

KILL THE CHAOS EMAILS

THINGS I WISH MY MOM NEVER TAUGHT ME... / WHEN IT'S TIME TO RETREAT... / I HATE THAT CLICHE

Hey %FIRSTNAME%,

I really hate that cliché. Never give up.

Everybody says to **never give up** on your dreams, your goals, your aspirations.

But you know what? Sometimes that is not a practical course of action.

Sometimes it's too hard for time investment that you're putting into it. Sometimes it's too expensive, sometimes you don't have the knowledge, the education, the connections.

Nobody has ever won a war by **never giving up** on a battle.

That's what the word RETREAT was invented for.

To save your losses and help you fight the larger battles. For a general that larger goal might be winning a war. For you it might be your big goals. Personal happiness. Financial freedom. Stability, and time with your family.

So, it's not about never giving up so much as it is knowing when you should give up.

And a lot of people give up too soon.

A lot of people give up on things before they even start. I know some people that barely tried to be productive. They downloaded an app. They set some goals, made some resolutions.

And they gave up at the first bump in the road.

And they didn't blame circumstances, they just blamed their nature. They were too busy to do what they needed to do.

There's nothing wrong with retreating from a course of action when you don't have the tools to make a situation work.

But there's no excuse for refusing to try because you're "not an organized person!"

That's like giving up on a battle before you even see your own troops or your own weapons, before the first shot is fired!

If your time with me has one core takeaway, I hope it's this.

Productivity is a muscle. It's a skill, and the more that you work on it the better results that you will get.

And this is one of the easiest skills there is to learn.

It's a core skill, something that can be used as the foundation of every other skill you have. Even if you're flat broke, even if you're not that smart, even if you don't have a lot of time, you can learn to be productive. And when you refuse, you can often find yourself retreating from battle after battle in your work life, because you don't have the muscle to get things done.

This is a fight you can't retreat from. You have to draw the line right here.

If you want to give yourself a CHANCE to become more organized...

On Thursday, I'll be putting on a FREE training covering:

- The BIG WHY - Why this topic matters. Why meeting your goals and moving forward is essential.
- ALL of Evernote's core features!
- Actionable strategies to put your finger on anything in 5 seconds.

We'll also talk about the habits to capture anything your brain flags as "important" right there and then.

This training is going to be awesome, actionable, and FUN!

This is happening on: Thursday, 7/13 at 11am PST / 2pm EST – sharp!

Here is the registration link:

Kill the Chaos Webinar Registration Link

I'll definitely mention my "Zero-to-60 with Evernote!" training program, because I want you to know about that too. But you don't have to buy anything to get a TON of practical, use-it-right-now information out of this training.

Register now - to Kill the Chaos of Information Overload!

Cheers,

Charles

Success@byrdword.com

www.ByrdWord.com

P. S. - Next time we talk, I'm going to share with you something really important about the idea of productivity, and one of the reasons why people decide to give up on becoming productive. I promise you that you are going to recognize yourself in this next email.

SUBJECT: IT'S HYPE SEASON // GAME OF THRONES IS RUINING YOUR JOB // I AM NOT YOUR BUDDY

Hey %FIRSTNAME%,

A lot of the time, people ask me to help them as an accountability buddy.

You know, regular check-ups, motivating speeches, pep talks, all that fun stuff.

And... uh... I don't do it anymore.

Not because I don't like helping people! It's just very few people are actually built for accountability, especially when it comes from someone else.

It's depressing!

I'll call someone on the phone halfway through a day and ask what they're doing and they would always say that they were working on one project or another... great!

But when I asked them to show me how much they actually got done, they were a little bit embarrassed about their progress. Not great.

Whenever I would ask why they were behind their own goals for themselves, they would always be some unique, late-breaking reason.

A distraction.

Whether it's something that comes from the relatives, or more often something from their cell phone, their TV, the computer, some drama that is in a magazine or social media like Twitter.

There are a ton of fascinating things out there on the internet, and everything that you think of is a hobby can be a distraction almost 24 hours a day. I want you to think about three or four hobbies that you have.

Are you into Game of Thrones? Maybe you're into 49ers football? Maybe you're into business news?

