

# The Focus Power

The Ultimate Secrets of the World's Highest Achievers



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# Introduction

Everyone wants to be successful in life. Whether it's business, pursuing your passion, your career, or building a family. Without the desire for success, humans cannot exist and thrive. While success is not an uncommon term to many, only a few people have really benefited from the sweet taste of a career. What's their secret? The focusing power.



*According to a 2000 study conducted by Microsoft, an average individual has an attention span of 12 seconds. In 2015, it dropped to 8 seconds. It was supported by the study from the Technical University of Denmark, suggesting that the short attention span is due to information overload. So many things are demanding our attention that we can only focus on one thing at a time for a short period.*

Another study from the University of California at Irvine reveals that workers in a technical field could only focus on working on a project for 11 minutes before they are distracted by their surroundings. To make it worst, it took them 25 minutes of wandering and being distracted before they are able to get back on track.

This short attention span has introduced a lot of issues and difficulties. People are struggling to finish one task without jumping into the next. Most of them cannot focus on consuming one trend before they consume another. According to the Oracle ID Graph, the average person has five devices. That means we have endless choices on what and where to get the information we want. The more we are surrounded by information, the more we feel overwhelmed. As a result, none of the tasks we wrote on our to-do list is accomplished.

It's quite frustrating, right? You meticulously wrote down these tasks, knowing that each step brings you closer to your success. But if you can't finish a single task, how long before you reach your success? Or will you even reach it if you are stuck on the same task and stagnant for the past years? This is the main reason why people settle for less and give up on their ambitions.

***But worry no more because this book will help you to succeed using the power of focus!***

It's high time to take control of your life and get what you wanted. No matter how ambitious it is, you can get anything you want with the power of focus. This book will define the power of focus, causes for a short attention span, and how to break this bad habit. We will break it down and discuss it phase by phase. As a special chapter, you will also learn excellent research-based food choices that can improve your focus.

***So, drop whatever you are doing right now and focus on this book alone. Your life is about to change in the next few chapters.***

