

MORE HEALTHY • MORE EFFICIENT • MORE PURPOSEFUL

# SECRET RECIPE:



THE SURPRISING WAY YOU CAN  
**USE HABITS**  
TO ACCOMPLISH ANYTHING

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## Introduction

On January 16, 2012, my alarm went off at 5:15 am. I turned it off and snuggled underneath the covers, convincing myself that I needed an extra hour of sleep more than I needed to workout.

After all, *I was tired*. It had been a brutal few months by any standards, and I had at least another 30 days of this pace.

Then I found myself in the kitchen at 5:35, getting a spoonful of almond butter and a banana. I don't even remember the minutes in between.

Getting in the car at 5:40, I figured out what really happened.

Within a few hours, I recognized the significance of my morning, realizing that it was the culmination of more than a decade of study and five years of deliberate practice. I had proven a theory I didn't even realize I was testing, and the implications were incredible.

Over the next few months, I successfully tested my theory multiple times over and recruited a few close friends to do the same. I also discovered the scientific research that explains why it works.

Today, I believe I'm called to share my discovery so that you can use it to design the life you've always dreamed of.

## **Part I: Why Habits Matter**

**Debunking the Myth of Motivation**

**The Hidden Layer**

**Your Life Is Your Habits**

**Meet Automaticity: the Human Autopilot**

## Debunking the Myth of Motivation

You can't rely on feeling motivated to make good decisions.

For many years, I operated under the illusion that I could make decisions based on how I felt and was simultaneously frustrated that I wasn't getting the results I was looking for. I never realized the two were connected.

*Cue the virtual 2×4 across my forehead.*

Let's break this down.

First, we have to acknowledge that we usually think like this:

Motivation ----> Action

We wait to take action until we *feel* motivated, and we rely on those feelings to feed our willpower.

It's why we feel like working out after an inspiring movie or eat well for a few meals after visiting with a friend that's lost weight recently.

Then what?

We fail at continuing to take action. The *feeling* doesn't last.

In his book, *The 1% Solution*, Tom Connellan proposes that, “the more you get done, the more motivated you are to do things. So you do more things, and you get even more motivated. It’s a self-feeding cycle.”

In other words:

Action ----> Motivation ----> Action

Motivation comes from  
having accomplished  
something.

Intuitively, most of us know this.

After a workout, we experience the “high” of an endorphin rush. We make plans for the next one.

After a healthy meal, we feel great - satisfied and refueled. We may even talk about doing the same thing tomorrow.

But knowing this usually isn’t enough. It wasn’t for me, and I’m guessing it doesn’t work for you either.

Eventually, there’s an interruption in the actions, and we’re not able to continue the cycle.

## The Hidden Layer

Then January 16 happened, and I realized there was another layer.

Habit ----> Action ----> Motivation ----> Action

We can use habits to trigger actions automatically.

Actions don't have to come first.

At first, it may not seem like much of a distinction, but there's a huge difference in influence and predictability.

We know that motivation is fleeting, and forced actions aren't effective for very long.

Habits are different, though. They're like the recipe for your Nana's delicious strawberry cake. They can be systematically developed and produce a consistent result time after time.

Here's the best part: your brain already knows the recipe.

It's your superpower, and the rest of this book will show you how to use it to accomplish anything.

## Your Life Is Your Habits

“Ninety-nine hundredths or, possibly, nine hundred and ninety-nine thousandths of our activity is purely automatic and habitual, from our rising in the morning to our lying down each night,” reasoned William James, the 19th century psychologist.

Today’s science increasingly supports his discoveries, confirming that the great majority of what we do each day is based on habit, not goal-directed thought.

Think about it. From the moment you wake, you probably follow the exact same routine every morning. You listen to the same music or watch the same tv program. You take the same route to work, and you do the same things when you first sit down at your desk.

Unless there’s an interruption like a traffic accident or urgent meeting, I’ll bet you follow this pattern without exception every day.

We all do.

In an increasingly complex and evolving world, it’s the only way we can function. Stress makes it even more likely that our habits will take over, and that’s a reality for most of us.

"We are stereotyped  
creatures, imitators and  
copiers of our past selves."  
- William James



## Meet Automaticity: the Human Autopilot

Automaticity: the ability to do things automatically, without occupying the mind

Did you know that humans are pre-wired with an autopilot feature?

