



DISTRACT

**Transform Your Thinking,
Transform Your Life**

Brian Marsh - The Potential Coach



DISTRACT

Transform Your Thinking, Transform Your Life

The First Step in the Distract, Dismantle, Discipline Framework

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INTRODUCTION

The Power of What You Focus On

There's a scripture that changed everything for me: **"Do not be conformed to the pattern of this world, but be transformed by the renewing of your mind."** — Romans 12:2

Most people read that and think it's spiritual advice. But it's actually neuroscience wrapped in ancient wisdom.

Here's what's true: **Your life is not determined by your circumstances. Your life is determined by what you focus on.**

Think about that for a moment.

You could be in the exact same situation as someone else—same challenge, same deadline, same pressure. But one person sees opportunity while the other sees catastrophe. One moves forward while the other freezes. One creates solutions while the other spirals.

The difference isn't the situation. The difference is where they've directed their attention.

And that's what DISTRACT is all about.

Right now, if you're struggling with procrastination, you're likely caught in a mental pattern. Your mind is focused on negative thoughts. Self-doubt. Unworthiness. Hopelessness. Fear. These thoughts have become so normal to you that you don't even notice them anymore. They're just the background noise of your life.

And because your mind is focused on these negative patterns, your behavior aligns with them. You procrastinate. You avoid. You self-sabotage. You convince yourself it's just who you are.

But it's not who you are. It's what you're focused on.

The first principle of lasting transformation is learning to DISTRACT your mind from these negative thought patterns and redirect your attention toward thoughts that serve you.

This is where everything begins.

You can't dismantle old patterns until you've shifted what you're paying attention to. You can't build discipline on a foundation of self-doubt. You have to start here, with your thoughts, with what you focus on.

And the beautiful truth? This is completely within your control.

You can't always control the thoughts that show up in your mind. But you absolutely can control where you direct your attention. You can choose what you focus on. You can train your mind to notice the thoughts that serve you and redirect away from the ones that don't.

That's DISTRACT.

This ebook is your guide to learning how to do exactly that. By the end, you'll understand not just *why* this matters, but *how* to apply it to your specific situation.

Your transformation begins with what you focus on.

Let's start.

THE TRUTH ABOUT YOUR THOUGHTS

You Are Not Your Thoughts

Before we go any further, I need you to understand something fundamental: **You are not your thoughts.**

This is critical.

Most people believe their thoughts are facts. If they think “I’m not good enough,” they believe that’s true about them. If they think “I always mess up,” they accept that as reality. If they think “I’m broken,” they live as if that’s their identity.

But thoughts are not facts. They’re just neural patterns your brain has developed over time.

Here’s how it works: Every thought you have is the result of years of conditioning. Your environment, your experiences, your beliefs, what people told you about yourself—all of it has shaped the thoughts your mind habitually produces.

When you were younger and you failed at something, maybe someone said, “You’re not smart enough.” Your brain recorded that. It created a neural pathway. Now, every time you face a challenge, that old thought fires up automatically: “I’m not smart enough.”

It feels true. It feels like a fact about you. But it’s not. It’s just a pattern.

And here’s the best part: **Patterns can be changed.**

The same way your brain learned to think “I’m not good enough,” your brain can learn to think something different. You can train your mind to develop new neural pathways. You can literally rewire the automatic thoughts your brain produces.

But first, you have to understand something else: **The thoughts that show up are not your responsibility. What you do with those thoughts is.**

This distinction is everything.

A negative thought will pop into your head. That's not your fault. Your brain is just following the patterns it's learned. But what you do next? That's your responsibility. You can:

1. **Accept the thought as true** and let it shape your behavior (this is where procrastination lives)
2. **Push against the thought** and try to force it away (this creates more stress)
3. **Observe the thought** and consciously redirect your attention somewhere else (this is DISTRACT)

Option 3 is the key to transformation.

When you observe a negative thought without judgment and then deliberately redirect your attention, you're doing something profound. You're creating a new neural pathway. You're training your brain that even though the old thought showed up, you don't have to follow it.

And every single time you do this, you're weakening the old pattern and strengthening a new one.

UNDERSTANDING DISTRACTION

What It Really Means to Distract Your Mind

When I talk about DISTRACT, I'm not talking about distraction in the way you might think about it.

I'm not talking about scrolling social media when you should be working. I'm not talking about binge-watching Netflix to avoid your problems. That's not distraction. That's avoidance. And avoidance actually reinforces the negative thought patterns.

