

How to use Eat the Frog

What it is

Do your biggest, most avoided task first thing, before anything else can get in the way.

The phrase comes from Mark Twain: if you eat a live frog first thing in the morning, nothing worse will happen to you the rest of the day.

When to use it

Every morning, before you check your phone or start on easier tasks.

Steps

1. **List today's tasks.** Write down everything you need to get done today.
2. **Pick your frog, and eat it first.** Circle the task you're most tempted to put off, then start your day on it, before anything easier.

Common mistake

Answering messages or doing small easy tasks first. That's avoidance dressed up as productivity.

Pairs with

Ivy Lee Method and Pomodoro Technique.

Example: a Monday morning

Date: Mon, Mar 10

Today's tasks

Call the insurance company about the claim

Finish the client proposal

Reply to emails

Pick up the dry cleaning

Gym session

Prep dinner

Your frog The one you're avoiding most.

☒ Call the insurance company about the claim

Then I move on to: Finish the client proposal

Eat the Frog Daily Sheet

Date: _____

Today's tasks

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Your frog The one you're avoiding most.

Then I move on to: _____