It's called "automaticity," and we've all experienced it. We use it when we ride a bicycle or drive a car, as our instincts take over and we don't have to think through every single motion.

In the past, it's caused me to eat too much, drink gallons of soda, and park myself in front of the television for hours. I've even created a "checking in" loop that can turn any device into a time-eating machine: Facebook, Twitter, Email, RSS Feeds, and then repeat. I can't be the only person that always eats to the bottom of the bag or cleans my plate.

It happens automatically; I don't even think about it until it's over.

Frankly, it's scary to think about how often I'm on autopilot.

**Then I realized that I can decide how I want to use my powers. I can accept the "default" that I've unknowingly developed over time, or I can choose another setting.**

You can too.

If we learn the code of automaticity, we can rewrite our autopilot programs.

Just like an airplane landing, we can decide ahead of time how we want to behave in certain situations. We can even choose a different destination as well.

Then, it's just a matter of doing the programming. And, we can use the proven principles of computer programming to guide this process, realizing that the outputs won't be found on a screen.

Instead, they'll be the actions of our own flesh.

## Part I: Key Ideas

- ☑ Instead of waiting on motivation, we can use habits to trigger actions automatically.
- ☑ We're all given the superpower of automaticity, meaning that we can do most things automatically, using our habits instead of occupying our mind.
- ☑ We can accept our superpowers "as-is," or we can rewrite the programming to automatically take us to the destination we choose using behaviors we select.

## **Part II: Programming Your Superpower**

**Clarifying Goals: Pick Your Destination**

**Designing the Program: Select Your Course**

**Writing the Program: Develop Your Key Habits**

**i. Changing Existing Habits**

**ii. Creating New Habits**

## Clarifying Goals: Pick Your Destination

Since you're still reading, I'm guessing that the "as-is" setting on your personal autopilot isn't taking you to where you want to go. That's no problem. Mine didn't either, so I learned how to reprogram it, and I can show you how to do that too.

I should warn you that this is the point where most other personal development books tell you to stop and figure out exactly what you want in life, down to the nitty gritty details.

I respectfully disagree. Many times, it can take days or weeks to go through that process. And afterwards, you still may not have complete clarity (which only increases your frustration).

If you already have a detailed plan written down, fantastic. The next steps will be even easier.

But if you don't, that's okay too. Actually, it's better because that means this book was written just for you.

**I believe that you can - and should - put the cart before the horse.**

**In fact, I believe the process actually works better that way.**

That's probably contrary to everything you've ever read or heard about personal development. I know. It's the polar opposite of advice I wrote just a few years ago. Let me explain.

I've learned that the basic building blocks of your life are your habits.

Change your habits, and the way you feel will automatically change.

Change your habits, and the way you act will automatically change.

Change your habits, and the way you think will automatically change.

Change your habits, and your goals will automatically change.

Change your habits, and the rest will follow.

**If you'll just commit to developing a few key habits,  
everything else you seek will eventually fall into place.**

In time, you'll even write that detailed plan. Just not right now. We have more important work to do together.

Deal?

Let's keep going.

I'm guessing your next question goes something like this, "without a plan, how do I know which habits to change?"

That's easy.

You just have to answer one question:

"Who do you want to be like?"

If you want to be successful,  
find someone who has  
achieved the results you  
want and copy what they do  
and you'll achieve the same  
results. - Tony Robbins

**Once you've identified a role model, you're halfway there.  
The next step is to identify their habits, and there are many  
ways to do that.**

You can read their biographies.

You can read articles and blogs about them.

You can follow their activity through social media.

You can interview them and ask directly. (You'd be surprised at how easy this is. Most successful people are eager to share their wisdom.)

To get started, there are a few key habit areas you'll want to learn about. They are:

- Personal Health
- Organization/Finance
- Faith/Inspiration
- Professional

Before we move on to the next section, you'll want to select at least one habit to use as we walk through the exercises.

In the Resources section, I've included a few "destination profiles" as examples. These are successful folks that I've interviewed or have written publicly about the simple daily actions that have impacted their lives. You can flip over to that section for specific ideas, or use one from the list below.

Personal Health:

- Floss daily.
- Drink 3-4 liters of water daily.
- Eat a vegetable at every meal.

