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About Me:

George Nieves is an entrepreneur and blogger who officially started selling online in 2007. Having survived his own Information Overload experience, George is the Information Overload King. Since he's been there – done that – his mission is to help others who are experiencing the same Information Overload that he once did.

In an attempt to focus, George has gone back to his roots in his business model. He is now selling vintage items, primarily toys, on eBay. He will also be expanding over to Amazon, selling anything that's profitable there.

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Testimonials

Jim Cockrum:

George-

Thank you for sharing so honestly about your journey. The story of your transition from "chaos" to a determined and disciplined approach to your online business efforts will hopefully inspire those who need it most. I can confirm that Information Overload is a paralyzing condition, but your easy to read and easy to follow action steps will serve as a clear path out of the forest of insanity that traps so many would be successful entrepreneurs.

I enjoyed the section that helps the reader decide if they are trapped in information overload.

Admitting you have an issue is step one right? Well done George!

Jim Cockrum

www.jimcockrum.com/blog/

SKIP MCGRATH:

"As someone who both creates and sells information products, as well as buys them, I can identify with the premise of Information Overload. As I was reading the symptoms in this cogent and timely book, I realized I have had this particular illness several times. George's book is full of great anecdotes that any info junkie can identify with, but most importantly he lays out the steps for the cure. I heartily endorse this book for all of my readers."

Skip McGrath

www.skipmcgrath.com

DAVE ESPINO:

"I just finished reading George Nieves' "Info Overload Killer" and as a one-time sufferer of info-overload, I found myself relating to it in so many ways! This book is a concise, yet caring, kick-in-the-butt for anyone suffering from this paralyzing malady. Info-overload is most prevalent in the internet marketing field where you can easily end up on so many email lists that you don't know what to do with all the advice and conflicting information. George gives you solid, sound advice that will help you move away from info overload and move toward the highly productive entrepreneur you know you can be. George writes in a very entertaining and caring way so that you feel like he is there, helping you out of the paralyzing info-overload pit. Great job, George!"

Dave Espino

www.daveespino.com

JENNI HUNT:

"Whether you are new to internet marketing and online sales...or are an old pro – battling information overload can be a serious issue that has the power to hold you back. George speaks from his own experience and shares a practical plan to recognize whether information overload is affecting you...but he doesn't leave you just hanging. George provides excellent tips for climbing out of the information pit and gives the encouragement needed to move forward. If you are feeling bound by all of the information available...I highly recommend George's book as a resource to combat information overload and help get your life back."

Jenni Hunt

www.jennihunt.com/blog/

Testimonials cont.

JOHN THORNHILL:

"George has provided a brilliant 10 step process that will help you cure info overload. If you find yourself drowning in information I can definitely recommend this ebook."

John Thornhill

www.johnthornhill.com/blog/

MARC MILBURN:

"Information overload paralyses almost every internet marketer on earth at some point...and stops you from making even a single dime online. I'm pleased to say that George has created a fantastic, easy-to-read report which will CRUSH any trace of information overload and put you on the fast-track to success, taking massive, consistent, and solid action in the right direction! If you're confused about which path to take and what to do, I strongly recommend this eBook."

Marc Milburn

www.marcmilburn.com

DANIEL SUMNER:

Info Overload Killer is a very informative book filled with information to help you slay the info overload dragon! You may not be aware you have information overload until you read through the pages and think to yourself, "Hey, that's me!" It really is an eye opening report which takes you through George's journey, spending

60K on new shiny objects, hitting rock bottom with nowhere to turn. Do you think you have it under control? Read this report and you may just find out that you haven't.

As well as the info overload symptoms, George also provides you with the solution to help you get over the info overload. In short, if you are suffering then this is an essential read.

