

FOCUS ON ONE

To Get More Done



CHARLENE BURKE

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Charlene Burke is a small business owner living in the United States of America who loves to learn and share her knowledge. She founded Search by Burke to provide businesses

- with information about their customers and the marketplace
- assistance with understanding the data about their customers
- training on how to get in front of their target market with social media
- consulting services to create marketing strategies and marketing plans

She enjoys working with solo business owners through Mastermind Groups, Marketing Consulting, and training programs in the areas of Social Selling, How to Stand Out in Social Media, Research Your Way to Better Sales, and more.

Charlene is passionate about making sure people have the right information and make use of it to grow personally and professionally.

Charlene's words of wisdom:

"I believe that Knowledge is Power. Everyone can and should improve themselves by growing their heart, their mind, and then their business. Regardless of what stage in life they're in. Whether it's to develop a better mindset, improve their relationship with a higher power/creator or to increase profits, moving forward is key."

If you would like to learn more from Charlene Burke please visit:

Company Website: [Search by Burke](#)

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Introduction

If you are like the many business owners and solopreneurs in the age of the Internet of Things, it's impossible to *not* think about all that you want to do and how you want things done. Ambition and the drive to be successful at everything will keep you preoccupied and distracted from getting anything, much less one thing, finished.

While it's not wrong to plan ahead and to want several things to happen at once, it's important to focus or stick to one plan at a time to avoid overlapping of goals and confusion. A lot of people fall victim to the belief that the more you accomplish in the shortest time possible, the more successful you will be. Honestly, this doesn't work very well for most people. Multitasking simply isn't the most effective, or efficient, way to succeed.

If you are someone who is trying to multi-task and feel challenged or maybe you want to find a fool-proof plan to planning and putting the plan into action, then focusing on one thing at a time will work for you.

Focusing on one thing or task or job means that there is an opportunity for a person to succeed in business or in any aspect of his life without multitasking and scrambling to get things done right away. This also pertains to the practice of the "one task at a time" belief – as long as you focus on one thing that concerns the success of your business or any plan for that matter, you will have a higher chance of succeeding and of getting what you want.

Avoiding multitasking can definitely help you, especially when it comes to an online marketing business. You have to admit, you are willing to do or try anything just to keep your business afloat – this includes promotional or marketing strategies, getting more online customers or clients and of course advertising. And, it means that you might have hundreds of ideas in mind that you would like to set in motion. If you consider and work on each of these ideas at the same time, you can bet 90% of your strategies are bound to fail.

If you continue to read you'll understand the ins and outs of focusing on one task, the reasons why this should be the practice for all determined business owners and the top tips on how to achieve success out of doing one thing. Maybe what you learn from this will propel you to online business success.

So get ready. Remove the clutter from your system and learn to focus on one major business plan or strategy. See yourself rise to the top of the business ladder.

“Multitasking does not mean that you are productive.” This statement is subject to a lot of interpretations. One person will tell you that being productive is not measured by the number or the amount of things that you have accomplished in short amount of time. The other person will tell you to do one thing with all your strength and with all your heart and you will succeed. You know, both interpretations are true. Why and how? The rest of the book will show you.

Adverse Effects of Multitasking in Terms of Productivity



Did you know that, according to the [American Psychological Association](#), multitasking can reduce your total productivity by as much as 40%? Aside from confusion, multitasking can definitely cause a lot of negative effects:

1. **You will not be able to avoid distractions and** will not be able to focus on what you really need to do. Of course, this can also cause you to experience episodes of mental blocks and confusion. Imagine what would happen if you know that you have 16 tasks to complete and due to your hectic schedule and impossible deadlines, you start to feel empty and that you have run out of brilliant ideas.
2. **It leads to memory loss.** Yes, excessive multitasking can make you forget things. Especially the important things. Memory loss can definitely disrupt your rhythm, which will eventually lead to a lack of productivity.

