

PROBLEM SOLVING

CHECKLIST

Hey, I'm Neville. Like you, I tend to get "stuck" sometimes on problems. I'll be mulling about a personal problem or some dumb thing for hours. In this time I get all pissed off about the problem, and hours later, I still have no solution.

What a waste of brain power! Over the years I started to gather some useful techniques I would personally use to snap myself out of these "shitty thinking cycles".

I started listing out these techniques in an easy-to-use document, and I would leave it on my computer. Now whenever I'm sad, confused, upset, or need some creative juices quickly... I pull up the document.

THIS, my friend... is that document.

I purposely made it small.

I purposely made it simple to scroll through.

I purposely made it to sit on your computer desktop.

I purposely made it so you can go through just 1 or 2 of these brain-poking questions, and you will look at your problem differently.



This document will punch your brain into thinking the right way.

**Sincerely,
Neville Medhora**

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"WE BECOME WHAT
WE THINK ABOUT."

— EARL NIGHTINGALE

WHY AM I UPSET/SAD/SLOW?

a simple way to see your satisfaction with life,
and what to improve!

STEP 1: Split your life into 3 areas.

(write these out on a scrap of paper)



the state of your
physical fitness
your diet & routine
do you have any
medical concerns?



is it easy for you to
pay your bills?
are you making as
much as you'd like?
got enough savings?



all your relationships
friends, family,
spouse, someone
you're dating
etc



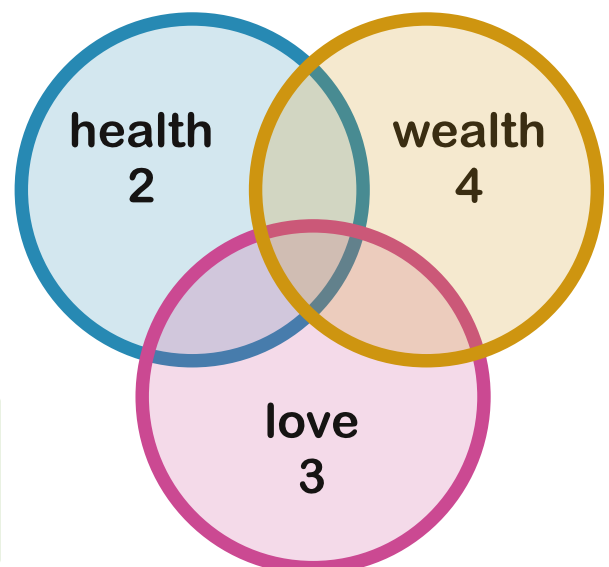
STEP 2: Rate each on a scale from 1 to 5

1 being crappy and definitely needs a big change
5 being amazing and needs no improvement

STEP 3: Which is the lowest?

When one area is out of whack, it will
eventually bring the others down. It's your
job to make sure everything is balanced.

EXAMPLE: If this guy starts to take an interest
in health, his love might greatly improve too
as he begins to feel better about himself.



When you get momentum going in one area of life... it tends to follow in others!

got a problem? flip it around!

WHY IT WORKS: Other people have everything we want.

They have money to give to us. Information to share. And love to give.
If we want a piece of that... why be selfish?

Flipping your question around gets you thinking in much more useful ways.

If you ask: "How can I make more money?"

You will answer: "I can build this... I can do this... I can start a company."

But you've failed to look at the problems other people have...
which they'll pay you to solve. So instead:

(subject)

(verb)

(goal)

PROBLEM: **I** want to **make** more **money.**



FLIP IT: **Others** want to **give** me **money.**

So I should be asking myself...

How can I make others want give me more money?

PROBLEM: **I** want a **girlfriend.**



FLIP IT: **A girl** wants a **boyfriend.**

So I should be asking myself...

How can I meet girls who want a boyfriend like me?

