

CHAPTER ONE: DO WHAT YOU HATE FIRST & DO IT LIKE YOU LOVE IT

SOURCE FILE: Laws of Life, Book Two: Now Build the System for Your Life
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BRIEFING OBJECTIVE & CORE DIRECTIVES

This briefing extracts a discipline system designed for operational efficiency and outcome control.

[01]

SEQUENCE WORK

Dictate priority by order of resistance, not intention.
What you do first determines what actually gets done.

[02]

FACE AVOIDANCE

Confront high-friction tasks at the absolute front of the line.
Pretending you are immune to task avoidance is a critical operational error.

[03]

ENGINEER FOR HUMAN NATURE

Build systems that account for natural psychological drag rather than relying on willpower, which is unreliable.

[PRIMARY DIRECTIVE]

**“Do what you hate first,
and do it like you love it.”**

*Note: Discipline is not about motivation. It is about sequence.

THE ANATOMY OF DELAY

Context: Human nature dictates we put off what we dislike. Delayed tasks degrade into one of four states:

NEVER ACCOMPLISHED

The task is abandoned entirely, halting progress.

ACCOMPLISHED POORLY

Quality suffers drastically due to a lack of focus, energy, or commitment.

RUSHED AT THE END

Time constraints force haphazard execution.

DEFERRED INDEFINITELY

The task accumulates negative interest and remains a constant psychological drag.

FIELD CASE STUDY: 1998 B2B TELECOMMUNICATIONS SALES

[MISSION:]

Grow book of business. Simple numbers game—more bids equal more sales.

[PREFERRED VARIABLES:]

Client meetings, closing deals, designing systems, creating bids.

[HIGHEST-LEVERAGE ACTIVITY:]

Cold Calling.

[THE REALITY:]

A high-friction process of navigating gatekeepers, facing a 90% rejection rate, and being told to F-off continuously. Universally hated.

[THE TRAP:]

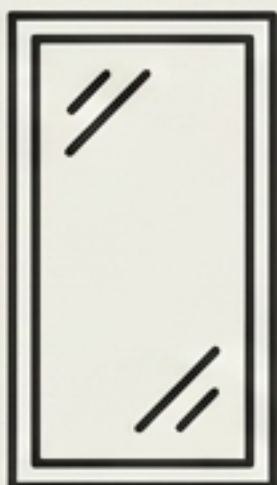
Preferred tasks were utilized to avoid the highest-leverage task, leaving cold calling as a mere afterthought.



ENVIRONMENTAL REPROGRAMMING (THE COLD CALL SYSTEM)

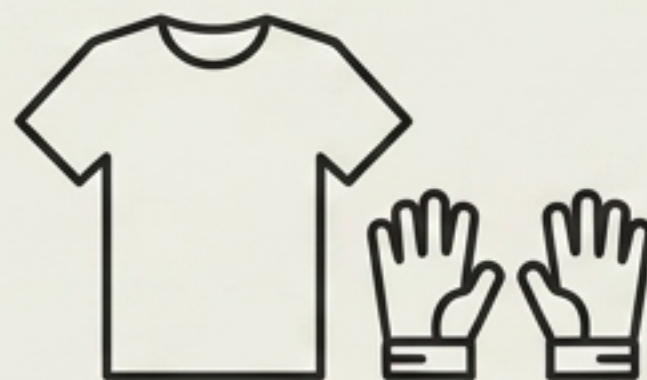
[PARAMETER: TIME BLOCK 0800 - 1000 HRS
(Absolute Isolation)]

TRIGGER 1: THE MIRROR



A cheap door mirror hung in the office to enforce physical presence, posture, and accountability.

TRIGGER 2: THE UNIFORM



Dress shirt removed; t-shirt and lifting gloves equipped to physically signal a mode shift.

TRIGGER 3: THE MINDSET



Workout Mode. Triggering the psychological state of a peak physical workout—breaking the wall, feeling unstoppable, pushing through pain.

EXECUTION RULES:

Standing only. Phone at the corner of the desk. Sitting permitted only to log critical intelligence.

