



EPISODE 28:
DISTRACTION
INTEREST

Full Episode Transcript

WITH YOUR HOST LAUREN CASH

YOU ARE LISTENING TO THE EFFECTIVE ENTREPRENEUR PODCAST WITH LAUREN CASH, EPISODE 28: DISTRACTION INTEREST.

Hey, how was your weekend? How's your week going? I hope it's amazing and that you are making it amazing. Today we're going to talk about a concept that I came up with while I was in the Cayman Islands for my master coach training and it's called Distraction Interest. It's not about being interested in distraction. It's about interest like money interest.

So I will teach you that in just a sec but before we do that I wanted to tell you that we've been investing in upleveling our website and it's almost ready for your eyes. I am so excited for you to see it. I cannot contain myself, so if you're not following us on Instagram or on the list yet so you can see that announcement make sure you get on it and you'll be able to do that by going to the show notes as per usual or going to Vivere Co on Instagram. So, let's connect there so I can tell you when our new website is live and ready for you so you can be so excited with me jumping up and down about our new storefront and place to hang out and it'll be even easier for you to navigate and understand what is available for you if you want to take this work deeper than the podcast.

So, let's do a shout out to a review somebody else that when I did a giveaway submitted and I sent them fun things, you never know when that's going to happen. So you can submit yours at vivere.co/review and enter so that I can talk about you on the podcast and we can all connect with you. This is from Jacy Tackett, thank you Jacy so sweet of you. Jacy wrote, "Inspired. I've learned so much from this podcast and I am excited for new episodes to drop each week. The show notes are especially delightful for those of us inspired to dive deeper into Lauren's references whether it's to learn more about Dialectical Behavioral Therapy or rewatch Mean Girls."

I love this one so much. Yes, and Jacy has messaged me on Instagram before which is super fun because Jacy is a grad student in German studies writing their dissertation on science fiction in German culture after 1945. And they said they're so grateful for this podcast and the workbooks, especially the way I teach about perfectionism, time-bending, and conversations with our past and future selves. If you want to find Jacy on Instagram it's [@xos2ed](https://www.instagram.com/xos2ed). And you can find that link also in the show notes. So thanks Jacy and it's so fun to connect with you on Instagram and hear all the things that I geek out about that overlaps with your work. Who knew, I would never have thought German studies and German culture and science fiction would have to do with things that I teach but I just love it so much.

Alright, so let's dive in to talk about Distraction Interest. So last week we talked about how to focus and this is me selling you more on why you want to cultivate and hone and practice focus. It is because of distraction interest. In order to understand what distraction interest means you first need to understand what I mean by interest or what interest means. So when you borrow money, you're not only expected to pay back the amount of money that you receive, you are also expected to pay for borrowing the borrowing itself. So interest, which is typically expressed in an annual percentage rate is the amount of money you are required to pay for being able to borrow. So we're going to keep this in mind that not only is that interest owed, the interest also compounds usually. So what you owe over time is not only a percentage of the original amount loaned but also a percentage of the original amount plus the initial interest and so, therefore, your debt or the money that you are paying to borrow money, that's what I like to call that sometimes, builds.

So distraction interest works in the same way. When you distract yourself, you not only pay for the time that you "lose" that you gave to the distraction, but you also pay in compounded minutes, hours, days, and then you pay for this interest in a bunch of different ways. So, let's talk about this.

First one is your thoughts. So when you distract yourself you introduce new thoughts into your mind and the thoughts are triggered by whatever you are looking at during your distraction period. You then think about those thoughts and have to overcome those thoughts in order to get back to your work, so as a result, they divert your attention away from the task at hand.

The second thing is feelings. So, the thoughts you think during this distracted period of time when you were meant to be doing something else, but you've distracted yourself, will likely lead to creation of new emotion. So, if you're thinking new thoughts, you are going to introduce new emotions. This means that you will not only have to navigate those emotions that arise about what you're thinking about your task at hand but now you also are having to process feelings coming from whatever thoughts you have about what you were distracting yourself with.

So for example, if you checked, your phone dinged while you were meant to be focused on writing something else and then you look at your phone, you're already in the distraction, but now you've also read something in a text message. Let's say your partner said something and you had a thought about what your partner said, and then you had a feeling about that. Now not only are you dealing with you've diverted your attention, you're not making progress forward on the writing that you're doing. Now, you have to combat the thinking and feeling that has come up for you and it's going to be harder for you to get right back into writing because now you are having to overcome or refocus yourself and tell yourself, "I'll think about what they said later and how I feel about that later."