3. **Since your business needs your utmost attention,** multitasking will keep your attention so divided that you will not be able to decide which one task to complete first.
4. **You will feel exhausted.** Why? Because you constantly think about what you should do next, your mind and body will be left with no choice but to keep running until it finally wears out. And once you start to feel really tired your body will stop running and you will have no control over it.
5. **Multitasking can cost you and your business.** Since starting a campaign will surely cost you money, it would be best to stick to one campaign or project for your business before you decide to work on and launch another. Otherwise, starting on 2 or more projects at the same will cost you more, and should one project fail, you will be forced to put out more cash to fund another marketing strategy.
6. **Excessive stress and an increase in adrenaline can deplete your energy** to succeed. When your body is running solely on adrenaline, you will eventually run out of energy and lose your enthusiasm to work.
7. **You will lose your temper easily.** Handling several tasks at a time affects your ability to handle and control your emotions. You will notice that you get angry and frustrated for no apparent reason. Compare this to working on a single task at a time where you can calmly think and work on every aspect of your project with diligence and patience.
8. **Multitasking can also affect the way you interact with other people.** Every interaction will start to feel awkward, you will lose contact with the rest of

the world because you're always preoccupied and distracted with the many business campaigns and project that you need to do.

9. **You will start acting like a robot**, programmed to do nothing but work, work, and work. And at the end of the day, you will be as dead as a zombie, unable to think straight and on its own.

10. **Lastly, you will lose interest to work** because you are far too exhausted and used to doing things just to get things done.

But if you are left with no choice, and it is your responsibility to handle almost everything that deals with your business, here are some tips on how to properly multi-task without burning yourself out:

- **Learn how to prioritize** and decide which task should be done first. Before you start working, make sure that you list all the projects that must be done for the day and arrange them based on importance. This way, you will end up doing at least two of the top tasks that need to be accomplished.
- **Identify the tasks or projects** that you do not need to do for the day. If you think that a particular task is not necessary or irrelevant to your day's workload, by all means, check it off your list. This will make your load lighter and easier to accomplish.
- **Now that you have a to-do list**, set a definite schedule or a timeframe for each task to avoid overlaps and spending too long on working on a task of lesser importance as well as the tasks which should have been done 2 hours ago.

- **Instead of doing things at the same time**, do them in batches. This is a good way to manage your time properly, without sacrificing the quality of your work.
- **Choose tasks that are somewhat related to each other**, or compatible in nature. Since these are two or three related tasks, it would make each project easier to handle.
- **In business, interruptions are unavoidable**. So if you know that you will be interrupted at specific hours of the day, schedule the tasks you can resume doing even when interrupted during those times.
- **Avoid doing extra things when it's time to focus** on the tasks at hand. Why? Because you will find it that you are more productive if you will only focus on the three important things that you have chosen to do today.

These tips can help you perform well in a multitasking environment, but acceptable as this method may seem, it is still best that you focus on one thing, that is if you want your business to be successful.

Importance of Working On A Single Task

If you feel and believe would keep you focused and closer to achieving your goals, then, by all means, multitask all you want. This is about giving you another option if you want to keep yourself from burning out and running out of ideas and energy.

There are many reasons why working on a single task is important advantageous for a business owner.

- **You can actually focus on the most important aspect** of your business. If you set your sights on one thing, distraction cannot be entertained. Another thing, some tasks cannot be done while doing other things, and it doesn't matter how good you are at multitasking, if the task calls for your complete or undivided attention, pairing it with other stuff just won't do.
- **You can ensure quality.** Who doesn't want to be proud of their work? And having too much on your plate can sacrifice the quality of your project. Remember that the success of your business is in your hands, so putting all your effort and attention to one task can definitely do wonders for you and your business.
- **You get to enjoy your work more.** Have you ever experienced feeling too swamped with work and because you had so many things to do, you have completely forgotten what it's like to enjoy and love the work that you are doing? Well, if you focus on doing one thing, you can, not only savor every bit of success that you gain out of your task but also appreciate your work and your talents more.

