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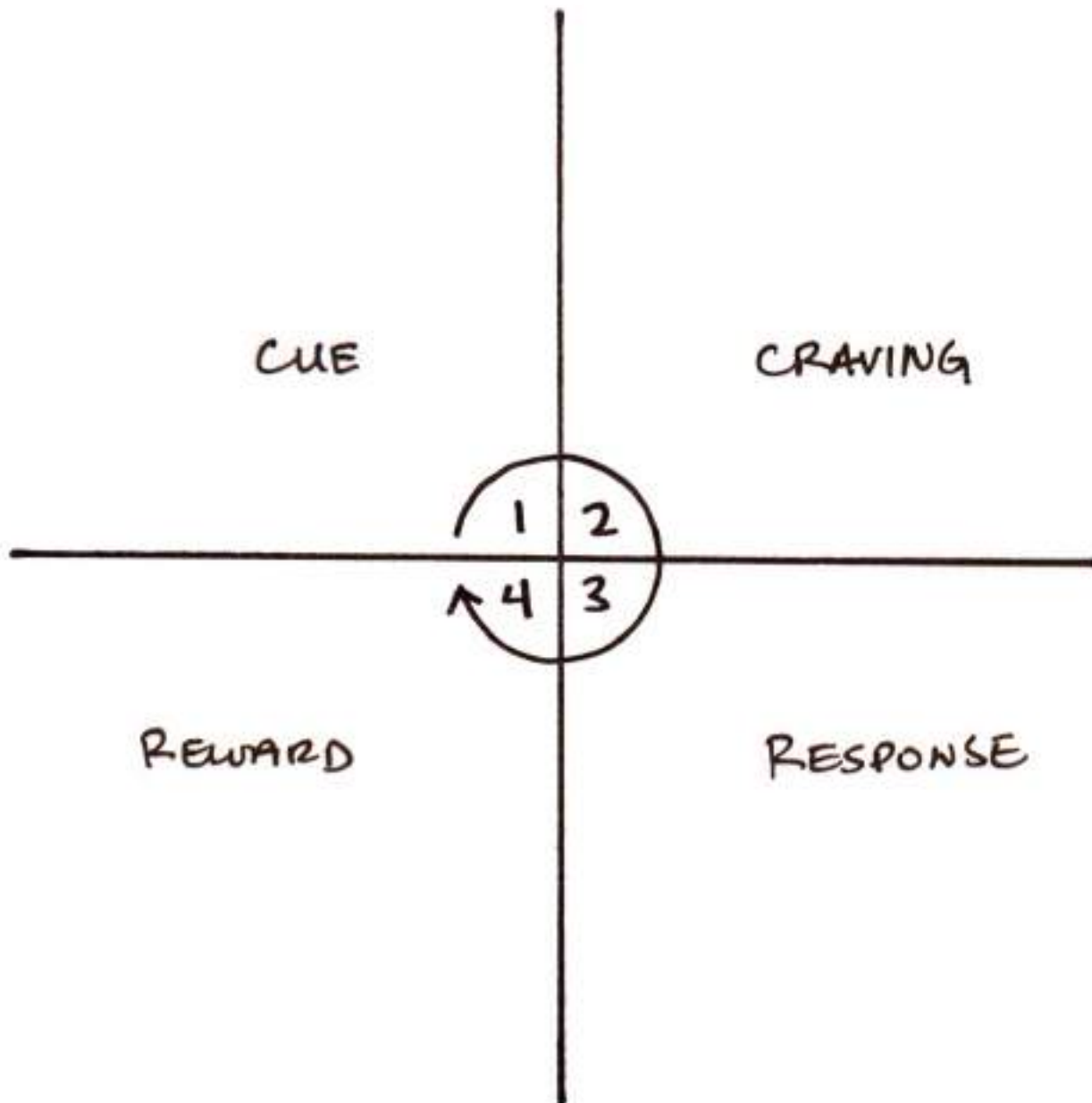
**Tiny Changes,
Remarkable Results**

**Atomic
Habits**

An Easy & Proven Way to
Build Good Habits & Break Bad Ones

James Clear

The Habit Loop



The four stages of habit are best described as a feedback loop. They form an endless cycle that is running every moment you are alive. This “habit loop” is continually scanning the environment, predicting what will happen next, trying out different responses, and learning from the results. In summary, the cue triggers a craving, which motivates a response, which provides a reward, which satisfies the craving and, ultimately, becomes associated with the cue.

Habits FAQ

*Common questions and where you'll
find the answers.*

The 1st Law

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The 1st Law

HOW CAN I ESTABLISH A NEW ROUTINE?

There are many ways to build a new habit, but one of the first strategies I recommend is a technique I call “habit stacking.” This method was popularized by professor BJ Fogg, who calls it the “tiny habits recipe” and teaches it in his Tiny Habits program. The key idea is to “stack” your new habit on top of a current habit. That is, your current behavior becomes the cue for your new behavior.

The habit stacking formula is:

“After [CURRENT HABIT], I will [NEW HABIT].”

For example, “After I put on my running shoes, I will fill up my water bottle.” By creating simple sets of rules, you can make it easier to remember when to perform a new habit.

– For more examples of habit stacking, see Chapter 5

HOW DO I KNOW IF A HABIT IS GOOD OR BAD?

Technically speaking, habits aren’t “good” or “bad.” It might be better to call them “effective” or “ineffective.” If a habit effectively solves the problem you’re facing, then you’ll have a reason to repeat it. All habits serve you in some way—even the bad ones—which is why you do them. Biting your nails might ease your stress or anxiety, for example.

However, people still use the terms “good habit” and “bad habit” all the time, and I think there is a simple way to distinguish between the two. Whether a habit is good or bad usually depends on the long-term benefits or consequences of the behavior. Generally speaking, good habits will have net positive outcomes in the long-run. Bad habits have net negative outcomes.

Smoking a cigarette may reduce stress right now (that’s how it’s serving you),

but it's not a healthy long-term behavior. It might be effective in the short-run, but it tends to be harmful over time. The longer you expand the time scale, the more clearly you can notice the differences between good and bad habits.

– *For more on the long-term outcomes of habits, see Chapters 1, 4, and 15*

HOW CAN I RECOGNIZE AND AVOID THE TRIGGERS THAT LEAD TO BAD HABITS?

One of the most practical ways to eliminate a bad habit is to reduce exposure to the cue that causes it. For example, if you seem to be easily distracted by your phone and can't get any work done, then turning off notifications or even leaving your phone in another room for a few hours can provide an immediate productivity boost. When the cues that cause distraction and ineffective behavior are eliminated, bad habits often fade away.

Of course, before you can eliminate the cues that prompt your bad habits you have to recognize them. One way to do this is to carry a 3x5 notecard in your pocket or create a new note on your phone. Whenever you find yourself repeating a bad habit, write down the following five things...

1. Who am I with?
2. What am I doing right now?
3. Where am I?
4. When is it?
5. What emotions are driving my actions?

If you do this for a week or two, you'll often notice some patterns that seem to precede your habit. Are you usually in the same place or around the same people? Does it happen at the same time of day? Or do you tend to feel a certain way before you do the habit?

Once you have a good idea of what triggers your bad behavior, you can search for ways to eliminate or avoid the cue that causes it. This practice is an inversion of the 1st Law of Behavior Change. Rather than make it obvious, you can make it invisible.

I'm often surprised by how effective simple changes like these can be. Remove a single cue and the entire habit often fades away.

– *For more on breaking bad habits, see Chapter 7, 10, and 14*

HOW CAN I CREATE AN ENVIRONMENT CONDUCTIVE TO GOOD HABITS?

Physical environment is one of the most overlooked drivers of habits and behavior change. Your habits are often triggered by what is obvious or available to you in your current environment. For example, if I walk into the kitchen and see a plate of cookies, I'll eat one (or ten) even if I'm not hungry. We often want things simply because we are presented with them. Drive down any major road. It is no surprise we eat so much fast food when we are surrounded by it. It's hard to resist the pull of what engulfs us.

Thankfully, you don't have to be the victim of your environment. You can also be the architect of it. Want to practice guitar more frequently? Place your guitar stand in the middle of your living room. Want to read more? Put a book on top of your pillow when you make your bed each morning. Read a few pages when you go to bed at night.

If you want to make a habit a big part of your life, make the cue a big part of your environment. By sprinkling triggers throughout your surroundings, you increase the odds that you'll think about your habit throughout the day. Making a better decision is easier when the cues for good habits are right in front of you.

Don't rely on willpower and self-control. It is a lot easier to stick to better habits when you are surrounded by better choices. Make the cues of your good habits obvious.

– *For more on environment design, see Chapters 6 and 12*

IS IT TRUE YOU CAN NEVER REALLY “BREAK” A BAD HABIT?

Sort of. You can break a habit, but you’re unlikely to forget it. Once the mental grooves of habit have been carved into your brain, they are nearly impossible to remove entirely—even if they go unused for quite a while.

This is not because it is impossible to remove a bad habit from your mind. Technically, you can re-condition the brain and eliminate an old behavior (effectively breaking a bad habit). For example, imagine if you received a painful electric shock the next 10,000 times you tried to eat a doughnut. You would probably learn to hate doughnuts fairly quickly. It would no longer be satisfying (an Inversion of the 4th Law), and you would have no reason to repeat the action in the future.

But in practice, it is hard to permanently “delete” a bad habit from your brain. Your best option is to use the 4 Laws of Behavior Change to make your unwanted habits invisible, unattractive, difficult, and unsatisfying.

