

**Three Ways**  
**to Pay Better Attention**  
**to the Answers**  
**Right in Front of You**  
**by \*Paul Angone**

\*Paul Angone is the best-selling author of five books, including his newest book *Listen to Your Day: The Life-Changing Practice of Paying Attention*.

# One.

## Everything wants your attention.

**The** answers to our biggest questions are all around us every day, but most of us miss them. Nothing is more important to your career success, your relationships, your emotional, mental, and spiritual health than your ability to pay attention differently.

Yet, there is a current battle going on to capture and keep your attention. A battle most of us are losing.

Vance Packard wrote in his bestselling book *The Hidden Persuaders*, “Many of us are being influenced and manipulated, far more than we realize, in the patterns of our everyday lives.”

Packard wrote his groundbreaking, culture-shaking book about the advertising world and how sophisticated it was becoming in tapping into behavioral psychology to sell us stuff. Yet, he wrote this book in 1957!

Since then, the “hidden persuaders” have become more deeply entrenched and manipulative in the entire technological system for which we live and breathe. The “Hidden Persuaders” of today’s world have become “Master Manipulators” operating in real-time and serving us the exact distractions it knows we can’t resist.

I don’t think many of us wake up, throw off the sheets, and say “All right, I’m ready to be stalked and manipulated today! I can’t wait!” Yet, in reality, this is exactly what’s happening

You are being stalked. You are being tracked. You are being manipulated. You’re being trapped and captured, and we don’t even see the cage. Re-targeting ads and AI algorithms presenting you unending pieces of the exact digital “candy” it knows you want to consume as they lure you into their grasp.

### **Your attention is money. Where are you going to “pay” your attention?**

We must remember these algorithms and AI systems that are tracking your every move to capture your attention don’t have your best interests in mind. They are not serving you content and stimuli based on moral parameters that want what’s best for you. They are serving you based off what it knows will be the most addictive.

We must become aware of all the ways we are completely unaware. We must learn a new way of paying attention. **We must become ferocious with our focus.** We must take back our attention. We must relearn and we regain our ability to become intentional with our attention. The process starts here.

# Two.

## You see what you're looking for.

**What** if I told you that you've already been given the answers to your biggest questions? Your day, each day, is speaking to you and showing you so much. It's gold, I'm telling you. The problem is, we don't see it because we're not looking for it.

Most of us are living each day "intentionally blind." We don't see most of what comes across our vision.

We only see what we are looking for. **There's intentionality to your attention.** What you pay attention to is a choice. It's a decision you make. It doesn't happen randomly or beyond our control.

As philosophy professor and author Dallas Willard poignantly described, *"The ultimate freedom we have as human beings is the power to select what we will allow or require our minds to dwell upon."*

Paying attention is a choice—a very important one that we're failing to recognize as such. We are not powerlessly overrun by distractions. Our minds do not have to be fixated on what brings us anxiety and despair. We can intentionally pay attention and see the good, the worthy, and the life-giving in every day.

Once we start listening to our day, we will begin to hear all the answers around us. Attention requires direction. How do you start intentionally directing it?

### **With the Questions You're Asking and a Goal in Mind**

You can direct attention with questions. In the Moonwalking Bear video, your attention was drawn to how many passes the team in white makes because that was the question asked.

What questions are you asking yourself? Start your day with a simple question based on what you want to focus on. Then throughout the day, your mind even in the unconscious moments, will be paying attention to answering that question. Ask yourself questions. Then listen and look at what answers start coming.

Goals are powerful because they are focusing your attention in a channeled way, especially when your goals are tied to your purpose, a bigger why. Start your day with a goal tied into your bigger purpose. Then your attention will continually be drawn to reaching that goal. Your mind wants resolution.

### **Give Yourself Silent Spaces in Your Day to Hear and See "A-Ha Moments"**

You must protect spaces throughout the day where you're able to hear.



FAR TOO OFTEN  
THE THINGS WE  
PAY SO MUCH  
ATTENTION TO  
MEAN SO VERY  
LITTLE IN THE  
IMPORTANT, GRAND  
SCHEME OF THINGS.  
- PAUL ANGONE -



# Three.

## Practice “mindset models”

**Have** you ever thought to yourself, *I wish I thought like they do!*

Well, you can.

