

A person with long brown hair, wearing a purple hoodie, a grey cap, black leggings, and patterned socks with purple shoes, is walking away from the camera on a rocky desert landscape. The sky is a mix of orange, pink, and blue, suggesting a sunset or sunrise. The ground is covered in large, flat, reddish-brown rocks.

#SAVETHEBABIES

Hack your neurological
response system to
increase productivity.

COXCOACHING.CO

Oh Hiiiiiii!

Thanks for downloading my #savethebabies ebook! While your brain isn't a muscle, we can train it like one! #savethebabies is a mental hack (or training) to strengthening both Prioritization and Productivity.

Your neurological response system is at the root of your success much more than you realize; so with this simple mindset shift on Prioritization, we'll dramatically increase your Productivity!

Be sure to let me know how much you enjoy it!

Ryan Cox

Accountability + Growth Coach





Storytelling evokes a strong neurological response.

Neuroeconomist Paul Zak's research indicates that our brains produce the stress hormone cortisol during the tense moments in a story, which allows us to focus, while the cute factor of the animals releases oxytocin, the feel-good chemical that promotes connection and empathy.

Other neurological research tells us that a happy ending to a story triggers the limbic system, our brain's reward center, to release dopamine which makes us feel more hopeful and optimistic.

Based on those findings of the neurological response system, I developed #savethebabies. Except we're replacing the 'cute factor' with a 'hero factor', and take advantage of the psychology behind heroism.

Here is the story...

You and (your significant other, your favorite celebrity crush) are walking a trail at the Grand Canyon. As you pass one of the ledges you hear a cry for help,

**HELP US! HELP US!
SOMEONE PLEASE
HELP US!**

You run over to the ledge and see a mother, father and baby all holding onto the same ledge (separately) for dear life. They all begin to slip and you can only save one, who do you save?

THE BABY.

You answer the baby because while you don't want anyone to die, everyone in the scenario is wired to save the baby if it's the only one you can save.

If you were able to pause the scene and ask the mom and the dad in that split second, they'd want you to save the baby instead of them. So how does that map to productivity?

#savethebabies is a mental shift where you pick your top 5 priorities of the day (babies) and complete them (save) before doing anything else. These are a non-negotiable list of priorities that take precedence over anything else (like saving the baby before attempting to save the mom and dad).

Effectively we've created a story you can easily visualize. Maybe it's a scene in a movie you remember, maybe it is a real-life event you've read about. Either way, it's a scene that is desperate for a hero, and we've made you said hero.

Getting into a #savethebabies mindset means you've worked backwards from your goals for the quarter, and created a road map of daily tasks or steps to get there. Let me give a quick example. Ask any developer worth their salt, and realistically it isn't possible to build a fully functional website in a day. So if you have on your to-do list for today, "build new website", you're effectively telling yourself that you're a failure.

That isn't something you can do in a day, so it will just get passed onto tomorrow's to-do list, and you're sending yourself neurological signals that today you were a failure. Guess what you're not doing? You're not triggering your brain's reward system.

#NODOPAMINEFORYOU

"GUESS WHAT YOU'RE NOT DOING? YOU'RE NOT TRIGGERING YOUR BRAIN'S REWARD SYSTEM."





**"YOU'RE PLAYING
CHESS, NOT CHECKERS."**

If a new website is an end goal, what are 5 babies you could save today?

1. Purchase domain
2. Set-up hosting
3. Schedule meeting with logo designer
4. Pick the brand colors you want for the website
5. Spend 1 hour on "functionality need list" for website

That's a list you can check-off in a day, meanwhile sending #alltheoxytocin and triggering the limbic system to go ahead and reward you with #allthedopamine too.

