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Simple Identity Shifts That Stop Procrastination

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INTRODUCTION

Procrastination Is an Identity Problem

You've tried everything.

You've read the productivity books. You've downloaded the apps. You've set alarms, created spreadsheets, bought planners. You've told yourself "Monday I'm getting it together" more times than you can count.

Yet here you are. Again.

That important project still sits untouched. The deadline is getting closer. And the frustration? It's exhausting.

Here's what most people get wrong about procrastination:

They treat it as a time management problem. They think if they just organize their schedule better, use the right tools, or push harder, they'll break free.

But that's not the real issue.

Procrastination isn't about your calendar. It's not about discipline or willpower. And it definitely isn't about you being lazy.

Procrastination is an identity problem.

You've spent years—maybe decades—telling yourself a story about who you are. "I'm someone who procrastinates." "I work better under pressure." "I'm just not that organized." "I'm broken when it comes to getting things done."

And here's the psychological truth: **We live into our identities.**

If you believe you're a procrastinator, you'll procrastinate. If you believe you're lazy, you'll act lazy. If you believe you're broken, you'll reinforce that brokenness with every delayed decision.

The good news? **You can change your identity. And when your identity shifts, your behavior follows automatically.**

This ebook is your roadmap to rewriting the story you've been telling yourself. Through seven simple but powerful identity shifts, you'll move from "procrastinator" to "producer"—not through willpower or discipline, but through genuine, lasting change in how you see yourself.

These shifts aren't complicated. They don't require you to become someone you're not. Instead, they help you become the person you've always known you could be.

Let's begin.

IDENTITY SHIFT #1

From “I’m Lazy” to “I’m Selective With My Energy”

This is where most procrastinators start. You tell yourself: “I’m lazy. I’m unmotivated. Other people just have more drive than I do.”

Here’s the painful truth about that belief: It’s killing your potential.

When you accept the identity of “lazy,” you give up. You stop trying. You accept procrastination as an unchangeable part of who you are. And worse, laziness becomes your excuse for everything that goes wrong.

But let’s look at this more honestly.

Are you lazy when you’re pursuing something you care about? Are you lazy when you’re passionate about a project? Are you lazy when you’re in a conversation with someone you genuinely want to connect with?

Probably not.

The truth is far more nuanced and empowering: **You’re not lazy. You’re selective with your energy.**

High achievers—people like you—have finite energy. Your brain is constantly processing decisions, solving problems, managing emotions, and navigating complex situations. By the end of the day, your tank is often empty.

The procrastination isn’t laziness. It’s a signal. Your energy is depleted, and you’re protecting what’s left.

But here’s where the identity shift happens:

Instead of labeling yourself as “lazy,” recognize that you’re someone who needs to be intentional about energy management. You’re not broken. You’re someone who understands that energy is a finite resource that needs to be protected and allocated wisely.

This small shift changes everything.

From this new identity, you start asking different questions:

- “Where should I invest my energy today?”
- “What matters most, and what can wait?”
- “How do I protect my best hours for my most important work?”

You move from shame (“I’m lazy”) to strategy (“I’m selective”). You move from self-criticism to self-awareness. And most importantly, you move toward action because now you’re working *with* your energy, not against it.

Your new identity: I’m someone who manages my energy intentionally.

IDENTITY SHIFT #2

From “I Work Better Under Pressure” to “I Thrive With Clarity”

This one is particularly powerful for high achievers, and it might be the belief that’s been holding you back the most.

“I work better under pressure.” How many times have you said this?

And you know what? There’s a grain of truth in it. When the deadline is screaming at you, you *do* move. You get things done. The adrenaline kicks in, and suddenly you’re productive.

But here’s what’s actually happening:

You’re not working better under pressure. You’re finally working with a clear deadline. You’re operating with zero ambiguity about what needs to be done and when it needs to be done.

The clarity is what’s creating the productivity, not the pressure.

The problem is that living under constant pressure is unsustainable. It’s exhausting. It’s stressful. It creates anxiety. And eventually, it burns you out completely.

So what if you could have the clarity without the pressure?

What if you could thrive without the panic?

This identity shift is about moving from external pressure (the deadline forcing you to act) to internal clarity (you knowing exactly what matters and why).

