

The Weekly Redeem

The Weekly Redeem can be conducted whenever it suits you. Despite the fact that the word “weekly” appears in it, you don’t have to conduct it on a per week basis. As with everything else that is eventual...do it in your own time.

The key component behind The Weekly Redeem is simple. It resembles the old saying “forgive and forget.” Except that it’s “forget and forgive.” By continually forgetting what you have on your plate by not recording or tracking it, you’re really practicing EffTD and Eventualism at its peak levels. When you perform The Weekly Redeem, you are “efforting” to get those who have a feeling of being “let down” to forgive you. Forget and forgive.

There are a certain set of skills that will enable you to fully implement The Weekly Redeem in a much more effective manner. They are:

1. An extraordinary ability to charm others.
2. Be ridiculously attractive.*
3. Have received a government bailout or be waiting on one.

The Weekly Redeem is as follows:

- Write down all the names of people you know you have let down over the past week (or since you last attempted a redemption).
- Write down all the names of people you MAY have let down over the past week (or since you last attempted a redemption).
- Contact them and explain to them that you’re working on “it” and you’ll get back to them next week (or when you have your next attempt at redemption).
- If they prove to be a tougher challenge (either initially or since your last attempt at redemption), make up a family emergency-based excuse (Do not worry if your grandmother dies more than twice, you can always claim to have an extended family).
- Put the names of those who did not respond to you or who you could not get in touch with in a pile for your next Weekly Redeem.
- Have a celebratory drink.

And that’s all there is to it. Unlike other weekly lists that you may or may not review, this one clocks in at one page and one page only.**

**Derek Zoolander is a fantastic example of someone who is skilled at this.*

***Incidentally, I’m sorry you had to read this at all, but you can’t check off an MP3 as it plays. Rest assured, I’ll do an audio version of this...eventually.*