Dan Sumner

www.marketingfromscratch.com

SUE WORTHINGTON:

In this book George paints a perfectly clear picture of a condition and state of mind that affects so very many people who are trying to build a business online. This is the main reason that most people fail in creating a business online – because they simply become overwhelmed. George identified what was happening to him and was able to overcome it, and if you read this book and heed his warnings then you may be able to overcome this affliction too.

This book is laid out clearly, and you hear George's own story first, and then he goes on to explain the effects this condition can have on you. The section where George explains the physical symptoms that Information overload can cause is mind blowing.

So, if you recognize any of those symptoms, then pick up this book, follow the 10 rules and let George guide you forward in your business. He has been there, overcome this problem and he can help you too.

Sue Worthington

www.getsocialforbusiness.com/blog/

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Introduction

Hello, my name is George Nieves. Back in 2009, I started a blog on WordPress with the idea that I would use it to document my journey to self-employment by selling on eBay. Along the way, however, I stumbled into the world of Internet Marketing and quickly found myself a victim of "Information Overload."

It took me a while to recover, but as I did I began to realize that there were many other people out there who were just like me, and had fallen into the abyss of Information Overload. They too, were now looking for a way to eliminate Information Overload from their own lives. I decided that I needed to share the way I had overcome Information Overload, so that they could escape the horror in their own lives as well.

This book was created not only with those people in mind, but for anyone else who has ever struggled with Information Overload. It is not only the story of my journey, but also discusses how you can diagnose and conquer your own Information Overload once and for all.

I hope you enjoy reading it as much as I have enjoyed writing it.

George Nieves

Chapter One

To Hell and Back

“The road to hell is paved with good intentions...” ~ St Bernard of Clairvaux

“They” say that everyone has a story. While I could entertain you with the story of my life starting back from when I was a child, the story that I would actually like to tell you is about my battle with Information Overload, and how I went from letting it almost destroy my life to how I overcame it.

My story begins back in 2007. This was when I first decided that I was going to be a seller on eBay. It all started out innocently enough. I was one of those lucky few sellers who found my selling niche almost right away. I didn’t even have to do much work to get my online business up and running. The money pretty much just started rolling in all on its own. Before too long, I was an eBay Gold Power Seller and a Top-Rated seller. I thought I was on top of the world.

I won’t say that it was super “easy” back then, but since I was successfully selling on eBay, I decided that I wanted to find some other ways that I could make money online, in addition to the eBay marketplace. So before too long, I was delving deep into the world of “Information Marketing.”

To simplify things, Information Marketing is basically the process of selling information-based products online. You create a product to sell, market the product on your website, then sit back and wait for the cash to start rolling in. Or at least...that is what a lot of the Internet Marketing gurus like to tell you. In reality, you can actually make money this way, but it is a much slower process than what you are initially led to believe.

Much...much...much...slower.

While I can see clearly now that my venture into Information Marketing was a huge mistake, back then I thought I was latching onto a sure thing. I signed up for a few marketer’s email lists here and a few marketer’s email lists there. The next thing I knew, my inbox was steadily filling up with the promises that I could make all the money that I could dream of. I admit it...I was hooked. What I didn’t know at the time, however, was that I was quickly falling into the abyss known as “Information Overload.”

Since I was new to the Internet Marketing game, I was soon on the path of purchasing countless information products to learn more about how the whole process worked. I would start one course, but wouldn’t even be able to finish it before I was attracted to the next bright shiny object that appeared in my inbox. I would buy another and the whole process would start all over again...and again.

It was like being on a spinning merry go round, and I just couldn’t seem to find a way to get off. In a desperate attempt to secure financial capital, I even went so far as to cash out some CD’s at my bank. Since I was lost in Information Overload, the products I purchased, and more importantly, the money I had withdrawn was wasted.

The funny thing, or perhaps I should say sad thing about this was that almost all of these products came with a money back guarantee. It would have been such a simple process to have just asked for a refund once I knew the product wasn't the magic bullet I was seeking, and sometimes that is what I did. I was so lost at that point, however, that I would return the product, and then in my confusion, I would buy the exact same product again. After a while the marketers were ignoring me completely and wouldn't even talk to me about refunding my money.