#### Organization/Finance:

- List your top 3 priorities for the next day.
- Keep a journal or ledger to track your spending.

#### Faith/Inspiration:

- Read 10 pages of a positive, inspiring book each day.
- Spend 5 minutes in prayer each day.

#### Professional:

- Handwrite a personal note each day.
- Make one sales call each day.

Now that you've selected a habit or two, let's move on to the next step.



## Designing the Program: Select Your Course

First, some background information. When faced with a choice, our responses are heavily influenced by the design of the situation itself.

Here are some examples:

- Organ donation rates double when the form is changed slightly to make it easier to indicate “yes.”
- When employees are automatically enrolled in their 401k plan, participation is significantly higher. Further, most participants joining under automatic enrollment retain both the default contribution rate and fund allocation even though few employees hired before automatic enrollment picked this particular outcome.

Why is this important?

Let's use a running analogy.

**Most of us are focused on being better runners, but our success in a given race is mostly influenced by the design of the course (the situation), not how well we were able to run that day (willpower).**

So, before we get to our developing our habits, we need to do the most important task first: design our course.

**Willpower is like a muscle.  
It gets tired and weak.**

If your race is getting healthier, you can setup a course with few obstacles, removing all the processed food and sodas from your house. You can even make it downhill by planning your meals ahead of time and buying the needed groceries.

Or, you can make your course look like Mount Everest, with challenges galore – ice cream here, Dr. Peppers there, rushing to feed the family at the end of an exhausting day.

Same runner, different race. Still think they have the same odds of success?

**Remember those habits you picked? It's time to design a better course for them.**

Here are three ways to do that:

### **1. Clear the path.**

Proverbs 4:26 says to “Make level paths for your feet . . .”

Basically, you must remove obstacles that often trip you up. If you’ve tried before, this should be easier. Where did you get off track? Make a list and attack them one by one.

Trying to eat healthier? Remove the junk food and sodas from your refrigerator.

Trying to spend more time with your family? Remove the email app from your phone and leave your computer at the office.

Trying to watch less television? Remove it from the main rooms in your house.

### **2. Build systems that support you.**

Remember the adage, “work smarter, not harder.” It applies here. And there’s no limit to your creativity or the number of layers. For areas of real weakness, I have multiple “bumpers” in place to keep me rolling forward.

For eating healthy, what if you planned your meals for the week every Sunday and bought only what you needed?

For us workaholics, what if you had a reminder at 3pm that encouraged you to complete your most important work in the next 2 hours? It could be a co-worker, a pop-up on your computer screen, or a text on your phone.

For the tv addiction, what if you made a list of all the books you've been wanting to read?

### **3. Think ahead and plan a strategy for sticky situations.**

This trick amplifies the effectiveness of the first two. Think of it like a game. Identify when you think you'll need willpower and plan a strategy to avoid or navigate the obstacle.

For example, if you grab a candy bar from the vending machine at 2pm every day, pack some healthy fruit and nuts to satisfy your cravings. You can also recruit others to help you. Have a gym or running buddy that you don't want to let down. Empower a co-worker to remind you to eat healthy on those lunches out.

If you're tempted to turn on the tv when you walk in from a hard day's work, place your walking shoes right by the remote as a reminder to get some fresh air.

## Writing the Program: Develop Your Key Habits

Now that we've selected our habits and setup support for them, it's time to start developing them. Whether you tackle them all at once or one at a time is up to you.

For each one on your list, you'll need to determine whether you will be changing an existing habit or developing an entirely new one. Here's a hint: if your goal is to eliminate a negative behavior, then you're likely going to be changing a habit. Otherwise, it's probably a new one.

### i. Changing Existing Habits

The “cue” is the trigger that leads to your habit.

To change an existing habit, the first step is to find where the sequence begins. Charles Duhigg, author of *The Power of Habit*, calls this “the cue.”

**Finding the cue will help you interrupt the cycle and insert a new behavior. It could be a time, a place, a feeling, or even a person.**

Let's walk through a few examples:

Drinking a soda at 2pm each day: Your cue could be a feeling of fatigue, a desire to get up from your desk, or wanting to visit with your co-workers down the hall.

Watching television until you fall asleep at night: Your cue could be a particular show, and then succumbing to the steady stream of entertainment.

