fear. It becomes easy to Swipe.



The Swipe isn't conscious. When you encounter something that confounds your expectations, fills you with self-doubt, or asks you to confront difficult emotions, your mind seeks safety in disengagement. You instantly recoil into an alternative experience—that's Swiping.

What you're escaping from might be a cherished longtime goal—writing your first book, or getting in shape. It doesn't matter. Once the experience makes you uneasy, you're wired to go where your comfortable...unless you know how to resist.

Finishing what you start is about knowing the warning signs of the Swipe, setting realistic expectations, and finding ways to make conscious choices rather than acting on instinct.

The Swipe Quiz

How likely are you to Swipe? Answer the questions as best you can; there are no wrong answers.

- Score 2 points for each 'Yes', 1 point for each 'S / Sort of' and 0 point for 'No'.

	Yes	S	No
1. I set unrealistic expectations for myself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I'm easily discouraged when things are hard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I'm on my smart phone or laptop a LOT.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. My self-talk tends to be negative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I've got a lot of unfinished projects piled up.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I'm full of rationalizations for quitting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I dislike writing out plans for reaching goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. It feels there are things I'm not "meant" to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. My environment is filled with distractions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your total score _____

SCORING

0-5: Swipe? What Swipe?

6-12: You Swipe when conditions are right, but not all the time

13-18: You can't seem to finish anything and feel like a failure



Getting Off the Hamster Wheel

If you had a high score, you may be looking for ways to stop yourself from Swiping. Here are a few:

Know your path. Before you jump into a goal, do your research. Learn about the milestones, challenges and pitfalls to come.

Set realistic expectations. Don't expect to run a marathon on training Day 1. Set expectations that allow for setbacks and slow progress.

Look at past Swipes. When you've disengaged and bailed in the past, what's been the trigger? How might you prevent the same this time?

Step back and be quiet. When you feel that discouraging tickle and are tempted to quit, stop. Breathe. Let it pass. Then get back to work.

Don't rely on momentum. Past success only carries you so far. Have motivational tools ready: rewards, cheerleaders, notes to yourself, etc.



Write a daily plan. Chart out your activity for each day—what you'll do, when, and how. Just writing it out is shown to improve performance.

To heck with results. Worry less about short-term results and more about staying the course. Just keep going.

Start small. Don't try to write a 500-page novel your first time out. Set smaller goals and earn some victories. The adrenaline boost will fuel larger successes.

Tips for Getting Past the Crossroads



Get enough sleep



Let people hold you accountable



Meditate



Set a daily routine



Have a support circle



Visualize your success



Make daily goals harder with time



Anticipate the Swipe



Turn off tech you don't need



Create a distraction-free space



Visualize your regret



Know your Swipe taxonomy



Reward small wins



Get advice from mentors



"Pre-debunk" excuses



Clear out temptations to Swipe



Attempt your goal with others



Make it costly to quit



Do your work early in the day



Eat a healthy diet



Listen to motivating music



Share progress on social media



Have a clear "next goal"



Set a tight deadline



Read others' accounts

Want to Know More?



"Swipe taxonomy?" What?

There's a whole world of information about the Swipe, setting and achieving goals, and mastering your attention, and we can't possibly cover it all here.

The best way to learn more is to get your own copy of *Swipe: The Science of Why We Don't Finish What We Start*. If you can't pre-order yet, watch for our "The Road Taken" e-newsletter. And if you have questions or need advice, don't hesitate to email us!

Pre-order your copy!