I wasn't buying just one product at a time either. I was so lost in the Information Overload that I was buying all kinds of products. I knew that I wasn't going to use a lot of them right then, but I had it in my mind that I would use the products at some other time. I guess you could say I was putting them aside for a rainy day. In reality, it was a chaotic mess. Before too long, I had spent my way right into a downward spiral, to the tune of \$60K.

Yes, you read that right, but I'll repeat it for you once again.

\$60,000.

By now, as one might imagine, I was lost in an endless fog. I had no vision of my future or even a plan of action. Since I was no longer listing anything on eBay, I lost my easily-gained seller titles. I was no longer considered a Power Seller or even a Top Rated seller. I also didn't seem to be getting anywhere with all those shiny new courses I had purchased.

Instead, I would just spend the day staring endlessly at my computer screen. I couldn't seem to find a way to make myself do anything productive, so I just pretended to work. I had fallen so far into the dark hole of depression that I wasn't sure that I could ever find my way back out.

It all seemed hopeless, but I couldn't seem to do anything about it. One day, I finally reached my lowest point. I'm not exactly sure when or how it happened, but as I looked at my wife and my little boy, all I could think about was just how much I had let them down.

In my mind, I was a loser...

Chapter Two

The Long Journey Home

Fortunately, my journey wasn't over. If life was scripted like a movie or television show, the next part of the story would be where I tell you that the hero picks himself up off the ground after he loses his last big fight. He would shake the dust off his clothes, pick up his white hat, and get ready for what¹ Joseph Campbell's "The Hero's Journey" describes as "The Road Back."

In real life, however, it wasn't going to be quite as simple as that.

Remember how I mentioned in chapter one that I spent my way into a spiral to the tune of \$60K? Well, the last major purchase I had made was for a wholesale lot of generic iPods. This had set me back about \$3K. Unfortunately, I couldn't sell them. They were what you might call "dead inventory." Since they wouldn't sell, they just sat in my office collecting dust and taking up valuable space, while I sat there staring at them day-after-day-after-day.

As you can imagine, by this time my wife was becoming indignant over the entire situation. She begged me to give up on my dream and count my losses. To be truthful, at that point I was so far gone, I almost did give it all up. I was actually thinking of quitting and terminating my business once and for all.

Still, there must have been a little bit of the "hero" left in me, because one day instead of sitting in my chair and staring at my "dead inventory" all day, I decided --- enough was enough! I was going to purge myself of this inventory and just be done with it. I packed the iPods up in a box and loaded them up in my car.

There was no time for second thoughts.

I was a man on a mission.

I drove to the local Goodwill store and gave those miserable, generic iPods away as a donation. I was setting myself free!

Looking back, I can tell you that was the best decision I ever made for my business. The fog gradually started to lift. I began to have clarity in my thinking process again. I was also able to start focusing on what really mattered, and this time that focus was in just one single direction.

A spark was taking hold and I knew what I needed to do. I began unsubscribing from all those email lists.

"Make \$6,000 a month." Goodbye!

1 Joseph Campbell, The Hero With a Thousand Faces, 1949

“Learn to triple your income on the Internet without trying.” So long!

“Make money, money, money.” You’re history!

I said goodbye to all those promises of easy money.

I deleted.

I unsubscribed.

I deleted some more.

With my mind finally once again becoming clear, I began consulting with a couple of my mentors. They helped me to begin narrowing down my ideas of what I really wanted to do. This is how I finally discovered what my new niche was going to be... I would sell vintage toys. I have always felt old toys were a way for adults to reconnect with their childhood, and more importantly, it’s a passion that I can share with my son.

You see, I truly believe that you need to do what you love, and the money will follow. I think that if you follow your passion --- you really can’t fail. That knowledge would turn out to be the biggest inspiration for my decision to start selling on eBay once again.