– For more on breaking bad habits, see Chapter 7, 10, and 14

HOW CAN I DEVELOP SELF-CONTROL?

Self-control is a short-term strategy, not a long-term one.

You may be able to resist temptation once or twice, but it’s unlikely you can muster the willpower to override your desires every time. Instead of summoning a new dose of willpower whenever you want to do the right thing, your energy would be better spent optimizing your environment.

– For more on designing an environment where self-control is unnecessary, see Chapters 6, 7, and 12

The 2nd Law

WHAT IF A HABIT GETS BORING? HOW CAN I STICK WITH IT?

There are many ways to stick with a new habit, and I cover the most important ones throughout the book. I'll offer one of them here: temptation bundling.

Temptation bundling is one way to apply a psychology theory known as Premack's Principle. Named after the work of professor David Premack, the principle states that "more probable behaviors will reinforce less probable behaviors."

In other words, if you can find something you already want to do and connect it with the habit that you need to do, you'll be more likely to complete the habit. To put it another way: You're more likely to find a behavior attractive if you get to do one of your favorite things at the same time.

Perhaps you want to hear about the latest celebrity gossip, but you need to get in shape. Using temptation bundling, you could only read the tabloids and watch reality shows at the gym. This simple rule allows you to bundle your temptation to read tabloids with your habit of going to the gym. And you're more likely to do what you need to do if it means you get to do something you really want to do along the way.

– For more ideas on how to make good habits stick, see Chapters 8, 9, 14, and 19

HOW CAN I STAY MOTIVATED WHEN MY HABITS GO AGAINST THE GRAIN OF MY SOCIAL ENVIRONMENT?

As I cover in Chapter 9, social norms are a powerful driver of our everyday behavior. If you find yourself in a social situation where your desired habit goes against the grain of the group, then it will be hard to stick with it because doing so seems unattractive (an inversion of the 2nd Law).

The best option is to join a culture where (1) your desired behavior is the normal behavior and (2) you already have something in common with the group.

When this is not possible, you'll need to leverage the remaining three Laws of Behavior Change. If you can manage to make a habit obvious, easy, and satisfying, then it's possible you'll be able to stick with it—even if it runs against the social norm.

– For more on habits and social norms, see Chapter 9

The 3rd Law

I KNOW I SHOULD DO IT, BUT I STILL DON'T. WHY CAN'T I GET STARTED?

Even when you know you should start small, it's easy to start too big.

When people want to build a new habit like running every week, they think they are making it easy by saying something like “I'll just run for 15 minutes.” In reality, this is still too big. A truly tiny behavior is something like, “Put on my running shoes.” Or, “Fill up my water bottle.”

You want to take on the smallest possible behavior that gets you moving in the right direction. The most effective way I know to counteract this tendency is to use the Two-Minute Rule, which states, “When you start a new habit, it should take less than two minutes to do.”

The idea is to make your habits as easy as possible to start. A new habit should not feel like a challenge. The actions that follow can be challenging, but the first two minutes should be easy.

– For more examples of how to use the Two-Minute Rule, see Chapter 13

I KNOW I SHOULDN'T DO IT, BUT I CAN'T STOP. HOW CAN I STAY DISCIPLINED?

If you find yourself falling into an unwanted habit again and again, one of the most effective strategies is to create a commitment device. A commitment device is a choice you make in the present that controls your actions in the future. It is a way to lock in future behavior, bind you to good habits, and restrict you from bad ones.

For example, if you wish you didn't sleep in late, then setting up an early morning meeting is a commitment device that forces you to get out of bed. Suddenly, there is a cost to staying in bed. The unwanted behavior becomes more painful and less satisfying (an Inversion of the 4th Law).

There are many ways to create a commitment device. You can reduce overeating by purchasing food in individual packages rather than in bulk size. You can voluntarily ask to be added to the banned list at casinos and online poker sites to prevent future gambling sprees.

Commitment devices are useful because they enable you to take advantage of good intentions before you can fall victim to temptation.

– For more examples of commitment devices and how to use them, see Chapter 14

HOW LONG DOES IT TAKE TO FORM A NEW HABIT?

This is one of the most common questions I hear, so I'll give you the answer straight away: the research says that, on average, it takes about two or three months for a habit to form. (One study calculated that the average was 66 days to create a new habit. Of course, that was just one study and the range in that particular study varied widely depending on the habit—anywhere from three weeks to over eight months.)

However, all of this discussion about “how long” obscures the real issue. What people should really be asking is, “How many does it take to form a new habit?” That is, how many repetitions are required to make a habit automatic?

There is nothing magical about time passing with regard to habit formation. It doesn't matter if it's been twenty-one days or thirty days or three hundred days. What matters is the rate at which you perform the behavior. You could do something twice in thirty days, or two-hundred times. It's the frequency that makes the difference.

The key point is that building a new habit is not a finish line to cross, but a lifestyle to be lived. There is no point where you “cross the finish line” and—poof—a new habit is created. If you want a habit to last, then you need to be willing to make it a part of your long-term life.

– For more on how habits form, see Chapters 3 and 11

HOW CAN I MAKE CHANGES AS EASY AS POSSIBLE?

Making habits easy to do is so crucial that I named it the 3rd Law of Behavior Change. There are many ways to increase the ease of a habit, but one of the most useful strategies is to search for points of friction and eliminate them.

For example, if you want to exercise before work, but your gym is twenty minutes out of the way from your commute, then you'll be less likely to make the trip. The friction is too high. Conversely, if you join a gym that is on the way to work, then fitting in a workout becomes much easier.

You can use this idea in reverse too. If you delete your email application off your phone after each individual use, then you'll be less likely to check email throughout the day. It's a bit of a hassle to download the app if you're simply going to glance at it—the friction is too high—and so you only download it and log in when you really need to use it.

The central idea is to create an environment where doing the right thing is as easy as possible and the unproductive thing is as difficult as possible.

– For more ideas on how to reduce the friction associated with good habits, see Chapter 12

HOW SMALL CAN A CHANGE BE AND STILL REMAIN USEFUL?

It can be easy to dismiss small habits as not being worthwhile.

The truth is, small habits can reinforce the identity you want to build. If you show up at the gym five days in a row—even if it's just for two minutes—you are casting votes for your new identity. As the votes accumulate, so does the evidence of your new identity.

If a small habit reinforces your desired identity, then it is meaningful. And if it is meaningful, then it is actually a big deal.

– For more on how small habits add up and shape your identity, see Chapters 1 and 2

The 4th Law

IF I ONLY HAVE TIME FOR ONE NEW HABIT, WHAT IS THE BEST HABIT TO PICK?

This is a crucial question. Picking the right habit might be the most pivotal aspect in determining whether or not you are successful. Choose the right habit (something obvious, attractive, easy, and satisfying), and progress is simple. Choose the wrong habit, and progress is nearly impossible.

If you're going to stay focused on one habit to start, then I suggest selecting a habit that also ripples into other areas of your life. Charles Duhigg, author of *The Power of Habit*, refers to these behaviors as “keystone habits.” For example, exercise is my keystone habit. When I work out, I not only get the benefits of exercise, but I also tend to sleep better, focus longer, and eat healthier—even though I don't consciously focus on these things. Exercise is the one habit that pulls the rest of my life in line.

Of course, finding the “best” habit also depends on the person. This is partially because people often have different goals, but also because the right habit depends on your personality and disposition. People can get ripped working out like a bodybuilder, but if you prefer rock climbing or cycling or rowing, then shape your exercise habit around your interests. Choose the habit that best suits you, not the one that is most popular.

– For more on choosing the right habit, see Chapter 18

HOW CAN I STAY MOTIVATED WHEN I WON'T SEE RESULTS IMMEDIATELY?

It is very common to start working on a new habit (or any goal) and, despite your best efforts, not see progress right away. In Chapter 1, I refer to this phenomenon as The Plateau of Latent Potential.

One way to get over this plateau and maintain motivation is to adhere to The Goldilocks Rule. The Goldilocks Rule states that humans achieve peak motivation when working on tasks of “just manageable difficulty.” I explain this more fully in Chapter 19.

However, there is a second point to add here. One of the most motivating feelings is the feeling of progress. But the key is that you need to be able to visualize your progress for it to be motivating. If you don't have any way of noticing that you're moving forward, then it's easy to lose motivation. This is where visual measures of progress like the Paper Clip Strategy or Habit Tracking come into play.

– For more on these concepts, see Chapters 1, 16, and 19

HOW CAN I HOLD MYSELF ACCOUNTABLE?

Staying disciplined can be hard, which is why it can be helpful to enlist the support of someone else. A simple way to do this is by creating a habit contract, which is a written agreement in which you state your commitment to a particular habit and the punishment that will occur if you don't follow through.

In Chapter 17, I provide examples and additional templates for creating your own habit contract. And even if you don't want to create a full-blown habit contract, simply having an accountability partner is useful.

– For more on habit contracts, see Chapter 17

WHAT ARE THE BEST STRATEGIES TO RESTART A HABIT AND GET BACK ON TRACK?

If you need to reclaim a lost habit (or if you simply fall off course for a day or two), then the mantra I like to keep in mind is this: Never Miss Twice.

If I am trying to lose weight, but binge eat for one meal, then I put all of my energy into getting back on track the next meal. If I was hoping to publish a new

article every Monday, but skip a week, then I make sure the next Monday I'm back on course.

The first mistake is never the one that ruins you. It is the spiral of repeated mistakes that follows. Never miss twice.

