

Kara Loewentheil ([00:00:00](#)):

Welcome to How to Get Really Fucking Organized. I am your host. I am Kara Loewentheil. I'm a former women's rights lawyer and now a master certified life coach. I work with women to help them figure out how society has impacted their brains and how to change the way they think to up level every area of their lives. I'm the host of the Unfuck Your Brain podcast, and I'm the creator of The Clutch, which is a monthly feminist coaching program that will rock your world. I'll tell you a little bit about that later. But before we get there, we need to talk about how to get really fucking organized.

Kara Loewentheil ([00:00:44](#)):

So I want you to imagine this life, and here's why we start with this. Research has shown that one of the best ways to ensure that you achieve a goal is to visualize what it would be like to be there, to visualize the journey and to visualize the destination. Now, I personally actually can't visualize in the sense that I don't see images in my mind, but that's okay. I can still bring up what I imagine it will feel like to have reached that destination that I want to get to. So that's what I want you to do too. If you can visualize, if you like visual images, great, do that. But if you don't, just try to bring up that emotion of what you imagine it would feel like if this was your life, if you knew everything you had to do.

Kara Loewentheil ([00:01:29](#)):

You were never worried about missing anything. You know when it will all get done. You just feel calm and confident that everything that needs to get done will get done when it needs to get done with no drama or emotional kind of agitation around it. You're never overwhelmed. You always feel perfectlywhelmed. You always feel in control on top of what needs to happen. You never feel behind. So you really have the time and mental energy to create the life you've always wanted, whatever that entails, that life is possible, and that is what I'm going to teach you how to create today.

Kara Loewentheil ([00:02:09](#)):

You don't have to just take it from me. My student, Isabel, after learning this, said, "I've been able to organize myself more and make progress towards my goals, and I've been able to decrease my anxiety and depression levels." So obviously, everybody's situation is different, and coaching is not a substitute for treatment for clinical depression, but this is evidence of how powerful it can be to get ourselves organized. It's not a small thing, it's not minor. As you're going to learn in this training, it's not something you should just magically already know how to do, even though we often tell ourselves that. It's actually a big challenge to get and stay organized in our current lifestyle and modern world if you don't know how. But when you learn how, it makes such a huge difference in your life and it can really have a big impact on how you feel.

Kara Loewentheil ([00:03:02](#)):

So how to get really fucking organized? You need the best system for organizing your work and time, and then you need to know how to make sure you actually follow it. That is what I'm going to teach you today. As we're going to talk about, you really need both. You need a system that has been designed with a human brain in mind so that it accounts for all the things that human brains like to do that get in the way of getting organized and staying organized. We are currently living in a modern society that is full of information overload. We can get information from so many different places now, from our email and social media and the news and what comes in the physical mail still and the note your kid brings home from school and has stuffed in their backpack and text messages and voicemails and some people still get faxes and emails and Slack messages and WhatsApp, on and on and on. There's so many

different platforms, and information and tasks and knowledge are coming to us in so many different ways. So we have this whole information overload because our brains did not evolve to cope with the modern technology in the amount of information that it gives us. Our brains evolved to know 50 to a hundred people and live in a small tribe and know our surroundings. And that was it. There were no emails and faxes in prehistoric times.

Kara Loewentheil ([00:04:25](#)):

So we have all of this information overload, and then we are just inherently disorganized because we weren't evolved to cope for this. We don't have brains that have spent thousands of years evolving to be able to hold 70,000 different pieces of information in our brains at all times. Our brains actually can only remember about three things at once in our conscious memory. All of us have more than three things we need to be remembering at any given time. So we are constantly feeling this information overload, but then feeling disorganized because we sort of know that there's all these different things we need to be doing. And all this information is embedded in all these different places, all of our emails and our texts and our Slacks and whatever productivity app your job uses and the notes that you left around your house. We just have this constant feeling of being overwhelmed and overloaded by everything there is to do and feeling constantly disorganized and behind. And that creates this low-level chaos that many of us are living in. So here are some kind of symptoms of information overload and disorganization. You've got one long to do list that never seems to get done. You are using your email inbox as your to-do list. I know so many people who do this. When I look at people's phones, if they're showing me a picture or something, and I see that the email account is like 6,312 at the bottom, I just die a little inside on their behalf because I know they're living in chaos. Using your email inbox as your to-do list.

Kara Loewentheil ([00:06:01](#)):

Physical piles or triggers to remind you what to do. Again, depending on who you are, for some people who are neurodiverse and have trouble with executive function and working memory, physical piles or triggers can be quite helpful. So I'm not saying that this is not okay to do. Of course, everybody should do what works for them. But as a kind of main system, it is not going to be able to help you with all the complex demands of modern life, especially if you have a professional job where there's quite a lot of information, tasks, and things coming to you electronically where a physical pile or a trigger isn't going to help you. And if you rely on that too much, then your space can begin to feel cluttered in a way that actually stresses you out. So it can become counterproductive.

Kara Loewentheil ([00:06:48](#)):

Same thing, post-it notes so you don't forget things. It's not that there's anything wrong with a post-it note, but it's not that effective long term because your brain actually stops seeing it. Your eyes still receive the information from the light. Light bounces off the post-it note and hits your eyes. Your brain is constantly editing what it shows you, that's why you can walk into a room and be like, "Wait, was the coffee table always right there?" Or not notice somebody's haircut for the first three days. So when your brain notices something like a post-it note or a pile or whatever when it's new because it might be new information, but once it's been up for a while, your brain will just edit it out. So you will literally not see the reminder that you left for yourself. Depending on constant electronic notifications to tell you what to do. Again, can be a useful tool in conjunction with other things, especially for people who struggle with executive function and memory. Nothing wrong with using some electronic notifications, but they're not enough themselves to be a whole system, because you cannot send notification for every

single email you have to send. And some things are not based on timing. So alarms aren't always going to do it, not going to be enough. And the old fashion, trying to remember 50 things at once, like our grandparents and their grandparents before them. This does not work. Your brain cannot remember that many things. Literally, in your conscious mind, your brain can hold onto three things at once. So this is a recipe for disaster.