Since telling this story on my blog, I have had quite a few people comment, not only on my journey, but email me to ask for my advice as to how they can eliminate the “Information Overload” from their own lives. This e-book was written with not only these people in mind, but for everyone else out there who has struggled, or is currently struggling with Information Overload as well.

Chapter Three

What is Information Overload?

Although this book is about diagnosing and conquering Information Overload, I feel that I should tell you a little about its evil counterparts “Analysis Paralysis” and “Time Overload.” Before I do that, however, let’s start by talking about what Information Overload actually is.

“Information Overload” is a term that was first made popular back in 1970, when a Russian academic named, Alvin Toffler used it in his bestselling book,² “Future Shock.” While Toffler is generally credited with coining the phrase, the term itself actually appeared in³ “The Managing of Organizations,” which was written by Bartram Gross in 1964.

Gross referred to Information Overload (and I’m paraphrasing here) as “something that occurs when the amount of input into a system exceeds its processing capacity.” He then went on to say that “decision makers have fairly limited cognitive processing capacity. Consequently when Information Overload occurs, it is likely that a reduction in decision quality will occur.”

While that is perhaps an accurate description on a scientific level, my own definition is a little different and a whole lot simpler to explain. I prefer to think of Information Overload as the brain receiving a tsunami of information with everything coming at you all at once, so much so that the brain cells are not able to handle it all. In my case, it was the information I was receiving through the Information Marketing material I was researching.

You might notice that throughout this book I use the capitalized version of “Information Overload.” This is because I want to stress that it is a very real condition, and more importantly, I want to emphasize just how big of an impact it had on me.

As I explained in my introduction, my source of Information Overload was coming from all those daily emails I was receiving. It also came from the courses I bought, and the webinars I was prone to listening to.

You see, I was afraid that if I didn’t read all those emails and Internet Marketing material, that I was going to miss the next big thing. Unfortunately, I never took the time to actually go through any of the courses I purchased...they just sat on my hard drive, gathering “digital dust.” I felt like I was being pulled in a 1000 different directions all at once. The saddest part is that I was convinced that I had discovered a great way to build up my business, but the reality was that I was actually destroying it.

² Alvin Toffler, Future Shock, 1970

³ Bartram Gross, The Managing of Organization, 1964

What I didn't know about Information Overload, however, is that once you have acquired it, Information Overload often leads to a condition called "Analysis Paralysis." This condition occurs when Information Overload reaches its critical point, and your brain feels like it is going to explode from all the data it has taken in.

Since all the ideas you have been collecting and storing seem like good ones, the brain starts to believe that it should take some kind of action...any kind of action... but...

What type of action should it take?

Since the brain is unable to choose, it finally decides that it will just shut down. All the ideas sound like good ones, but nothing is happening because you just can't decide what direction you should go in. For me, I would wonder "should I create my product first like "this" Internet Marketing guru says, or should I build my website first like "that" Internet Marketing guru says?"

"Maybe I should concentrate on social media first...or create a blog...or..or...or...."

Suddenly, my brain would refuse to take in any more ideas, and before too long it would just completely shut down the entire thought process. You see, Information Overload was affecting my brain so much that I would end up telling myself that I would get to whatever it was that I was suppose to be doing the next day. Sometimes, I would even convince myself that I should just wait, and then I could make a more reasonable decision at the end of the week. My Information Overload didn't stop there, however, because I still had all those emails coming in each day and every one of them brought more ideas for me to consider.

Since I was so completely overwhelmed at that point, I couldn't work out a solution to any of my problems at all. I found it was simply easier to close out the inbox for my email and just start playing a few hands of poker online, or checking in with some of my Internet Marketing buddies instead.

I would always tell myself that tomorrow was another day, and that I would make a firm decision by then...but soon another day became another week, and another week became another month, and as those months passed by that inbox was still filling up.