- **Relaxation is just around the corner.** Yes, you may achieve many things out of multitasking, but at the end of the day you will feel really tired and burned out. You will also feel that with everything that you have to do; and that there is no end to all of this. Whilst when you work on one thing, every time you finish a task, you will feel rewarded and will have room for relaxation as well.
- **Working on one task at a time** will help you weigh out and prioritize the important things. Compared to multitasking which treats everything important and urgent even if the tasks can be left in the other room and can wait another day.

Reasons Why You Are Not Moving Forward

Successful people can attest that moving forward means getting things done on time while ensuring that your output is of the highest quality. But what if you have somehow found yourself at the crossroads of not getting things done and not being satisfied with your work? Have you ever thought of what could cause this lack of productivity?

Here are some reasons why you feel that you are not moving forward with your work:

1. **You are focusing on the wrong things or tasks.** Sometimes, thinking about success and the future, and doing a lot of things at once to rush the success for your business, will cause you to miss seeing the real picture of what your business actually needs.
2. **Your projects' aims or goals are not clear.** What does your business actually need? What do you want to see it do for your business? Set your goals and be very clear on what reaching them means.
3. **You think about yourself and what multiple projects can do for you compared to what it can do for your business.** Come on, everything is not about you, and although being able to accomplish a lot for your company can make you look good, it would still help if you plan for the good of everyone else. Set aside the ego and focus on getting things done for the business.

4. **You overload yourself with so much information** that you fail to distinguish what is relevant to your company. Select and use only the pertinent information, otherwise, you will end up confused and unable to complete your tasks with accuracy.
5. **Distractions can get the best of you.** This means that having a lot of things on your mind can keep you from focusing on your goals. And take note, distractions are not just about other tasks that you have in mind! Distractions include friends, television, partying too hard and too often and those times that you spend lollygagging during office hours.
6. **Disorganized and dysfunctional work system.** Of course, this is understandable, considering that having a disorganized system can greatly affect you and your company's productivity.
7. **You get affected by too much negativity** from yourself and other people around you. Don't allow negative comments ... period. These include: "you are not good enough for the job", or "you are too much of a perfectionist, so hold things up" or "if only others would do their part". This can lead to procrastination and a bad attitude that will affect your personal life. Look at it as making excuses, and making excuses for not being able to accomplish something is not helpful.
8. **Too much multitasking and very little single tasking** can seriously affect your productivity. If you are taking in and doing too many things, you will find yourself being pulled away from your actual goals.

9. **You are too afraid to fail**, that's why you think of several strategies to succeed. But in reality, instead of being led to one major achievement, you end up being a major collector of failed projects and tasks. Failure should not be taken negatively. Failure should be your fuel to propel you towards success.
10. **Lack of strict rules and work ethics**. The thing here is that you should always have to have a strict set of rules to make sure that you and your team would be able to move according to your original plans. Discipline is vital to staying focused.

Certainly, you can add more to this list. Just think about your old work practices that didn't seem to work to your advantage. And now that you know what you have to avoid or what causes you and your work to stagnate, it's up to you to work on things the right way.

Thirty Ways to Focus on One Thing at a Time

Focusing on one task at a time can help you get more things done, compared to multitasking that can divide your attention and in the end, you will be doing less than what you are supposed or expected to produce.

Now, if you want to be more productive, there are at least 30 ways to practice single tasking – focusing on one task at a time.

1. **Concentrate and turn off everything that can distract you** from completing your task. This includes your mobile phones, contact with people as well as locking your doors until you get your project done.
2. **Give yourself a target and a time frame** – this will ensure that you are in synch with your schedule. If you are on the right track, you will notice that work gets finished easily and on time.
3. **Stop dilly-dallying and work!** More often than not, interruption or lack of concentration doesn't come from external factors. These distractions come from you. Convince yourself that it is a must that you complete your task and that you should avoid doing or getting into something that can keep you from single tasking.
4. **Post-its are great reminder tools.** If you have a bunch of sticky notes lying around your office, try writing some motivating quotes to keep you focused on one task before moving on to the next. Especially if you are working in front of your computer, stick those notes on your monitor to keep you motivated.

