

The One Thing — Cheat Sheet

Focus on What Matters Most for Extraordinary Results

Core Idea

Success is built by **identifying the single most important priority** and giving it your focus and energy.

Less distraction + more focus = extraordinary results.

Key Principles

1. The Focusing Question

- Ask:

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

- Clarifies priorities, reduces overwhelm, and drives impact.

2. Extraordinary Results Require Extraordinary Focus

- Multitasking is a myth; it reduces effectiveness.
- Deep work on your highest-impact activities compounds results.

3. Time Blocking

- Schedule dedicated, uninterrupted blocks for your One Thing daily.
- Protect your focus like a high-value asset.

4. Discipline Beats Motivation

- Motivation is unreliable; systems and habits are consistent.
- Build routines around your One Thing.

5. The Domino Effect

- Focus on the lead domino: the one task that makes everything else easier or irrelevant.
- One small, focused action can cascade into huge results.

6. Say No Strategically

- Avoid low-value tasks, distractions, and obligations that don't support your One Thing.
- Protect your time like a competitive advantage.

7. Live with Purpose

- Align your One Thing with long-term goals and values.
- Focus creates leverage in life, business, and relationships.

Quick Filters for Daily Decisions

- Does this task directly move me closer to my ONE Thing?
- Am I protecting my time and energy for high-impact work?
- Will this effort create a domino effect on other priorities?

Entrepreneur / Sales Leader Angle

- Identify the **highest-leverage activity** (e.g., closing deals, lead generation, client retention).
- Block 2–3 hours daily for deep work on revenue-generating activities.
- Say no to distractions and low-value administrative tasks.
- Use the domino effect: focus on the task that multiplies all other results.

Key Takeaway

Extraordinary success comes from doing fewer things better.

Identify your One Thing, focus relentlessly, and watch results compound.