I remember that I would keep promising myself that the next day would be different, yet I would still find that I really wasn't getting anywhere, or getting anything done. Let me tell you, when the Information Overload gets that bad, you find that your brain is like a blank slate. You can't make a reasonable conclusion as to what direction you should take, or even speculate about what direction you need to go in.

Now, the last condition of Information Overload that I want to talk about is a condition known as "Time Overload." I can't say that I was ever affected by this one quite as much as some people apparently are, but I have suffered from it maybe once or twice. Unlike Analysis Paralysis, which leaves you with absolutely no clue as to what direction you

should take, Time Overload allows you to reasonably process all of the available information on some level, but suddenly it doesn't seem like you have enough hours in the day to get everything done.

The last time I had Time Overload, I remember thinking that everything I was researching sounded like a good idea, so I wanted to do it all at once. At the time, I was trying to decide on what my Information Marketing product was going to be. I was also making an attempt to design a squeeze page, and I was working at figuring out what I was going to do for a website.

The funny thing about Time Overload is that when you have it, you start to reason with yourself that since the information you have supports two or more ideas, that maybe you shouldn't have to choose. Instead of picking one starting point, I would start to convince myself to give them all a try and....well, I would reason to myself...why not try them all at the same time!?

After all, what could that hurt?

Unfortunately, each project is usually time consuming in itself, and since I couldn't concentrate on just one part of it --- nothing would ever get done. This in turn would cause the Analysis Paralysis, which (guess what!) was caused by the Information Overload that started the whole mess in the first place.

As we move to the next chapter, I hope that this has helped you to understand a little more about what Information Overload is all about, and how it works against you. Next, I will discuss the symptoms of Information Overload and how you can determine whether or not you have it.

Chapter Four

Recognizing Information Overload

When things in your life are running smoothly and you do not have Information Overload, it is easy to recognize it in those that do. If you are the one who is suffering from it, however, it is not always so cut and dry. Instead, you may consider the information you are gathering as “research,” or argue that you need to know everything about the topic before you can make an informed decision and take action. In my case, I had my business going, but my thinking was that the more information I could gather on Internet Marketing, the more efficiently I could run my business, and therefore the more money I would make.

So, let's get to it.

How do you know if you have Information

Overload? Here are some signs you can look for:

Is your inbox getting fuller and fuller by the day, or do you have stacks of reading material laying around the house that you never seem to get around to looking at? Are those stacks continuing to grow taller and taller while you fall further behind in dealing with them? When I was in the middle of my Information Overload, my inbox would be full every single day. I would read as many of the emails as I could, but I never seemed to be able to catch up. My inbox was never ever empty. I was also prone to “hanging onto,” or continuously saving a good many of my emails in folders on my computer because I wanted to be able to reference back to them whenever I needed to. If only it had been that easy though, because the next day there would be even more emails pouring into my inbox, and I could never quite get back to those other emails that I was already saving.

Are you afraid that you're going to miss the next big thing or something that you think is important? In reality, when it comes to selling products on the Internet (or any place else) there really aren't that many ways to do it. You wouldn't realize this from talking to all those marketing gurus out there though. They all want you to buy their product because it's the next BIG THING.

Want to know a little secret?

As soon as you buy the first next BIG THING, the guru is going to have an even BIGGER next big thing that he or she wants you to buy. Plus, there are even more gurus out there peddling their materials, so if you're in Information Overload, you tend to convince yourself that you need all those other products also. Plus, there's another little secret I think you should know. Once you buy a few of those products, you become what is known as an “opportunity seeker.” This means your name and email address ends up on even more marketing lists, and it's like sharks circling a floundering fish, because a lot of these Internet Marketing gurus trade or sell their lists. Do you see how detrimental this can be if you're suffering from Information

Overload? Kind of scary....isn't it?