DISTRACT, in the context of transformation, means deliberately redirecting

your mental focus from thoughts that don't serve you to thoughts that do.

It's active. It's intentional. It's a practice.

Here's the practical framework:

Step 1: Notice You become aware that a negative thought has captured your attention. Maybe it's «I'm going to fail at this.» Maybe it's «I'm not worthy of success.» Maybe it's «I always mess everything up.»

The first step is simply noticing. You pause and say, “I'm having the thought that I'm going to fail.”

Step 2: Acknowledge You acknowledge that this thought is there without judgment. You don't fight it. You don't shame yourself for thinking it. You simply acknowledge it: «I notice this thought. That's okay. I've had this thought many times before.»

Step 3: Release You consciously decide not to follow the thought. You don't argue with it. You don't try to convince yourself it's not true. You simply release it. «This thought doesn't serve me right now. I'm going to let it go.»

Step 4: Redirect This is the critical step. You deliberately redirect your attention toward a different thought. A thought that's true and empowering. Maybe it's: «I'm capable of learning this.» Or «I've overcome challenges before.» Or «My past doesn't predict my future.»

You focus on this new thought. You let it occupy your mental space instead of the old one.

This is DISTRACT.

It sounds simple, and in principle it is. But the practice requires intention. Because your brain wants to keep following the old patterns. That's what it knows. That's what feels familiar.

But every time you redirect your attention, you're rewiring your brain. You're creating a new pattern. And over time, the new pattern becomes stronger than the old one.

THE FOUR ENEMIES OF YOUR MIND

What You're Actually Fighting Against

When you're trying to transform your thinking, you're not just fighting random negative thoughts. You're fighting four specific patterns that have become deeply embedded in your mind.

Understanding these four enemies helps you recognize them when they show up and distract your mind more effectively.

Enemy #1: Self-Doubt

Self-doubt is the voice that whispers, "You can't do this. You're not capable. You don't have what it takes."

Self-doubt masquerades as realism. It makes you think you're being practical by assuming the worst. But it's actually limiting you.

Self-doubt is particularly insidious because it's often disguised as caution. "I'm just being realistic," you tell yourself. But realism based on fear isn't realism. It's self-sabotage.

When self-doubt shows up—and it will—your job is to distract your mind by redirecting it toward evidence of your capability. Maybe you've succeeded at something before. Maybe you've learned difficult things. Maybe you've overcome challenges. These are the thoughts you redirect toward.

The thought isn't "I'm capable of everything." That's not realistic. The thought is "I'm capable of learning this. I've learned difficult things before."

Enemy #2: Unworthiness

This is the belief that you don't deserve good things. You don't deserve success. You don't deserve to be happy. You don't deserve to reach your potential.

Unworthiness is often rooted in childhood messages or past failures. Someone told you that you weren't good enough, or you internalized a mistake as proof of your worthlessness.

And now, even when opportunities show up, you sabotage yourself because deep down you don't believe you're worthy of them.

When unworthiness shows up, your distraction strategy is to redirect your mind toward your inherent worth as a human being. Not based on what you've accomplished, but based on who you are.

Everyone deserves to pursue their potential. Everyone deserves success. Everyone deserves to live fully. That includes you.

That's not arrogance. That's truth.

Enemy #3: Hopelessness

This is the voice that says, "Nothing ever changes. You've tried before and failed. This won't work. Why bother?"

Hopelessness is particularly dangerous because it paralyzes you. If you don't believe change is possible, you won't even try.

But hopelessness is a thought pattern, not a reality. Change is absolutely possible. People change all the time. You can change.

When hopelessness shows up, your distraction strategy is to redirect your mind toward evidence of change. Maybe it's in your own life—times when things did get better. Maybe it's in others' lives—people who overcame similar challenges. Maybe it's just the truth that change happens naturally; nothing stays the same forever.

You redirect from "Nothing ever changes" to "Change is possible. It's happened before. It can happen now."

Enemy #4: Self-Sabotage

This is perhaps the most confusing enemy because it doesn't feel like an enemy. It feels justified.

Self-sabotage is the voice that says, "I should probably procrastinate on this." "I'm not in the right mood to start." "I should wait until I feel more confident." "This probably won't matter anyway."

Self-sabotage is the enemy that keeps you stuck because it disguises itself as wisdom or caution, when really it's just fear wearing a different mask.