**Once you've found the cue, the next step is to identify the reward you're getting from the habit.**

Back to our example:

For your 2:00 routine, your reward might be the caffeine and sugar rush from the soda. It might be getting to talk to friends, or simply uncurling from behind your desk.

To figure out which one is your real reward, you'll want to test each of your theories. What if you walk outside for a few minutes? What if you just go talk? Do either of those leaving you feeling satisfied without the soda?

**If any of the other variations satisfy your craving (and one almost always does), then you've found your real reward.**

Your real reward may surprise you.

**Once you've identified your cue and the true reward you're seeking, you can easily change your routine.**

Instead of the soda (which has nasty health consequences), you can simply walk outside or down the hall to talk.

**With this tiny amount of analysis and self-research, the change in your habits can happen almost immediately.**

**This is because you're working with your personal "autopilot," not against it.**

Your brain gets to utilize the same cue to execute the behavior automatically, and it can still look forward to the reward.

## ii. Creating New Habits

The process for creating new habits is different than changing existing ones, and it can be a bit more challenging. But with a few simple techniques, you'll see progress very quickly.

A “tiny” habit only creates “tiny” resistance.

The first step is to identify the baby version of the habit you selected. As behavioral scientist B.J. Fogg teaches, “you’ll want to make it tiny, even ridiculous.” I call it “habit-lite.”

If your full habit goal is to floss daily, at this step, your goal would be to floss one tooth. If you want to be able to walk a mile, start by walking to the end of your driveway.

This may seem silly. That’s okay.

**The key is that you’re focusing on developing the habit, not on the outcome it will produce. You’re training automaticity (that pre-wired autopilot feature), and it will develop faster if you keep the habit simple and easy.**

You won’t even need to focus on the full behavior. Chances are, it will develop on its own if you keep doing the baby steps.

Have you written down the “lite” version of your habit?

Great. Let’s move on to step two.



**To develop your new habit, you'll want to find a behavior that you already do consistently and use it as the trigger. In other words, you need to create your "cue."**

Often that can be difficult. We've all experienced this when we tried to start working out, eating breakfast, or praying more. It probably worked for a few days, but wasn't a lasting change. This is where frustration can really set in, but I've got some great news.

**I've found that there's a secret trick within your brain that you can use as a shortcut: linking it to a weakness.**

Here's how it worked for me:

Without my contacts, I'm blind. I can't see the big E on the eye chart. Most times, I don't even know which wall it is on. And my optometrist is bald and has a peach colored office. Without his white coat, I can't tell where he is sitting. Throughout my life, it's been a weakness I've had to make accommodations for.

In 2009, I decided it was important to floss my teeth every day and wanted to start doing that. I tried everything I could think of and had some success, but never more than a few days at a time.

In mid-2011, an idea popped in my head: What if I linked flossing my teeth to taking my contacts out at night?

Your weakness is your power.

I wrote a note on my bathroom mirror to remind me. I put the floss right next to my contact case. And I committed to flossing only one tooth every single day.

Over a year later, I never forget. Occasionally I remember but don't feel like it. I have to use willpower on those days, but it's mostly automatic now. All because I embraced my weakness and built a system around what I already do to manage it.

I'll bet you have a "weakness" you're already managing too. Maybe you're blind like me and wear glasses or contacts. Maybe you wear hearing aids. Maybe you're diabetic and have to check your blood sugar. Maybe you take medicine for high blood pressure or allergies. Maybe you're tethered to your phone, responsive to its every beep or vibration.

**Because of your weakness, I'll bet these habits are already ingrained in you. You handle them automatically, almost without thought.**

**To develop your new habit, all you have to do is pair the two together. Again, this works because your building upon your "auto-pilot," not fighting it.**

Here are some more examples:

For those of us whose phones are always within arms reach, we can use text-based reminders to trigger us to do new behaviors. In this way, we can be certain that we'll notice the cue.

If you take medicine regularly, maybe you can use that as a signal to reflect and pray. You've already paused your other activities, so this can maximize the benefit of the interruption.

I hope you're noticing that with just a hint of self-research and a willingness to be creative, you can "add-on" new habits very quickly and with little resistance.

