**Don’t Wait Until You Feel Like It**

Wide Super Slow has been my gym for 13-years. It's a hard workout, but I do it every Thursday at 7:30 AM. I explain why in this TV interview.

Successful salespeople do what’s necessary even when they don’t feel like doing it.

Every Monday morning, I research, write and record a sales idea for my [InstantSalesTraining](https://www.instantsalestraining.com/) website. Sometimes I have a story or a germ of an idea. Sometimes I have no idea what I’m going to write about. But I do know that by around noon, I will have researched, written and produced a fresh knowledge bite. Whether I feel like it or not.

Since I’ve already made the commitment to do it, I am going to make it happen. I’ve written four books and hundreds of articles. One of the best pieces of writing advice I’ve ever received is that you can write your way into thinking instead of thinking your way into writing. When I start writing, new thoughts start to flow. I don’t have to feel like it. But I do have to sit down start writing.

Heidi Grant Halvorson posted an article on the Harvard Business Review Blog on this topic. [*How to Make Yourself Work When You Just Don’t Want To*.](https://hbr.org/2014/02/how-to-make-yourself-work-when-you-just-dont-want-to) She writes, “In his excellent book *The Antidote: Happiness for People Who Can’t Stand Positive Thinking*, Oliver Burkeman points out that much of the time, when we say things like “I just can’t get out of bed early in the morning, “ or “I just can’t get myself to exercise,” what we really mean is that we can’t get ourselves to *feel* like doing these things.

“After all, no one is tying you to your bed every morning. Intimidating bouncers aren’t blocking the entrance to your gym.  Physically, nothing is stopping you – you just don’t feel like it.  But as Burkeman asks, “Who says you need to wait until you ‘feel like’ doing something to start doing it?

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“Think about that for a minute, because it’s really important.  Somewhere along the way, we’ve all bought into the idea – without consciously realizing it – that to be motivated and effective we need to *feel* like we want to act. We need to be eager to do so.  I really don’t know why we believe this, because it is 100% nonsense. Yes, on some level you need to be committed to what you are doing – you need to want to see the project finished, or get healthier, or get an earlier start to your day.  But you don’t need to *feel like doing it.*

“In fact, as Burkeman points out, many of the most prolific artists, writers, and innovators have become so in part because of their reliance on work routines that forced them to put in a certain number of hours a day, no matter how uninspired (or, in many instances, hungover) they might have felt.  Burkeman reminds us of renowned artist Chuck Close’s observation that “Inspiration is for amateurs. The rest of us just show up and get to work.”

“So, if you are sitting there, putting something off because you don’t feel like it, remember that you don’t actually need to feel like it.  *There is nothing stopping you.”*

Since 2004, I have been doing an exercise routine called Super Slow. Every Thursday at 7:30 AM, I pay $59 for the privilege of doing 7 exercises agonizingly slowly to the point of failure. This [short video](https://www.youtube.com/watch?v=1o2zLYnXpc0) describes the protocol and I appear at the 1-minute and 58-second mark.

I do not enjoy Super Slow. It is hard work. But I do it anyway because I want to maintain muscle mass and bone density into my elder years. I don’t have to like it or feel like doing it. All that’s required is that I show up and get the work in. I’m always glad it’s over. And I’m always glad I did it.

I don’t have to feel like doing it or enjoy doing it. I just have to do it. What a liberating idea.

Think about the implications and the power of applying this idea to your sales career. You don’t have to wait until you feel like prospecting to prospect. You don’t have to wait until you feel like writing that big proposal to sit down and write it.

All you have to do is your job.

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