



Rule No. 27 —Do the hard things first.

The tasks we avoid are often the ones that matter most. “Do the Hard Things First” is a call to discipline — tackle your toughest, highest-impact priorities before everything else. It’s not about doing more, it’s about doing what matters when your mind is sharp, your willpower is high, and your excuses haven’t shown up yet. In leadership and business, procrastination on the hard stuff is procrastination on progress.

The Hard Truth

The hard thing you keep pushing to tomorrow is the thing running your business.

If, every morning you start with the easy stuff, you’re letting the most important problem in your company grow. The hard thing first. Every single day.

Ask Yourself —

Do I let urgent, easy tasks steal time from what’s most important, and am I willing to break that pattern?

If I only accomplished one thing today, which task would have the greatest long-term impact on my business?

Action Steps —

This Week’s Edge: Identify your frog.

This week, don’t try to accomplish everything. Instead, identify the one to three tasks you’ve been avoiding that would make the biggest difference if they were finally completed.

These are your frogs.

Schedule time to tackle one first thing each morning —before the meetings, before the emails, before the day’s distractions take over. Protect that time. Turn off notifications. Close your inbox. Give your full attention to the work that actually moves your business forward.

At the end of each day, ask yourself two simple questions:

- Did I eat my frog today?
- How did tackling it first affect the rest of my day?

By the end of the week, you’ll likely discover something Brian Tracy has taught leaders for years: the hardest task is rarely as difficult as carrying it around in your mind all day. Momentum follows action, and confidence grows every time you keep the promise you’ve made to yourself.

This week, don’t measure success by how busy you were. Measure it by whether you did the hardest thing first.

Your effectiveness is defined by what you choose to start with. When you consistently attack the hardest, highest-impact work first, everything else in your day, and your business, falls into place. Brian Tracy delivers a blunt message: procrastination is the silent killer of progress. The book centers on a simple principle, identify your most important, most difficult task (the frog) and do it first. Tracy strips away the illusion of multitasking and challenges leaders to focus on high-value priorities, eliminate time-wasters, and build the discipline to act before excuses take over. It’s a practical guide rooted in timeless fundamentals: clarity, focus, and execution.

the LEDGER

Practice the principles.



Recommended Reading —



***Eat That Frog!*, by Brian Tracy**

*"There is never enough time to do everything,
but there is always enough time to do the most important thing."*

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 22

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...