

FOR F*CK'S SAKE JUST TELL ME WHAT TO DO



READ THIS FIRST.

(No, Seriously. Put the
Other Book Down.)

FFSJTMWTD.COM

Matt Triplett
Adam McMillen

Spring 26 Edition



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Spring 2026 Edition

FFSJTMWTD Book Series

No fluff. No filler. Just the stuff that works.

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ABOUT THE AUTHORS

Matt Triplett & Adam McMillen are two aging, self-described fat f*cks who have spent a combined 60 years in the trenches of sales, business, and the relentless pursuit of working smarter instead of harder. They built the For F*ck's Sake, Just Tell Me What To Do brand out of equal parts frustration and genuine love — frustration at the mountain of vague, padded, "but first, let me tell you my story" nonsense that passes for business advice, and love for the people who just want a straight answer so they can get on with it.

Between them, Matt and Adam have seen enough bad decisions, missed opportunities, and spectacular face-plants to fill a library. They have also seen enough wins to know exactly what works — and more importantly, what doesn't. Rather than hoard that knowledge in a \$5,000 coaching programme or a 47-module online course, they uploaded all of it into this book series and the tools that go with it.

Their philosophy is simple: you are smart enough to do this. You just need someone to stop waffling and tell you what to do. That is what this book is. No fluff. No filler. No upsell on page three.

A WORD OF WARNING

This book — and everything in the FFSJTMWTD series — was created to help you. It is designed to be used, written in, argued with, and acted upon. It is not designed to be copied, resold, repackaged, or passed off as your own work.

Anyone found reproducing, distributing, or otherwise messing around with this material without written permission will be subject to the following consequences, not necessarily in this order: tarring and feathering, disembowelment, being drawn and quartered, and the fleas of a thousand camels inserted rectally (this one was Adam's idea). We will then — after a brief recovery period — pursue every available legal remedy.

Seriously though. Don't f*ck with something that is designed to help people.

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STEP 1

Flip a Table.



There's a story in the Gospel of Matthew — and before you close this book, no, this is not a sermon — where Jesus walks into the temple and finds it full of money changers, merchants, and general nonsense. He didn't write a strongly worded letter. He didn't post about it. He flipped the tables. He drove them out. Every last one of them.

And then — only then — did the people who actually needed the place come in. The blind. The lame. The ones who needed healing. They came because the space was finally clear.

You have a temple. It's your time. Your mental bandwidth. Your mornings, your evenings, your lunch breaks. And right now, it is absolutely full of money changers. Netflix. Doom-scrolling. The group chat. The thing you said you'd sort out next week.

Get angry at the noise. Get angry at the things that have been eating your hours and leaving you with nothing to show for it. None of them belong there.

Then flip the table.

STEP 1 — YOUR TURN

Write down the three biggest time thieves in your life right now. Be honest. Nobody's watching.

1.

2.

3.



The space you clear is not empty. It's available. That's different.

Good. Now you know what you're clearing out. The needy can come in.

STEP 2

Pick a Time.



Research from the British Journal of Health Psychology found that people who wrote down not just what they intended to do but when and where they would do it were 91% more likely to follow through. Ninety-one percent. That's not a rounding error. That's the difference between the person who starts and the person who doesn't.

You have cleared the temple. Now you need to decide when you're going in.

Not 'sometime this week.' Not 'when things calm down.' Things do not calm down. Things are never calm. You will be waiting for calm until you are dead.

Pick a specific time. A recurring time. A time that happens every single week whether you feel like it or not. An hour, minimum. Two is better. Three is ambitious and we respect that.

Put it in your phone right now. Set an alarm. Name the alarm something that will make you get up. We suggest 'GET UP YOU ABSOLUTE WEAPON' — but that's your call.

The time you pick is not the time you feel like it. It is the time you go anyway.

STEP 2 — YOUR TURN

Write it down. Make it official.

I will work on this every:

At this time:

For this long:

My phone alarm is named:

“

That's your appointment. With yourself. The version that shows up.

You don't find time. You make it. Then you protect it like it's money.

STEP 3

Find the Space.



Distractions don't just slow you down. They kill the thing entirely.

After a significant interruption, it takes an average of 23 minutes to return to the same level of focus you had before. Twenty-three minutes. One 'quick' text from your partner asking what you want for dinner and you've lost nearly half an hour of productive thought.

You cannot build something new in the cracks between interruptions. You need a block. A real one.

Your phone goes face down. Better yet, it goes in another room. You tell your family — kindly but clearly — that for this window of time, you are unavailable. Not rude. Not hiding. Unavailable. Like you're in a meeting. Because you are. The most important meeting of your week.

Find a physical space where you can think. A kitchen table with headphones in. A parked car. A library. A shed. Anywhere that is not the sofa in front of the television.

Focus. For F*ck's Sake.

STEP 3 — YOUR TURN

Lock it in. Write it down.

My space is:

My phone goes:

My family/housemates know not to disturb me between:

One thing I'm switching off during this time:



The environment you create tells your brain what mode it's in. Make it mean business.

Sit down. Open the book. Focus. For F*ck's Sake.

STEP 4

Dream the Impossible.



Here's where most people get it wrong. They set vague goals. 'I want to make more money.' 'I want to be successful.' 'I want things to be different.'

Different how? More money than what? Successful by whose measure? Vague goals produce vague results. Which is to say, no results.

You are going to write down three goals. They are going to be specific. They are going to have a deadline. And — this is the part that actually matters — you are going to write down how it will feel when you get there.

Not what you'll buy. How you'll feel. Because that feeling is the fuel. On the days when it's hard and you don't want to open the laptop and the whole thing feels stupid, that feeling is what gets you back to the table.