– For more on this philosophy, see Chapter 16

HOW DO YOU SPECIFICALLY TRACK YOUR HABITS?

First, it's not necessary to track every habit. If you employ the four Laws of Behavior Change, then you'll find that you can often stick to a tiny behavior whether you track it or not.

However, I do believe tracking can be beneficial for the most important tasks. Personally, I track my exercise habits (how many workouts I do), writing habits (how many new articles I write), and travel habits (how many new places I visit).

I generally believe using a habit tracker is the simplest way to get started. The most basic format is a calendar on which you mark an "X" on each day you do the habit. To make this easier, I have created a Habit Journal, which includes a habit tracking template. You can learn more at atomichabits.com/journal

– For a deeper explanation of habit tracking and additional examples, see Chapter 16

HOW TO CREATE A GOOD HABIT

The 1st Law	Make It Obvious
1.1	Fill out the Habits Scorecard. Write down your current habits to become aware of them.
1.2	Use implementation intentions: "I will [BEHAVIOR] at [TIME] in [LOCATION]."
1.3	Use habit stacking: "After [CURRENT HABIT], I will [NEW HABIT]."
1.4	Design your environment. Make the cues of good habits obvious and visible.
The 2nd Law	Make It Attractive
2.1	Use temptation bundling. Pair an action you want to do with an action you need to do.
2.2	Join a culture where your desired behavior is the normal behavior.
2.3	Create a motivation ritual. Do something you enjoy immediately before a difficult habit.
The 3rd Law	Make It Easy
3.1	Reduce friction. Decrease the number of steps between you and your good habits.
3.2	Prime the environment. Prepare your environment to make future actions easier.
3.3	Master the decisive moment. Optimize the small choices that deliver outsized impact.
3.4	Use the Two-Minute Rule. Downscale your habits until they can be done in two minutes or less.
3.5	Automate your habits. Invest in technology and onetime purchases that lock in future behavior.
The 4th Law	Make It Satisfying
4.1	Use reinforcement. Give yourself an immediate reward when you complete your habit.
4.2	Make "doing nothing" enjoyable. When avoiding a bad habit, design a way to see the benefits.
4.3	Use a habit tracker. Keep track of your habit streak and "don't break the chain."
4.4	Never miss twice. When you forget to do a habit, make sure you get back on track immediately.

HOW TO BREAK A BAD HABIT

Inversion of the 1st Law	Make It Invisible
1.5	Reduce exposure. Remove the cues of your bad habits from your environment.
Inversion of the 2nd Law	Make It Unattractive
2.4	Reframe your mindset. Highlight the benefits of avoiding your bad habits.
Inversion of the 3rd Law	Make It Difficult
3.6	Increase friction. Increase the number of steps between you and your bad habits.
3.7	Use a commitment device. Restrict your future choices to the ones that benefit you.
Inversion of the 4th Law	Make It Unsatisfying
4.5	Get an accountability partner. Ask someone to watch your behavior.
4.6	Create a habit contract. Make the costs of your bad habits public and painful.

To learn more, visit [JamesClear.com](https://www.jamesclear.com).

Template: The Habits Scorecard

THE HABITS SCORECARD is a simple method you can use to become more self-aware and notice habits and behaviors that you may overlook. This is a method we discuss in detail in Chapter 4 of *Atomic Habits*.

To create your own Habits Scorecard, start by making a list of your daily habits. Start at the beginning of your day and write down each habit you do: wake up, turn off your alarm, make your bed, brush your teeth, etc.

You can make this list as long or as short as you would like, but I tend to find that a longer and more comprehensive list is more effective.

Once you have a full list, look at each behavior, and ask yourself, “Is this a good habit, a bad habit, or a neutral habit?”

- If it is a good habit, write “+” next to it.
- If it is a bad habit, write “-” next to it.
- If it is a neutral habit, write “=” next to it.

If you’re having trouble determining how to rate a particular habit, here is a question I like to use: “Does this behavior help me become the type of person I wish to be? Does this habit cast a vote for or against my desired identity?” Habits that reinforce your desired identity are generally good. Habits that conflict with your desired identity are generally bad. (For more on what makes a habit good or bad, consult Chapter 4.)

When creating your Habits Scorecard, there is no need to change anything at first. The goal of this exercise is not to change your behavior—even for the bad habits. The goal is to simply notice what is actually going on.

Feel free to use the template on the next page to create your Habits Scorecard.

Template: Implementation Intention

YOU ARE TWO TO THREE TIMES more likely to follow through with a habit if you make a specific plan for when, where, and how you are going to implement it. By outlining a clear plan of action and clarifying exactly what you need to work on, you make the task simpler which means it requires less motivation to do. So when you wake up the next morning and find that your motivation has faded, you still might have enough to get started because the next step has already been outlined and is simple and clear.

Researchers refer to these action plans as an “implementation intention,” a specific plan of action that can be executed when the time comes to act. An implementation intention is a choice we make beforehand about when and where to act. It refers to how you intend to implement a particular habit.

The format for creating an implementation intention is:

“When situation X arises, I will perform response Y.”

A simple framework to design your own implementation intention is what I call The Action/Time/Location Strategy.

I will [ACTION] at [TIME] in [LOCATION]. For example:

- I will meditate for one minute at 7 a.m. in my kitchen.
- I will study Spanish for twenty minutes at 6 p.m. in my bedroom.
- I will exercise for one hour at 5 p.m. in my local gym.

Give it a try with the template on the next page.

I will _____ at
ACTION

_____ in _____ .
TIME LOCATION

Template: Habit Stacking

ONE OF THE BEST WAYS to build a new habit is to find a habit you already do each day and then stack your new behavior on top of it. In other words, your current habit becomes the trigger for your new one. This strategy, which I refer to as “habit stacking,” has been popularized by BJ Fogg at Stanford University.¹ The concept is explained in detail in Chapter 5 of Atomic Habits.

In this document, you’ll find a template for creating your own habit stack and a few additional ideas of how to put the idea into practice.

Here are some examples you won’t find in the book:

- When I get on the subway, I will always stand instead of sitting.
- Every year on my birthday, I donate to charity.
- After I turn on the shower, I will do five burpees.
- After I lay down in bed for the night, I think of one positive thing that happened today.
- After I get in my car, I will take three deep breaths.
- After I get home from my violin lesson, I will take my violin out of the case and put it on a stand where I can see it.
- When I see my water bottle is half empty, I will fill it back up.
- When I close the trunk, I will look to see if I am holding the keys.
- When I feel stressed or anxious, I will close my eyes and take five deep breaths.
- Before I travel on a plane, I pack a healthy snack to take with me.

You can print out the next page and fill out your own habit stack.

¹ Fogg refers to this strategy as the “tiny habits recipe,” but I call it habit stacking.

After _____ ,
CURRENT HABIT

I will _____ .
NEW HABIT

Template: Habit Tracker

HABIT TRACKING IS DISCUSSED in Chapter 16 of Atomic Habits. Here's what I said about it in the book:

A habit tracker is a simple way to measure whether you did a habit. The most basic format is to get a calendar and cross off each day you stick with your routine. For example, if you meditate on Monday, Wednesday, and Friday, each of those dates gets an X. As time rolls by, the calendar becomes a record of your habit streak.

Jerry Seinfeld reportedly uses a habit tracker to stick with his streak of writing jokes. In the documentary *Comedian*, he explains that his goal is simply to “never break the chain” of writing jokes every day. In other words, he is not focused on how good or bad a particular joke is or how inspired he feels. He is simply focused on showing up and adding to his streak.

“Don't break the chain” is a powerful mantra. Don't break the chain of sales calls and you'll build a successful book of business. Don't break the chain of workouts and you'll get fit faster than you'd expect. Don't break the chain of creating every day and you will end up with an impressive portfolio. Habit tracking is powerful because it leverages multiple laws of behavior change. It simultaneously makes a behavior obvious, attractive, and satisfying.

There are many ways to start tracking your habits. You can buy a wall calendar and make an X, you can draw your own on a sheet of paper, or you can buy the Habit Journal that we designed to make habit tracking as quick and easy as possible.

THE HABIT JOURNAL

The Habit Journal is designed to give you everything you need and nothing you don't for habit tracking (and more).

The flexible format allows it to be used as a habit tracker, notebook, planner, bullet journal, workout log, food log, mood journal, decision journal, and almost anything you can dream up. With page numbers, a customized dot grid that makes it easy to split pages, carefully chosen prompts, a customizable indexing system, and perforated pages, it's also designed to keep you on track and make customization a breeze.

This is the perfect companion to Atomic Habits. Now you can track your existing habits, start new habits like daily journaling or reflecting, and plan out your daily schedule – all in one multipurpose journal.

**Learn more and order your copy
at atomichabits.com/journal**



Template: Habit Contract

HABIT CONTRACTS ARE DISCUSSED in chapter 17 of Atomic Habits. A habit contract is a verbal or written agreement in which you state your commitment to a particular habit and the punishment that will occur if you don't follow through. Then you find one or two people to act as your accountability partners and sign off on the contract with you.

Bryan Harris, an entrepreneur from Nashville, Tennessee, was the first person I saw put this strategy into action. Shortly after the birth of his son, Harris realized he wanted to shed a few pounds. He wrote up a habit contract between himself, his wife, and his personal trainer.

The strategy worked. With his wife and trainer acting as accountability partners and with the habit contract clarifying exactly what to do each day, Harris lost the weight.

You can find the actual Habit Contracts Bryan used on the following pages.

At the end of this PDF, you'll also find a template you can print out to create your own Habit Contract.