5. **Take breaks.** Since multitasking doesn't leave you room to relax, single tasking can give you enough opportunity to stop for breaks. So take advantage of this privilege and take 10-minute breaks once in a while to refresh your mind and relax your body.
6. **Create a vision** – of what you would want to accomplish at the end of each task. If you want to succeed in your business, envision that all your hard work has paid off and that you have gained more loyal customers and the results will not be far off from what you have planned to achieve.
7. **Prepare yourself emotionally.** Think about the positive results that working on a single task can do for your business.
8. **Use technology and make it work to your advantage.** Most platforms and software that you are available for your business are online and easy to use – use them! If you have technical skills, create or modify a system so it works better for you.
9. **Block out your schedule.** Take note of what your project needs and how long it should take you to complete it. Set definite schedules for each part of your task and surely you will find it easier to accomplish.
10. **Start fresh every day.** And because you are single tasking – which means that you are focusing and doing one task at a time - you will have more room to take breaks and start fresh come every work day. Since you do not feel tired, you are refreshed and ready to face a new day.

- 11.**Accomplish small tasks first.** This will give you enough time to do the rest of your tasks without worrying about the minor ones that could disrupt your normal work routine or pattern.
- 12.**Never ever start a new project for your business,** unless you are completely sure that the previous one is done. Remember that you should also not think about the remainder of your tasks or taking additional workload that can affect your concentration and productivity.
- 13.**Flexibility is key.** Do not force yourself to complete one task if you know that you do not have enough resources to do so. Doing a task haphazardly results in poor quality of work. Do as much as you can, and leave the remainder of work for tomorrow, until everything gets done.
- 14.**Stop procrastinating and start working!** If you are making excuses why you were not able to finish your tasks on time, it means that you have the wrong attitude towards work. Instead of making excuses and blaming others, focus and start working on one task at a time.
- 15.**Learn to delegate tasks.** While it is important to be efficient, it is also important to show effective management and work focus through assigning or delegating tasks to other members of your team. Note that handling everything on your own will ensure that you won't get anything done. Now, if you learn how to properly delegate work, you will see that each employee or person will learn how to focus on one thing and be productive at the same time, including you.

- 16.**Beat laziness.** If you are lazy, even if you are doing just one task you will never get anything done. Either stop being lazy or get a job working for someone else. Being a business owner isn't the place for lazy people.
- 17.**Keep yourself from feeling rushed or always in a hurry.** If all you can think about is break time or the end of your work day you will not be able to concentrate on your task. Do not rush, take your time and find a comfortable work pace.
- 18.**Avoid information overload.** If you keep stuffing your brain with too much information that you may not be able to make use of, the chances of confusion and distraction are extremely high. Deal with data or information in manageable chunks.
- 19.**Do not force things to happen.** Face it, if the only thing that you can think of is to get the job done in the soonest time possible, you are forcing a result out of your chosen task. Let things fall into place by focusing on one aspect of your project at a time – completion of your task is just within reach.
- 20.**Be one with your work** – this means that both your mind and your body should be really into the project that you need to complete. If you are not grounded, your attention will be divided and your mind and body will not work together.
- 21.**Treat a task as an opportunity to excel and not as a burden.** If you keep complaining about your work, you will not be able to focus, and eventually, you will give up and the rest of the work for others to finish.