Kara Loewentheil ([00:08:17](#)):

So you end up feeling disorganized, distracted, anxious, overwhelmed. You may feel like a failure, like you just cannot get ahead of the curve. You cannot get your shit together. How many times do you say to yourself, "I have just got to get my shit together next week"? All very common symptoms of trying to exist in a world that our brains are really not adapted to exist in. Now, that doesn't mean you can't learn to exist and thrive in this world. That's why I'm going to teach you. But I really want you to understand that you're not a failure if you're having trouble keeping up with the pace of everyday life because we didn't evolve for this. The problem's not that you're disorganized or bad at your job or anything else. It's not that you're lazy. It's not that you can't get your shit together. It's not that you're behind. None of these are the real problem. The problem is that you don't have the right kind of system. You don't have a system that is designed to solve the actual problem you're having. You need a system that is flexible and foolproof. Most systems are not flexible. You need to do them exactly one way for them to supposedly work. And they're definitely not foolproof, because how many of us have tried to implement some kind of other system and it hasn't worked? How many physical printed bound calendars and planners did I buy thinking that, "Well, it's a pretty planner, so I'm sure it's going to solve all my problems"? But it didn't because the system wasn't flexible and it wasn't foolproof.

Kara Loewentheil ([00:09:58](#)):

And most importantly, the system wasn't created to actually work with your human brain. This is the part that every organizational system is missing, other than mine, which is that it's not created to deal with all of the issues that happen in your brain. We're going to talk about the ways that your brain gets in the way of getting and staying organized. All of the things that you think are because you are just not organized, or you're lazy, or you're not working hard enough, or there's something wrong with you, you just don't have your shit together, none of that is true. You are having a normal human brain reaction to modern society, and we can absolutely learn how to change our brains and how to use the system to solve that problem. That's what I'm going to teach you. The fact that our brains didn't evolve for this, doesn't mean we can't learn to cope and thrive with it. We can, but we really have to target that specific problem, not just come up with a system that sounds good in theory and that doesn't take account of a human brain.

Kara Loewentheil ([00:11:02](#)):

There's no system in the world that will make itself work when you have a human brain and you're not solving for having a human brain, because here are the things that get in the way of staying organized: procrastination, avoidance, distraction, and overwhelm. We're going to talk about those. Throughout this training, I'm going to go into detail with each one. These are the things that get in the way of getting and staying organized.

Kara Loewentheil ([00:11:28](#)):

We procrastinate just getting organized, some of us. Some of us love to get organized, to plan everything in the beginning, color code everything, put everything down, but then we don't keep up

with it because we tell ourselves we're going to do something and then we don't do it. We procrastinate or we avoid. We get distracted, or new stuff comes in and we get overwhelmed because there's now stuff happening that wasn't on the perfect plan. And then we think, "Well, if I can't do it perfectly, fuck it, I'm not going to do it at all." Right? All of that comes from your human brain. So no system that is just two dimensional on paper that doesn't take account of how a human brain works is going to be able to solve for that and help you.

Kara Loewentheil ([00:12:12](#)):

You can have a foolproof system, but you'll still have a human brain. You have to have a system that is designed to work with your mind. When you have a system that works, so the system is flexible and foolproof, and it takes account of your brain, it is designed to teach you how to manage the obstacles and the sabotage that your brain can create, that is when you can do anything.

Kara Loewentheil ([00:12:45](#)):

So I want to tell you my story as an example of what kind of change you can see in your life and in the things that you're working on when you have both a system that works and you have accounted for the human brain. So I started my coaching business in 2016. I had zero entrepreneurial experience. I had recently gotten a coaching certification, but I didn't know anything about business or had to grow a business. I had been a women's rights lawyer and then an academic. So I really was coming with zero. Did not have an MBA, I had never had a business before, did not know what I was doing. So my first year, I made \$26,000 in revenue, and I had a handful of clients, which was awesome. That was my first year, really focusing on building this coaching business, getting really good at coaching. Practice, practice, practice. So that was pretty good.

Kara Loewentheil ([00:13:44](#)):

Two years later, by 2018, I had pretty much gotten my system down, but my brain was still getting in the way. I was still getting pretty impressive results. I had started to learn how to deal with my brain. I was getting better at procrastination specifically, had been a big problem for me in the past. And I was sort of getting a hold of procrastination in particular. So over those two years, I was able to scale my business to a million dollars in revenue, and I helped a hundred clients that year in 2018. So 2016, I was just doing things the way I'd always done them. 2017, I really started implementing the system part of what I'm going to teach you today, which is the logistics of how to get organized and stay that way. In 2017, I really started focusing on that brain part, seeing like, "Okay, I have a system, but if I'm not using the system because of my brain, then I need to change something." 2018, I really started fleshing out how do I make the system work for my brain. And I started with procrastination, which was my biggest problem.

Kara Loewentheil ([00:14:52](#)):

Now, four years later, my system is foolproof and flexible, and I know how to deal with procrastination, avoidance, distraction, and overwhelm. So I've learned how to deal with all those four ways that your brain can kind of sabotage your productivity and your system. This year, we're going to do six million in revenue, and we have helped thousands of clients. Now it's a we. I have a whole team that works with me. All of this came from learning how to get organized, get things done when I told myself I would, and deal with the ways that my normal human brain got in the way without self-judgment, just with curiosity and problem solving. And that's what created these results. I didn't work with somebody, I didn't work with a consultant or with a media person who blew me up or anything like that. I just figured out myself

how to grow this business based on these foundational bedrocks things of knowing that everything was organized, knowing when things would get done, knowing I could trust myself to do what I said I was going to do when I said I was going to do it.

Kara Loewentheil ([00:16:05](#)):

But I had never been able to develop that kind of trust in myself before because it was talked about like, "Oh, you need to learn accountability." What does that mean? I had no idea. And nobody else does either, really. It's not about being a better person, being more accountable, being more disciplined, more well powered. It's not about any of that. Your goal might be professional or financial or creative or to have impact or anything else. What you need is just to understand how your brain gets in the way of getting organized, staying organized, and using your time effectively. You just have to understand how your brain might get in your way so you can solve for it and prevent that from happening and catch back up when it does happen. That's what you need to do.

Kara Loewentheil ([00:16:49](#)):

So here are the four steps to getting really fucking organized. Step one, you need to gather tasks and information. So we talked about this a little bit in the beginning, that in modern life there are so many different-

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Kara Loewentheil ([00:17:02](#)):

... beginning that in modern life, there are so many different places that information comes to us, and there's such a blurring often for some of us between work and home life and personal life too. So your colleagues might DM you on Instagram, because they thought of something about something for work, or because your work is on Instagram. You might get a Slack from a work friend about hanging out later in a personal capacity. There's so many different places that you get information and tasks and knowledge comes through that you need, and they're all spread out all over the place.