Bryan's Q1 Goals

AGREEMENT BETWEEN BRYAN AND STACY HARRIS
EFFECTIVE JANUARY 3, 2017

Bryan's #1 objective for Q1 of 2017 is to start eating correctly again so he feels better, looks better and is able to hit his BHAG of 200# at 10% body fat.

Bryan wants to work towards this BHAG in two phases:

- Phase #1: Get back to a strict slow carb diet in Q1 of 2017.
- Phase #2: Start strict macro tracking program in Q2 of 2017.

Bryan believes that by first getting the basics back in line in Q1 then stair stepping up to macro tracking in Q2 that his chances of success are higher (as opposed to going from crappy eating straight to macro tracking).

Below are the specific objectives, consequences, and accountability mechanisms for Q1:

OBJECTIVE

Details of Bryan's specific Q1 objectives are as follows.

- Write down all food that he consumes each day and weigh himself each day
- The food log must be completed by 6am of the day after.
- The weigh-in can happen at any point during the day (optimally first thing in the morning).

If Bryan doesn't do these two items then the following consequence will be enforced:

CONSEQUENCE

Details of Bryan's specific Q1 consequences are as follows.

- He will have to dress up each workday and each Sunday morning for the rest of the quarter.
- Dress up is defined as not wearing jeans, t-shirts, hoodies or shorts.

To hold Bryan accountable he will report to the following...

ACCOUNTABILITY

Bryan will be held accountable by the following means.

- He will text Stacy a picture of his weight each day and ask Joey (trainer) to monitor his eating logs.
- He will also give Joey \$200 to use as he sees fit if he misses one day of logging food.

The signatures below indicate Bryan's commitment to hitting these daily objectives and Stacy and Joey's commitment to support and hold Bryan accountable.

BRYAN HARRIS SIGNATURE

STACY HARRIS SIGNATURE

ACCOUNTABILITY PARTNER SIGNATURE

Bryan's Q2 Goals

AGREEMENT BETWEEN BRYAN HARRIS, PATRICK PARHAM, AND STACY HARRIS
EFFECTIVE APRIL 3, 2017

Bryan's #1 objective for Q2 of 2017 is to start eating a strict <75g carbs and >200g protein diet each weekday so he feels better, looks better and is able to hit his BHAG of 200# at 10% body fat.

Bryan wants to work towards this BHAG in 3 phases:

- Phase #1: Get back to a strict slow carb diet in Q1 of 2017.
- Phase #2: Start strict macro tracking program in Q2 of 2017
- Phase #3: Refine and maintain details of diet and workout in Q3 of 2017

Bryan believes that by first getting the basics back in line in Q1 then stair stepping up to macro tracking in Q2 that his chances of success are higher (as opposed to going from crappy eating straight to macro tracking).

Below are the specific objectives consequences and accountability mechanisms for Q2:

OBJECTIVE

Details of Bryan's specific Q2 objectives are as follows.

- Eat food that adds up to a total of no more than 75g of carbs and no less than 200g of protein each day, weigh in each day (that I'm at home) and run wind-sprints for 5 minutes one day a week.
- The food log must be completed by 8:30am of the day after.
- The weigh-in can happen at any point during the day (optimally first thing in the morning).
- The wind-sprints ideally will happen on Saturday morning but can be done any day of the week.

If Bryan doesn't do these three items then the following consequence will be enforced:

CONSEQUENCE

Details of Bryan's specific Q2 consequences are as follows.

- Macro Goal: \$100 to Patrick for each day he misses (6 pass days)
- Weigh In Goal: Pay Stacy \$500
- Wind Sprints: Dress up for work every day and wear an Alabama hat rest of the quarter.

To hold Bryan accountable he will report to the following...

ACCOUNTABILITY

Bryan will be held accountable by the following means.

- All three items are to be reported visually via GroupMe

The signatures below indicate Bryan's commitment to hitting these daily objectives
Stacy and Patrick's commitment to support and hold Bryan accountable.

BRYAN HARRIS SIGNATURE

STACY HARRIS SIGNATURE

PATRICK PARHAM SIGNATURE

Bryan's Q3 Goals

AGREEMENT BETWEEN BRYAN HARRIS, PATRICK PARHAM, AND STACY HARRIS
EFFECTIVE JULY 14, 2017

Bryan's #1 objective for Q3 of 2017 is to start doing HIIT bike riding for 10min on Tuesday and Thursday and Intermittent fasting on Sunday, Tue, and Thursday so he feels better, looks better and is able to hit his BHAG of 200# at 10% body fat.

Bryan wants to work towards this BHAG in 3 phases:

- Phase #1: Get back to a strict slow carb diet in Q1 of 2017.
- Phase #2: Start strict macro tracking program in Q2 of 2017
- Phase #3: Refine and maintain details of diet and workout in Q3 of 2017
- Phase #4: Walk around naked

Bryan believes that by first getting the basics back in line in Q1 then stair stepping up to macro tracking in Q2 and refining those things in Q3 that his chances of success are higher (as opposed to going from crappy eating straight to macro tracking).

Below are the specific objectives consequences and accountability mechanisms for Q3:

MAINTAIN

In Q3, Bryan will maintain the following, even as he adds new goals.

- <75g of carbs and >200g of protein per day
- 1 hour of strength training 3 days per week
- Weigh and measure body fat daily

NEW THINGS

In addition to maintaining the above, Bryan will begin the following in Q3.

- 10-min of HIIT bike riding on Tuesday and Thursday
- Intermittent Fasting on non-Strength Training Days (Sunday, Tue, and Thurs)

If Bryan doesn't do these 5 items then the following consequence will be enforced:

CONSEQUENCE

Details of Bryan's specific Q3 consequences are as follows.

- Macro Goal: \$100 to Patrick for each day he misses (3 pass days)
- Weigh In & Body Fat Goal: \$100 to Patrick for each day he misses (3 pass days)
- Bike Riding: Dress up for work for the next week
- Fasting: Wear Alabama hat to work each day rest of quarter

To hold Bryan accountable he will report to the following...

ACCOUNTABILITY

Bryan will be held accountable by the following means.

- All 5 if these items are to be reported visually via GroupMe

The signatures below indicate Bryan's commitment to hitting these daily objectives
Stacy and Patrick's commitment to support and hold Bryan accountable.

BRYAN HARRIS SIGNATURE

STACY HARRIS SIGNATURE

PATRICK PARHAM SIGNATURE

Habit Contract

WHAT IS YOUR MAIN OBJECTIVE?

IF YOU DON'T FOLLOW THROUGH, WHAT IS THE CONSEQUENCE?

WHO WILL YOU REPORT TO?

YOUR SIGNATURE

DATE

PARTNER'S SIGNATURE

DATE

Atomic Habits Media

Photos and captions from the book.

1% BETTER EVERY DAY

1% worse every day for one year. $0.99^{365} = 00.03$

1% better every day for one year. $1.01^{365} = 37.78$

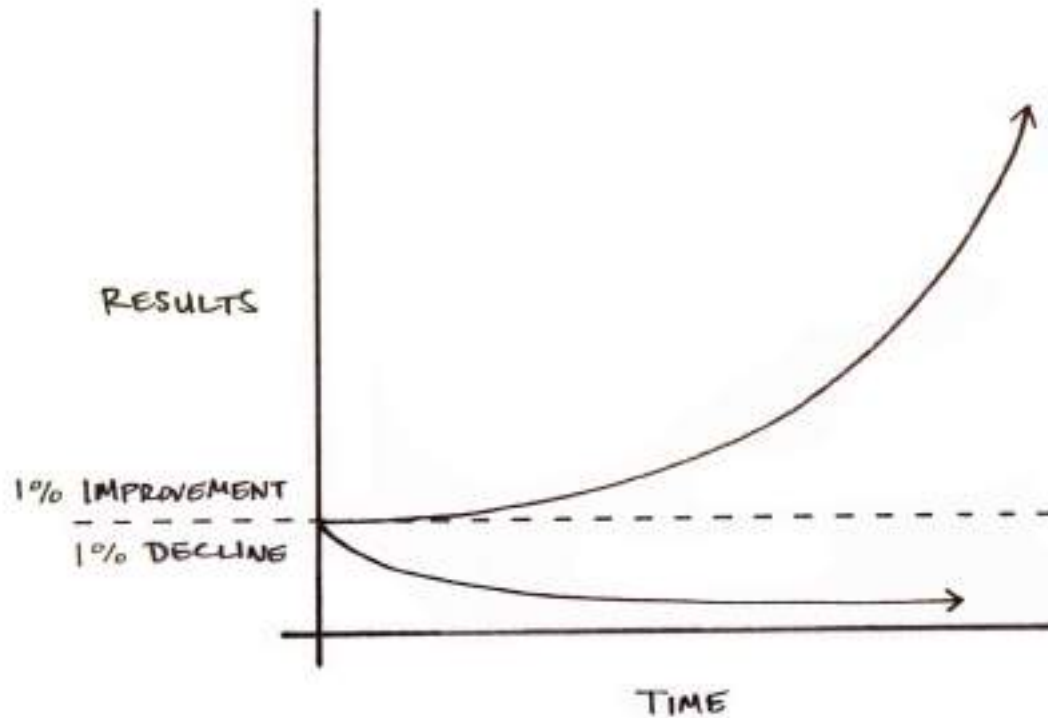


FIGURE 1: The effects of small habits compound over time. For example, if you can get just 1 percent better each day, you'll end up with results that are nearly 37 times better after one year.