Well, the media can turn any hobby we've got into HYPE SEASON! 24/7.

One of my nieces is into unboxing videos on YouTube – it's just adults buying cool toys, pulling them out of the box, and playing with them for a few minutes. And kids get hooked on it!

And for adults, we can find out about casting news, comments from coaches, hiring and firings, opportunities in the market.

There are so many of these things that you can go to your favorite website and just hit the refresh button over and over 4 hours and wait for new news to pop up. Seriously, I know this for a fact because I've done it myself.

It's very difficult to defeat Hype Season and be accountable for your time. But it's important, because your time is the most valuable resource that you will ever have. That's why I want you to join me.

REGISTER here:

[Kill the Chaos Webinar Registration Link](#)

I've reached over 500k+ people spreading my message which is:

- You matter, and so do your goals
- You have a limited amount of time to make the impact in the world
- You want a quality of life that doesn't involve drowning in stress and information overload

You need to be your own accountability buddy, and this software, once you start using it, will teach you just that.

This is a system that:

- "Kills the Chaos" of information overload
- Reduces your stress
- Puts you in control

- A system that gives you more time back to enjoy life and fulfillment. -

When? Thursday July 13th at 11am PST / 2pm EST – sharp!

Register NOW using this link:

[Kill the Chaos Webinar Registration Link](#)

Cheers,
Charles

P. S. Seriously, remember that whatever website you're hitting F5 on isn't going to make you happy long term. We've got work to do. And this will feel good to do!

[Kill the Chaos Webinar Registration Link](#)

You owe it to yourself, so let's do it!

SUBJECT: I'M SICK OF APPS. // MY CREEPY ADDICTION ISSUES // THE ATTENTION ECONOMY AND YOU.

Do me a huge favor.

Open your phone right now. Yeah, odds are, you're either using your phone to read this email, or you've got your phone in your pocket right now.

And look at the apps that you've got just lying around on your menu, stuff that you might have needed one time and didn't get rid of.

Or things that you think that you might need one day and you haven't used.

These apps aren't games, toys, or distractions. They're all BUSINESSES, competing for your time. All of these apps are specially designed to hook you in as much as possible. They use reward systems, push notifications, email reminders if you don't use them.

They are all a part of what I call the attention economy. The more time that your eyeballs are in their ecosystem, the more money that you are worth - to an advertiser or a big corporation.

Trust me, I live in San Francisco, we're the app capital of planet earth, and 99% of these programs are hustles, designed to get as many eyeballs as possible... before they're sold to some bigger fish for billions.

So often we download these things, they SUCK up our time...

And we never even fully make use of them. But luckily, I've got a solution that is going to free your time and make your app experience a lot easier.

That solution is Part 2 of my Kill The Chaos webinar. If you haven't already seen part one, don't worry you can jump right in.

Join me for an exclusive training where you'll learn quick and tangible time saving results:

[Kill the Chaos Webinar Registration Link](#)

I'll be digging into the features of the Evernote app that might already be on your phone, so that you can get access to any piece of information in, really, five seconds or less.

What is an hour of your time worth?

How would having three extra hours a week back feel?

What about 144 hours of your time per YEAR (18 working days)?

Want to find out?

Register now for the [Kill the Chaos Webinar!](#)

I'm personally inviting you to feast on the actionable core elements first hand - at no cost.

That means faster articles, better social media posts, lightning-fast research, and more of EVERYTHING that earns you and your business money.

So don't just click that link, THINK about what we're going to cover. Get excited for it. Anticipate it. It's not something you'll want to miss.

When? Thursday, July 13th at 11am PST / 2pm EST – sharp!

[Register NOW - to Kill the Chaos of Information Overload!](#)

We are in this together. Helping each other go further! -

Being more effective and fighting back against the chaos and overload that surrounds us.

— You've got this! —

Cheers,
Charles

P. S. In the next email, I've got kind of a personal story that MIGHT get me in trouble with my wife. So, you know... pray for me. 😊

SUBJECT: JUST GIVE UP! // SHE TOOK MY PHONE. // MY WIFE HAS NO FAITH IN ME 😞

“Don't even bother! No! GIVE IT UP!”