- 22.**Meditate!** This helps you concentrate on things more and develop a calmer approach when it comes to dealing with a difficult task. This will improve your concentration “muscles” and will replenish your mind with the right attitude and drive to work harder.
- 23.**Breathe before you start your work.** Breathe calmly and properly – this will encourage your mind to relax and take things one stride at a time. If you come to think of it, breathing becomes forceful, shallow and fast if you feel rushed and if you lack concentration.
- 24.**Create a normal and steady flow of things.** This means that you need to plan and follow your plans by the book. This will keep you from stirring away from what you need to do, thus making your work effectively and efficiently.
- 25.**Get plenty of sleep.** If your body is well rested, so will your mind be. A well-rested mind and body leads to a better attitude towards work. Lack of sleep can make you impatient and in a hurry to finish things which will lead to poor quality of work.
- 26.**Learn how to wait.** Take your time and understand that not all things can be done in a snap. Results can and will take time to show themselves, so you have to make sure that you wait it out as patiently as possible. Anticipating results can also keep you from concentrating on what you really have to do.
- 27.**De-clutter your surroundings.** It is not just your mind that you need to organize. You also need a more organized workspace – imagine trying to

get things done but you keep getting held back by the clutter in your office. A clean work area can help you focus on your work more.

28. Find a buddy who can help you get back into focus every time you get distracted. Distractions are unavoidable at times, and it would be best to have someone to keep you in synch with your goals. Find a member of your team that you can trust.

29. Read your emails before you start your work. Or after you've completed your work. If you do this right in the middle of your work, you will obviously get distracted. The lack of focus will deter you from completing even a single task.

30. Do not be scared to handle one task. Do you know the reason why people handle too many things at the same time? Aside from the fact that multitasking can help show how productive a person is, it's also because some people are scared of failing altogether. But you know, if you handle and focus on just one task, it will help you do your best and your undivided attention can almost guarantee that your chances of succeeding will be extremely high.

Finding your focus is never easy, especially if you do not have the right attitude and mindset. However, if you put your mind to it, you will be able to focus on the important things first before jumping on to the next one.

A Simpler Approach To Improving Concentration

It is obvious that concentrating on a single task before moving on to the next one will be a great help in achieving your business goals. And improving your ability to concentrate and focus should be your priority if you really want to grow your business.

The trick is to perform a few easy steps to practice and improve your focus and concentration and these simple steps would surely make a believer out of you; that focusing on one thing can prove beneficial to your business.

1. **Eat healthy.** Having a healthy and balanced diet can improve your body as well as your mind. And a healthy mind leads to better focus and concentration.
2. **Learn to work alone from time to time.** This doesn't mean that you have to be a loner and ignore your workmates, but trying to work on your own sometimes can definitely work on your concentration. So go ahead and be a hermit for a day or two.
3. **Learn how to be patient.** Patience can do you a lot of good things – one of which is staying focused and on top of your tasks. This trait or attitude is perfect if you want to get things done and at the same time learn how to accept that some tasks cannot be done in a flash.
4. **Learn how to make and work using lists.** Creating a checklist of every part of your task that you need to accomplish for the day, and tick off each task that you have completed. This way you will have an idea of how far you

have gone through your work day and how many tasks you have left to finish.

5. **Stay calm.** If you keep stressing out about things, you will completely lose control and will start to panic. And you know what panicking does to you right? You can and will never get anything finished on time and of quality.

Daily focus exercises

Yes, even your daily activities can help you practice and improve your focus. From waking up in the morning until you go to bed at night, such activities which are considered to be part of your everyday routine, are designed to keep your focus up, without you knowing it.

- **Drinking a cup of coffee or tea** – simple isn't it? Well, if you think about it, this simple thing can improve your concentration. How? Imagine yourself sipping a piping hot of freshly brewed coffee, your mind goes blank and your full attention is on that steaming cup of divine goodness. That is concentration!
- **Reading a good book.** For one thing, you cannot read and absorb everything that's in the book if you are also watching TV or cross stitching at the same time, right? If you need to read, just read and let go of other distractions.
- **Cleaning up your room or the house.** This activity seems normal and so easy to do that some people would think that accomplishing this doesn't really need a genius mind or one's concentration. But look at it this way, cleaning your room or your entire house, for example, would not be easy if

you do not concentrate on what you are doing. For example: would you be able to know where you will put all your stray stuff and keep things organized if you do not think of it in the first place? The same goes with doing a task related to your business. If you do not stop to think and focus on the task, then you will not get anything accomplished come end of work day.