OPERATIONAL YIELD (9-MONTH TRACKING)

**\$2.7
MILLION**

Personal sales generated by the individual system in just 9 months.

**\$3.5
MILLION**

Total sales for the entire 4-person company the prior year.

[**DEBRIEF ANALYSIS:** The individual outsold the rest of the company combined.]

[**CONCLUSION:** This was not luck. These were exponential results generated by a sequenced system prioritizing the most hated, highest-leverage task at the front of the line.]

THE PRIORITY TRIAGE FRAMEWORK

PRIORITY ONE CATEGORIES

- If omitted, severe negative consequences occur.
- High friction/avoidance (hated tasks).
- Absolute prerequisites for Priority Two tasks.

PRIORITY TWO CATEGORIES

- Must be completed by cycle's end (day/week/month).
- Finalizes an ongoing task or project.
- Prerequisites for Priority Three tasks.

PRIORITY THREE CATEGORIES

- Desired completions during the cycle.
- "Nice-to-have" items that could safely defer to the next operational cycle.

GRANULAR TASK SORTING PROTOCOL

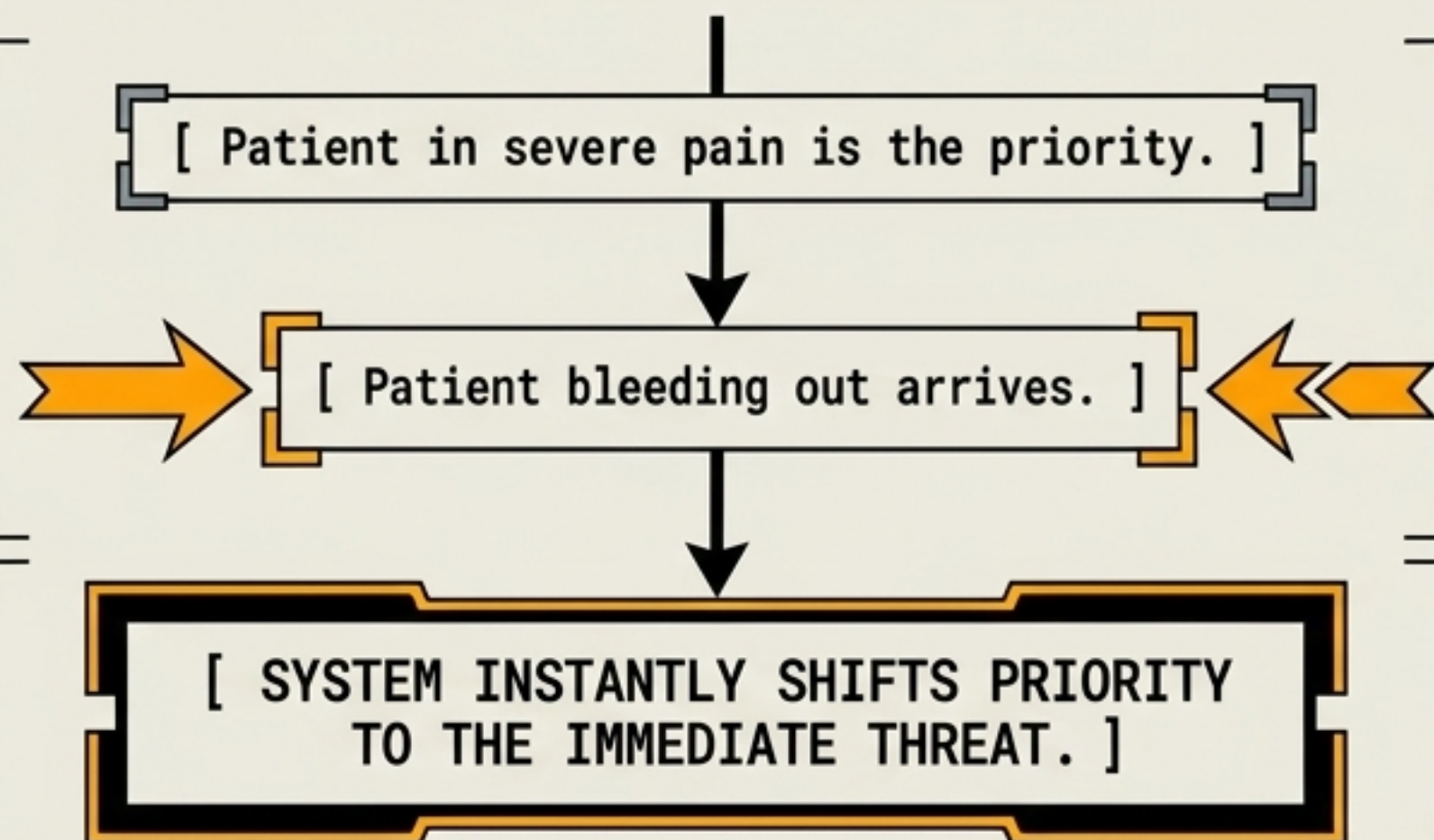
PRIORITY 1	1-A: If I don't do it, something really bad happens.	1-B: I hate it or don't want to do it.	1-C: Must be done before a Priority Two task can happen.
PRIORITY 2	2-A: Absolutely must be done by the end of the cycle.	2-B: Completes an ongoing task or project.	2-C: Must be done before a Priority Three task can happen.
PRIORITY 3	3-A: Really like to have done in this time period.		3-B: Nice-to-have items.