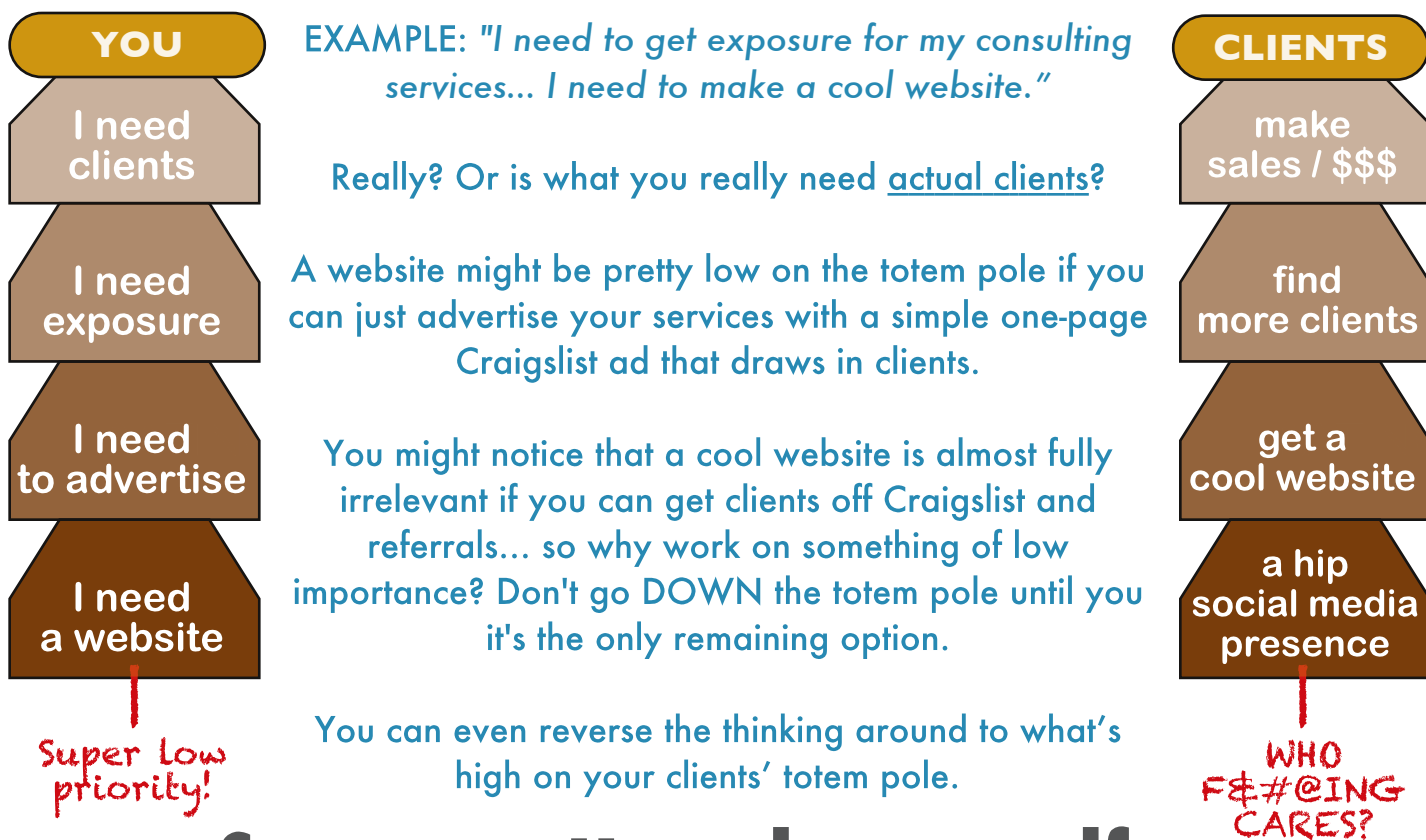
If you ask: "What will other people pay me for?"

You will start listing real services and solutions that people actually need!

This is a much better way to think of a problem... by reversing your problem.

