

Eat That Frog!

The book behind the episode, and the studies, records and talks that back up its stories, so you can go deeper and check for yourself.

THE BOOK

Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time

Brian Tracy · Berrett-Koehler Publishers, Fourth edition, 2025 (first published 2001), ISBN 9798890570925. First published 2001.

<https://www.penguinrandomhouse.com/books/786685/eat-that-frog-fourth-edition-by-brian-tracy/>

STUDIES, RECORDS & FURTHER READING

1 Quote Origin: Eat a Live Frog Every Morning, and Nothing Worse Will Happen to You the Rest of the Day

Quote Investigator (Garson O'Toole) · 2013 · article

SUPPORTS The frog saying is often credited to Mark Twain, but nobody has found it in his writing.

<https://quoteinvestigator.com/2013/04/03/eat-frog/>

2 Reassessing Edward Banfield

City Journal · article

SUPPORTS Edward Banfield (Harvard) and his idea of 'time perspective': orientation toward the future and the ability to trade present for future satisfaction.

<https://www.city-journal.org/article/reassessing-edward-banfield>

3 The nature of procrastination: A meta-analytic and theoretical review of quintessential self-regulatory failure

Piers Steel (Psychological Bulletin 133(1)) · 2007 · study

SUPPORTS Procrastination is common and costly, and is tied to task aversiveness and delay, which is why doing the hardest task first helps.

<https://psycnet.apa.org/record/2006-23058-004>

4 Implementation intentions: Strong effects of simple plans

Peter M. Gollwitzer (American Psychologist 54(7)) · 1999 · study

SUPPORTS Deciding in advance what you will do and when (writing tomorrow's list, picking the frog) makes follow-through much more likely.

<https://psycnet.apa.org/record/1999-05760-004>

5 Eat That Frog (author's product page)

Brian Tracy (official website) · reference

SUPPORTS Author-official page for the Eat That Frog method.

<https://www.briantracy.com/catalog/eat-that-frog>

6 Eat That Frog!

Brian Tracy (Brian Tracy FocalPoint, YouTube) · talk

SUPPORTS The author explaining the frog rule in his own words.

https://www.youtube.com/watch?v=_LCRUiC9IU0

7 Eat That Frog: Brian Tracy

FranklinCovey (YouTube) · talk

SUPPORTS Interview with the author on the lessons behind the book.

<https://www.youtube.com/watch?v=PXAHD41UrSk>

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