The tricky thing about self-sabotage is that it often sounds reasonable. That's what makes it so powerful.

When self-sabotage shows up, your distraction strategy is to recognize the pattern and redirect toward intentional action. Instead of following the thought that says “I’m not ready,” you redirect toward “I’m ready enough. I can figure this out as I go.”

THE PROCESS OF REDIRECTING YOUR ATTENTION

How to Actually Do This

Okay, so you understand the framework. Notice, acknowledge, release, redirect.

But what does this actually look like in practice?

Let me walk you through some real examples.

Example #1: The Project You’re Avoiding

What happens: You wake up thinking about the project you’ve been procrastinating on. Immediately, your mind floods with thoughts: «This is going to be so hard.» «I’m going to mess it up.» «I’m not qualified to do this.» «I should wait until I feel more ready.»

Your energy drops. You feel anxious. You find reasons to do other things instead.

The DISTRACT process:

Notice: You pause and become aware of what’s happening. «I’m having the thought that I’m going to mess this up and that I need to wait until I feel more ready.»

Acknowledge: You acknowledge without judgment. «I notice these thoughts. They’re familiar. My brain is trying to protect me by keeping me safe. That’s okay.»

Release: You consciously let them go. «These thoughts don’t serve me right now. I’m going to release them.»

Redirect: You deliberately shift your attention. «I have tackled difficult projects before. I’m capable of learning as I go. I don’t need to feel ready to start. I just need to take the first step.»

You hold that thought. You focus on it. You let it occupy your mental space.

What happens next? Your energy shifts. The anxiety doesn't completely disappear, but it becomes manageable. And you're now in a mental state where you can actually take action.

Example #2: The Comparison Trap

What happens: You're scrolling social media and see someone else's success. Immediately, your mind goes to a dark place. «They're so much further along than me.» «I'll never be that successful.» «Maybe I'm just not cut out for this.» «Everyone else is better than me.»

You feel inadequate. Hopeless. Like why even try?

The DISTRACT process:

Notice: You pause and recognize the pattern. «I'm comparing myself to someone else and using it as evidence that I'm not good enough.»

Acknowledge: You acknowledge what's happening. «This is the comparison trap. My brain does this sometimes. That's okay.»

Release: You let the comparison go. «Their journey is theirs. My journey is mine. Comparing them doesn't serve me.»

Redirect: You shift your focus. «I'm on my own timeline. I've made progress that matters. I'm building something real. Their success doesn't diminish mine.»

You focus on your own progress. Your own wins. Your own journey. And immediately, you feel different.

Example #3: The Fear of Failure

What happens: You're about to take action on something important. And suddenly, your mind floods with worst-case scenarios. «What if it doesn't work?» «What if people judge me?» «What if I fail?» «What if I embarrass myself?»

Your heart races. You feel frozen. You talk yourself out of taking action.

The DISTRACT process:

Notice: You pause and become aware of the fear thoughts. «I'm having the thought that this might not work and that would be bad.»

Acknowledge: You acknowledge without fighting. «I notice these thoughts. Fear shows up when I'm doing something that matters. That's actually a good sign.»

Release: You let the catastrophic thinking go. «I don't have to follow these thoughts. They're just my brain trying to protect me.»

Redirect: You shift toward realistic thinking. «The worst thing that happens is I learn something. I've failed before and I'm still here. Failure is not fatal. It's just information.»

You hold that thought. And now you're not paralyzed by fear. You're clear-eyed and ready to act.

PRACTICAL STRATEGIES FOR DAILY MENTAL SHIFTS

How to Build the Practice

Understanding DISTRACT intellectually is one thing. Actually doing it daily is another.

Here are the practical strategies that will help you build this into your life.

Strategy #1: The Thought Awareness Journal

Every morning, spend five minutes writing down the negative thoughts that are on your mind. Don't judge them. Just notice them.

"I'm worried this project won't work." "I don't think I'm good enough for this role." "I'm afraid I'm running out of time." "I feel like a fraud."

The act of writing them down does something powerful. It externalizes them. It separates you from them. You're no longer *in* the thought. You're observing it.

Then, next to each thought, write down a redirected thought:

"I'm worried this project won't work" → "I can adjust as needed. I've solved problems before."

"I don't think I'm good enough for this role" → "I was chosen for this role. I belong here. I can learn what I need to learn."