Here's how it works in practice:

Instead of waiting for the deadline to force action, you create your own clarity. You define what done looks like before you start. You break the project into clear milestones. You establish specific outcomes rather than vague goals.

With that clarity in place, you don't need the pressure anymore. You can move with purpose, confidence, and calm instead of panic.

From this new identity, you start saying:

- “What do I need to be clear on to move forward?”
- “What does success look like for this project?”
- “What's the first clear step I need to take?”

You're no longer the person who needs a crisis to perform. You're the person who thrives with clarity and intentional planning. You're actually more productive because you're not wasting energy on stress and anxiety.

Your new identity: I'm someone who thrives with clarity and creates my own momentum.

IDENTITY SHIFT #3

From “I'm Broken” to “I'm Evolving”

This is perhaps the deepest identity shift, and it's absolutely essential.

Procrastination creates shame. Years of delayed action, missed opportunities, and broken promises to yourself create a narrative: “I'm broken. There's something wrong with me. Normal people don't struggle like this.”

And that shame? It's paralyzing.

Shame makes you hide. It makes you avoid. It makes you believe that the problem is unfixable, so why bother trying?

But here's what's true: **You're not broken. You're evolving.**

Every human being has deeply ingrained patterns of behavior. Some patterns serve you. Some don't. But having patterns that don't serve you doesn't make you broken—it makes you human.

The people who succeed in breaking procrastination aren't the ones without patterns. They're the ones who recognize their patterns and decide to evolve beyond them.

Think about it: You've been behaving a certain way for years. That's not a flaw in your character. That's evidence of a deeply embedded pattern. And patterns can be changed.

But it requires something important: **Self-compassion.**

Instead of beating yourself up for how you've been, you acknowledge where you are and commit to where you're going. You recognize that change is a process, not a destination. You understand that evolution requires patience, not punishment.

From this new identity, you start believing:

- "I'm capable of change."
- "My past behavior doesn't define my future."
- "I'm exactly where I need to be on my journey of growth."
- "Every attempt—even the ones that fail—is moving me forward."

This identity shift removes the shame and replaces it with hope. And hope is what gives you the energy to actually change.

You're not broken. You're in the process of becoming someone better. And that's not a weakness—that's a superpower.

Your new identity: I'm someone who's evolving, growing, and becoming who I'm meant to be.

IDENTITY SHIFT #4

From "Tomorrow" to "The Next Right Action"

One of the most dangerous phrases a procrastinator can say is: "I'll do it tomorrow."

It feels safe in the moment. It gives you relief. You tell yourself you're still going to do it—just not right now. You're not giving up on it. You're just... postponing.

But tomorrow never comes. Instead, tomorrow becomes next week. Next week becomes next month. And suddenly six months have passed and nothing has changed.

Here's the identity shift that changes this:

Instead of living in "tomorrow," you live in "the next right action."

This is profoundly different.

“Tomorrow” is vague and distant. It’s a promise you make to future you. It feels like you’re making progress when you’re actually just avoiding.

“The next right action” is immediate and specific. It’s something you can do *now*—even if “now” is just five minutes from now.

The next right action might be:

- Sending one email
- Writing one paragraph
- Making one phone call
- Outlining one section
- Having one conversation

It’s small. It’s manageable. And most importantly, it’s real.

From this new identity, you think differently:

- “What’s the smallest next step I can take?”
- “What could I do in the next 10 minutes?”
- “What’s one action that moves me forward?”

You’re no longer the person waiting for the perfect time or the perfect mood. You’re the person who takes the next right action, regardless of how you feel.

And here’s what happens: One action leads to another. One small win creates momentum. Momentum creates confidence. And before you know it, you’re no longer procrastinating—you’re producing.

The magic isn’t in massive action. The magic is in consistent, immediate action. And that starts with identifying and taking the next right action.

Your new identity: I’m someone who takes the next right action, starting now.

IDENTITY SHIFT #5

From “I Have to” to “I Get to”

Procrastination thrives on resentment.

When you’re telling yourself “I have to finish this project” or “I have to make this call” or “I have to get this done,” there’s an energy of obligation. It feels like something is being forced upon you. There’s resistance built right into the language.

And that resistance is procrastination’s best friend.

But what happens when you change the language?

“I get to finish this project.” “I get to make this call.” “I get to work on something that matters to me.”

It sounds like a small shift, but it’s massive in terms of how your brain engages with the task.