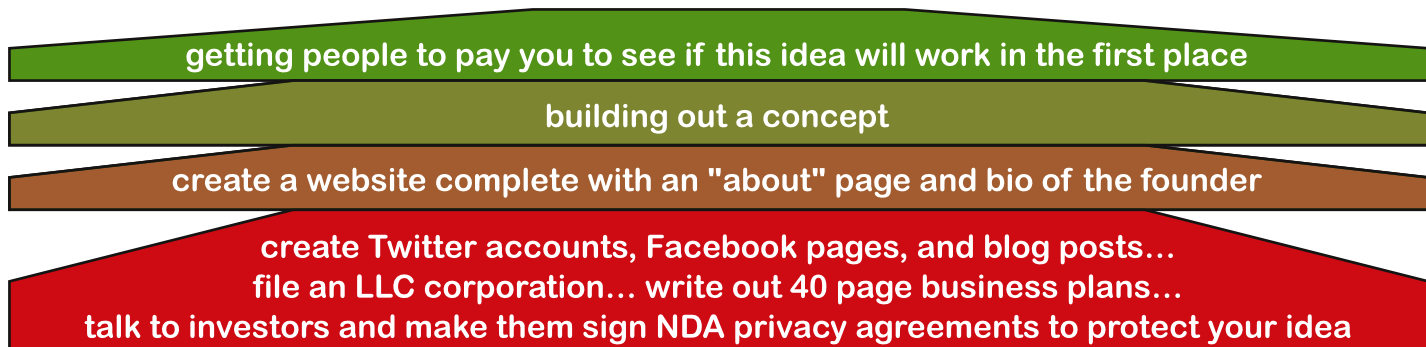
sometimes you focus on crap that isn't important...
let's make sure your eyes are set on what's high on

THE TOTEM POLE



So you gotta ask yourself...

Are you focusing on stuff that's high on the totem pole?
Or getting bogged down by unimportant stuff like the red part of this totem pole:



Wantrepreneurs focus on all this crap at the BOTTOM of the totem pole...
creating TONS of work and investment of money and time wasted
BEFORE even figuring out if the business idea will work in the real world.

MESS WITH YOUR BRAIN LEVELS



am I hungry?



did I drink
last night?



did I eat crappy
food yesterday?



am I tired?

These 4 things have a DRAMATIC impact on you the next day because they throw your brain chemistry off... in turn making you think more negatively than normal (especially about touchy problems like relationship worries).

HERE'S SOME WAYS TO HACK YOUR BRAIN INTO THINKING POSITIVELY (try one now!)

- See how fast you can make your bed and clean your room. The momentum gets you energized. Make sure you rush! Cleaning your room helps, but doing it FAST will get your brain jogging!
- Imagine you need to get the hell out of your house in 2 minutes... (pretend there's a fire). Get dressed, grab your wallet, grab your phone, and LEAVE. Just get outta the house QUICKLY and go for a walk. Try it. The combination of rushing and going for a walk will change your mood instantly.
- When you're feeling low or need a little boost, a temporary solution is to drink some caffeine. I will often drink caffeine (Red Bull is my fav) before writing copy, because it "makes my brain playful". And when my brain is playful, the creativity flows. **(Word of caution:** Any stimulant you take just borrows future time. So this isn't a permanent solution.)

Anything that snaps your brain into a different state will change your mood.

THE HONEST ASSESSMENT

Mad about something? Upset you haven't accomplished something? Jealous of someone else's success? Let's be brutally honest here and find out why. By the end, we'll understand why we're upset, and have a game plan to get out of the crappy situation. Here's the three step plan:

1) What have I done to accomplish my goal?

Here's an example. Let's say you want to double the revenue on your business:

- What have I done to double my revenue?
- What are the exact things I've done?
- How much time have I spent on this?

Try writing it out on a piece of paper. It helps. If it turns out you barely put any work into the goal... then how can you expect to accomplish it?