THE PLATEAU OF LATENT POTENTIAL

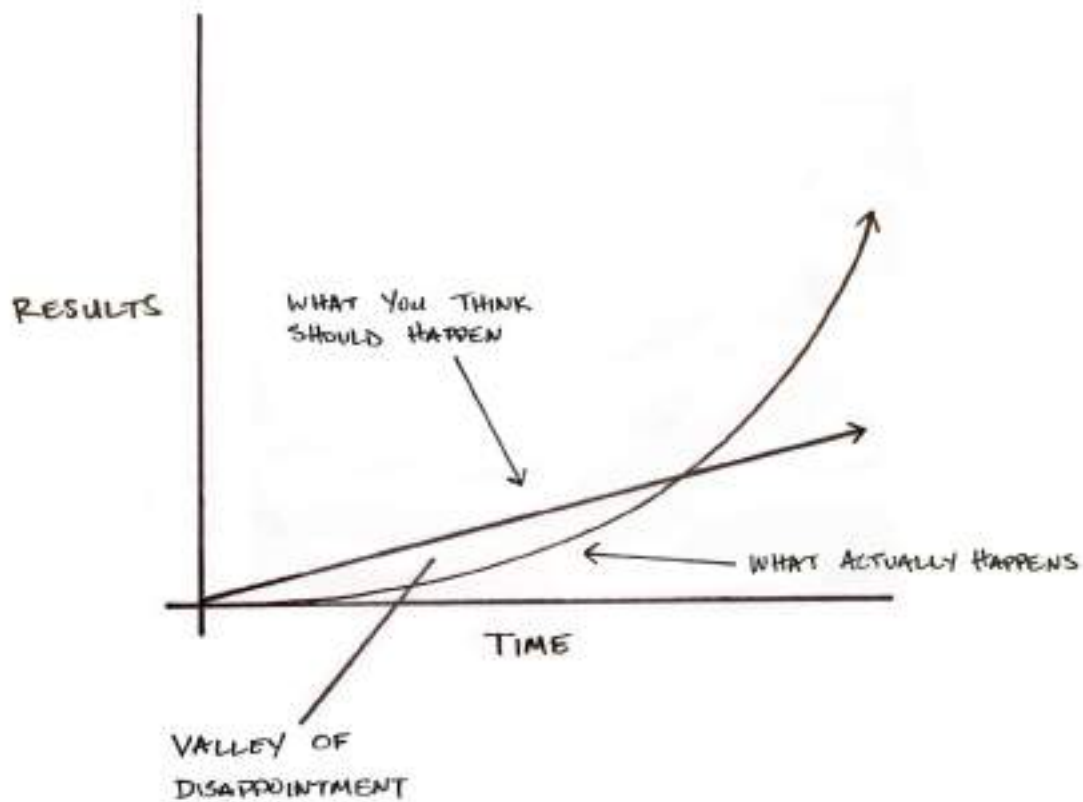


FIGURE 2: We often expect progress to be linear. At the very least, we hope it will come quickly. In reality, the results of our efforts are often delayed. It is not until months or years later that we realize the true value of the previous work we have done. This can result in a “valley of disappointment” where people feel discouraged after putting in weeks or months of hard work without experiencing any results. However, this work was not wasted. It was simply being stored. It is not until much later that the full value of previous efforts is revealed.

THREE LAYERS OF BEHAVIOR CHANGE

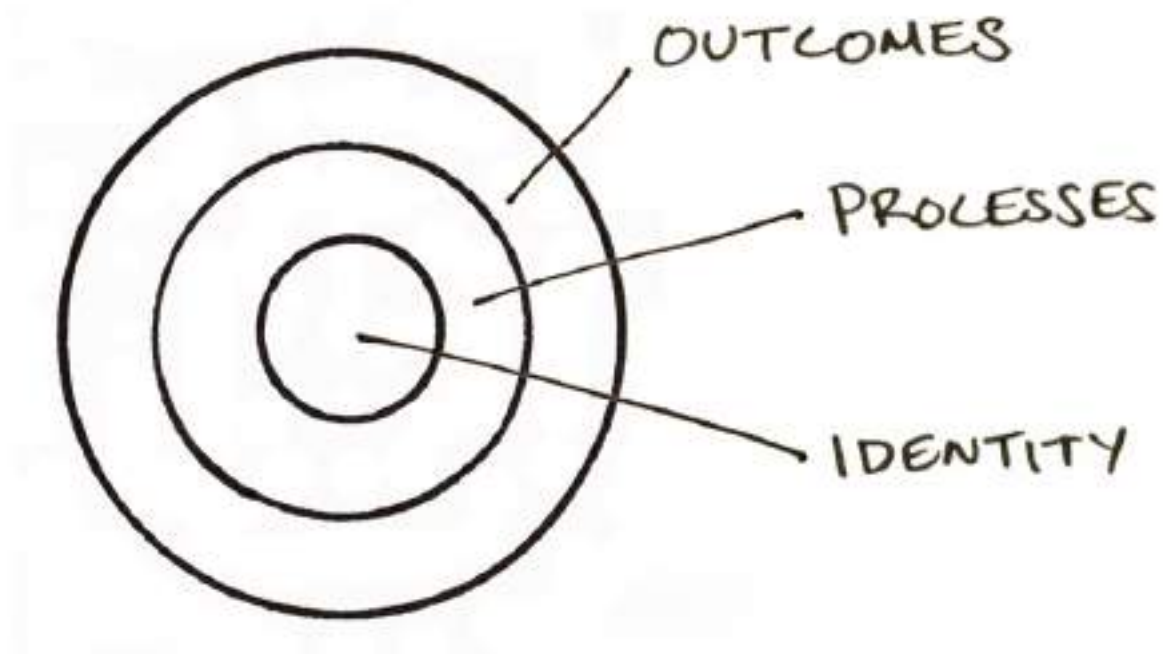
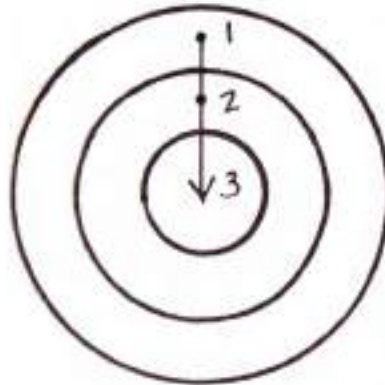


FIGURE 3: There are three layers of behavior change: a change in your outcomes, a change in your processes, or a change in your identity.

OUTCOME-BASED HABITS



IDENTITY-BASED HABITS

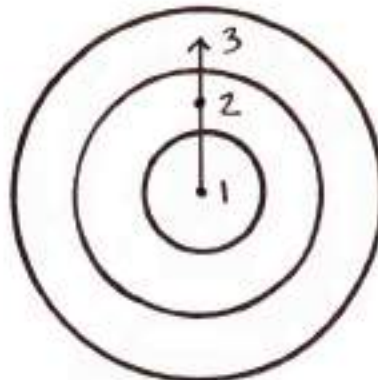


FIGURE 4: With outcome-based habits, the focus is on what you want to achieve. With identity-based habits, the focus is on who you wish to become.

THE FOUR STAGES OF HABIT

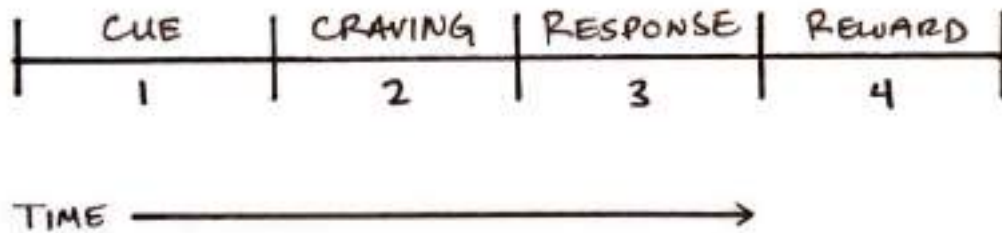


FIGURE 5: All habits proceed through four stages in the same order: cue, craving, response, and reward.

THE HABIT LOOP

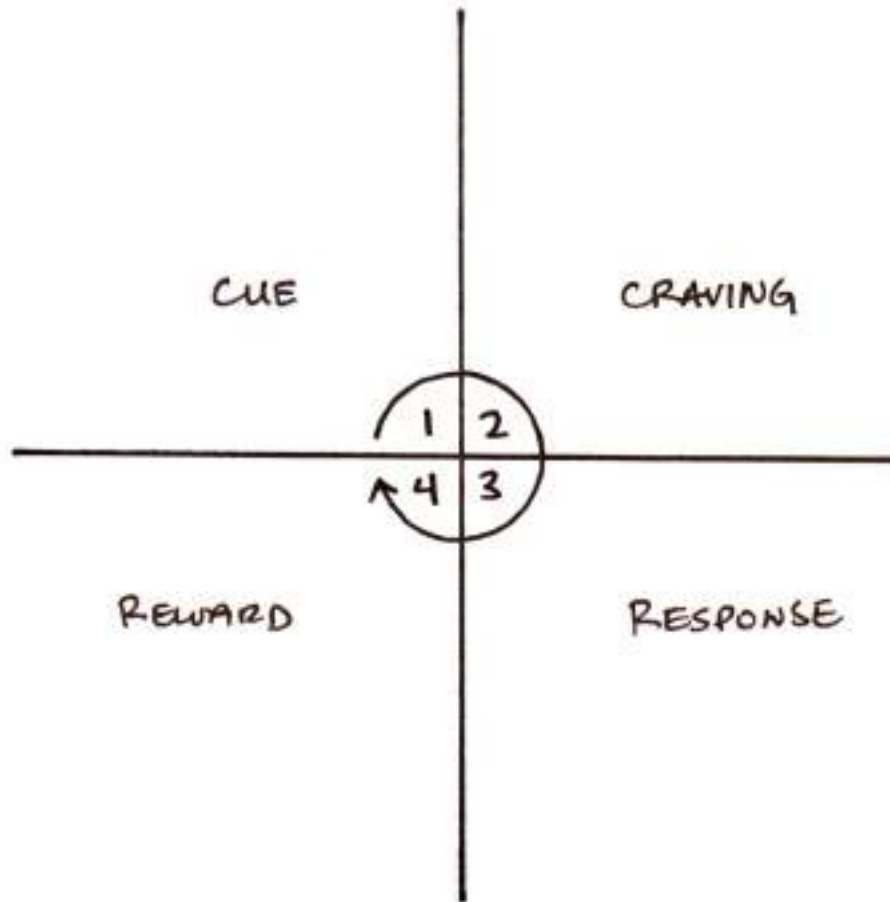


FIGURE 6: The four stages of habit are best described as a feedback loop. They form an endless cycle that is running every moment you are alive. This “habit loop” is continually scanning the environment, predicting what will happen next, trying out different responses, and learning from the results.