## Part II: Key Ideas

- ☑ Contrary to popular opinion, you don't need a lengthy plan to get started. If you'll just commit to developing a few key habits, everything else you seek will eventually fall into place.
- ☑ To identify your key habits, you can simply pick out a role model and find out about their habits. This information is usually very accessible.

- ☑ Before we get to our developing our habits, we need to do the most important task first: design our course. We do this by clearing the path, building systems to support us, and thinking through tough situations ahead of time.
- ☑ To change an existing habit, find your cue, test the possible rewards, and change your routine. This process works with your personal “autopilot,” meaning that change is likely to come quickly and easily.
- ☑ Developing new habits is a two-step process. First, identify the “lite” version of the habit you selected. Then, find a behavior that you already do consistently and use it as the trigger. As a shortcut, consider linking it to a weakness you already address daily.

## **Part III: Following Through**

### **The Daily March**

### **Guardrails**

## The Daily March

I believe habits are divine. To me, they're like the ultimate butterfly effect. A tiny amount of effort can lead to a significant impact.

They do, however, require one key ingredient: consistency.

**You need to do your “lite” habit every day, especially when you’re getting started. Exceptions can come later if they’re necessary. At first, our brains need the repetitions to train our automaticity superpower. That’s how it fuels up.**

“It is dangerous to look at an undisciplined day and think that no harm has been done.” - Jim Rohn

In *The Slight Edge*, Jeff Olson says that success is simple disciplines repeated over time, and that failure is simple errors in judgment repeated over time.

I believe that’s absolutely true, and your habits are the best tool you have for ensuring you stay on the successful side of the fence.

In the first few sections, we learned why habits matter and how to get started developing them. There’s one more important key: following through and keeping your new habits.

Before we learn how to do that, let’s start with a story.

This version comes from *Great by Choice* by Jim Collins and loosely resembles a true account the 1911 quests to reach the South Pole.

Imagine you're standing with your feet in the Pacific Ocean in San Diego, looking inland. You're about to embark on a 3,000 mile walk, from San Diego to the tip of Maine.

On the first day you march 20 miles, making it out of town. On the second day you march 20 miles. And again on the third day you march 20 miles, heading into the heat of the desert. It's hot, more than 100 degrees, and you want to rest in the cool of your tent. But you don't. You get up and you march 20 miles.

You keep the pace, 20 miles a day.

Then the weather cools, and you're in comfortable conditions with the wind at your back, modulating your effort. You stick with your 20 miles.

Then you reach the Colorado high mountains and get hit by snow, wind, and temperatures below zero – and all you want to do is stay in your tent. But you get up. You get dressed. You march 20 miles.

You keep up the effort – 20 miles, 20 miles, 20 miles – then you cross into the plains, and it's a glorious springtime, and you can

go 40 or 50 miles in a day. But you don't. You sustain your pace, marching 20 miles.

And eventually, you get to Maine.

Now, imagine another person who starts out with you on the same day in San Diego. He gets all excited by the journey and logs 40 miles the first day.

Exhausted from his first gigantic day, he wakes up to 100 degree temperatures. He decides to hang out until the weather cools, thinking "I'll make it up when conditions improve." He maintains this pattern – big days with good conditions, whining and waiting in his tent on bad days – as he moves across the western United States.

Just before the Colorado high mountains, he gets a spate of great weather and he goes all out, logging 40 to 50 mile days to make up lost ground. But then he hits a huge winter storm when utterly exhausted. It nearly kills him and he hunkers down in his tent, waiting for spring.

When spring finally comes, he emerges, weakened, and stumbles off toward Maine. By the time he enters Kansas City, you, with your relentless 20-mile march, have already reached the tip of Maine. You win, by a large margin.



Sound familiar? I know my marching looks a whole lot like guy number two. My blog actually contains the proof of it.

Collins goes on to explain, “The 20-Mile March is more than a philosophy. It’s about having concrete, clear, intelligent, and rigorously pursued performance mechanisms that keep you on track. The 20-Mile March creates two types of self-imposed discomfort:

- (1) the discomfort of unwavering commitment to high performance in difficult conditions, and
- (2) the discomfort of holding back in good conditions.”

I’ve made both mistakes, slacking off when the conditions aren’t perfect and going all out when I faced a deadline or felt inspired.

