# Staying Focused: An Expanded Guide to Overcoming FOMO and Shiny Object Syndrome

**Feeling overwhelmed by too many ideas or opportunities?**

## Ready for a Deeper Dive? Let’s Expand on This Process

When you’re ready to take a more thorough approach, use this expanded version of the guide to evaluate opportunities in detail and create an actionable plan.

## Expanded Practical Exercise for Staying Focused

**Step 1: List Your Current Opportunities or Ideas**
Write down up to five opportunities or ideas that you’re considering right now. These might include:

* A new tool or software you’re thinking of purchasing.
* A trendy strategy you’ve seen competitors using.
* A new product or service you’re considering launching.
* An industry event or collaboration opportunity.

Step 2: Evaluate Each Opportunity
For each opportunity or idea, answer the following questions:

1. **Alignment with Goals**
	* Does this align with my long-term vision for my business?
	* How does this move me closer to my goals?
	* Is this idea consistent with my brand values and mission?
2. **Feasibility**
	* Do I have the time, resources, and skills to execute this effectively?
	* What trade-offs or sacrifices would this opportunity require?
3. **Impact**
	* What is the potential return on investment (ROI) for this idea?
	* What impact will it have on my business if successful?
	* What happens if it doesn’t work as planned?
4. **Urgency**
	* Is this a time-sensitive opportunity, or can it be revisited later?
	* Am I feeling pressure to act because of FOMO or external comparisons?

**Step 3: Prioritize Your Options**
Use a simple scoring system (e.g., 1–5 for each question above) to rank your ideas by priority. Focus on the ideas that score highest in alignment, feasibility, and impact while considering urgency.

Step 4: Create an Action Plan for the Top Priority
Once you’ve selected your top priority:

1. Break it down into smaller, actionable steps.
2. Assign deadlines for each step to ensure progress.
3. Revisit your goals and confirm this opportunity aligns before diving in.

Step 5: Shelve or Discard the Rest
For ideas you’ve decided to postpone or discard:

* **Postpone:** Create a “future opportunities” list to revisit when you have more bandwidth.
* **Discard:** Recognize when an idea doesn’t serve your goals and let it go without guilt.

## Bonus Tips for Staying Focused

* **Create a Vision Board:** Visualize your goals to remind yourself of your priorities daily.
* **Schedule Weekly Check-Ins:** Reflect on progress and adjust your focus as needed.
* **Limit Social Media Comparisons:** Set boundaries to reduce external distractions.

Keep This Guide Handy
Download this guide to keep as a tool for evaluating new opportunities and staying focused. With practice, you’ll build confidence in your ability to prioritize and move forward effectively.

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