My wife literally snatched the phone out of my hands when I told her that I was planning to run a marathon.

Now, me being a person of a kind and gentle heart, I didn't tackle her or wrench the phone out of her hands. But I did fold my arms up and give her my very best pouting look.

Seriously, I looked like I just shoved a full lemon right into my mouth.

And I asked her whether she was being jealous. You know, sometimes in life you start to make an improvement and your spouse doesn't want to get involuntarily drafted into that lifestyle!

She wants to lose weight, then you're eating steamed broccoli and chicken breast for the next 6 months. No fun. I get it.

But what she actually said in response knocked me on my butt. She said “Charles, you're addicted to **feeling like** you're improving.”

And that's a weird thing to hear from your wife. I mean, I am big on Improvement, and I am big on taking time-saving shortcuts to improve my business.

But what she meant was that I was addicted to the feeling. To getting started. That install button almost felt as good as running a marathon by myself by itself.

It made me think.

Whenever I see an app that promises to teach me how to run a marathon, help me learn Spanish, lose 20 lbs in a month, those little pleasure centers of my brain light up like a Christmas tree!

I think to myself that I'm starting a journey when I download that app, a journey that's going to end with me being in super shape, super thin, and telling everybody about my success in Espanol.

And of course, predictably, it doesn't work out like that very often.

Between my own business and my family and the many hobbies that I've already got lined up, I don't always have the opportunity to accomplish everything that flies through my head as an instinct.

Odds are, you're struggling with a similar problem.

A lot of people own productivity software like Evernote.

But the odds are equally good that you don't use it regularly.

A lot of people who own Evernote have actually only opened it once, looked around, and decided they would get to it someday. I would like to give you the opportunity to make someday today.

Or... you know... a couple days from now.

What would it be like if you could spend an hour with me and learn everything there was to know about the Evernote app?

Instead of cringing every time you look at it because it's a reminder of your inability to follow through, how would it feel knowing that you are more powerful than ever before!

[Kill the Chaos Webinar Registration Link](#)

I would like to teach you exactly how to do that that is the central concept of day two of my Evernote webinar, it's specialized in the app world so that you can use all these features on your phone.

Join me for an exclusive training where you'll learn quick and tangible time saving results:

I'll be digging into the features of the Evernote app that might already be on your phone, so that you can get access to any piece of information in, really, five seconds or less.

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[Register NOW - to Kill the Chaos of Information Overload!](#)

I don't want you to give up! I want you to focus on the things you CAN do.

And if you give me about 45 minutes, I will PROVE to you that you can do this.

Cheers,
Charles

SUBJECT: THE ONLY THING WE HAVE TO FEAR... // WINNERS AND LOSERS // I'M OBSESSED WITH THAT DIFFERENCE...

Before I started working in Silicon Valley, I was a bit of a chaser. And what I mean by that is I didn't start with a plan and bring my skills to that plan.

I found an opportunity and I CHASED it. Like a dog going after a ball, if there was a way to make money, I was trying to get on top of it.

And every time that I struggled to chase some opportunity, I managed to convince myself that I was working hard.

That I was HUSTLING.

But what I was really doing was... being dumb. I was afraid to take time for myself and learn about what I was doing and what my goals were.

I spent thousands of dollars chasing information products, expensive software, and glorified get-rich-quick schemes.

I was just hoping that I would get in on the ground floor of something great, and it would take me all the way to the top like an elevator.

But what I learned with time was that there was no elevator to success.

But the stairs to success were always open, and they were never crowded.

What I was doing all this time was shopping for success, in the same way that someone would shop for hamburger at McDonalds, or a hat that fit just right.

So instead of thinking about my needs in the things that I wanted out of my business, I started studying the people who already had what they wanted. I asked myself what were they doing that I wasn't.

Do you know what I found? I found that all of the marketers who success I envied...

They were incredibly productive people. No matter how good the quality of my work was, I couldn't outflank them. I couldn't out work them. They got more work done in the hour or two after breakfast than I got done all day.

They weren't distracted. When I called someone who was really successful in their business, they wouldn't get back to me right away. They were busy working and I was not going to be the person that threw them off their rhythm.