- **Eating a meal.** Due to the fast-paced lifestyle that many individuals live by today, it is quite impossible to focus on your meals without thinking of the things that you need to work on for the day or the week. Even the simple act of eating a meal can help you achieve more at work compared to when you eat and work at the same time. Eat first, work later.
- **Hand washing.** Remember the proper way to wash your hands thoroughly? Sing the happy birthday song while washing your hands, and you are already showing focus and concentration.
- **Bake a cake** – or any pastry for that matter. This will not work if you do not concentrate and focus on following the recipe. If you are watching TV or talking on the phone while trying to whip up batches of cupcakes, think again. Multitasking in this type of task will not help you measure out ingredients well and mix the batter properly.
- **Yoga.** Yes! Not only will you lose the weight that you have so much wanted to get rid of, you will also learn to meditate and concentrate on the present. Yoga can help clear your mind from clutter and other forms of

distractions, so make sure that you try a few moves at home or better yet enroll in a Yoga fitness studios.

- **Writing a letter**, a story or poem. Writing is a skill that requires focus and your undivided attention. You may listen to smooth jazz music of course, but if you are determined to write something good, try to work quietly, avoid talking to other people, or watching movies on DVD – things that are proven to be the highest forms of distractions and breakers of concentration.
- **Humming**. This is not just a form of passing time, it is also a form of therapy. Humming can clear your mind and lets your mind and body to relax; just like when you meditate or do yoga.
- **Exercises**. A lack of concentration definitely needs help. Exercise, at least 20 to 30 minutes a day can definitely refresh your mind and body.

Identifying Distractions at Work

Of course, no matter how hard you try to concentrate on doing one thing before moving on to your next task, you have to admit that there are a bunch of distractions, whether you are working in an office environment or doing freelance work at home.

The best thing to do, before finding out the proper way to mono or single task is to identify which distractions can really affect your ability to focus on one job at a time and keep yourself from multitasking.

Top Workplace Distractions

1. **Over eagerness to get the job done.** We would understand that you may want to always put your best foot forward every single time – for your boss to notice that you are willing to do anything and everything to promote your business online. However, if you keep taking task after task without accomplishing anything, this move can prove detrimental to your work and business. Do not get too eager to show off, because this attitude will only distract you from completing your assigned task.
2. **Fear can also be considered a distraction** and the cause for you to lose your focus on your work. It is normal to feel scared, but letting the fear take over your work is a big “no, no” in any type of work environment.
3. **Inability to manage your time properly.** This will completely distract you from meeting your deadline. Proper time management is perfect to set your plans in motion.

4. **Moving on to managing your work day activities:** even constantly checking your email can distract you from your work. Even checking your favorite social networking media sites are also a distraction.
5. **People in your workplace or at home** can deter you from completing your tasks on time. Chit chats in between tasks, although can get your mind off the stress and pressure of work, can and will take a lot of your time, especially when the topic of conversation gets a bit juicy.
6. **Digital devices** such as your multi-media players, tablets, mobile phones, laptops and other gadgets can sometimes or often times the cause delay. You wouldn't want to hear an excuse that your employee was kept busy by a 30-minute phone call as the reason why he or she was not able to turn in her report on time, would you?
7. **Thinking too much.** Come on, if you keep thinking too much and wandering off into la-la land, day dreaming or coming up with ideas irrelevant to your tasks, you will not get anything done, that's for sure.
8. **Anxiety and the pressure of handling too many** tasks are two of the major culprits when it comes to working on projects. If the pressure of the work at hand distracts you, then it would be safe to say that you can kiss work completion good-bye.
9. **Who wants to take in more work** in the first place? Well, aside from the control freaks and the overeager employees, no one wants to be swamped with tasks that they know they can handle. But if you keep avoiding being

given any task at all, then that would be a huge problem for you, your stay in the office and of course your business.