“I’m afraid I’m running out of time” → “I have control over my priorities. I can make the time matter.”

“I feel like a fraud” → “Every expert started as a beginner. Imposter syndrome is a sign I’m growing.”

Do this daily for a week, and you’ll start training your brain to automatically redirect.

Strategy #2: The Redirect Mantra

Choose one powerful statement that you can use anytime a negative thought captures your attention.

Some examples:

- “My past doesn’t predict my future.”
- “I’m capable and worthy.”
- “I’m becoming who I’m meant to be.”
- “My thoughts don’t define me; my choices do.”
- “I choose to focus on what I can control.”
- “I’m stronger than my fear.”

Write this somewhere visible. On your bathroom mirror. On your laptop. As your phone wallpaper. Somewhere you’ll see it daily.

When a negative thought shows up, you use this mantra to redirect. You interrupt the pattern and redirect your focus.

Over time, this becomes automatic. Your brain learns the new pattern.

Strategy #3: The Three-Minute Reset

When you notice you’re deep in negative thinking, take a three-minute break to reset your mind.

Here’s how:

Minute 1: Move Your Body Stand up. Walk around. Do some stretches. Jump up and down. Shake out your hands. Movement literally interrupts the neural

pattern. It tells your brain that something has changed.

Minute 2: Change Your Environment Go to a different room. Look out a window. Change your physical location. This further interrupts the pattern and gives your brain something new to focus on.

Minute 3: Redirect Your Thoughts Now, with your body moved and your environment changed, deliberately redirect your thoughts. «I'm shifting my focus. I'm choosing a different thought. I'm redirecting my attention.»

You'd be amazed at how effective this simple practice is. Because you're not just trying to think differently. You're using your body and environment to support the mental shift.

Strategy #4: The Gratitude Interrupt

Negative thinking loves a stage. It gets louder when you're focused on what's wrong.

Gratitude is the antidote.

When you notice yourself spiraling in negative thoughts, interrupt it with gratitude. Not fake gratitude. Real gratitude.

"What's one thing I'm genuinely grateful for right now?"

Maybe it's as simple as "I'm grateful for this cup of coffee" or "I'm grateful my body is healthy" or "I'm grateful for someone who believes in me."

Focus on that. Feel it. Let that occupy your mental space instead of the negative thoughts.

This practice literally rewires your brain to notice what's right instead of what's wrong.

Strategy #5: The Evening Reflection

Before you go to bed, spend five minutes reflecting on your day.

Not judging yourself. Just observing: "What negative thoughts dominated my mind today? How many times did I redirect successfully? When did I struggle?"

This builds awareness. And awareness is the first step to change.

Then, set an intention for tomorrow: "Tomorrow, I'm going to redirect my thoughts from [specific negative pattern] to [specific positive pattern]."

This simple practice compounds over time. Because each day, you're becoming more aware of your patterns and more intentional about redirecting them.

BUILDING YOUR DISTRACT PRACTICE

Making This a Daily Habit

Here's the thing about DISTRACT: It's not a one-time event. It's a practice.

The first time you redirect your thoughts, it feels awkward. It takes conscious effort. Your brain wants to follow the old pattern. Redirecting requires you to swim upstream.

But here's what happens as you practice: It gets easier.

After a week, redirecting takes less effort. After a month, it becomes more automatic. After three months, new patterns start to feel normal.

Here's how to build this into a sustainable daily practice:

Week 1: Awareness

Focus purely on noticing. Every time a negative thought captures your attention, simply notice it. Don't try to change anything. Just build awareness. "Oh, there's self-doubt again." "There's the comparison trap." "There's the fear."

This week, your job is to become the observer of your thoughts, not the victim of them.

Week 2: Acknowledge and Release

Now add the acknowledgment and release steps. When you notice a negative thought, you acknowledge it without judgment. "That's a familiar thought. That's okay." Then you consciously release it. "I'm letting that go."

This week, you're training your brain that thoughts can come and go. You don't have to hold onto them.

Week 3: Redirect

This is where the real transformation starts. When you notice a negative thought and release it, you immediately redirect toward a different thought.

You spend a moment focusing on the new thought.

This week, you're creating the new neural pathway.

Week 4: Integrate

By now, some of these redirects have started to feel more natural. This week, deepen the practice. Use the practical strategies listed above. The journal, the mantras, the resets.

This week, you're making the practice part of your daily life.