Over the years, I’ve researched and practiced various Mindset Models, which are frameworks that you can view your day through to see answers throughout your day in a profoundly different way. I detail these Mindset Models in my book *Listen To Your Day: The Life-Changing Practice of Paying Attention*, but these are like various role-play games you can play and practice each day. Each framework becomes a way of directing your attention and uncovering answers that could’ve been right there for years, you just never noticed them before.

For example, the *Entrepreneurial Mindset Model*. What’s that? Well, it’s a framework to follow to see and hear your day like an entrepreneur would. How does a successful entrepreneur view their day? For one, they really pay attention to their problems. But their problems are not something to complain about or avoid. No, problems are opportunities. Problems are pathways to a purposeful plan.

Can you practice today paying attention to your problems as possibilities instead of obstacles. How would that change the way you saw your day?

In the book *Listen To Your Day*, I detail six different Mindset Models: Entrepreneur, Farmer, Writer, Consultant, Investigator, and Monk. Each model becomes a method to seeing and hearing your day in a completely different way.

Attention takes practice. We can exercise and grow our ability to pay attention in new, profound ways. I would argue the most successful and fulfilled people on this earth are simply better at paying attention to what’s important—to the things that matter to them and then applying those insights to the sphere in which they live.

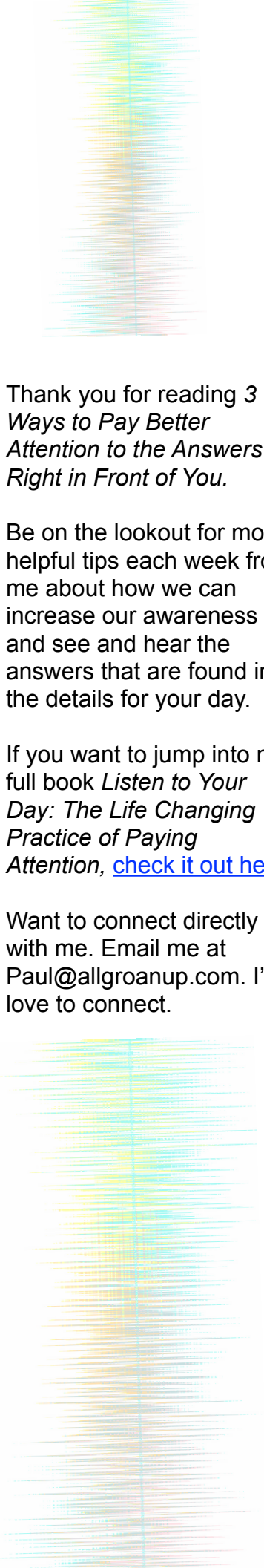
---

**Seeing problems not as obstacles but  
opportunities for us to create a solution.  
A problem is the pathway to a purposeful plan.**

---

If we tried to think of a good idea, we wouldn’t have been able to think of a good idea. You just have to find the solution for a problem in your own life.

—Brian Chesky, cofounder of Airbnb



Thank you for reading 3  
*Ways to Pay Better  
Attention to the Answers  
Right in Front of You.*

Be on the lookout for more  
helpful tips each week from  
me about how we can  
increase our awareness  
and see and hear the  
answers that are found in  
the details for your day.

If you want to jump into my  
full book *Listen to Your  
Day: The Life Changing  
Practice of Paying  
Attention*, [check it out here](#).

Want to connect directly  
with me. Email me at  
[Paul@allgroanup.com](mailto:Paul@allgroanup.com). I'd  
love to connect.

WE MUST fight TO  
PAY ATTENTION. TO  
THE *right* THINGS.  
== TO THINGS  
OF *worth* AND  
*meaning*. TO  
CHANGING THE  
WAY WE see OUR  
DAY SO THAT WE  
CAN TRULY SEE IT  
FOR THE *Gift* IT IS.  
- Paul Angone

Designed by @jasminegreen  
for Listen to Your Day