When you move from “have to” to “get to,” you’re shifting from obligation to opportunity. You’re recognizing that you’ve been *chosen* for this work or that you’ve *chosen* to take this on. There’s agency in that. There’s gratitude.

And here’s the psychological truth: **We’re far more likely to take action on things we want to do than things we feel forced to do.**

So the real question becomes: Why did you commit to this in the first place?

Maybe it’s because you care about the outcome. Maybe it’s because it aligns with your values. Maybe it’s because completing it moves you toward a goal that matters to you. Maybe it’s because helping someone depends on you following through.

Whatever the reason, there’s something good in it. And when you connect with that good thing, procrastination loses its grip.

From this new identity, you reframe everything:

- “I get to use my skills on this.”
- “I get to create something meaningful.”
- “I get to be someone my team can count on.”
- “I get to build something that matters.”

This isn't about forcing false positivity. It's about connecting with the genuine reasons why you committed to something in the first place.

When you do that, you move from resistance to readiness. From obligation to opportunity.

Your new identity: I'm someone who engages with purpose and chooses my commitments wisely.

IDENTITY SHIFT #6

From “Perfection or Nothing” to “Progress Over Perfection”

This identity shift is especially important for high achievers and perfectionists.

Many people who struggle with procrastination have impossibly high standards. They want everything to be perfect. And because perfection is impossible, they don't start. Or if they do start, they get stuck in endless revision and refinement.

The project never feels good enough. It's never quite right. So they delay launching it. They delay shipping it. They delay putting it out into the world.

And while they're waiting for perfection, nothing gets done.

Here's the truth: **Done is better than perfect.**

But it goes even deeper than that. The real identity shift is moving from “perfection or nothing” to “progress over perfection.”

This means:

- You don't need the perfect plan to start. You need the next right action.
- You don't need a perfect first draft. You need something to work with.
- You don't need flawless execution. You need forward momentum.
- You don't need a perfect website to launch. You need a website that serves your customers.

Progress doesn't require perfection. In fact, progress *prevents* procrastination because it's about moving forward, not getting everything right.

Think about the most successful people you know. Their early work probably wasn't perfect. Their first attempt probably had flaws. But they shipped it anyway. They learned from it. They iterated. They improved.

That's not procrastination. That's production.

From this new identity, you think differently:

- “How can I make progress on this today?”
- “What's the minimum viable version I can create?”
- “How can I get feedback and improve from there?”
- “What can I ship that will serve people, even if it's not perfect?”

You're no longer waiting for the perfect moment or the perfect execution. You're committed to progress. You're willing to be imperfect in service of moving forward.

And here's what happens: As you build momentum with progress, you actually get better. Your work improves not because you obsessed over perfection, but because you actually did the work and learned along the way.

Your new identity: I'm someone who prioritizes progress over perfection and ships work that matters.

IDENTITY SHIFT #7

From “I'm Stuck” to “I'm Becoming”

This final identity shift brings everything together.

“I'm stuck” is a victim identity. When you believe you're stuck, you believe your situation is permanent. You believe you're trapped. You believe change isn't possible. And that belief creates paralysis.

But here's the truth: **You're not stuck. You're in a transition.**

Every person who has moved from procrastination to productivity has gone through a transition. It's not instantaneous. It's a process of shedding old identities and stepping into new ones.

During this transition, things might feel uncomfortable. You might feel like you're doing things differently, thinking differently, being different. That discomfort is not a sign that something is wrong. It's a sign that something is changing.

You're becoming.

You're becoming someone who takes action before you feel ready. You're becoming someone who doesn't need permission or perfect conditions to move forward. You're becoming someone who understands that identity is not fixed—it's something you choose and reinforce every single day through your actions.

This is the most powerful identity shift of all because it encompasses all the others.

You're not "I'm a procrastinator." That was your old identity, and you're leaving it behind.

You're not fixed. You're not broken. You're not stuck.

You're becoming.

Every time you take the next right action, you're becoming more of a producer. Every time you choose progress over perfection, you're becoming more decisive. Every time you work with clarity instead of pressure, you're becoming more effective. Every time you connect with purpose instead of obligation, you're becoming more engaged.

From this identity, you understand:

- "My past doesn't predict my future."
- "I'm writing a new story about who I am."
- "Every action I take today shapes who I'm becoming."
- "I'm exactly in the right place on my journey of transformation."