Do you feel like you have to have the information and understand it ALL before you can make a decision? As I have explained, Information Overload leads straight into Analysis Paralysis. When you try to start or increase your sales in a business, you should realize that at some point you have enough information to make an informed decision. When I was suffering from Information Overload, however, I was always wondering if I knew everything there was to know. I would worry about what might happen if I overlooked something important? I didn't feel like I could take that chance, so I would put off taking the action, or rather any action because I became convinced that I still didn't have all the facts, and I thought I might be missing or not noticing something that I should.

Are you showing physical signs of information overload?

Although you might not think about Information Overload as something that could affect you physically, it might surprise you to know that in some cases it can and actually does. According to a study by Reuters back in 1996, physicians even have a name for it. The condition is called,

⁴ “Information Fatigue Syndrome” or IFS. ⁵ Symptoms of IFS can include:

- ⤴ Inability to concentrate due to an overload of the short-term memory.
- ⤴ Polyphasic behavior, or rather feeling the need to multi-task in a way that actually diminishes productivity instead of increasing it.
- ⤴ Increased irritability that becomes chronic. In some case, this irritability can border on constant anger or even rage.
- ⤴ Over-stimulation to the point of habituation. This causes the brain to shutdown and the person becomes trance-like.
- ⤴ Compulsion to “stay connected” by constantly checking emails, Facebook, or other social media sites.
- ⤴ Depression, stress, and the feeling that you have “burn-out.” This can lead to both a lowered immune system and an endocrine imbalance.

Sadly, instead of finding ways to reduce or eliminate Information Overload, it is not uncommon for the person to attempt to adapt to the situation instead. They may hang on to the information while convincing themselves that they will eventually get around to reading and using it, or they may keep requesting new information (and even paying for it), but then doing nothing with the information once it arrives. Although it is much easier for me to see now that I had some of the physical symptoms of Information Overload, when you're suffering from it, it is easy to brush it off as something else that is happening. At times, I would convince myself that I was just overly tired, and that the anxiety I was feeling was from the stress of trying to build my business. While these symptoms are certainly not all of the symptoms that Information Overload can cause, this should give you a pretty good idea of whether or not you have it.

⁴ Reuters, Dying for Information, October 1996

⁵ Joseph Ruff, Information Overload: Causes, Symptoms, and Solutions, a LILA Briefing

The most important question to help you identify Information Overload is to ask yourself:

“Would I feel better if I stepped away from all the research and information that I have been gathering?”

If the answer is yes, or if you suspect that it would be if you were completely honest with yourself, then the next step is learning to conquer and overcome Information Overload. I like to call this step Slaying the Info Overload dragon.

Chapter Five

Slaying the Information Overload Dragon

At the beginning of this e-book I gave you a simplified version of how I overcame my Information Overload problem. In reality, there was quite a bit more to it than simply deleting a bunch of emails and giving away some generic iPods. Actually, in the fairness of full disclosure, I will tell you that I still have to be vigilant or I could easily fall back into the same old trap. See, the one thing I have learned is that I love to do research. I enjoy seeing how all of the pieces of the puzzle fit together. I also love to learn new things and when I do plan to do something --- I want to be the best at it that I can be. Over time, however, I have learned that the only way to be as productive as I need to be is to keep certain rules in place.

Here are the rules I use to slay the Info Overload dragon:

Rule #1 Approach everything in a step-by-step manner.

The easiest way to induce Information Overload is by trying to take on too many things all at once. This is really easy to do in Internet Marketing because everyone has a different idea about how things should be done, and what needs to be done first. As an example, someone would suggest that the first thing I needed to do was to build my website and add in some backlinks right away. That would sound like a good idea to me, but then I would read more information where someone else would nix that idea and convince me that the most important thing to do was to build my website and sell affiliate products, but that I should still be researching other products to sell. Since all of these seemed like quite reasonable and good ideas to me, I would then think that the best way to handle this was to do all of it at once.

Bad idea.