Kara Loewentheil ([00:17:39](#)):

One, the first thing we want to do is gather everything we've learned and everything we need to do and all of the inputs. So you need to create what is called a central inbox. This is a term that I got from David Allen, who's an organizational guru, who was kind of the first organizational system I learned. And that was the system where I was like, "This system makes sense if I didn't have a human brain, because my human brain is really getting in the way of all of this prioritizing and execution that you're telling me will just naturally happen once I'm organized." But all that being said, this part of what I learned from him was really helpful, which is the idea that you have all these different places that information is coming to you and you need to have a routine for collecting, gathering it, and processing it. So you want to create what we call a central inbox.

Kara Loewentheil ([00:18:36](#)):

An inbox can be the notes app on your phone. It can be the inbox of any kind of productivity software. It could be an email account where all you do is email yourself an inbox. An inbox just means one repository, one central place where you write down or record everything that's coming to you in the different other places.

Kara Loewentheil ([00:18:59](#)):

So if I decide that it's going to be a notes app on my phone, then every day when I check my email, I check my Slack, I check my DMs, I check my text, I check my voicemail, I look at the physical mail in my house, whatever it is. Every day when I'm checking all those other places that information comes to me, I then take anything out of there that needs to be done or that I need to do anything about, and I make a note of it in my central inbox. So you can think of it as like your central inbox is the inbox that only you can reach. Every other inbox you have... And an inbox could be an actual inbox, like your email inbox or your mailbox, but it can also be your text messages. It's like any place, any app, any device, any location, any place, virtual or in reality, where you get input, where people send you things, where somebody can communicate with you.

Kara Loewentheil ([00:19:59](#)):

All of your other inboxes are open to different people, whether it's the public or your colleagues or your friends. Other people can reach you at those other inboxes to give you information, to sign tasks to you, to ask you to do things, whatever it is. Your central inbox, nobody else can reach except for you. That's the place that you pull things out of all of these other satellite inboxes whenever there's something you need to do. So if you get three texts and two of them are just cute baby pictures and you just write back, "Awe," that doesn't go in your central inbox. But if the third text is your partner saying, "Hey, I made a play date for Sam, can you check with Katie and make sure that works for her too?" That's a task you need to do, then that you write down your central inbox. So you create a central inbox, you got to process all your other inboxes daily.

Kara Loewentheil ([00:20:50](#)):

Step two, once you've got all of that information in your central inbox and more is going to be coming in every day. So we don't want that to just turn into one long list. That's not going to be helpful. Then we're just perpetuating the same problem of overwhelm and disorganization. Then it's all in one place, but it's not organized, it's not prioritized, it's all jumbled up. Things of all different sizes are in the same place. It's not going to really help you that much.

Kara Loewentheil ([00:21:17](#)):

So step two is you need to create projects and plans. All of that information that's coming in, you have to have a regular practice of going through it and sorting it and processing that information. You've written down 10 things that came through and they're arranged that day and they might range in size from check with Katie about the play date, to write new budget report. Two very different size projects for different people, different timelines. They can't all just be on one list. So you create projects and plans. And this again, can be as simple as just notes on your phone or it can be an entire productivity software where people use Asana, people use ClickUp, people use... There's one called Hello Monday, I think. There's all different productivity softwares. It could be written in a physical notebook, it could be on your phone in the inbox, in the notes app. It can be wherever you want, but you need to create different projects.

Kara Loewentheil ([00:22:17](#)):

So as you're going through that central inbox and you are processing the different things in it, there's two different types of items. There's something that'll take one step and be five minutes or less. You do that right now as you're processing that central inbox, as you're going through everything in there. You've collected from all those satellite inboxes, you've put everything into this list in your central inbox.

Now when you're processing that to see what's in there, what needs to be done, if it takes one step and it's five minutes or less, I do it right then. So if there was a note in there that said text Katie about play date, I would do it right when I was processing that inbox. It's one step, takes less than five minutes.

Kara Loewentheil ([00:22:58](#)):

However, if it takes more than five minutes and more than one step, if it's right new budget report, then I'm going to create a project for it because that's something that I can't do in one step in five minutes. So I'm going to create a project. That might mean another section of the notes app. That might mean another note. That might mean using whatever productivity software I use, creating a project within that. Most productivity softwares have the ability to create a project with separate steps under it. Could be a notebook by hand, and you write the project at the top of the page and then you break down in the list under it, what are all of the steps? So whatever it is, like find last year's budget, talk to accounting, get the numbers from my COO, draft the report, draft an outline of the report, write the report, have somebody copy out the report. All of the different steps that have to happen, I write down.

Kara Loewentheil ([00:23:52](#)):

So when I go through that central inbox and I'm processing it at least once a day for most of us to assign myself all the different things that are in there or see if any of them need to be assigned to somebody else, I'm going to look through and if it takes less than five minutes and just is one step, I'm going to do it right then. If it takes more than five minutes or there's more than one step, I'm going to create a project so that I have all of the steps right now.

Kara Loewentheil ([00:24:18](#)):

What this means is that on an ongoing basis, you have information coming to you from all over the world and every part of your life in your satellite inboxes. Your DMs, your texts, your email, your Slack, your whatever. You are then anytime something comes into one of those, that is something you have to do, you're putting that in your central inbox, you're making yourself a note. Text Katie, write budget report, whatever it is. And then as often as you need to, it can vary, but I recommend once a day as a starting point. You are setting aside time to go through that central inbox and either do the short little things right away or turn the bigger things and the more complex things into projects where you write down everything you'll need to do for that project.

Kara Loewentheil ([00:25:02](#)):

So what you have on an ongoing basis is an ongoing list of projects that's always being added to, and then stuff's coming off of it as you finish it. An ongoing inbox that things are cycling in and out of, things are coming in as you process your satellite inboxes, and then they're going onto projects lists and coming out of that inbox, or you're just doing them right away if they're the five-minute version. And then you have these running lists of projects.