[TIE-BREAKER RULE]
Between two equal priorities (e.g., two 2-As), execute the less enjoyable task first (ride the bike up the hill first).

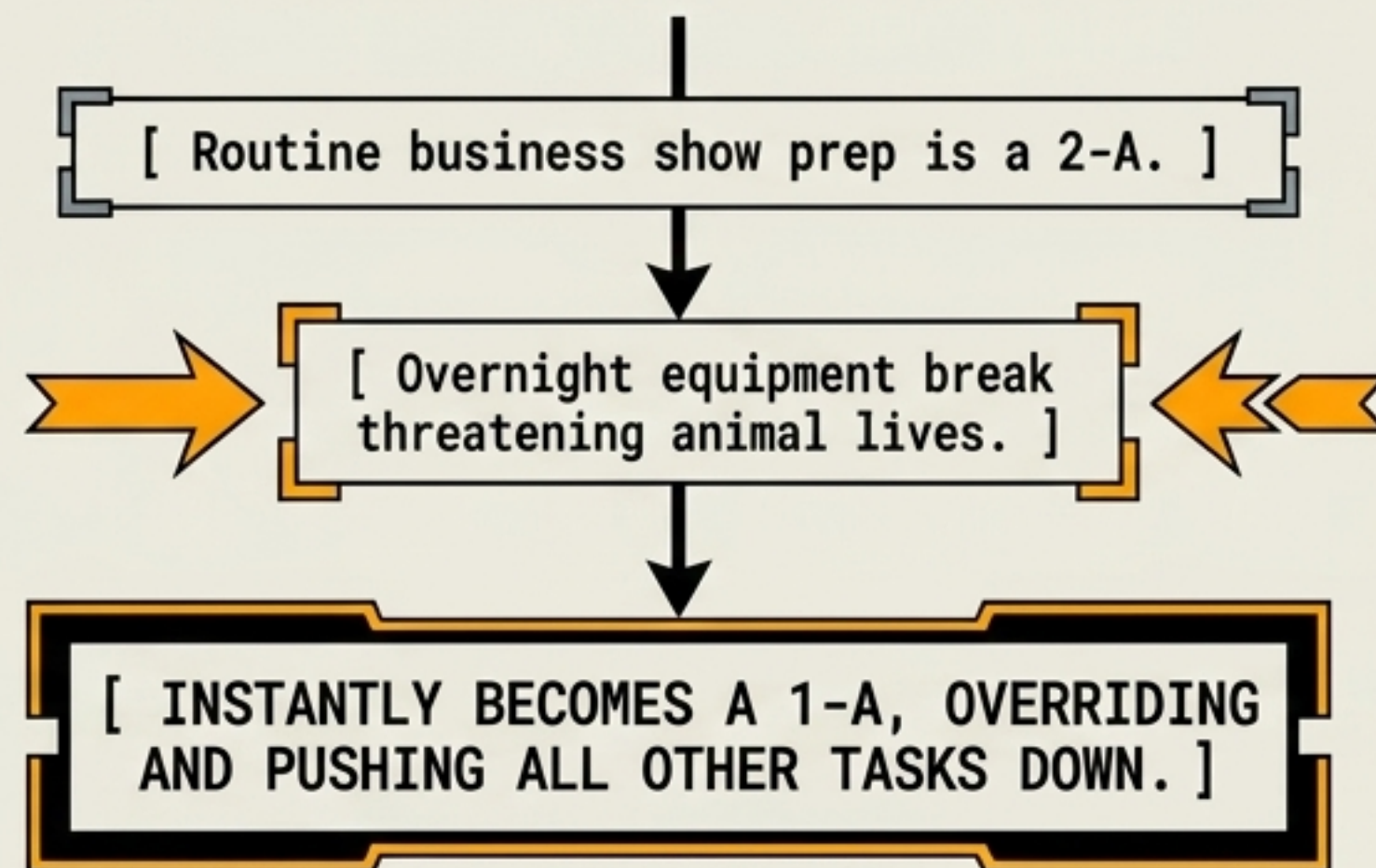
DYNAMIC RECALIBRATION (THE TRIAGE MODEL)