HABIT STACKING

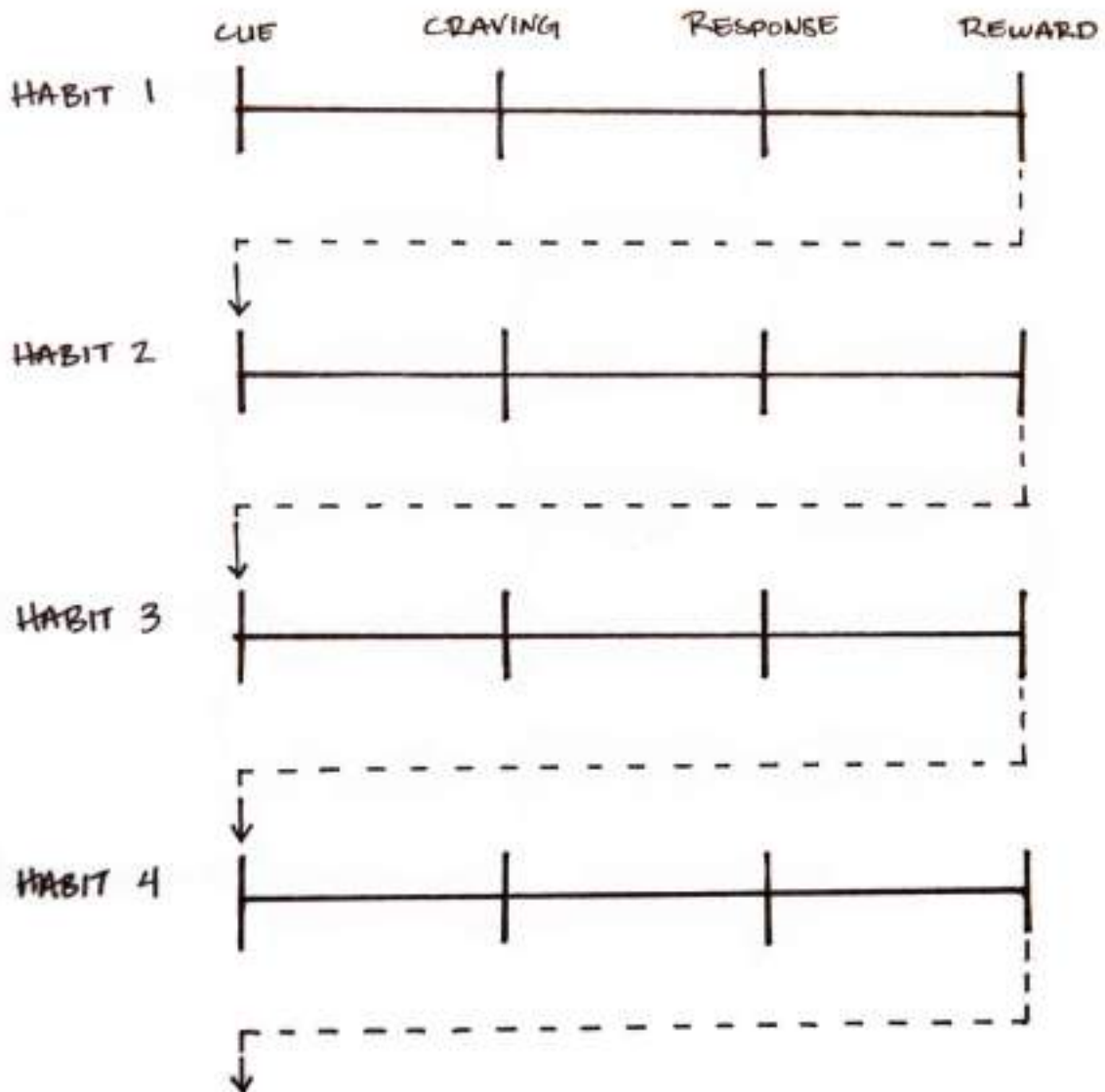


FIGURE 7: Habit stacking increases the likelihood that you'll stick with a habit by stacking your new behavior on top of an old one. This process can be repeated to chain numerous habits together, each one acting as the cue for the next.

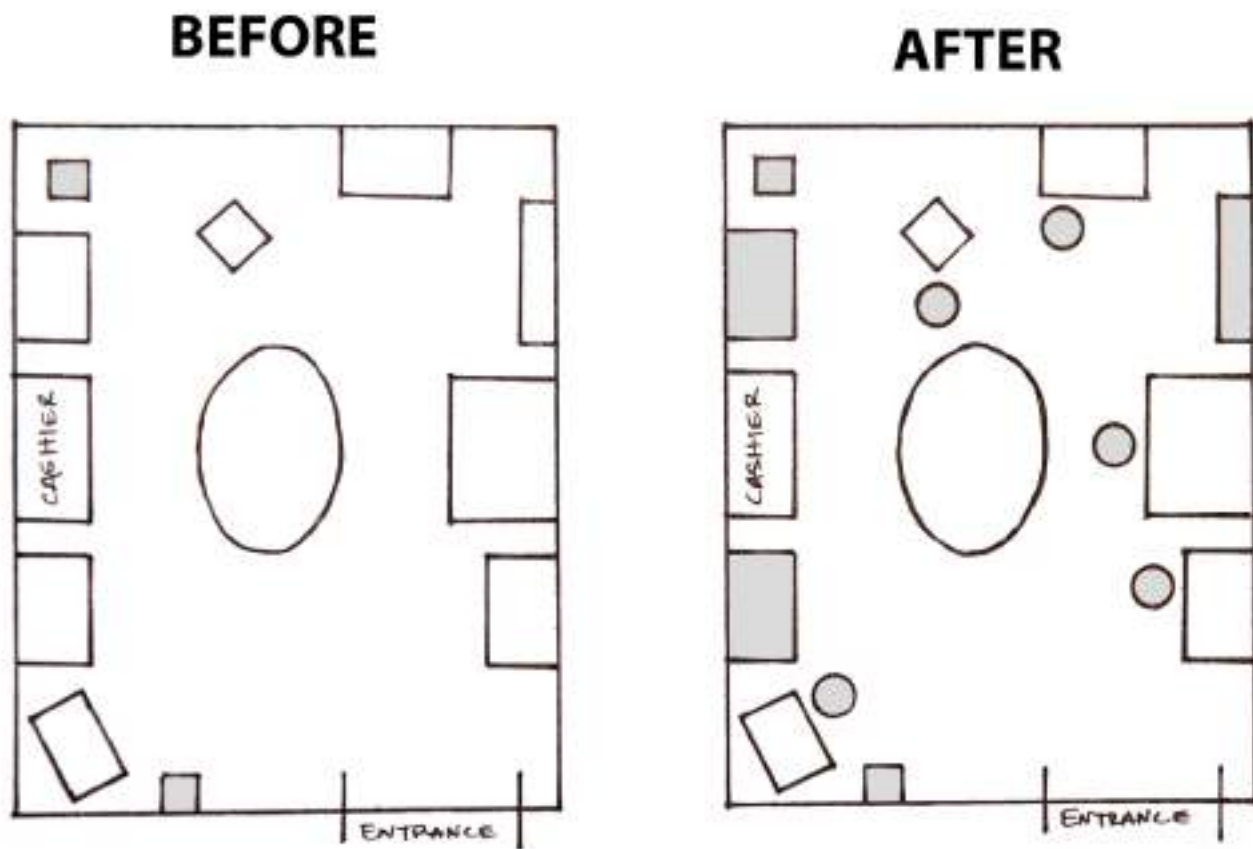


FIGURE 8: Here is a representation of what the cafeteria looked like before the environment design changes were made (left) and after (right). The shaded boxes indicate areas where bottled water was available in each instance. Because the amount of water in the environment was increased, behavior shifted naturally and without additional motivation.