Kara Loewentheil ([00:25:29](#)):

Now what do we do? Now we how to gather information, we know how to process information, and we know how to organize information into projects or just getting them done right away. Now what? Now we have a big list of projects and now we're going to probably feel overwhelmed. So step three is you use your calendar to decide when you are doing everything on your project's list. There's a lot of different belief systems out there about using your calendar. I am a big fan of using your calendar, and here's why. Number one, when you put everything on your calendar, you see how much time you

actually have to do things. This makes you deal with reality instead of living in this fantasy where you can do 27 things in one day. It makes you grapple with reality of how much time you have and how you're spending with it. That is a crucial step.

Kara Loewentheil ([00:26:24](#)):

Putting things on your calendar also allows you to see if you are procrastinating and avoiding something. When you read systems that tell you not to use a calendar, just go by priorities, et cetera, those are the kinds of systems that are designed for people who apparently don't have human brains. Because I for sure have things that I tend to avoid more than others or things I find overwhelming to think about. And if I don't decide when I'm going to do them, I will put them off as long as possible. So putting it on the calendar itself won't make me do it. We're going to talk in step four about how to deal with your brain, but putting it on the calendar at least makes it clear to me that I am avoiding it. If I put it on the calendar then I don't do it, now I know I'm onto myself much earlier that my brain is putting up a problem. The calendar lets you see how much time you really have to do things. It's a really important reality check in that way. And then it's an important reality check because it makes clear to you where your brain is sabotaging you, and then you need to deal with your brain.

Kara Loewentheil ([00:27:29](#)):

So, then you've got to follow your calendar, and I call this the 80/20 rule, because again, your system has to be flexible. There will be times that things take longer than you thought they would or something more urgent comes up, or you just have a day that your brain is like non-cooperative, even if you coach yourself. It's not about perfection. If you follow your calendar 80% of the time and 20% of the time you move things around or you change it, you're still going to get so much more done than if you don't use your calendar at all. So don't become perfectionistic about it because... I used to just teach you, follow your calendar, but what happens is the first day people don't follow their calendar, then they go into all or nothing black or white thinking, and they're like, "Fuck it, I'll just give up. Now I'm overwhelmed. Now I'm behind. Now I can't do anything." So 80/20. Follow your calendar 80% of the time. 20% of the time, things get moved around, things get changed, it's not a big deal.

Kara Loewentheil ([00:28:24](#)):

Now you know how to collect all the information in your life, how to process it, how to organize it, how to schedule it. Now, you've got to solve for brain sabotage. If we didn't have human brains, then my system could end there and it would not be that unique. It has different unique features of other kind of theories of organization out there. There's only so much new under the sun when it comes to how to gather things you have to do and arrange them. But the big problem that everybody else is missing is that you have to solve for having a fucking human brain. If you don't, then your system is for robots. And I'm not a robot, I don't know about you. So we have to solve for brain sabotage.

Kara Loewentheil ([00:29:09](#)):

All right, there are four main ways that your brain may sabotage you. The first is procrastination. That means putting things off. You put it on the calendar, and then you're always finding a reason to move it and not get it done. That's procrastination.

Kara Loewentheil ([00:29:25](#)):

Distraction. That's when we want to get on Facebook or Instagram or go talk to somebody or maybe do some online shopping. When something's on our calendar that we don't want to do, we may distract

ourselves or we may just be easily distracted. And so we have to learn to do things like close the door and turn off our notifications.

Kara Loewentheil ([00:29:44](#)):

People-pleasing. This is a brain sabotage that happens way more to women or people who are socialized as women, because women are taught that it's very important that everybody like them at all times and that they be nice and helpful and available to everyone at all times. Women are taught to put other people first all the time. That sounds nice, like, "Oh, I put other people first." But it actually can get taken way too far and really sabotage your ability to get and stay organized and be productive. Because if you have a plan for accomplishing the important stuff in your role, whether that's as CEO or as a stay-at-home mom, if you've got a plan for the important things you want to get done, but then anytime somebody asks you to do something like, "Oh, hey, can you cover the PTA meeting? Oh, hey, can you take on this unpaid committee thing at work? Oh, hey, can you read over my email?" Or, "Oh, I'd like to have a meeting. Are you available at this time?" And we are not willing to say no, or I can't do that until later, or I'm not available at that time, or whatever it is, because we're trying to people-please everyone. That actually really interferes with our productivity.

Kara Loewentheil ([00:30:57](#)):

And then overwhelm. This also, I find more common in women and people socialized as women because we are taught that we are supposed to be able to do it all and do it all perfectly. You're supposed to be an amazing partner, an amazing parent, an amazing worker, and also an amazing exerciser, and also have the figure of a teenage supermodel and also... So much overwhelm from trying to do everything perfectly all at once, and then we just shut down.

Kara Loewentheil ([00:31:27](#)):

So these are the four main ways that your brain may sabotage you when you are trying to get and stay organized and get more done. And if you don't learn how to solve for these, no system in the world is going to solve your problem.

Kara Loewentheil ([00:31:41](#)):

Solution is like, yes, you do step one, change your system. I believe the system that I taught you in steps one through three is the best system out there, and it already somewhat accounts for a human brain by putting things on the calendar so you really see what's going on with you. But if you don't change your brain, you're going to have awareness without a real solution. So you have to learn how to change your thinking as well. When you do that, when you change your thinking, you'll have more time, energy, and resilience to go after the new job you want, find your perfect partner, create that life you've always wanted. That's when you can truly change the world.

Kara Loewentheil ([00:32:23](#)):

Most coaches who teach about productivity or organization or your brain, only teach you half of what you need. Every other system is incomplete because either they're an organization productivity guru and their home and life look perfectly organized, but you have to basically not have a human brain for it to work. They don't teach you what to do when your normal human brain wants to procrastinate or avoid or feels overwhelmed by folding the laundry or whatever else is going to happen. And conversely, there are quite a lot of coaches who will teach you about mindset, but they don't teach you any specifics. And from my extensive experience coaching and working with thousands of women on this,

and my myself, it is not enough to just believe you can be organized. Yeah, you can come up with a system, but why would you try to reinvent the wheel?