PRINCIPLE: The system self-adjusts for time and variables, functioning strictly like emergency room triage.

SCENARIO A: THE ER



SCENARIO B: THE FARM



RULE OF ENGAGEMENT:

[Fix the immediate threat (1-A), schedule the permanent fix (2-B), then resume normal operations. Never lie to yourself about what is a true 1-A.]

VARIABLE MANAGEMENT PROTOCOL

NEW VARIABLE INTRODUCED
[e.g., writing a book, travel,
creating a course]

[Can this variable be avoided?]

YES →

Crush it like a cockroach.
Do not let it divide attention.

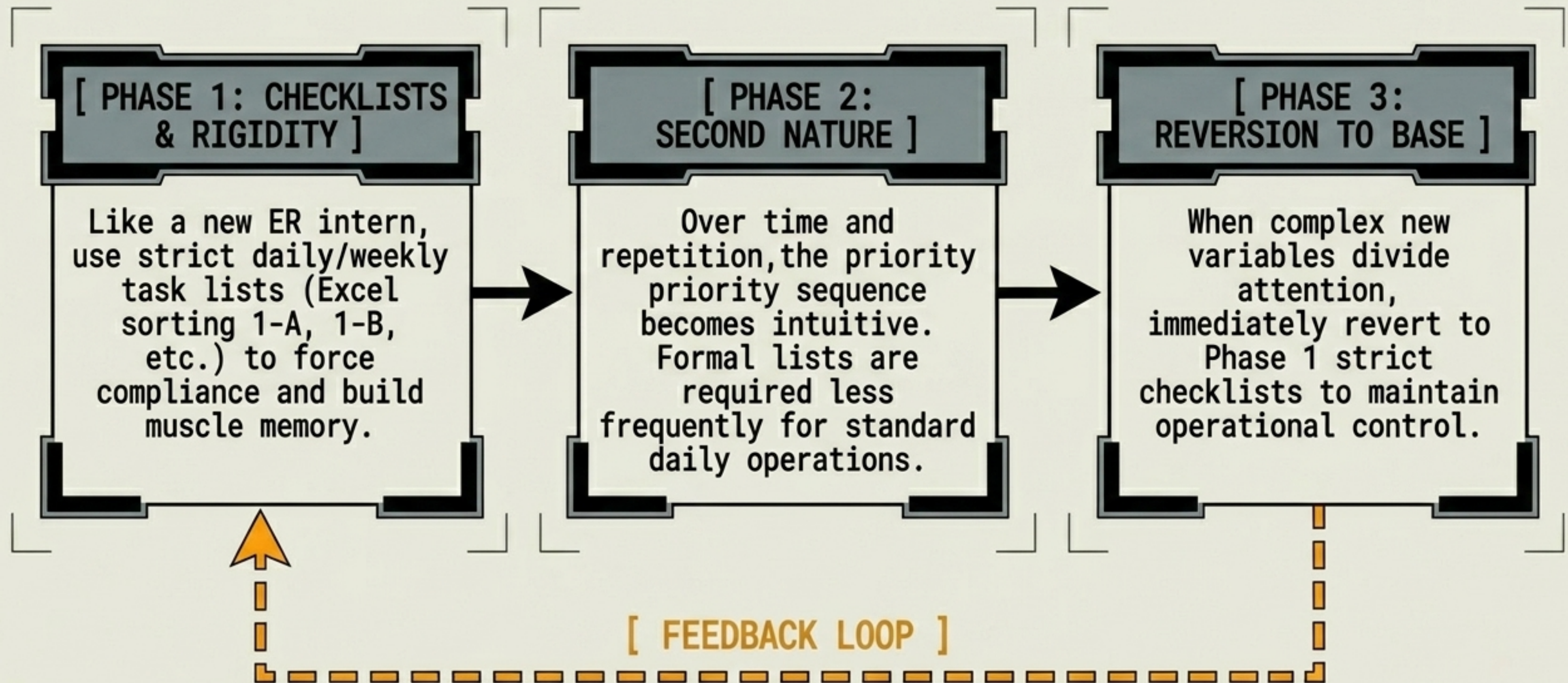
[Is this essential for
long-term goals/wealth?]