Write the impossible dream. The ones that make you laugh a little. They have a funny habit of not being as impossible as they looked.

STEP 4 — SHORT-TERM GOAL

Achievable within 3 months

The bar here is simple: this side hustle pays your rent or mortgage. Not a yacht. Not a mansion. Just: this thing I'm building covers the roof over my head.

MY SHORT-TERM GOAL IS:

Be specific. No vague nonsense.

BY THIS DATE:

Write the actual date.

WHEN I ACHIEVE THIS, I WILL FEEL:

This is the fuel. Write it.

Specific goals are 10x more likely to be achieved than vague ones. Write the number. Write the date.

STEP 4 — MEDIUM-TERM GOAL

Achievable within 12 months

Bigger. Scarier. Still real. This is the goal that makes people look at you differently. The one you'll tell the story about.

MY MEDIUM-TERM GOAL IS:

Bigger. Scarier. Still real.

BY THIS DATE:

Write the actual date.

WHEN I ACHIEVE THIS, I WILL FEEL:

This is the fuel. Write it.

The medium-term goal is where most people stop. Don't. It's also where most people break through.

STEP 4 — THE IMPOSSIBLE DREAM

The one that makes you laugh a little when you write it

Write it anyway. The ones that seem impossible are the ones worth chasing. And they have a funny habit of not being as impossible as they looked.

MY IMPOSSIBLE DREAM IS:

Write it. Don't edit it.

BY THIS DATE:

Even impossible dreams need a deadline.

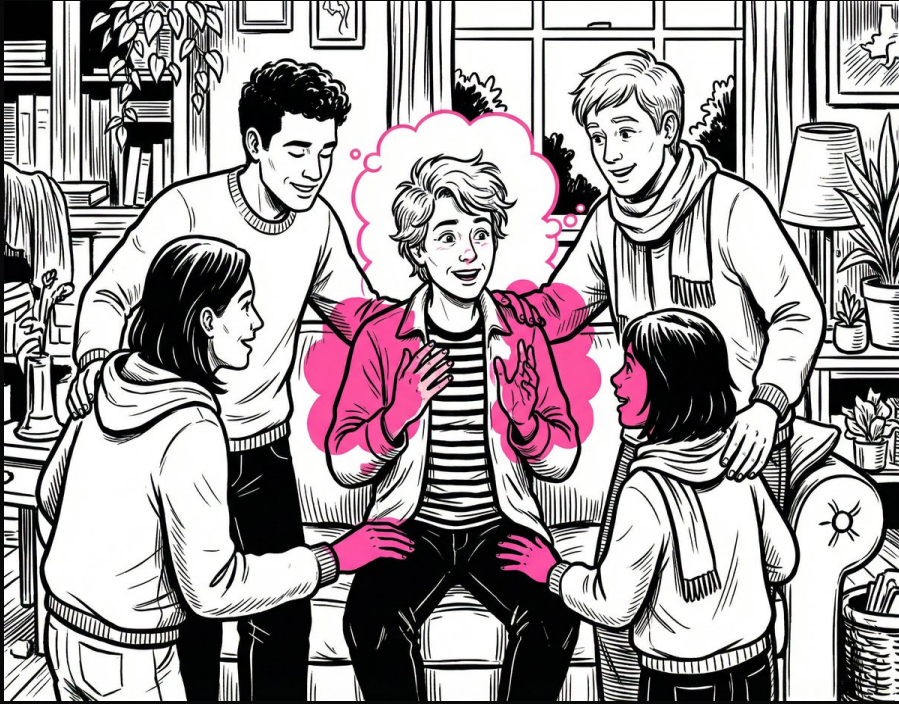
WHEN I ACHIEVE THIS, I WILL FEEL:

This is the one. Write it properly.

The impossible dream is not a fantasy. It's a direction. Start walking.

STEP 5

Tell Five People.



Not the internet. Not a Reddit thread. Not a motivational post with a sunset behind it.

Five actual people in your life who love you. Your partner. Your best mate. Your mum. Your sister. Your colleague who always asks how things are going and actually means it.

Tell them what you're doing. Tell them why. Tell them what you're aiming for.

This is not about accountability in the corporate sense. This is about something much simpler and much more powerful: on the days when it's dark and hard and you can't remember why you started, one of those five people is going to say something that keeps you going. A text. A phone call. A 'how's the thing going?' over a pint.

You cannot predict which one of them it will be. But it will happen, and when it does, it will matter more than you expect.

Don't be embarrassed about your goals. The people who love you want you to win. Let them.

STEP 5 — YOUR TURN

Write down your five people. Then tell them. Today.

1.

2.

3.

4.

5.



Saying it out loud makes it real. Real things get done. Secrets stay secrets.

Tell them today. Not tomorrow. Today.

Right. Now Open the Book.

You have cleared the space. You have picked the time. You have found your corner of the world. You have written down what you're chasing and why it matters. You have told the people who love you.

You are not the same person who bought this book twenty minutes ago.

Now open it. Read it properly. Do the steps. All of them. In order.

And when it gets hard — because it will get hard, that's not a threat, that's just how things worth doing work — come back to this page. Read what you wrote in Step 4. Remember how it's going to feel.

Then get back to work.

Focus. For F*ck's Sake.



You are not the same person who opened this guide. Now go prove it.

YOUR CHECKLIST — DID YOU DO ALL FIVE?

- Clear the noise — I know what I'm cutting out
- Pick the time — it's in my calendar right now
- Find the space — I know exactly where I'll work
- Write the goals — specific, dated, and how they'll feel
- Tell five people — I'm doing it today