Kara Loewentheil ([00:33:20](#)):

When I think about growing and running my business, I'm sure I could try to figure out step by step, how to do this all from scratch, but that would be extremely time consuming and I would probably get it wrong a lot before I got it right. Alternatively, I can hire somebody who knows how to grow and scale businesses structurally in terms of how should HR work and payroll processing and what meetings look like. I can hire someone who knows all of that already. So if you have to pick one, I guess, mindset is better than a system that you won't be able to use, but mindset's just going to make you feel better, but you're not going to actually get more done because you're going to be trying to still figure it all out yourself. So neither of those is really going solve-

PART 2 OF 4 ENDS [00:34:04]

Kara Loewentheil ([00:34:03](#)):

So, neither of those is really going to solve the problem of how to get yourself organized, how to stay organized, how to get more done and long term the whole reason we want to do this so that we can accomplish and create more in the world. I teach you both. I think that's been so clear throughout this whole training, that it is both that you need and that is what I teach you inside The Clutch. And The Clutch is my feminist monthly coaching revolution. It's a program. But to me, it's a revolution, because it is all about teaching women both the kinds of hacks, and tips, and structures, and systems that you need to up level any area of your life, but also the mindset work you need to be able to work with your human brain so that you don't just sabotage yourself and then give up.

Kara Loewentheil ([00:34:51](#)):

You can take it from my client, Kirsten, who says, "After Kara's amazing organization module, I took this morning to work on it. Inbox down to zero, action items filed, and other folders set up for ongoing organization. Feels amazing." So, a real person just like you who saw this training, signed up for the program, and learned the detailed system that I teach inside The Clutch. That's what The Clutch is, a monthly feminist coaching revolution. So, here's what you get when you join The Clutch. Inside The Clutch are all the tools and resources you need to ditch, overwhelm, and organize your life. In this training, I have taught you the big picture, steps one, two, three, four.

Kara Loewentheil ([00:35:35](#)):

Inside The Clutch when you join today, you get a module dedicated to teaching you exactly how to go through that process step by step. We have an entire module with lessons, and exercises, and a workbook to help you implement so that you make sure that you know exactly what to do. And it's all broken down in so much detail that I can't possibly fit in an online training like this. You also get live coaching and 24/7 support. Because everybody's brain works a little bit differently, everybody learns a little bit differently, everybody has different challenges come up, so I teach you how to deal with the most common brain challenges.

Kara Loewentheil ([00:36:16](#)):

But I want every single person who comes through The Clutch and who learns this work to succeed. And so, we have live coaching and 24/7 support, any questions you have, anything that's coming up for you,

any challenges you can't figure out, you can always get an answer. This is not one of those coaching memberships where you submit a question and like maybe it gets picked. If you submit a question to our Ask the Coaches feature in our beautiful membership site, your question will be answered. Full stop, bottom line, every question answered. We also have live coaching calls where we can't coach everyone live at once so we do select for those. But for written coaching and questions, everybody gets it every time. And that is really unique in this industry. We also have a community if you are someone who's into community.

Kara Loewentheil ([00:37:08](#)):

I really designed The Clutch to work with a lot of different learning and social styles. Some people just like to head down, do it themselves, they don't really want a chit chat or make new friends. And that is totally fine. Some people really love community, and support, and accountability through community. They're like, "I'm somebody who likes to process through conversation so I like to talk it out with other people whatever I'm working on." If you like that, we have a community of amazing women all doing the same work, a really positive supportive community where we are not kind of wallpapering everything with high vibes only nonsense. People are able to be real about the real challenges and struggles that they're facing. But the comments you get are always supportive, helpful coaching responses. Nobody's telling you what to do or giving you their opinion of your life, nobody's judging, everybody is there to help each other succeed.

Kara Loewentheil ([00:38:03](#)):

And we have resources to help you transform any area of your life. Because what's going to happen is you'll join, you'll do this productivity and time management work, your life is going to change and you're going to realize that you now aren't really wanting to settle for mediocre in any other area of your life too. You want to up level other places, your relationships, your job, your money, there's going to be all these other things that come to light where you're like, "God damn, I want to take that to amazing also." That's what you can do inside The Clutch. I want to make sure you understand, because I would hate for somebody to get off this training and think that they could just check out The Clutch whenever and join. They like the idea but they want to check it out later. You won't be able to do that. We only open to the public in a full public opening once or twice a year.

Kara Loewentheil ([00:38:50](#)):

So, this training, because you found this training and saw it, I want to give you an opportunity to join now. I would hate for somebody to watch this and then not have a chance to actually do the work if they want to. So, we do allow you to join The Clutch, even when it's closed to the public, if you have watched this training for a limited time. But it is not just like, "Check it out in a few weeks when you remember." It will be closed and you won't be able to join. So, if you are at all interested, I want you to keep watching, thinking about it and making a decision in the short term. So, what you're going to do next after this training depends on which of these three people you are, the clever chick, on the fence, or the lone lizard. And I'm going to explain which each of these groups are so you know what to do next.

Kara Loewentheil ([00:39:39](#)):

The clever chick is like, "Let's fucking go." And I used chick, it is a kind of wink at the term chick which is sometimes used to describe women, but on my podcast, Unfuck Your Brain, I always say, "Hello, my chickens." It's just a little funny thing I said one day that sort of turned, got a life of its own. And then people who listened to the podcast, which has millions of downloads, have started calling themselves

chickens and the Clutch, which is the name of my coaching program, obviously. A Clutch is many things. It's what you need when you need it. It's a little bag with your essentials, also a group of chickens. So, when I say clever chick, I don't mean chick like '80s term for woman necessarily, I really mean a little clever chicken who's ready to go.

Kara Loewentheil ([00:40:24](#)):

So, clever chick, let's fucking go. You're ready. You're like, "Yes. Oh my God, I do do that thing where I get all excited about getting organized and then I don't follow through. I do give up when a challenge hits. My brain does sabotage me. Oh God, I do people please and it gets in the way. I want to solve this." If that's you, then you are going to sign up for The Clutch. The link is showing up right now in the left hand corner of this video, at the top. You sign up, you're going to get access to an orientation call with Anna, who's our amazing community manager. She'll walk you through everything inside so you know where everything is, you have no questions, no confusion, you know exactly what to do.

Kara Loewentheil ([00:41:05](#)):

You are going to get instant access to our Productivity and Time Management Course to teach you how to manage your work and your life. So, that is those four big picture steps that I talked about on this training. That's the course that goes into them in detail. And you're getting that as a bonus for signing up now. Because most of the time, when people join The Clutch during our public openings, that only happen once or twice a year, they don't get to unlock any course module until they've done our first self-coaching course. You're going to get access to both of those at once. You're going to get our Feminist Mindset Fix which teaches you how to identify what your brain is doing and how to change your thoughts. That's how we deal with procrastination, and avoidance, and overwhelm, and distraction.