So, perhaps it's a photo on social media, an email in your inbox, or a text message that you read. You'll have new feelings that you've introduced. Not only do you have the feelings to deal with around maybe you're already feeling overwhelmed, or resistant, or frustrated, or bitter, or whatever it is, you are already having to overcome those feelings, and now you've added on additional feelings. That's like the interest you pay for distracting yourself.

The third way that you pay interest or create interest for distraction interest is with distractions squared is what I like to call it. So one distraction almost always ends up leading to another, so it's like a dominoes effect. So this is that the initial distraction inevitably will create an urge for a new distraction. So let's say you go in your inbox and you see one message so then you're dealing with your thinking and feeling around that message but then you end up seeing another email that was talking about like, "You should pay this bill," so then you open the tab to pay a bill and then you see something else and then it's just this whole rabbit hole.

And then you have to decide to not read an article and the possibilities are endless when you distract yourself. Especially if you distract yourself with social media, you understand how one thing can lead to another can lead to another and the distractions continuously multiply and not only are they multiplying but your thoughts and feelings that you're dealing with that we've already talked about are also compounding and we're not working towards the result that you wanted to work through or work towards.

The fourth thing for interest around distraction is that you will encounter new decisions, so when you distract yourself you inevitably I cannot talk, great I'm having a podcast and not able to talk. Inevitably, wow I can't say it. Inevitably encounter situations that require you to make new decisions. So it'll sound like this like, "Do I pay the bill? Do I want to enroll in this course? What book will I read next? What should we do about this dentist appointment? What should we have for dinner? What should I tell the nanny? Maybe I should ask my friend to bring flowers to the party." Now you're thinking about all these new decisions to be made when you wouldn't have had all of these decisions to be thinking of if you hadn't introduced the distraction while you were meant to be writing. So these questions are extraneous, and if you allow them, they'll end up initiating all this decision-making process which will steal your time and attention from your task at hand.

And then finally we have belief reinforcement. This is one of the most important ones. All of them are important but distraction interest, the interest that you accumulate from distracting yourself reinforces this evidence of all of these negative beliefs that you hold about yourself, that you're a procrastinator, that you never get things done, that you lose focus easily, that you're lazy, that you'll never achieve your goals. These beliefs aren't true, but you used this distraction and the interest that it created as a reason to believe that. So now not only do you have additional thought work to do, you now have additional belief work to do.

So, can you notice how it's essential to really hone the practice of becoming impervious to distraction? This is why focus and setting yourself up for focus is so important. And the first thing that you have to realize that I alluded to in the last episode, is that things don't distract you. And I know we like to think that we're just easily distracted or things distract us and yes things are designed to take our attention on purpose for people to make money on apps and things. However, us taking extreme ownership of our attention will help us to create practices for not distracting ourselves as much as possible. So if we take control back over that, then we will find solutions for how to clear the space and how to focus so that we don't end up paying all of this distraction interest that I'm talking about. Not only will you make a lot of money, make a lot of productivity back by not distracting yourself, you also won't end up having to pay all that interest that's just not necessary if you were to cultivate a clear space designed for focus and for focused practice.

So, I've taught a lot about these practices for not distracting yourself as much in my program Cultivate Margin. We also in there create a distraction inventory and protocol that fits beautifully into your calendar. So if that sounds like something you'd love to work more deeply on, stay tuned for next week. We're going to have Cultivate Margin available for you. Or if you want to get started right away with a private coach, go ahead and check that link out in the show notes as well or email us at hello@vivere.co and we'll get you started with a coach.

So stayed tuned for the new website launch and Cultivate Margin launching in The Shop on that new site. It is coming soon. Keep your eyes peeled if you want to make sure you know when it launches. Get on our email list and also follow us on Instagram. All of that will be in the show notes for you. I'm so excited to have that all available for you, so that you can stop paying interest on all of your distractions. You can design your space, especially your digital space, but also your regular physical space for focus to create what you want to create in your life and in your business. And even if you work for other people, you'll be able to create so much more value if you're not paying attention to all of this distraction interest.

So enjoy, and I will see you. I mean not see you, I will talk to you in your ears next week. Have a good one. Bye.

xo, L.

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