This isn't wishful thinking. This isn't positive affirmations that don't feel true. This is the deepest truth: **You are capable of change. You are becoming. And that becoming starts with a decision.**

Your new identity: I'm someone who is actively becoming the producer, the achiever, the person I'm meant to be.

CONCLUSION

Your New Identity Awaits

You came into this ebook identifying with one identity: the procrastinator.

You might have believed:

- “I’m lazy”
- “I work better under pressure”
- “I’m broken”
- “I’ll do it tomorrow”
- “I have to”
- “It has to be perfect”
- “I’m stuck”

But identity is not fixed. It’s not something that was decided for you at birth and that you’re stuck with forever.

Identity is something you choose. Every single day, through your actions and beliefs, you’re either reinforcing your old identity or building a new one.

And you just learned seven powerful identity shifts that can fundamentally change how you approach work, productivity, and the challenges you face.

Here’s what’s important to understand: **These shifts don’t happen all at once. They happen gradually, through consistent practice.**

Each time you catch yourself thinking “I’m lazy” and instead choose to think “I’m selective with my energy,” you’re reinforcing a new identity.

Each time you create clarity instead of waiting for pressure, you’re becoming someone new.

Each time you take the next right action instead of saying “tomorrow,” you’re writing a new story about who you are.

Each time you choose progress over perfection, you’re building a different version of yourself.

This is how transformation actually works. It’s not a massive, dramatic change. It’s thousands of small choices, made consistently over time, that add up to a completely different person.

And that person—the producer, the achiever, the person who gets things done with clarity and purpose—that person is already inside you. You’re not trying to become someone you’re not. You’re becoming someone you’ve always known you could be.

The question is: Are you ready to make the first shift?

NEXT STEPS

Schedule Your Free Breakthrough Call With Brian

You now understand the seven identity shifts that separate procrastinators from producers.

You know intellectually what needs to change. You understand the framework. You can see how these shifts apply to your life.

But knowing and doing are two very different things.

The real transformation happens when you take these concepts and apply them to your specific situation, your specific challenges, and your specific goals.

That's where things get real.

Right now, you might be dealing with a specific project that's stuck. You might be trapped in a pattern that's been holding you back for years. You might know exactly what needs to change but feel unsure about how to make it actually happen.

This is where a breakthrough conversation makes all the difference.

In a 30-minute free consultation call with Brian Marsh, you'll:

- **Identify Your Pattern** - Discover the specific identity that's been holding you back and keeping you procrastinating
- **Uncover the Root** - Understand the *why* behind your procrastination so you can address it at the source, not just treat the symptoms
- **Create Your Roadmap** - Get a clear, personalized plan for moving from procrastinator to producer in your unique situation
- **Explore Your Options** - Learn about the strategies, coaching programs, and support systems that work best for people like you

This isn't a sales call where Brian tries to convince you to buy something you don't need. It's a genuine breakthrough conversation where the goal is to give you clarity, hope, and a path forward.

Many people who schedule this call say it's the first time anyone has really understood their situation. It's the first time they've felt like change was actually possible.

What could be possible for you if you had that clarity and a real plan?

What would change if you finally moved from procrastination to productivity? What could you accomplish? Who could you become? What impact could you have?

→ [SCHEDULE YOUR FREE BREAKTHROUGH CALL WITH BRIAN](#)

(No obligation. No pressure. Just an honest conversation about where you are and where you want to go.)

From Procrastinator to Producer isn't a destination. It's an identity you choose, reinforce, and embody through your actions every single day.

The only question is: Are you ready to choose it?



About Brian Marsh - The Potential Coach

For over 30 years, Brian Marsh has helped thousands of high achievers overcome procrastination and unlock their full potential. He specializes in helping success-oriented individuals move from being trapped in cycles of delay and self-doubt to identifying their true purpose and executing with clarity and confidence.

Through his proven framework and personalized coaching, Brian's clients have:

- Broken free from patterns of procrastination that held them back for years
- Developed a positive self-image that supports consistent action
- Created clear identity and goals that drive automatic productivity
- Built lives and businesses aligned with their true potential

If you're ready to join them, schedule your free breakthrough call today.

→ [SCHEDULE YOUR FREE BREAKTHROUGH CALL WITH BRIAN](#)