THE DOPAMINE SPIKE

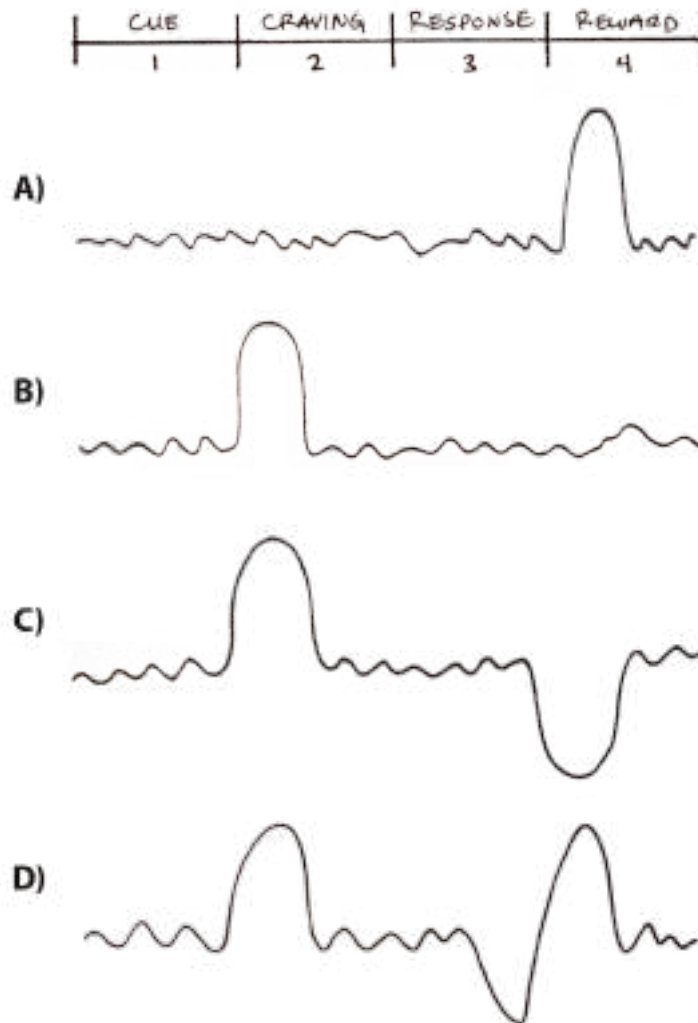


FIGURE 9: Before a habit is learned (A), dopamine is released when the reward is experienced for the first time. The next time around (B), dopamine rises before taking action, immediately after a cue is recognized. This spike leads to a feeling of desire and a craving to take action whenever the cue is spotted. Once a habit is learned, dopamine will not rise when a reward is experienced because you already expect the reward. However, if you see a cue and expect a reward, but do not get one, then dopamine will drop in disappointment (C). The sensitivity of the dopamine response can clearly be seen when a reward is provided late (D). First, the cue is identified and dopamine rises as a craving builds. Next, a response is taken but the reward does not come as quickly as expected and dopamine begins to drop. Finally, when the reward comes a little later than you had hoped, dopamine spikes again. It is as if the brain is saying, "See! I knew I was right. Don't forget to repeat this action next time."

CONFORMING TO SOCIAL NORMS

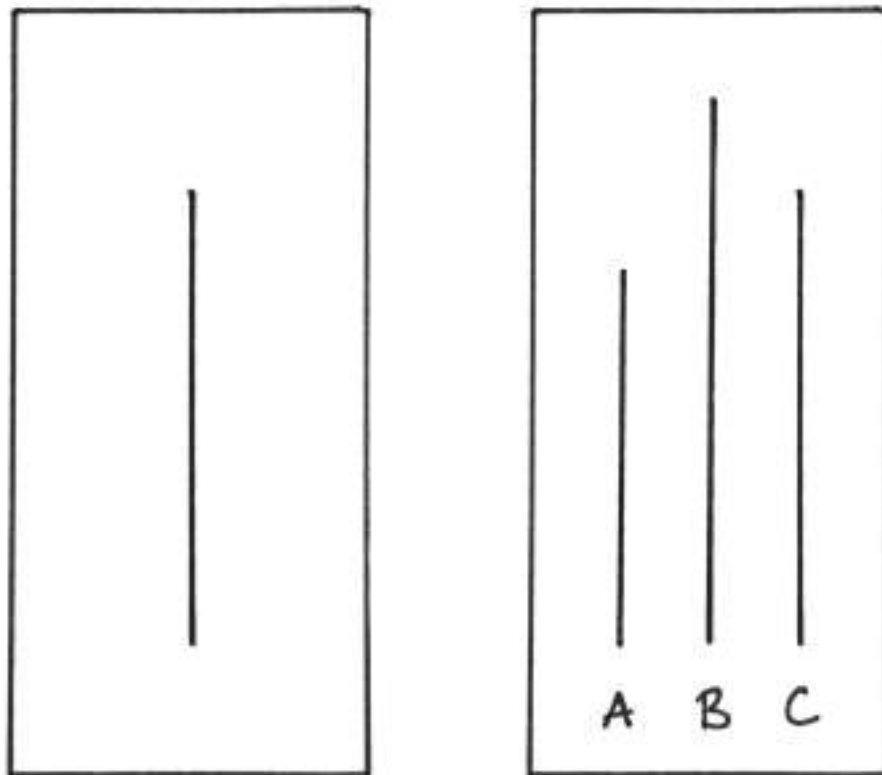


FIGURE 10: This is a representation of two cards used by Solomon Asch in his famous social conformity experiments. The length of the line on the first card (left) is obviously the same as line C, but when a group of actors claimed it was a different length the research subjects would often change their minds and go with the crowd rather than believe their own eyes.

THE HABIT LINE

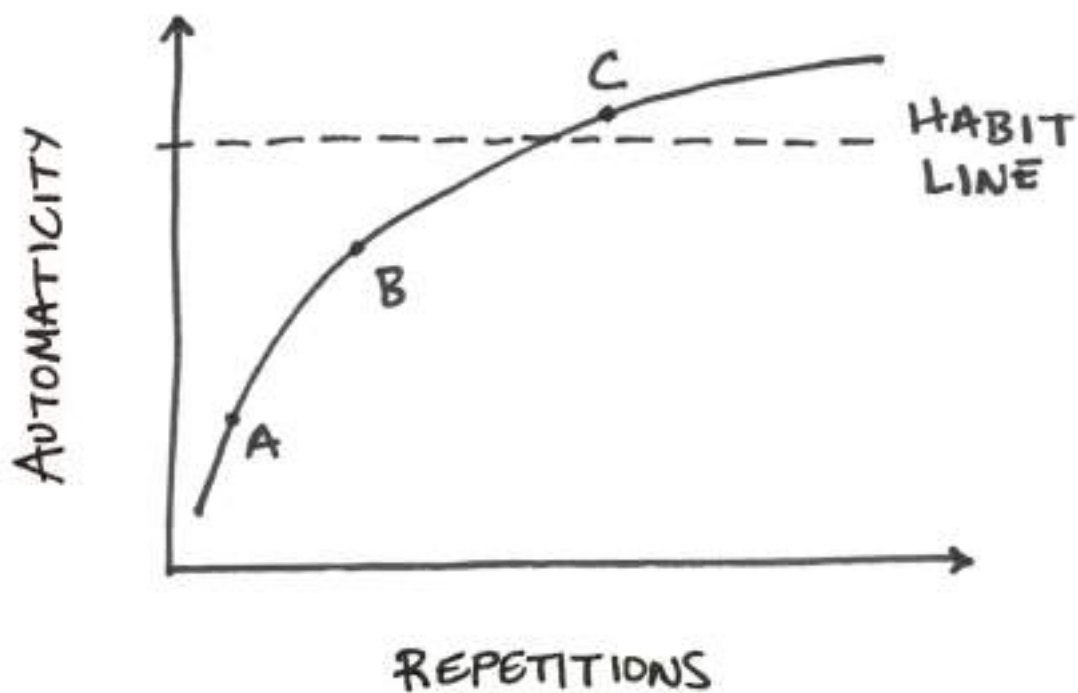


FIGURE 11: In the beginning (point A), a habit requires a good deal of effort and concentration to perform. After a few repetitions (point B), it gets easier, but still requires some conscious attention. With enough practice (point C), the habit becomes more automatic than conscious. Beyond this threshold—the habit line—the behavior can be done more or less without thinking. A new habit has been formed.