3) GOOGLE IT!

People often overlook just Googling the issue they're having. HOWEVER... beware of shitty info. Many forum postings or random internet comments are generally useless or even flat out bad advice.

I'll usually type in a question on Google, then open up the first ten results, read through them, then form an opinion. If one resource is very good, I'll click on more articles they have about the subject.

2) What would a successful person would do?

Benjamin Franklin. Bill Gates. Warren Buffett. How do you think these people would handle your problem (use whatever figurehead you view as "successful" in your field). Copy them.

To find out how they think, simply watch YouTube interviews with that person.

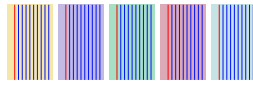
!!DON'T UNDERESTIMATE HOW POWERFUL THIS IS!!

Just go to YouTube or Google and type in "Interview with (successful-persons-name)".

By listening to them and watching them, you will slowly start to notice some mannerisms and traits they have that made them successful. You will also realize they had to struggle for their success... listen closely to how they overcame it. How much work they put into it. You will start to get an idea of what it'll take to solve your problem.

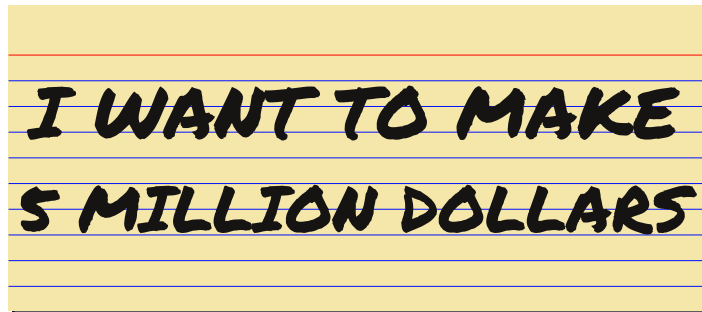
In these 3 steps you've identified your problem, how much time you've spent on it, figured out how the top people in that field think, and researched some quick solutions. By now you should have at least a FEW ideas of what action to take.

ON A CARD, ON YOUR MIND



I don't use this method anymore, but I attest to gaining "success" in the beginning from using it.

I would identify a problem (such as not having a lot of money), and write down the solution to that problem (making a lot more money) on a card. I would then carry that card EVERYWHERE I went.



Doing this alone does absolutely nothing.

However, seeing a card every day that says *"I WANT TO MAKE 5 MILLION DOLLARS"* has a HUGE impact on your thinking.

Soon I would start getting obsessed with the idea.

This in turn made me go to more entrepreneurial meetups.

This in turn made me meet others who'd already made the kind of money I wanted.

This in turn made me read the books they read and adopt their work ethic and ideas.

WARNING:

I hiiiigghhly suggest you write only one goal on the card. It can be small or big. But if you write more than one goal down... it gets diluted. The point of this card is to start getting obsessed with accomplishing that goal. Good things will come from it.