Whether you want to create a website, build a product, or start a blog, choose one idea and finish it to its completion before going on to the next thing, or starting anything else.

Rule #2 Prioritize your goals and determine the most important tasks to accomplish.

Set a daily, weekly, monthly, and yearly goal to help keep yourself on track. Since this can be hard to do when you are in the middle of suffering from Information Overload, I recommend taking some time away from all of it and clearing your mind, so that you can focus on what it is that you really want or need to do. I talk about a great way to do this on my blog, and you can read about that process [here](#).

Rule #3 Determine what information you need to complete your project.

In a perfect world, it would make the entire process of reducing Information Overload a whole lot simpler if we could just stay away from all types of information, but realistically we know that's not really a possibility. Instead, try to limit yourself to the information that you really do need. Read one book or e-book at a time. Keep your email inbox empty, or if you do have to save an email, place it in a folder where you can easily reference it.

If you take a course, limit yourself to one course at a time. Promise yourself that you won't "switch horses in mid-stream," or rather that you will follow the program you have bought until its conclusion. Then give yourself some time to actually try to work the program that you bought before you start another one.

Rule #4 Set time limits for yourself.

As you research the business model you are interested in, you will find that there are certain types of medium that will take up the abundance of your time. If you are trying to start a business or increase your sales, it is often a necessary evil to do a fair amount of research and gather as much information as you can. I have found that the quickest way to induce Information Overload, however, is by trying to gather this information 24/7 without any type of schedule or stopping point in place.

It actually works out much better if you break your research down into small sections and schedule manageable hours of time to do the research. I normally put this time on my daily schedule or calendar, and if I'm feeling a bit stressed or think that I might fall back into the grasp of Information Overload, I set a timer to let me know when it is time to stop.

Rule #5 Schedule breaks and step away from the computer.

Part of the problem that I always had when I was researching, and as I just mentioned in Rule #4, I always want to keep on going when I feel I am making a lot of headway. Back in those days, this meant that by the time I was finished with my research for the day, I was not only tired, but also more likely to make a bad decision, and get my wallet out to buy the latest product I was looking at.

Although this won't really help you eliminate Information Overload, I will tell you that if someone offers you a good deal online, but says you have to act on it NOW...well, that is when you will usually lose the most money. Remember, if it is a truly good idea...the idea will still be around the next time you come back to it. Always give yourself (and your credit card) a cooling off period before you commit to making a purchase of yet another Internet Marketing training course.

Rule #6 Choose one path and stick to it.

If you're interested in selling something online, then trust me --- there's a guru for that. This is not necessarily a bad thing because everyone needs a good mentor to help get them started. The problem comes in when you get a little information from one guru, and a little information from another guru, and it all sounds so good that you can't decide who you really want to follow...so you decide to follow both.

In my case, it wasn't one or two though, it was several, and although I didn't get into their programs all at one time, I did keep trying to incorporate the information of the one Internet Marketing genius with the information from the next. Before too long, I was just running around in circles with my hands in the air (or at least that's what it felt like). I was constantly wondering who was right? Which direction should I go in?

Looking back now, if I had just tried one plan for three or four months, (or even one single month!) I could have saved myself a whole lot of frustration, not to mention a whole lot of money. As I mentioned before almost any plan will work, but that only happens when you actually work the plan. Make a choice and then make a commitment to follow that choice. If it doesn't seem to be working out further on down the road, then you can always adjust the plan or try something else.

Rule #7 Keep everything in its own place.

You may remember the old saying "there's a place for everything and everything in its place." Never is this more true than when you are dealing with incoming information. Whether it is files on a computer, magazines arriving in the mail, or course material that you have sent away for... once it comes into your life --- you better have a place for it. In

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the book "Find Your Focus Zone," Lucy Jo Palladino suggests that you should think of incoming information in the same way that you think about bringing bags of groceries into your home. She comments that, "To put them away, you need time...an amount that's limited to what fits on the counter, and an already clean fridge and organized pantry."