They made plans, kept things simple, and stuck to those plans.

They weren't shopping for their success. They were investing in it.

It was that simple, but I was making things hard. Once I stopped "grinding and hustling", charted a path and stuck with it, my life changed a lot.

- I got an MBA in Information Technology.
- I worked in high level support in Silicon Valley
- I earned a Master's and took charge of the biggest projects in our company's portfolio.

And maybe you don't care about any of that. But here's the coolest part. I am not doing anything that you are not capable of doing!

You see, I am not looking to other people for the answer anymore.

Everyday, I set my daily goals and figure out what I need to accomplish to consider my day a success. I break that down into unit so I always know how well I'm doing throughout the day. I chart how quickly I get tasks done.

[Kill the Chaos Webinar Registration Link](#)

And, most importantly, I keep track of my progress using a tool like Evernote. And this allows me to Kill the Chaos of my work day and know, every day, every hour, that I'm doing what it takes to be successful.

[Kill the Chaos Webinar Registration Link](#)

I'm going to teach you how to use some cool core features of Evernote. But more importantly, I'll show you how increased organization increases the quality of your personal and professional life. And you'll be able to apply this right away so you can experience these wins for yourself.

It's Thursday, July 13th at 11am PST / 2pm EST – sharp!

[Register NOW - to Kill the Chaos of Information Overload!](#)

Cheers,
Charles

PS. This is MASSIVE and it's not something you can afford to wait on. I'll share some of those dreary consequences in my next email – by showing you a picture of one of the most beautiful places in the world. Seriously!

SUBJECT: MY FAVORITE PLACE IN THE WORLD... // HOW YOU CAN TRAVEL, EVEN WHEN YOU'RE BROKE AND BUSY. // WHERE TO DO YOU GET SO MUCH TIME?

What a beautiful picture.

<https://www.google.com/maps/@38.1302057,-122.4677587,3a,75y,176.63h,85.73t/data=!3m6!1e1!3m4!1slqPYPHBNUKqGTISENO2yUO!2e0!7i13312!8i6656>

I was riding in the passengers seat on Highway 31, right between the Sonoma Raceway and San Pablo Bay. If you've never driven down Reclamation Road, I really recommend it. It's one of the most beautiful places in the world.

I was sitting there with a bottle of wine in my lap, my two girls in the back behind me, a little dog waving his head out of the window and you wouldn't believe it: I got a text message to my phone.

I saw the message and I just laughed. It said: "You do so much organizing. When do you get time for yourself?"

Serious question: when was the last time you did everything that was on your personal to-do list? Do you find leisure time in your life that is guilt-free, that is really based around just enjoying the beauty of a moment?

Or do you find that you spend your entire life chasing jobs, chasing things that you should be doing, and feeling guilty whenever you're away from work?

It's the chaos of our everyday lives that leads to that guilt, and the feeling that we just can't keep up with what we need to do.

The webinar that I'm about to link you to is all about KILLING THE CHAOS...

[Kill the Chaos Webinar Registration Link](#)

So that you can spend more time driving through the countryside and spending time with your family.

And less time banging your head against the wall STRESSED about the dozens of things that you haven't already done during the day.

[Kill the Chaos Webinar Registration Link](#)

We will discuss some of the core psychological challenges between you and learning new skills, we'll discuss why it's never been easier to live a productive life.

Even though we have a lot of distractions, we have a lot of tools that we can leverage to make our life simpler.

And I'll show you how to go paperless – having an office without junk, clutter, or mayhem that wastes your time.

You need this in your life, and you need it now.

[Kill the Chaos Webinar Registration Link](#)

So, click the link right here and get started. Don't let this slip through your fingers and don't wait for someday.

If you're a person who likes to DO... I'll help you **DO BETTER**.

Cheers,
Charles

SUBJECT: #1 SIGN YOU AREN'T A PRO YET // YOU'VE DONE "THE DOUBLE HOP" BEFORE. AND YOU HATE IT. // THE GREATS HIRE HIM. HE'S YOURS FREE.

Let's have a frank talk about what is separating you from the pros.