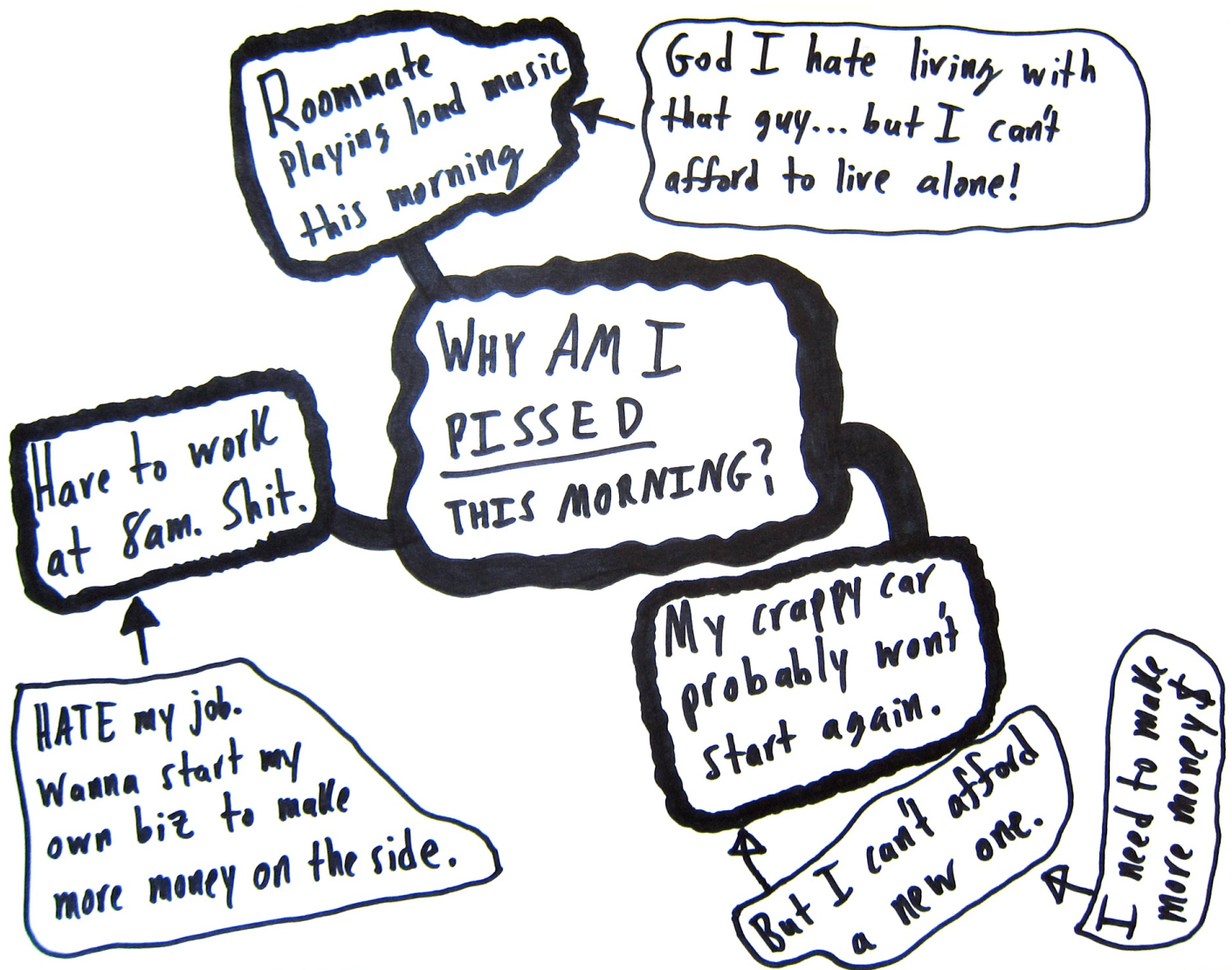
SUGGESTIONS:

- Use something more solid than a scrap of paper. Like half an index card. Or a piece of cardboard. This will ensure you feel it. This will ensure it stands out in your pockets.
- Write the goal VERY LARGE. This means if it falls out of your pocket, it will be seen by you, and even others. If you're embarrassed about others seeing the card... GOOD! It will make you more aware of it. It will make you more obsessed with it.
- Try to keep this card with you at all times for one month. It's actually harder than it seems. However becoming obsessed with accomplishing your goal can change your entire life.

FLOWCHART GRAPH OUT

There's this bitch of a thing called **"Circular Thinking"** which most people do (me also). You think about something that's bothering you... and your thinking goes in circles. This means you could be "thinking" for an hour, get yourself all huffed up, and **NOTHING GETS ACCOMPLISHED!**

I figured out the solution to this a long time ago:



See what I did? Grab a piece of paper... and write out something like "why is this bothering me?" Circle it.