Kara Loewentheil ([00:41:51](#)):

You're going to get access to that right away, which everybody does when they join The Clutch, but then you're also going to get access right away to the Productivity and Time Management Course. So, if you had joined during a public launch, you'd get access to the Feminist Mindset Fix first and then you could unlock the second course a month later. But because you found this training and I want you to hit the ground running and get more stuff done, get organized, you get access to both immediately when you join now. You also get a community of like-minded women, no whining, no complaining, we have a drama-free Facebook group if you like Facebook, just the work, okay? Again, our Facebook group, totally optional, is just community if that's something you want.

Kara Loewentheil ([00:42:34](#)):

All of the teaching and coaching happens in our beautiful members only website that you got a username and password to sign into and you don't need social media for that. So, if you're a clever chick, you want to click that link in the upper left hand corner. These are your Clutch guides, your Clutch coaches. They are amazing coaches who are all certified life coaches, but they all also have gone through an advanced certification in feminist coaching with me. So, I have hand-trained them. And when I say they're feminist coaches, what that means is just that they have been trained to understand the kinds of thought problems that women tend to have because of what we are taught as women in society. Right?

Kara Loewentheil ([00:43:19](#)):

You don't have to be a feminist to join, it doesn't mean that they're going to talk to you about politics, it doesn't mean anything like that. It just means that we know that women are taught to think certain

ways about themselves. Right? We talked about some of those earlier, to try to make everybody happy, that they have to do everything perfectly all the time, that their appearance matters more than a man's appearance does, that kind of thing. So, they are just really experts in understanding all the ways that society impacts our brains and that will help you learn how to understand your brain better. Some of them have been with me from kind of the very beginning. Natasha went through my small group coaching program I did when I was a newer coach.

Kara Loewentheil ([00:44:00](#)):

And in fact, when I did that small group coaching program, I was teaching the same material that I teach in The Clutch, but in that small group program, it was a \$10,000 investment, for real, \$10,000 for that small group coaching experience with me. Same material, same content, except actually upgraded and improved, because that was several years ago and my teaching and work has gotten much better since then. So, really upgraded and improved materials but same core concepts worth \$10,000. In The Clutch, they're \$97 a month, and it is up to you how long you stay. When you join The Clutch, you can cancel it any time. I always want my students to make their own decisions about how much time they want to spend doing something and when they feel ready to graduate. That's something you will learn to tell for yourself.

Kara Loewentheil ([00:44:52](#)):

All of my work is about empowering women and people socialized as women to be able to be their own authority, and make their own decisions, and run their own lives, and not care so much what everybody else thinks. So, when you join The Clutch, you get that step by step method for getting more done, you get the Get Fucking Organized system and the Time Management and Productivity module, you get that unlocked immediately along with the Feminist Mindset Fix that teaches you how to change your thinking, live coaching, 24/7 support, you get a community of kick ass women. Again, only if you want, that is social media based and optional. All of the coaching and teaching happens in our beautiful membership website, completely separate from Facebook, nothing to do with it. You get a username and a password, you sign in, that's hosted totally separately.

Kara Loewentheil ([00:45:43](#)):

Facebook community is if you, like me, are a little bit of a chatter box and to talk to other people about the things you're learning and like to learn from other people's work and what they're doing, but totally optional. And you get resources to help you overcome any challenge and create any outcome you want. So, if you are a clever chick, you're ready, let's fucking go. Click that link in the upper left corner and let's get started. You don't even need the rest. If you're on the fence, this is a totally normal place to be. You might be thinking things like, "I might not follow through. What if this doesn't work? I don't want to spend money. I'll regret." Congratulations, you have a normal human brain. This is so normal. Right? Your brain is used to thinking about everything that might go wrong. Have you ever noticed that your brain does that, it spends a lot of time thinking about how shit might go wrong? Our brains evolved to do that. That is beneficial to evolution. Right? You only have to assume the best and be wrong once to get eaten by a lion. But if you assume the worst 50 times and it saves you from being eaten by a lion once, there's no cost evolutionarily to the 49 times you were wrong. Right? So, evolution has really selected for people who worry a lot about the future. So, your brain naturally looks for everything that could go wrong. It's not something that's wrong with you, it's a normal human brain. It will keep doing that the rest of your life unless you learn how to change and manage it like we do in The Clutch.

Kara Loewentheil ([00:47:17](#)):

But here's what I want you to think about from making this decision. We think that informed consent or making a good decision means just thinking about everything that could go wrong, which is a really weird definition of it. I feel like maybe it came from medical procedures where informed consent means we tell you everything that could go wrong and you say you still want to do it. But really, a real decision requires also thinking about everything that could go right. Right? Like literally, if you think about it, to make an informed decision, to really make a truly informed decision, you have to think about both possibilities. What do you stand to gain? And that's the part that your brain won't do naturally. So, you have to tell your brain on purpose, "Okay, brain, I get it, some things could go wrong, yes. What could go right? What could be amazing? What would that look like if I actually solved this problem for myself? How amazing would that be and why?"

Kara Loewentheil ([00:48:13](#)):

You really have to do that on purpose. Because left to its own devices, your brain is just a total pessimist. And a pessimist isn't actually just making an informed, neutral decision, they're biased towards the negative and that's what your brain is like, until you think on purpose about what might go right. So, that means you have to start practicing believing in yourself and your ability to change. It doesn't come naturally because women are socialized to do the opposite, right? Women are taught that we're not the authority, we're not the leaders, we can't trust ourselves, women's emotions are all over the place, and during their menstrual cycles, they're crazy, and all kinds of stereotypes that we hear in society about how we are not levelheaded, we are not trustworthy, we are not leaders, we are not authorities, we can't make our own decisions.

Kara Loewentheil ([00:49:05](#)):

And you may not consciously think that about yourself, but just think about how often you want to tell a bunch of your friends about what you're going to do to make sure they all think it's a good idea or you want someone else at your job to confirm that what you think you're going to do is a good idea. Right? We are taught to question ourselves. So, you have to practice on purpose believing in yourself and having your own back, which means like, "I'm going to make this decision and I'm going to make it amazing. And if anything does go wrong, I am not going to beat myself up about that." Right? And you can start learning how to do that. That's something that we work on so in depth in The Clutch because it's truly the key to liberating your brain from society. But it starts with this decision, this decision to join The Clutch and to change this part of your life that has been bothering you enough that you signed up for this training. That's where this work starts.

