



FIERCE WEDNESDAYS

Hey FIERCE Mama,

Welcome to the FIERCE Wednesdays newsletter, where I provide weekly tips and stories to help burned-out moms find purpose and love life. I do this every other week through my FIERCE methodology, which you can read in four minutes or less. Each tip/story will fall into one of my six-step FIERCE methodology steps. Click [here](#) to learn more about the FIERCE methodology.

This week, let's discuss procrastination. I believe we all struggle with it from time to time as busy mothers. Procrastination is delaying or postponing tasks, often against our better judgment. It's not just a time-management issue—it's deeply tied to our emotions

and psychology. Our brains prioritize short-term comfort over long-term goals, leading us to choose immediate, often unproductive distractions.

Several reasons why we may tend to procrastinate include a fear of failure, perfectionism, a lack of motivation, and feeling overwhelmed.

So, how do we break the cycle when we find ourselves procrastinating?

A main method for overcoming procrastination is to break tasks into manageable time slots. Finding big chunks of time can be challenging for a busy mother, so using small pockets of time wisely will add up. One technique for using small pockets of time is the **Pomodoro Technique**.

Developed by Francesco Cirillo in the late 1980s, the Pomodoro Technique is named after the tomato-shaped kitchen timer Cirillo used as a university student. The concept is to work for a set period, take a short break, and repeat. Here's how it works:

1. **Choose a Task:** Select the task you want to work on.
2. **Set a Timer:** Set a timer for 25 minutes (one "Pomodoro").
3. **Work:** Focus solely on the task until the timer rings.
4. **Short Break:** Take a 5-minute break.
5. **Repeat:** After four Pomodoros, take a more extended break (15-30 minutes).

This technique helps with:

Tackling Overwhelm - The Pomodoro Technique breaks tasks into 25-minute chunks, making even the largest projects more manageable. This approach helps reduce anxiety and makes it easier to get started.

Boosting Focus - This technique encourages deep focus by creating a sense of urgency. Knowing that you only have 25 minutes to work on a task can help eliminate distractions and improve concentration. Frequent breaks also help prevent burnout and maintain high levels of productivity throughout the day.

Building Momentum - Starting is often the most difficult part of any task. By committing to just 25 minutes, you're more likely to begin and build momentum. Once you complete a few Pomodoros, you'll find it easier to continue working and maintain a steady workflow.

Managing Distractions - During a Pomodoro, if you think of something unrelated to the task at hand, jot it down and return to it during your break. This way, you stay focused on your current task without losing track of other important thoughts or tasks.

By breaking tasks into manageable intervals, boosting focus, and building momentum, you can enhance your productivity and achieve your goals more efficiently.

I would love to hear about your results using this technique. Please send me a note to let me know how it has improved your productivity. Just hit reply. I read every email.

Stay FIERCE and relentless in your pursuit of significance!

Ugochi

Was this email forwarded to you? [Sign up](#) to receive your weekly dose of encouragement and motivation in your inbox.

QUOTE OF THE DAY

"You may delay, but time will not." – Benjamin Franklin.

Whenever you're ready, there are two ways I can help you:

1. The FIERCE Catch Fire Kit - The kit is [available](#)! What if you could be the mother your family needs without putting your dreams on the back burner? Your goals still matter; going after them is possible without neglecting your family. I'll show you how. Your purchase makes a difference! 15% of all bundle proceeds go toward my non-profit project helping vulnerable children in Nigeria. Click [here](#) to learn more.

2. If you would like a more customized and personalized approach, it would be my absolute pleasure to work with you 1:1. Reply to this email or [book a call](#) and let's [chat](#).



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