

# The Case With The Helicopter View

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*By Welly Mulia*

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Everyone wants to avoid information overload. But how do you do that?

Everyone also knows that working on your business tasks is important. Of course it is!

Even if you say you only work 4 hours per week, you still have to get things done in these 4 hours.

The good thing about working only 4 hours per week is that your mind forces you to focus ONLY on those things or tasks that are of the utmost importance to you. You've heard the saying that "not all traffic is created equal".

## **Not All Tasks Are Created Equal**

The same applies to your tasks. Different tasks have different levels of importance. You need to rank your tasks in order of importance and execute them in that order. You can't just wake up every morning without a calendar or to-do-list (ranked in order of importance) and expect to just do tasks as they come to your mind.

I can GUARANTEE if you do that, you'll ALWAYS be running in circles going nowhere because you will end up doing things that are SEEMINGLY important to your business, when in fact they aren't.

I'm saying this because a lot of times we use emotions rather than logic to determine whether certain tasks are important to our business or not.

Let me give you an example. Suppose I LOVE to check my work email frequently (every 10 minutes), and I also LOVE browsing the Warrior Forum to check out for new WSO products or just to check out the current internet marketing trends and see what other folks are saying. I also like to check my sales stats once every 15 minutes to see if any products have been sold.

## **These Might Seem Important Business Tasks At First Glance. Let's See...**

Checking my work email every 10 minutes – Ohhh this is to check if my joint venture or top affiliate partners have replied to my email yet. Has Joe replied my email regarding the promotion of my product to his list? What available dates does Harry have for an ad swap?

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Browsing the Warrior Forum – Well, to get ideas and do some research for my next product, I need to check out the latest WSO products to see which ones are currently hot. How do you expect to avoid information overload when you browse countless of WSO offers?

Checking out my sales stats every 15 minutes – Of course I have to do this! After all, the end goal of everything that I do in my business is to make sales. I have to know how many sales I am making every 15 minutes or so.

### Think Deeper

At first glance, these activities/tasks might seem important to our business. But when you think deeper and be honest to yourself – is it really the case?

Though there are different business models around (and hence different ways of doing and managing a business), I seriously believe that there are more important things to take care of than checking your email every 10 minutes, browsing forums with no specific objective, and checking your sales stats every 15 minutes.

Instead of checking email every 10 minutes, why not batch process this task and check your email twice per day? Batch processing saves you valuable time, and it allows your mind to focus better on what you're doing, which leads to increased productivity.

### Higher Performance

With increased productivity, you are able to output the same or higher performance (by putting in less effort) than when you don't batch process the same tasks.

Because you only have two chances per day to check your email, you will NATURALLY repel all distractions and get your mind set on checking your email SERIOUSLY, instead of wandering around checking your email and replying them in a haphazard and "I have all the time in the world" fashion.

Browsing the Warrior Forum or any other kind of forum in your field is the same. Is it really THAT IMPORTANT? Or is it just to satisfy your curious nature of what everyone else is talking about? Or just to feel good that you belong to a community? Be honest with yourself.

While checking out your sales stats is essential to your business, you shouldn't do it every 15 minutes or so. I know the feeling of wanting to know how much sales you've made is VERY hard

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to suppress, especially when your JV partner has just promoted your product and you expect a surge in sales.

I had this exact same feeling in the past where I checked my stats every few minutes. Even to this date, I sometimes still do that, but to a lesser extent. My point is: learn to suppress this feeling (even though you can't conquer it fully) and your productivity should increase.

### The Helicopter View

Once a week, take a step back on what you are doing and see the bigger picture. Try to see the things or tasks that you have been doing all this time from a "Helicopter View". Determine whether they (the tasks) are leading to your goal(s) or not.

If they are not, then you need to steer away and put yourself in the right direction. Always ask yourself: "Is doing this leading to what I ultimately want to achieve?" For this exercise to be effective, you need to answer this question VERY HONESTLY to yourself.

Every morning before you start work, do you have a to-do-list ranked in order of importance? If not, you MUST change your habit and start having one starting tomorrow morning so that you can do those tasks that are of utmost importance first.

After all, we only have 24 hours in a day and therefore can't do everything... This is precisely why we need to avoid information overload so that we only do the things that matter to us the most.

### Are You A Buying Freak?

**TIP:** If you're a NALO (No Action Learn Only) buying freak (meaning you consistently buy digital information products without implementing what you've learned), read this...

The next time you come across this amazing cool offer for an ebook/audio/video course, **if you don't need it NOW** (meaning it won't help you in your business NOW), **then do not buy it even if you're entitled to a 50% or 60% or 90% discount!**

Why? Because if you don't need it now, then chances are you don't need it in the future too. Even if you need it in the future, you can always buy it later even when there's no discount.

When you buy things that you have no need for NOW, there's also a tendency to spend time and check out the things that we've just bought.

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If you want to avoid information overload, then pleaseeeee **STOP** buying any more information products if you don't need them **NOW!**

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