After One Month: You'll notice something. The negative thoughts still show up. But they have less power. You're redirecting more quickly. And most importantly, you're starting to believe the redirected thoughts more than the old ones.

After Three Months: The practice becomes increasingly automatic. When a negative thought appears, your mind naturally gravitates toward redirecting. New neural pathways have been strengthened.

After Six Months: You'll barely recognize yourself. The thoughts that used to paralyze you now simply show up and you let them pass. Your default thinking has shifted. You're operating from a different mental foundation.

YOUR NEXT STEPS

The Breakthrough Awaits

You now understand DISTRACT. You understand how to redirect your attention from negative thoughts to thoughts that serve you. You understand the daily practices that build this into a sustainable habit.

But here's what I've learned after working with thousands of people: **Understanding and doing are two different things.**

You can read about DISTRACT all day. But implementing it in your real life, with your specific challenges and patterns, is different. It's where the real transformation happens.

And here's where most people get stuck. They know what to do, but they don't do it consistently. They redirect their thoughts for a few days, then slip back into old patterns. They don't have anyone holding them accountable or helping them

stay the course.

That's why I created the coaching programs I did.

Because I realized that real, lasting transformation doesn't come from knowledge. It comes from practice. And practice is easier with guidance and accountability.

In my coaching work, I help people:

- **Identify their specific negative thought patterns** — Not generic patterns, but the exact thoughts that sabotage them personally
- **Develop personalized redirect strategies** — Not one-size-fits-all approaches, but specific redirects that work for their mind and their situation
- **Build accountability systems** — So they don't just know what to do, they actually do it
- **Navigate setbacks** — Because transformation isn't linear, and sometimes you need support to get back on track
- **Measure progress** — So they can see how far they've come, which builds confidence and momentum

The DISTRACT principle is powerful. But it's even more powerful when you have someone guiding you through it.

Right now, you might be thinking:

- “How do I know which redirect thoughts will actually work for me?”
- “What if I try this and slip back into old patterns?”
- “How long will this really take?”
- “What comes after DISTRACT? What about the Dismantle and Discipline steps?”

These are all valid questions. And they all deserve real, personalized answers.

That's why I offer complimentary breakthrough consultations.

In a 30-minute call with me, we can:

→ **Discuss your specific thought patterns** – What negative thoughts most often capture your attention?

→ **Identify your primary enemy** – Are you dealing more with self-doubt, unworthiness, hopelessness, or self-sabotage?

→ **Create a personalized redirect strategy** – Specific to your situation and your mind

→ **Explore what happens next** – After you master DISTRACT, what does Dismantle look like for you?

→ **Discuss your path forward** – Whether that's self-directed practice with the tools in this ebook, or deeper work through coaching

This isn't a sales call. It's a genuine breakthrough conversation. Many people tell me that this one call gives them more clarity than months of trying on their own.

And more importantly, it gets you unstuck. It gives you a personalized plan. It helps you stop spinning and start moving.

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

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

Here's the truth: You already know what you need to change. You know the negative thoughts are holding you back. You know you need to redirect your focus.

What you probably don't know is *how* to make it stick. How to redirect consistently. How to build new neural pathways that actually replace the old patterns.

That's where guidance makes the difference.

Your breakthrough is waiting. It starts with redirecting your mind. It continues with accountability and support. And it compounds into a completely different life.

The question is: Are you ready to take that first step?

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Your transformation begins with what you focus on. Let's make sure you're focusing on thoughts that serve you.

I'm looking forward to talking with you.

Brian

P.S. — If you're hesitant, that's normal. Change feels risky. But I want you to think about this: What's the cost of *not* shifting your thoughts? What stays the same? What opportunities pass by? What life do you stay stuck in?

This ebook is free. The practices are free. The only investment is your intention to try them. What do you have to lose?

P.P.S. — Remember: You can't control the thoughts that show up in your mind. But you absolutely can control where you direct your attention. That power is already yours. You just need to practice using it.



About Brian Marsh — The Potential Coach

Brian Marsh has spent over 30 years coaching high achievers through transformation. His approach is rooted in the principle found in Romans 12:2: real and lasting change happens through the renewing of the mind.

Through his Distract, Dismantle, Discipline framework, thousands of clients have:

- Shifted from negative thinking patterns to empowering beliefs
- Built momentum that compounds into real results
- Moved from stuck to producing
- Unlocked their full potential

If you're ready to transform your thinking and your life, Brian is here to guide you.

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