Then make branches off listing reasons. Then branch off those with either more problems, or solutions. This will **tease your brain into thinking about solutions in a LOGICAL manner**, not crappy circular thinking which gets ya nowhere.

Almost always you realize the small things bothering you, have LARGER reasons behind them that make you mad.

WRITE OUT 5 SOLUTIONS

STEP 1: Write out 5 solutions to help you solve your problem

STEP 2: Rate the solutions 1–5 on the easiness scale

1 being a super-easy solution that will take a few minutes

5 being super-hard and requiring a lot of moving parts and work

STEP 3: What's the absolute fking easiest step for now?**

DO THE EASIEST ONE TODAY

EXAMPLE: I used the 5 solutions for HouseOfRave.

I was trying to "make more money with HouseOfRave", so I made a quick list:

Send out more emails in proper copywritten format to existing customers. [5]

Get more traffic from Google by improving SEO. [2]

Do Burning Man promotions. [3]

Post banners at concerts. [2]

Get traffic from places like StumbleUpon and Digg. [2]

I numbered each with "easiness level" or "effectiveness level". I quickly saw just sending out a few more emails would be a lot of money, AND be easy. So that's what I started on the next day.

OPTIONAL PRO TIP: Try writing out 100 solutions. I did this with great success for several businesses. For example: I wrote on a piece of paper, "100 ways to make more revenue with HouseOfRave.com." The first 10 solutions were easy. I started getting stuck around 30 solutions. Then once I broke through, I started getting all sorts of crazy ideas about how to improve and made it all the way to 100! I could then look at this list at anytime and enact the easiest solutions very quickly.

THANK THE PROBLEM

In the movie "Life of Pi" a boy is stranded at sea on a small lifeboat with a vicious Bengal tiger. He has to constantly stay alert and be inventive to keep the tiger from eating him. His attitude towards the situation is simply marvelous:



Everyday he THANKS God for "giving him this challenge" because it keeps him alert, keeps him occupied, and keeps him sane through the long days.

Most people would break down, but this wise little kid is THANKING God for the tiger that's trying to kill him... and it ends up saving his life.

When you thank your problem, you come up with at least ONE positive thing about your situation.

For example: "Thank you world for letting me live in this crappy apartment. At least when I move-on-up, I'll know what it was like... and I'll appreciate my new place even more."

Or maybe: "Thank you for letting me get this dog bite. Even though this completely sucks, at least it'll be a cool story to tell!"

Getting that ONE positive thing in your head, will change your mood. And maybe even put a sarcastic smile on your face! **Remember:**

"Smooth seas do not make skillful sailors"

... so hardships are an essential part of making you strong.

HOW CAN I SOLVE THIS HILARIOUSLY?

What would be a HILARIOUS way to solve your problem? **Quick example...**

I wanted to start a newsletter for my KopywritingKourse. I was going to call it "The Neville Letters". But when I mentioned "The Neville Letters" to people...

Reaction to:
**The
Neville Letters**

=



I got no response whatsoever. It had no sex appeal. So I started thinking of names that would make me laugh, and The KopywritingKourseKlub came up.

As an acronym, it's called: The KKK. I told everyone I was going to have a big button on my website that says "JOIN THE KKK !!"...

Reaction to:
Join the KKK!

=



and every person I told started laughing hysterically and said they wanted in!

WORD OF CAUTION:

Just because something is wacky and people laugh at it, doesn't mean you should do it. This is just an exercise to poke your brain in a different direction.

You can also think of other questions like:

What's a way to solve this in 8 minutes?

How can I solve this by the end of the day, with a budget of \$10?

How would this be the most fun for ME?

Keep this Problem Solving Checklist on all your devices, and reference it whenever you have a problem. Flip through a few of the methods, and within minutes you'll be thinking differently!

"One concept. One theory. One piece of advice..
can change someone's entire life."

Sincerely,
Neville Medhora
KopywritingKourse.com

P.S. For more stuff like this sent to your inbox, sign up at:

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