In other words, keep your work area AND your computer's contents organized. If I'm working with a bunch of files on my computer, I make a point to only open the ones that I need. Also work to keep your course material in one central location. I like to listen to CDs when I'm riding around by myself, but I now make a point to ensure that each CD gets back into the right case. Before, I would just stick a CD in whatever case I came across that was empty. Truthfully, sometimes half the battle of Information Overload is just figuring out where you left all those materials you were looking at. I now make it easy for myself by keeping things organized and clutter-free.

Rule #8 Avoid multi-tasking when doing serious work.

It's one thing to multi-task when you're working around the house or cleaning up the yard, but when you're running your business, your focus needs to be on whatever your most important task is for that day and nothing else. I've found that when I work on my eBay listings, it's best to take a straight-forward approach, and tackle one part of the listing at a time before moving onto the next.

If I start doing research, taking pictures of my items, and writing out the listing all at the same time, or rather jumping from one task to another, at some point, I get that old Information Overload going and my ability to concentrate goes completely out the window. The next thing you know, I've stopped listing and I'm buried in the research of the item, or I've gone completely off track and I'm answering emails.

Regardless of what type of e-commerce business you're running, the best way to handle things is to think of all of the components of your business as an assembly line. Work on one piece of it at a time and then move on to the next. Things will run a whole heck of a lot easier when you do it that way. Trust me!

Rule #9 Admit when something isn't working and get rid of it.

Remember those generic iPods I talked about in Chapter One? Sometimes the only way to get out from underneath Information Overload is by cutting your losses and simply walking away. If you realize that the plan you've chosen to follow isn't working, it might be time to just let it go.

This works especially well if you have Analysis Paralysis accompanying your Information Overload. Since you have eliminated the source of the Information Overload, you will now be able to start on something new. This means, no more worrying about whether you should try to go in a 1000 different directions. You can pick one new direction without feeling guilt or anxiety and stick with it.

Rule #10 Join a mastermind group and find someone trusted to bounce ideas off of.

I just can't tell you how much of a difference it makes when you find a group of like-minded individuals who all have the same interests that you do. A friend of mine once told me it was like finding a family that actually understood him, and I have to say that's exactly how it feels sometimes. Plus, joining a mastermind group not only allows you to learn from the experience of others, it also allows you to give back and help someone else who is just starting out. You can typically find these groups on Facebook, through Meetup, or by simply searching for mastermind groups on the Internet.

Once you begin to get the lay of the land within these groups, you will find there are a lot of different ideas and a lot of different opinions. Find one person that you can trust who will allow you to bounce ideas off of them. This person should be a straight shooter, who will tell it to you like it is, and not just what you want to hear. Now, note that I said you should find *one* person and not a whole bunch of people. I say this because if you start

asking everyone to comment on your ideas, you will get bombarded with so many different opinions, you'll be stumbling right back into that Information Overload pit, and you'll have to start climbing out all over again. If possible, I would suggest asking for this help from your mentor, but if that isn't possible, your trusted advisor could be your spouse or a friend. It just needs to be someone that won't try to sugar-coat it for you, or simply be your "yes-man" (or "yes-woman").

And there you have it...

While I wish that I could tell you that this was a conclusive list, in reality, I'm still learning tips and tricks to help the process along. I won't lie to you and tell you this journey has been easy. Even now, I liken myself to a recovering addict. One wrong move, and I can fall right back into the horror that nearly destroyed me. I fear that as long as we live in a world where information is constantly at our fingertips, there will always be a battle between mankind and Information Overload. Fortunately, if you're vigilant, there is a way to keep it at bay and "kill" it.

Let me leave you with one last closing thought...in my journey, I have discovered...there are plenty of ways to make money online, but until you're profitable in ONE business model, everything else is a distraction! Remember to focus and take action!

So sayeth the king, so sayeth we all....

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