Kara Loewentheil ([00:49:59](#)):

You might also be experiencing low self-worth or no self-love if you're on the fence. This is also a way that women are socialized. We are taught to feel like we don't deserve to invest in ourselves, or that it's selfish to spend money on ourselves, or that we should be able to do things on our own. Right? This is something that we see pretty gendered. I see so many heterosexual couples where the husband has a membership to the golf club and spends money on fishing trips and whatever. And the female partner, the wife or the woman in the relationship has a hard time investing in things she likes to do. Because women are socialized to believe that it's selfish to ever invest in ourselves with not just our money, with our time and our energy, that we should always be putting other people first. Right? But that's society's voice, that's not you. That's not your true self. Society teaches women to spend time, money, and energy on everyone else first, even though that actually burns us out.

PART 3 OF 4 ENDS [00:51:04]

Kara Loewentheil ([00:51:03](#)):

Everyone else first. Even though that actually burns us out, makes us not that fun to be around, makes us miserable and snappy, which isn't actually good for anybody else. Right? And we live in a very capitalistic society and listen, I run a business, so it's not like I'm a member of the communist party, but advertising and our kind of unchecked modern advertising teaches you to spend money on products for temporary relief. So you keep buying more when you learn to change your brain, yes, you're investing upfront in learning this skill, but once you've got that skill solid, you have it for the rest of your life. I don't want people in The Clutch for their whole lives. I want you to learn this, learn how to make your life better and then graduate yourself when you're ready.

Kara Loewentheil ([00:51:45](#)):

But advertising just sells you products that you will constantly get rid of and need more, right? Oh, you don't feel confident. You need to buy this wrinkle cream and it'll get used up and then you got to buy more and more and more. You don't feel organized? Buy this expensive planner and all these pens and the sticker set. Oh, it didn't work. You're the problem. Buy another one. Try another one. Do it again. Next year, right? Advertising is aimed at making you think that the solution to all your problems is a product that you will use, discard and buy again. That is not how you actually create real change.

Kara Loewentheil ([00:52:20](#)):

So the bottom line is it's normal and okay to feel self-doubt. You've literally been taught to do that. But in my book and the world I want, it's not okay to let your self-doubt, run the show and keep you from improving your life because that's how your self-doubt wins. That's how society wins. That's how your self doubt wins.

Kara Loewentheil ([00:52:42](#)):

So here's what I want to ask yourself. Because of the way women are socialized, it can be hard for us to access belief in ourselves. But we believe in our friends. We believe in our sisters. We believe in our friends. We believe in our kids. And so I want you to ask yourself first, if I believed in myself and felt worthy, what would I do next, if I trusted myself? But if that's hard for you to access, if you're just like, I can't even imagine what that's like... Number one, if that's how you feel, then definitely join The Clutch because that's what we're going to teach you how to do. If you can ask yourself if my daughter or my friend wanted to invest in herself, what would I say? That will help you see if you are holding yourself back because of those thought patterns you've learned.

Kara Loewentheil ([00:53:25](#)):

There are great reasons to say no to The Clutch today. If you didn't see yourself described in these patterns, if you've been listening to me talk, and you're like none of that resonates, I'm not sure why you're still watching, but if you are, if none of it resonated, don't join The Clutch. It's not the right match for you. If you're confident, you can learn to manage your mind on your own. You were just kind of curious, you checked it out, but you're like, I got this. I know how to change my brain on my own. I'm a neuroscientist. Honestly. I think we do have neuroscientists in The Clutch. We definitely have therapists in The Clutch, but if you're really confident, you can do it on your own, bless and go for it. Or if you truly can't afford it. If you need that money to pay rent or buy food, do those things first. Absolutely.

Kara Loewentheil ([00:54:10](#)):

But the worst reason to say no to yourself is because you have doubts because anything we try to do to change, we will always have doubt. It's natural. It's how your brain evolved to think. So if you always come down on the side of, if I have doubt, I shouldn't do it. That means that you're always operating from fear and from this limited imagination. And so you're never going to change any area of your life. So if you're on the fence, those are the questions I want you to consider.

Kara Loewentheil ([00:54:39](#)):

All right, lone lizard. Let me talk to you. If you are like, "I'm doing this on my own. I don't like packs. I don't like clutches of chickens. I'm by myself." Here's what I want you to understand because I want you to succeed. I don't want you to watch this training, be like, "Oh, interesting. I think I'll maybe do that. I'll do it by myself." And then go off and then not do it or try for two days and then give up. I don't want anybody doing that. So I want you to be really clear in yourself and committed to this process, right? Don't tell yourself you're going to do it yourself and then half ass it. Either just admit to yourself, you are not making any changes, you are not getting organized, you are not getting more done, you are not solving this problem. Just be honest with yourself. That's okay. You could choose not to solve this problem. I don't judge you, but just be honest with yourself. I don't want you to pretend you're going to do it and half ass it.

Kara Loewentheil ([00:55:32](#)):

If you're going to do it on your own, just be clear with yourself. You're going to have to pay. Anything in life that we want to do, create requires time, money, and or effort. Those are like three different levers. So you can invest financially like the clever chicks who are going to join The Clutch. If you invest financially a lot less time and effort, right? Cause everything's figured out for you, we lead you through it step by step, right? So it's not going to take that much time or effort. If you don't want to invest financially, it's going to take a lot more time and effort. So just be real with yourself about that.

Kara Loewentheil ([00:56:07](#)):

Doing it on your own. I want you to write this down or take the screenshot, because these are the things you're going to need. You're going to need to develop, or already have, self accountability, which means you keep yourself accountable. You always do what you say you're going to do. You already have that relationship with yourself. You're going to need to know how to overcome overwhelm, right? So when you feel overwhelmed, which definitely will happen because you have a human brain, you already know how to overcome it, or you're going to have to learn that by yourself. You're going to need to create your own structure. Obviously inside The Clutch, we tell you how to do it. We take you through the process. If you want to do it yourself, you need to create that for yourself. And you're going to need to be resourceful. Figure out how to answer your own questions. Don't just give up when you have a question.