10. Lack of a sense of direction. Even if you are working on a single task or taking 10 tasks at the same time, you would need some sort of direction or the right mindset to make things work.

The Pomodoro Technique

What is the Pomodoro technique and how will it keep you from multitasking?

A few years ago, several health experts have conducted a study on people or subjects to prove that multitasking affects people's brain and brain activity in a very bad way. This is why the Pomodoro Technique was developed: to help people focus more on doing one thing and at the same time produce top class work in the end.

The concept of this technique is pretty simple, with only a few steps to do and observe to make this work for you or for anyone who would like to get things done, one job at a time. As a matter of fact, there are 5 easy steps to complete that's included in the Pomodoro technique:

Step 1. You must select or choose the task that you really want to accomplish. You can do so by listing down all the tasks that you need done for the week and identify which one is of greater importance. The rest of the tasks should be saved for another time or day.

Step 2. Using your alarm clock or stopwatch, set it for 25 minutes and you may begin your task. Focus on accomplishing as much as you can for twenty-five minutes; until the alarm goes off.

Step 3. After your 25 minutes are up, make sure to take a break for about five (5) minutes. Taking breaks in between work can refresh your mind and keep your focus and concentration going for many hours. Aside from this, you will not easily feel burnt out.

Step 4. Make sure to repeat steps one until three for as much or as often as four cycles. Scheduling your tasks will work perfectly, especially if your task is a bit draining or heavy.

Step 5. Continue to work on the process for 4 times or until your work is done. Rest for 25 minutes and you may begin another cycle on another type of task.

These steps are simple and easy to follow, and those who have used the technique can attest that it really works, especially for those who keep getting distracted by outside forces such as time, people and extra work. Aside from this, the Pomodoro technique is easy to memorize, and the more you follow the steps, the more each part of the technique becomes a part of you. Soon, you will notice that you are getting more things done compared to when you are cramming and swamped with work and extracurricular activities at home or in the office. And soon, the technique will be completely part of your daily work routine.

[Other methods of avoiding multitasking](#)

Understanding the negative effects of multitasking. Knowledge about this would help convince you that it would be better to focus on doing one thing compared to doing two or more tasks at the same time. And once you know all these, you

may now start avoiding all opportunities to multi-task and other forms of work distractions.

Set your sights on a goal. For a professional like you, it would help if you have a goal to keep you motivated to do good when it comes to online marketing and other ad strategies. If you have a purpose, you will understand that you have to stay focused on one campaign to achieve success before moving on to the next one.

Set up a specific time when you need to focus on your work and not mingle and converse with the people around you, or check your email, cell phone and gadgets. This should be your work time and should not let any other distractions keep you from leaving your desk to do other things.

Prioritize your tasks. Like in the Pomodoro technique, you have to identify which task needs your attention first. If you feel that working on a new online marketing campaign is more important, then, by all means, work on that first, and as soon as you complete that, it's time to move on to another task that's waiting for you.

Conclusion

At the end of the day, learning how to prioritize and focus on a single task can do wonders for you and your business. And contrary to what other people think, single tasking is pretty easy to do. It may not look easy in the beginning, but once you start working on one task at a time, you will realize that this new move has done wonders for your career and business.

So don't be too hard on yourself, stop proving that you can do a lot by taking on more tasks, because eventually, if you really want to get things done on time and with quality, try working on one important task and wait until it has been completed and approved before working on the new tasks on your list. Relax! You definitely deserve a break from time to time.

To sum it all up, single tasking can get you to do more things compared to multitasking which will only let you start on several things at the same time, without the promise of completion and a sense of accomplishment. You can also do things easily because you are not stressed, pressured and in a hurry. And lastly, working on one task at a time can give you a more positive vibe or aura. This means that you will always be a delight to deal and work with compared to when you were buried neck deep in tasks, stress and trying to beat deadlines.