You don't have to be depressed because once you know what separates you from the pros, you will know... that it's not as much as you think.

One of those experiences is the "double hop".

And I promise this isn't something rabbits do, it's something at entrepreneurs do that eats their time like a hungry dog finding a steak.

Here's how that works. You spend 10 minutes looking for something that is on your phone. Then you realize that the thing they were looking for was never on your phone to begin with, it was on your laptop...

So you dig out your laptop, and you start filing through that, later on you realize that it wasn't on *this* laptop, it was on the *other* laptop.

You know, the one from the Bush Administration. So then you're filing through another computer hoping to find this really old data that you really need, you can't go without it, but you can't put your finger on it.

The next thing you know ow, it's been a while hour, POOF, burned away.

The great entrepreneurs have a secret source that keeps them from ever having to worry about that kind of stuff. We're talking about Jay Fiset, Cathy Demers, and Billy Broas, entrepreneurs that you know and trust.

When they need to save time, when they're feeling overwhelmed, when they need to become more productive than the top competitors in their field. They call one man...

His name is Charles Byrd. You might not have heard of this guy, because he's a family guy who likes to keep to himself he's a bit underground.

But he is a seasoned project management professional, he's run some of the most successful multimillion-dollar operations in Silicon Valley.

He's been working in that industry for 15 years and he knows the very grave consequences of missing a deadline because you're not organized. And he knows the consequences of falling behind your competition because you're not efficient.

He trains people using a simple, free tool called Evernote. You might have it on your phone right now.

But odds are good that you aren't using it the way that he's using it.

Charles is putting on a live class where he is going to explain his system for hands-on information management at no charge.

If you want a close look at the tool itself – what it is and how it works, as well as real life “use cases” that show why it really matters--

All you have to do is register, and show up: Wednesday, 8/16 at 10am PST / 1pm Eastern – sharp!

Register now for free by clicking below:

Kill the Chaos Webinar Registration Link

I'll be there taking notes. I hope to see you there!

SIGN

P.S. Oh, hey, one quick favor ...

Charles wants to make the training as value-packed as possible, so if you have any questions about hands-on information mastery, Evernote, or its role in making a visionary Entrepreneur a successful Entrepreneur, he'd love for you to send them to success@byrdword.com.

SUBJECT: I DON'T TRUST PEOPLE, BUT THIS IS COOL // ACTUALLY SHOWING YOU HOW TO DO IT // ANYTHING YOUR BUSINESS NEEDS IN FIVE SECONDS.

Personally, I can be a bit cynical.

I roll my eyes when people give me long lists of promises about what they're going to do.

I'm also cynical of products. Whenever there's a big list of features or things that are going to be taught in an information course, I always say yeah right.

But today is going to be a little bit different.

There's a live training event called Kill the Chaos with Evernote whiz Charles Byrd.

And there are some amazing features.

- The BIG WHY - Why this topic matters. Why meeting your goals and moving forward is essential.
- ALL of Evernote's core features!
- Actionable strategies to put your finger on anything in 5 seconds.
- Identifying Use Cases ... Showing Evernote's power for Entrepreneurs and Professionals.

But let's be real for a second – you aren't interested in a laundry list of the cool tricks, techniques, tactics, and strategies that Charles is going to teach you – neat though they may be.

You're interested in the results the training can give you. That's why Charles asked me to share this with you ...

"My goal for this training event is for every single person who attends to walk away knowing the exact next step they need to take today in order to get control of and keep track of everything they're responsible for tomorrow – all in an unbelievably smooth and easy way. I want to show you exactly how to do that."

There you have it, from the horse's mouth – (no offense to Charles).

[Kill the Chaos Webinar Registration Link](#)

It's going to be amazing, and we're expecting a packed house, so make sure to grab your spot!

The training event is on: Wednesday, 8/16 at 10am PST / 1pm Eastern –sharp!

Here is the registration link:

[Kill the Chaos Webinar Registration Link](#)

Charles will definitely mention his "Kill the Chaos with Evernote!" training program, but you don't have to buy anything to get a lot of practical, use-it-right-now information out of his introductory, hands-on webinar.

Cool?

See you on the webinar.