Kara Loewentheil ([00:56:51](#)):

So if you're doing this for free, make a list of podcasts to listen to, mine included. Write a list of podcasts from unfuck your brain or from other people about these topics. Find a friend to listen and discuss with you so that you have someone to bounce things off of. Take notes. Don't just sit there and let it wash over you. Take notes and practice coaching yourself. You can put that together from the podcast and leave comments on social media posts to kind of get some engagement, a little bit of community there.

Kara Loewentheil ([00:57:20](#)):

If you are a clever chick joining The Clutch, you're going to use Ask the Coaches for written coaching, our private Facebook community and live coaching calls with me and The Clutch coaches where you can get coached live on what's going on with you. You're going to use the productivity and time management course to create and implement your new productivity system. You're going to use the feminist mindset fix course to learn to manage your brain and avoid sabotaging yourself. And you can, if you want additional support, you can get an accountability partner inside the Facebook group or you can join a coop, which is our student run small groups inside The Clutch that focus on different areas of life.

Kara Loewentheil ([00:58:03](#)):

So I want you to go back to that vision we brought up in the beginning, right? The life where you know everything you have to do, you know when it will get done, you're never overwhelmed, you're never behind, you create the life you've always wanted because you have the time and the mental bandwidth to do it. That is the life that's available to you. And that is what you learn to do inside The Clutch. So today only when you join, you get instant access to the Feminist Mindset Fix self coaching course, but you also get instant access to the full Productivity and Time Management course that walks you in lots of detail with a whole implementation guide through what I taught the big picture steps of today. And you get access to special trainings you can unlock as time goes on, on work and money, how to regulate your nervous system, body image, eating and exercise, self-confidence and self-love and many other topics.

Kara Loewentheil ([00:59:03](#)):

Plus you get that curated library of courses for any topic, monthly live coaching calls with me, weekly live coaching calls with The Clutch coaches, ask the coaches, which is the written coaching system we have. We've got a library of almost a hundred Q and A podcast episodes I did that are only inside The Clutch with people asking questions about every area of their life and me helping them understand their brain and community support and new, amazing friends. When I taught that high dollar coaching program for real, this content was a \$10,000 investment, but in The Clutch, it is \$97 a month because the whole reason that I changed from a small group coaching program to a monthly coaching membership program was that I want this work to reach as many people as possible.

Kara Loewentheil ([00:59:52](#)):

So some stories from my students, my student Katie wrote in our Facebook group, "I did it. Inbox zero. I just wanted to share my victory. Progress, not perfection." Which is the key. That is why she was successful. And The Clutch teaches you how to value progress over perfection. That doesn't come naturally to most of us, but we can learn and you get so much more done that's the paradox. And Katie says, "Remembering who the fuck you are." And my student Jennifer says, "The Clutch has given me the most user friendly tools to live a life I could only imagine." I love when sometimes these sound too perfect and I'm like really team. That was real. It was real. They're always real. And my student Jen said, "I've got my system on my phone now and I got my email down to zero." You can see how many people were drowning in giant email inboxes that they were using to manage their to-do lists. "It's kind of eerie to look at, but I love it. I learned something new every time I rewatch the module."

Kara Loewentheil ([01:00:48](#)):

My student Shelly says, "I'm amazed at how candid members are about their lives, insecurities, wins and hurdles, and I think that's testament to the supportive, loving, non-judgmental atmosphere that The

Clutch cultivates." Which is one of the most important things to me. I have never seen a group this big, this non-judgmental. And that is a tone that I have set very carefully and we have a really strong community norms and culture around we are there to coach and support and help each other. We don't vent. We don't complain. We don't judge. We are just there to help each other be more intentional and more positive and more productive and more proactive. And we hold space for all the challenges in people's lives. It is not toxic positivity at all, but it's just not a place where people vent, but don't want to actually make their lives better.

Kara Loewentheil ([01:01:42](#)):

We are all there to make our lives better. And that is so, so valuable. If you are someone who likes community and conversation, like I said before, some people don't and that's totally fine, but if you do, it's very important to make sure that the people you're talking to understand and are coming from the same place. If you're someone who is going to talk a lot about what you're learning and what you want to change in your life, you got to make sure that you're talking about it to people who know what's possible and support that and not just random people from your regular life who aren't on the same page. And then my student, Michelle, I always love this one, "As a clinical psychologist, I love the practical application of evidence based principles." I didn't make this shit up y'all. I went to Harvard and Yale. I do my research. "And for \$97 a month, I've gotten more from it the last three weeks than I did from years of psychotherapy." Which you really can't put price on that.

Kara Loewentheil ([01:02:39](#)):

So here's what I want to kind of leave you with. I'm going to answer a few questions at the end, common questions we get, but this really is the core of everything I do and why The Clutch exists. Society teaches women to spend money on makeup and clothing and food and booze and we could add a million things, shopping and Netflix and drugs and drinking and gambling and whatever. We're taught to consume and self-medicate the stress of sexism away. And again, for some people listening to this, some of you really experience it as sexism in society. Some of you don't experience it that way, or don't feel you've experienced that, but you definitely experience the stress of trying to be the perfect mom or trying to be the perfect girlfriend or trying to be the perfect daughter or trying to be the perfect employee, trying to do everything right, trying to make sure everybody's happy, feeling bad if you ever put yourself first, feeling bad about what you see when you look in the mirror, judging yourself based on what you ate or if you exercise, or if you didn't right? Not trusting yourself, doubting yourself.

Kara Loewentheil ([01:03:46](#)):

All of that comes from how we are taught to think about ourselves in this society. And then we are taught to consume and self-medicate it away, whether you call it or experience it as sexism or not, we've all experienced the effects of how society teaches women to think about themselves. So the bravest most important thing you can do as a woman, I absolutely believe this, is to invest in yourself. To say I am worthy of my own money, my own time, my own attention, my own effort. I matter as much as everybody else around me, who I pour that stuff into. I matter too. And that's what you can learn to do inside The Clutch. Unfuckyourbrain.com/theclutch.

Kara Loewentheil ([01:04:34](#)):

Today only you get instant access to the Feminist Mindset Fix, self coaching course, you get instant access to that full Productivity and Time Management course. I want you to remember that the most radical thing you can do as a woman, as a member of any marginalized community, is to invest in your

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own mental and emotional health because the status quo depends on you putting yourself last and nothing's going to change in your life or in the world until you choose just in one decision like this, to put yourself first. Click that link in the upper left hand corner and make that decision today.

PART 4 OF 4 ENDS [01:05:16]