YES →

Integrate into the priority system.
Return to rigid daily task lists.
Set strict limits.

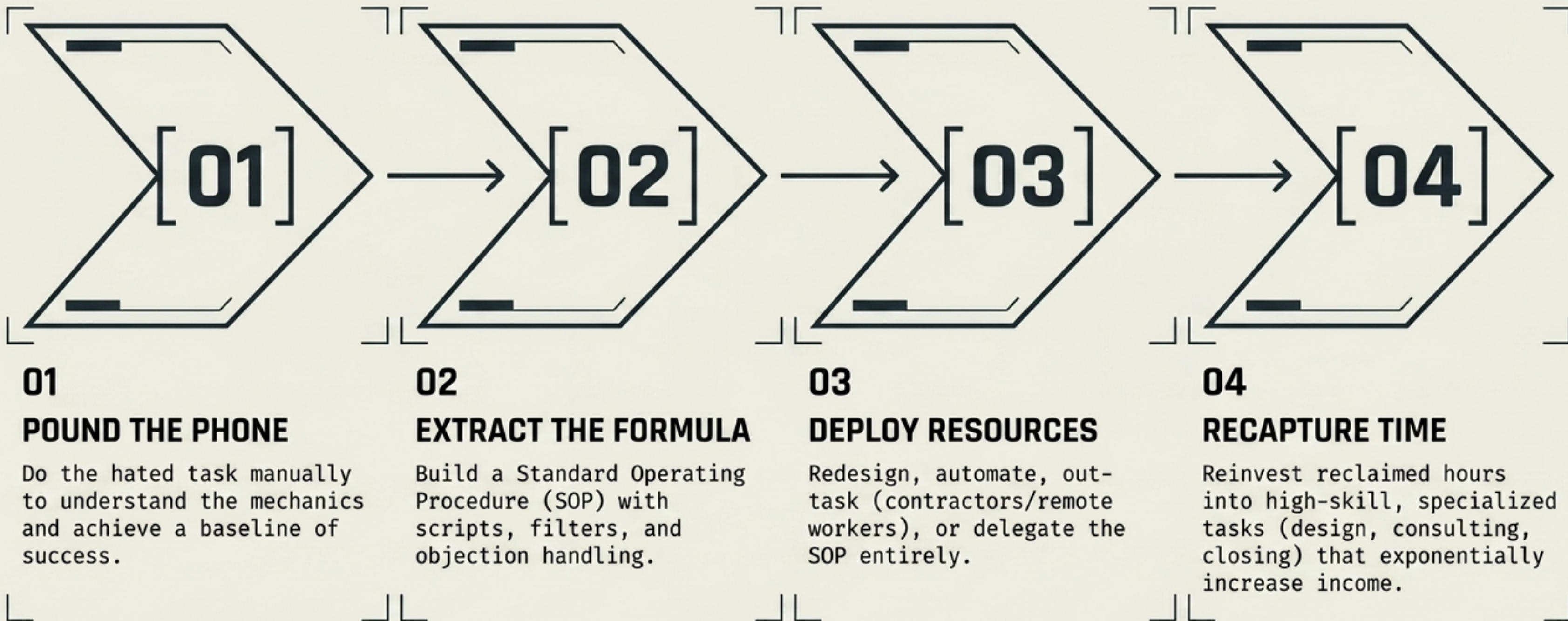
[CORE INSIGHT: Real self-discipline is nothing but self-imposed limits and requirements.]