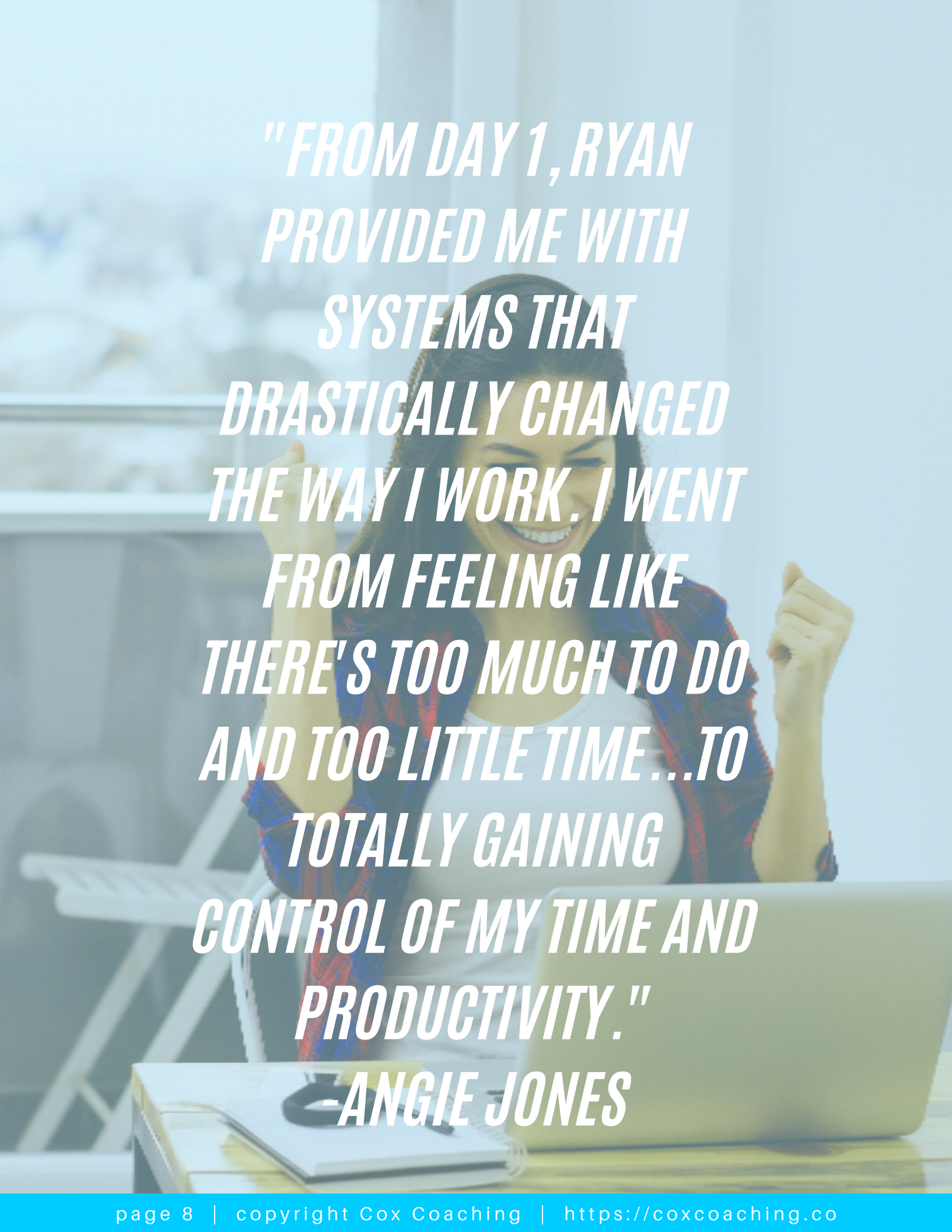
AND WHAT DOES BREAKING THINGS DOWN INTO MANAGEABLE CHUNKS MEAN FOR PRODUCTIVITY AND ACHIEVING GOALS?

Let's play the what-if game: 5 for 5 becomes 35 for 35 (one week) becomes 150 for 150 (one month) becomes 450 for 450 (90 days). If you were a perfect 450 for 450 on your top 5 priorities every day for the next quarter, what is the percentage chance you'd be able to say it was a successful quarter? 100% or 100%?

GUESS WHAT ELSE WE'RE CAPITALIZING ON?

We are attaching your happiness to productivity. Effectively, we're increasing your dependence on this new system too, because of what is known as the 'winning streak' effect. The gambling industry exploits this neurological constitute with casino games. You get on a "hot streak" rolling craps and your brain releases more dopamine than you know what to do with and you roll again and again and again.

Except we're capitalizing on it in a good way. There's no crash or major loss possibility (Pssst, there are no real babies). We're creating a system for you that once you are 35 for 35 and on a winning streak, you don't want to break that streak. To-do lists become it-got-done lists.



***"FROM DAY 1, RYAN
PROVIDED ME WITH
SYSTEMS THAT
DRASTICALLY CHANGED
THE WAY I WORK. I WENT
FROM FEELING LIKE
THERE'S TOO MUCH TO DO
AND TOO LITTLE TIME...TO
TOTALLY GAINING
CONTROL OF MY TIME AND
PRODUCTIVITY."***

-ANGIE JONES