

# A Few Things about The ONE Thing

## THE FANCY, OFFICIAL TITLE

*The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results*

## BOOK OVERVIEW: SHORT VERSION

In their upcoming book, *The ONE Thing*, *New York Times* bestselling authors Gary Keller and Jay Papasan present the lies that block your success and how to identify (and thwart) the thieves that steal your time. They model the laws of purpose, priority and productivity, and finally, they teach you that the ONE Thing can radically change the way you work, the choices you make and the results you get.

## BOOK OVERVIEW: LONG VERSION

WE WANT LESS.

We want fewer distractions and less on our plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract us and stress us out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions—and lots of stress.

AND WE WANT MORE.

We want more productivity from our work. More income for a better lifestyle. We want more satisfaction from life, and more time for ourselves, our families, and our friends.

NOW YOU CAN HAVE BOTH—LESS AND MORE.

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Sometimes it's the first thing you do. Sometimes it's the only thing you do. But it's always The ONE Thing that delivers extraordinary results.

## PUBLICATION DETAILS/OFFERS

- Pre-Sales are now open! **Through/until March 31, 2013**, when you pre-order the hardcover book, you gain immediate access to the entire eBook at no cost! (Direct link: [www.the1thing.com/book](http://www.the1thing.com/book)).
- The hardcover book **hits bookstores April 1**, and that's when all the pre-orders will begin shipping.



**YOU CAN FIND ALL THIS AND MORE AT**  
[www.the1thing.com](http://www.the1thing.com) and [www.facebook.com/garykeller](http://www.facebook.com/garykeller).

# Key Concepts from The ONE Thing

## THE 6 LIES

There are common “mythunderstandings” that can destroy our productivity and derail our results. We call them the 6 Lies:

1. Everything matters equally.
2. Multitasking is a good thing.
3. You must be a “disciplined” person to succeed.
4. Your willpower is always on will-call.
5. You can achieve a perfectly balanced life.
6. Big is bad, and is to be feared.

## THE TRUTH: THE FOCUSING QUESTION

Most people are familiar with the Chinese proverb “A journey of a thousand miles must begin with a single step.” So too must the journey toward extraordinary results. To determine that first step (and every step thereafter) we have to ask the right question. We call it the Focusing Question.

“What’s the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?”

Once you’re asking the right question, the key is to use it to narrow down all the things that you could do, to the ONE Thing that you SHOULD do.

Then it goes like this: The ONE Thing you should do today feeds into your ONE Thing this week, then this month... and so on. These small steps create the path to your ONE big goal.

## THE 3 COMMITMENTS TO PRODUCTIVITY

In order to make the ONE Thing philosophy work, you have to make three commitments:

1. Follow the path of mastery – expertise tracks with hours invested
2. Go from “E to P” – move from an entrepreneurial work style to a purposeful work style
3. Live the accountability cycle – bring your best, do whatever it takes, own your outcomes

## THE 4 THIEVES

And whatever you do, don’t let these four thieves hold you up:

1. Inability to say “no”
2. A fear of chaos or things left “undone”
3. Poor health habits
4. An environment (people and place) that don’t support your goals

## FINAL THOUGHTS

Start now. Make sure every day you do what matters most. When you know what matters most, everything makes sense. When you don’t know what matters most, anything makes sense. All success begins with you, you are the first domino.



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