**To capture the essence of these consistency principles, I designed my own Daily March. It’s a checklist I use to ensure I follow-through on my key habits each day.**

Over time, it changes based on what I’m focusing on.

Right now, I remind myself to execute on these 11 habits every day:

- Praying/Bible Study
- Exercising

“Discipline is the refining fire by which talent becomes ability.”  
- Roy L. Smith

- Stating a Daily Affirmation
- Writing a personal note
- Learning
- Writing
- Connecting
- Flossing
- Avoiding television
- Eating Paleo (and 8-10 servings of vegetables)
- Preparing for the next day

My checklist is a handwritten corner at the bottom of my daily yellow pad with eleven empty boxes.

You could have yours electronically using a simple Google Form. (In the Resources section, I've provided a template you can duplicate.) Or, you could set up a template and print out a page for each day. (I've provided a sample of this option in the Resources as well.)

**Whatever method you choose, be sure to use the concept of the Daily March to exercise your habit muscle every day.**

## Maintaining the Program

Inspiration for life strategy can come from anywhere, and I stumbled upon an interesting analogy a while back – bumper bowling. When you get to the bowling alley, you can bowl “normally” or you can acknowledge your weaknesses and bowl with guardrails.

It’s likely to bruise your ego a bit, but I’ll bet your scorecard will improve. While you may not hit a strike every time, you’ll certainly be racking up points with every attempt.

I’ve learned that we can choose to live life that way too. And it’s pretty much the same trade: eat some humble pie and get significantly better results.

But there’s one really big key: we have to decide ahead of time.

Once the ball is in the gutter, the guardrails won’t do us much good.

Still, we often choose to leave the guardrails down. Maybe we just don’t know how to raise them, or maybe we don’t want to broadcast our weaknesses.

I certainly fit both of those categories for a very long time.

**An ounce of prevention is worth a pound of cure.**

And then it hit me. I woke one day to the realization that I'd been living scared (and paying a high price for it). I also saw some people very close to me stumble. I now believe that we can achieve far more and reduce our chances of having a setback if we'll just choose to have the "bumpers" installed ahead of time.

Freely chosen, discipline is  
absolute freedom.  
- Ron Serino

I realized that the discipline of having guardrails in place actually generates tremendous freedom. Aside from personal systems, I also began to see that the biggest piece of the guardrail missing was other people.

The idea isn't new. Back in 1727, a 21 year old Benjamin Franklin formed a "club of mutual improvement" called the Junto. The members of the Junto were drawn from diverse occupations and backgrounds, but they all shared a spirit of inquiry and a desire to improve themselves, their community, and to help others. Every Friday night, they gathered to discuss the topics of the day and challenge each other to broaden their knowledge.

Your systems will alert you that you're in the gutter, but they can't help you out. You need a Junto, a personal Board of Directors, a coach, or some other organized accountability partner.

## Part III: Key Ideas

- ☑ You need to practice your “lite” habit every day, especially when you’re getting started. Exceptions can come later if they’re really necessary. At first, our brains need the repetitions to train our automaticity superpower. That’s how it fuels up.
- ☑ Use a Daily March checklist to ensure that you follow through on your key habits every day.
- ☑ Be humble enough to install your guardrails, both personal systems and accountability partners.

## **Part IV: Resources**

**Destination Profiles**

**Habit Development Guide**

**Daily March Templates**

## Destination Profiles

If you already have a role model in mind, you can research or interview them to determine their core habits. Or, if you're still in the process of identifying a particular person, these examples will help.

In this section, I'll provide a few habit profiles of successful people that I've interviewed or have written publicly about the simple daily actions that have impacted their lives.

Chris Guillebeau, professional writer (and world traveler)

In his *279 Days to Overnight Success* manifesto, Chris specifically outlines the daily actions he prioritizes.

1. Write 1,000 words per day.
2. Daily, take 5 actions that will help promote himself, promote a product, or otherwise bring in new readers.
3. Build relationships, mostly through Twitter, LinkedIn, site comments, 100+ emails a day, and occasional phone calls and in-person meetings.

Steve Pavlina, entrepreneur and author

Through this blog, Steve details the specific daily habits he credits with his personal transformation and success.