SYSTEM MATURATION LIFECYCLE



THE ULTIMATE OBJECTIVE: DESIGN IT OUT

[THE ADD-ON RULE: If you really hate something, do it first-until you don't have to anymore.]



THE SIMPLIFIED PROTOCOL: MY THREE THINGS

Context: A distilled alternative by Nicole Sauce for those overwhelmed by subcategory matrices.

**EVERY DAY SET A GOAL FOR THREE THINGS
THAT HAVE TO GET DONE, AND THEN DO THOSE
THREE THINGS BEFORE ANYTHING ELSE.**

THE RESULT: The things that 'have to be done' inherently default to the high-friction tasks you wish to avoid, naturally forcing compliance with the primary law of sequence.

THE H.A.T.E. FORMULA

H

Highlight the Avoidance

Identify the resisting task. Friction, delay, or rationalization is operational data. Pay attention to it.

A

Act Before Comfort

Execute the task before checking messages or doing 'easy' work. Comfort is a reward, not a starting point.

T

Turn It Into a System

Repeat it to understand it, then design it out, automate, or delegate it to stop the daily mental drain.

E

Eliminate the Bottleneck

Remove the constraint. Once the hardest task is done, momentum returns and workflow accelerates.

OPERATIONAL THEMES (STUDY GUIDE)

[SEQUENCE]

What you do first determines what gets done. Dictate priority by order, not intention.

[HONESTY]

Avoidance is human nature, but pretending immunity is a flaw. Never lie to yourself about priority.

[RESISTANCE]

Avoided tasks accumulate negative interest. Handling them first removes daily psychological drag.

[SYSTEMS]

Willpower is inherently unreliable. Build and run systems instead.

[PRIORITY]

If a task matters and you avoid it, the avoidance is deciding your priorities for you.

[LEVERAGE]

Handle uncomfortable work before it handles you.

[SELF-SABOTAGE]

Lying to yourself about priority is the fastest way to destroy progress.

FIELD ACTION: IMMEDIATE IMPLEMENTATION

Step 1: Identify Targets [__]

List three critical tasks currently being avoided, rationalized, or delayed.

Step 2: Classify [__]

Assign a Priority Level (1, 2, or 3) and Subcategory (A, B, C) to each target using the Granular Task Matrix.

Step 3: Sequence [__]

Identify the absolute bottleneck. Which single, high-friction task must be placed at the absolute front of the line tomorrow morning?

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INTERNAL AUDIT & DEBRIEF

[Query 01]

Where are you currently lying to yourself about a priority?

[Query 02]

What specific task has gained disproportionate psychological power over you simply through the act of delay?

[Query 03]

Look at the most hated task on your desk right now:
How could it be systematized, redesigned, or delegated?

MENTAL CODE REWRITES

Computer - Identify the tasks that I don't want to do, the ones holding back my progress, and move them to the front of the line on a daily basis.

Computer - Remind me that the things I do not want to do are critical to my success and help me embrace them as meaningful actions in my life.

Computer - How can I automate, design out, or hire out tasks I don't want to do so I can minimize them in my life?_