1. Getting an early start. (Steve wakes at 4:15am each day.)
2. Combining physical exercise and audio learning.
3. Daily meditation. (30 minutes.)
4. Daily reading. (usually non-fiction)
5. Daily journaling. (hand-written or electronic)

Michael Hyatt, author, speaker, and Chairman of Thomas Nelson

Another active blogger, Michael also shares incredible insights into the daily habits that form the foundation of his leadership.

1. First thing in the morning, read the Bible, then selected RSS feeds from various blogs and news sites using Google Reader.



2. Followed by running or strength training, while listening to an audio book.
3. Take a 20 minute nap right after lunch, or before 4:00pm.
4. Drink a gallon of water each day.
5. Touch each email message only once by taking the appropriate action: do, delegate, defer, file or delete it.
6. At the end of the day, right before bed, read a physical book for about 30 minutes.

### Muhammad Ali

Arguably one of the world's greatest athletes, Ali developed powerful habits.

1. Awake at 5:30am and run 6 miles regardless of the weather.
2. Reviewing his performance. Ali reportedly thought about and “felt” each successful punch for 3 seconds after he delivered it.

## Habit Development Guide

Download your complimentary copy of my 30 Day Habit Development Guide at:

<http://kendrakinnison.com/files/2012/07/30DayHabitDevelopmentGuide.pdf>

**30 Day Habit Development Guide**

**For now, your goal is the habit itself, not the results.**

Describe the habit you want to start (or "lite" version): \_\_\_\_\_

Describe the habit you are replacing (if applies): \_\_\_\_\_

What are the triggers that precede this habit? \_\_\_\_\_

\_\_\_\_\_

What reinforcement or accountability systems can you use to support this habit? \_\_\_\_\_

\_\_\_\_\_

Day	Successful Today?	How does that make you feel?	What triggered the action?	What support is needed?
1	Y	N		
2	Y	N		
3	Y	N		
4	Y	N		
5	Y	N		
6	Y	N		
7	Y	N		
8	Y	N		
9	Y	N		
10	Y	N		
11	Y	N		
12	Y	N		
13	Y	N		
14	Y	N		
15	Y	N		
16	Y	N		
17	Y	N		
18	Y	N		
19	Y	N		
20	Y	N		
21	Y	N		
22	Y	N		
23	Y	N		
24	Y	N		
25	Y	N		
26	Y	N		
27	Y	N		
28	Y	N		
29	Y	N		
30	Y	N		

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## Daily March Templates

Many methods are available to assist with your Daily March. The key is to provide yourself with daily focus and accountability, and you'll want to pick a method that is accessible and comfortable for you.

If you prefer an electronic approach, there are a few mobile apps that can be very helpful.

*WonderfulDay* offers a very simple approach and checklist method. More at <http://www.wonderfuldayapp.com>

*Healthy Habits* adds reminders and more detailed tracking. You can also try this app free for up to 3 habits. More at <http://www.2morrowmobile.com/HealthyHabits.php>

If you'd like more customization and enjoy DIY projects, you can make your own electronic checklist using Google Forms. [Click here to see an example of a Daily March Template.](#) (Note that you can also make this form mobile friendly by accessing it from your mobile device and then creating a shortcut.)

If you prefer a written form, [I've also designed a template that you can customize and use as well.](#) (This is similar to what I use.)

## About the Author



My name is Kendra Kinnison, and I help people and businesses achieve success by focusing on their habits. I've learned that, with the right habits, the desired results will follow automatically.

Life was relatively “normal” until I was 11, when my mother became seriously ill. By 14, I was personally independent. Married at 16, a mother at 18, and graduated college at 19. At 21, I earned my MBA and CPA license, and became an entrepreneur. Remarried at 24, and reached the C-Suite at 28.

For a while, I relied on labels to define myself. Somewhere along the way, I realized how limiting that was. Now I prefer to embrace continuous learning and development of my own habits. Instead of living for tomorrow, I focus on what I “get” to do each day.

If you're curious, here are a few of my habits:

I live in my Invisible Shoes and have a very simple wardrobe. I work at a standing desk. I eat paleo. I walk everyday and workout for 20 minutes (three times per week) using high intensity interval training. I go to bed about 9pm and wake at 4:20am nearly every day. I rarely watch tv. I read every single day, rarely letting my Kindle out of arms' reach. I try to write one personal note and at least 100 words of an article per day. I'm currently developing a habit of praying more.