WALKING 10 MINUTES PER DAY

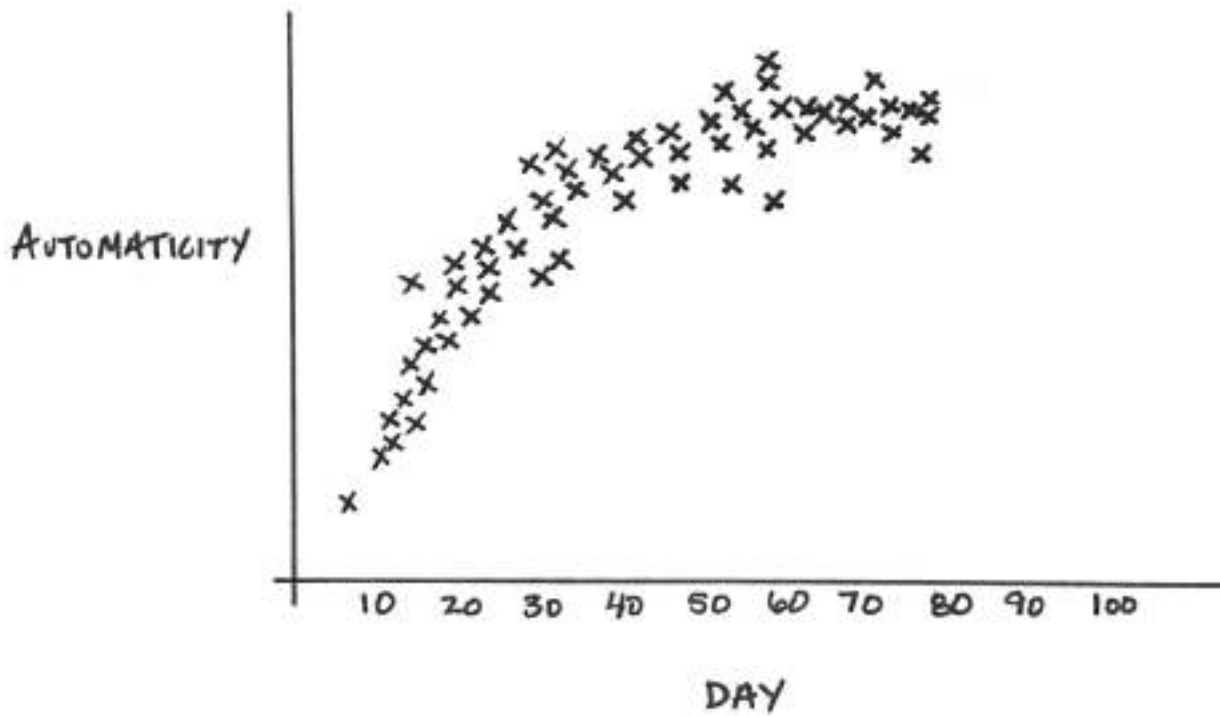


FIGURE 12: This graph shows someone who built the habit of walking for ten minutes after breakfast each day. Notice that as the repetitions increase, so does automaticity, until the behavior is as easy and automatic as it can be.

THE SHAPE OF HUMAN BEHAVIOR

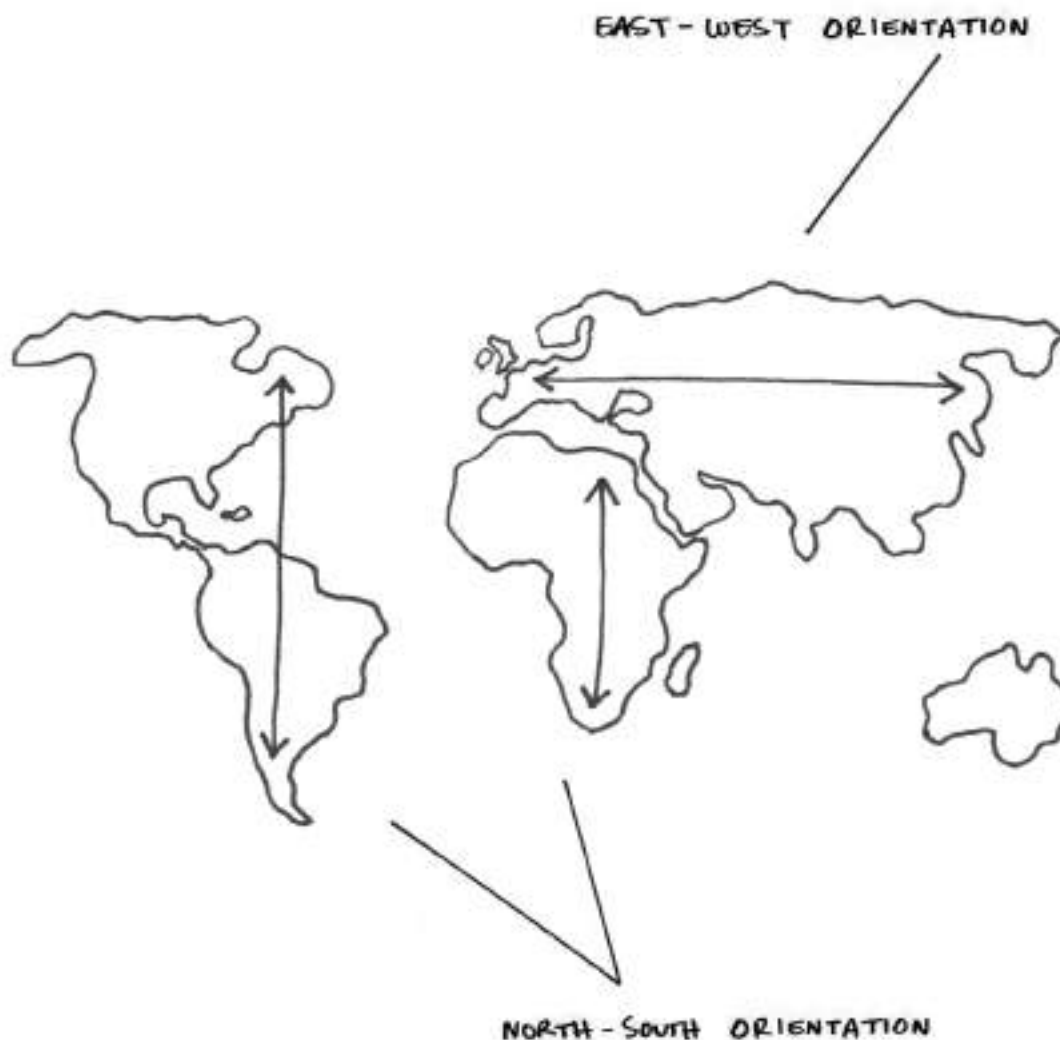


FIGURE 13: The primary axis of Europe and Asia is east-west. The primary axis of the Americas and Africa is north-south. This leads to a wider range of climates up-and-down the Americas than across Europe and Asia. As a result, agriculture spread nearly twice as fast across Europe and Asia than it did elsewhere. The behavior of farmers—even across hundreds or thousands of years—was constrained by the amount of friction in the environment.

DECISIVE MOMENTS

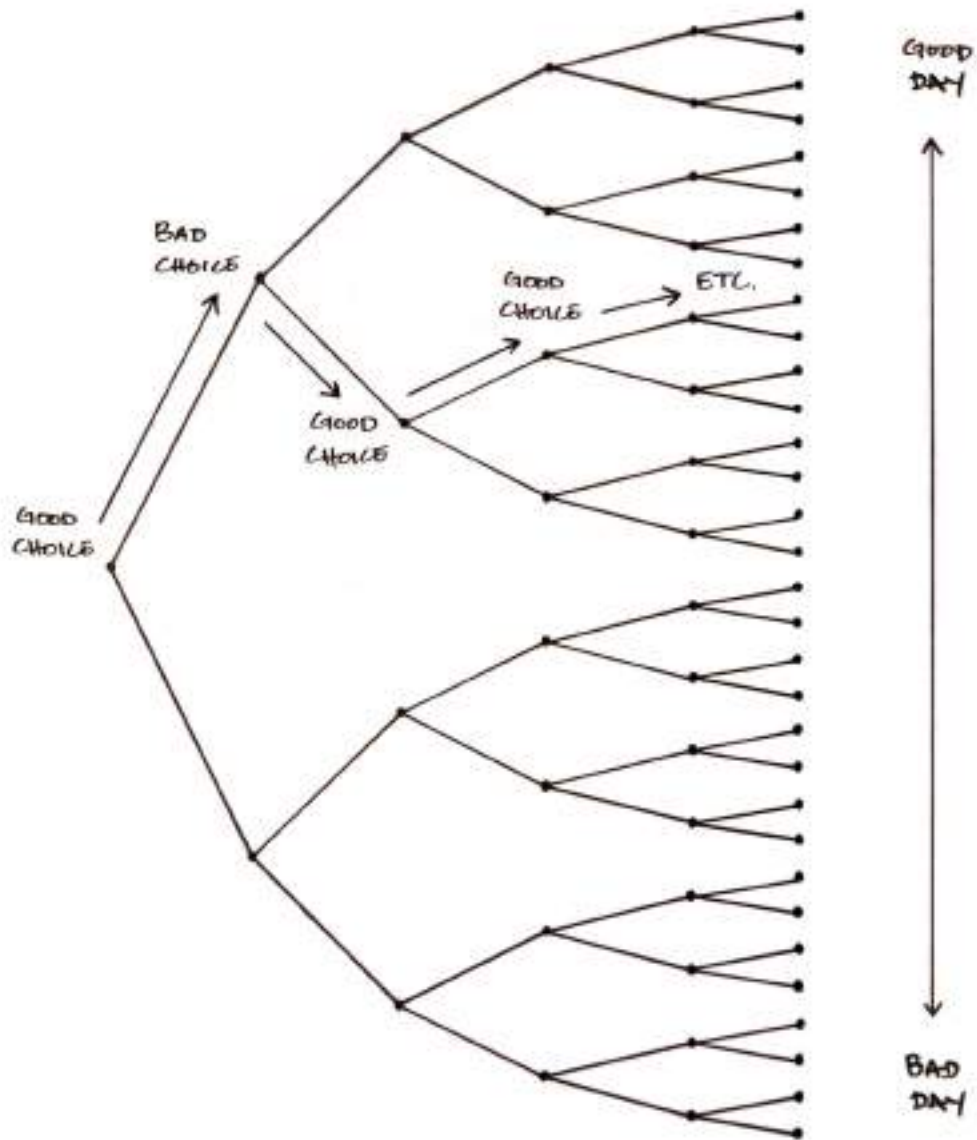


FIGURE 14: The difference between a good day and a bad day is often a few productive and healthy choices made at decisive moments. Each one is like a fork in the road, and these choices stack up throughout the day and can ultimately lead to very different outcomes.

THE GOLDILOCKS RULE

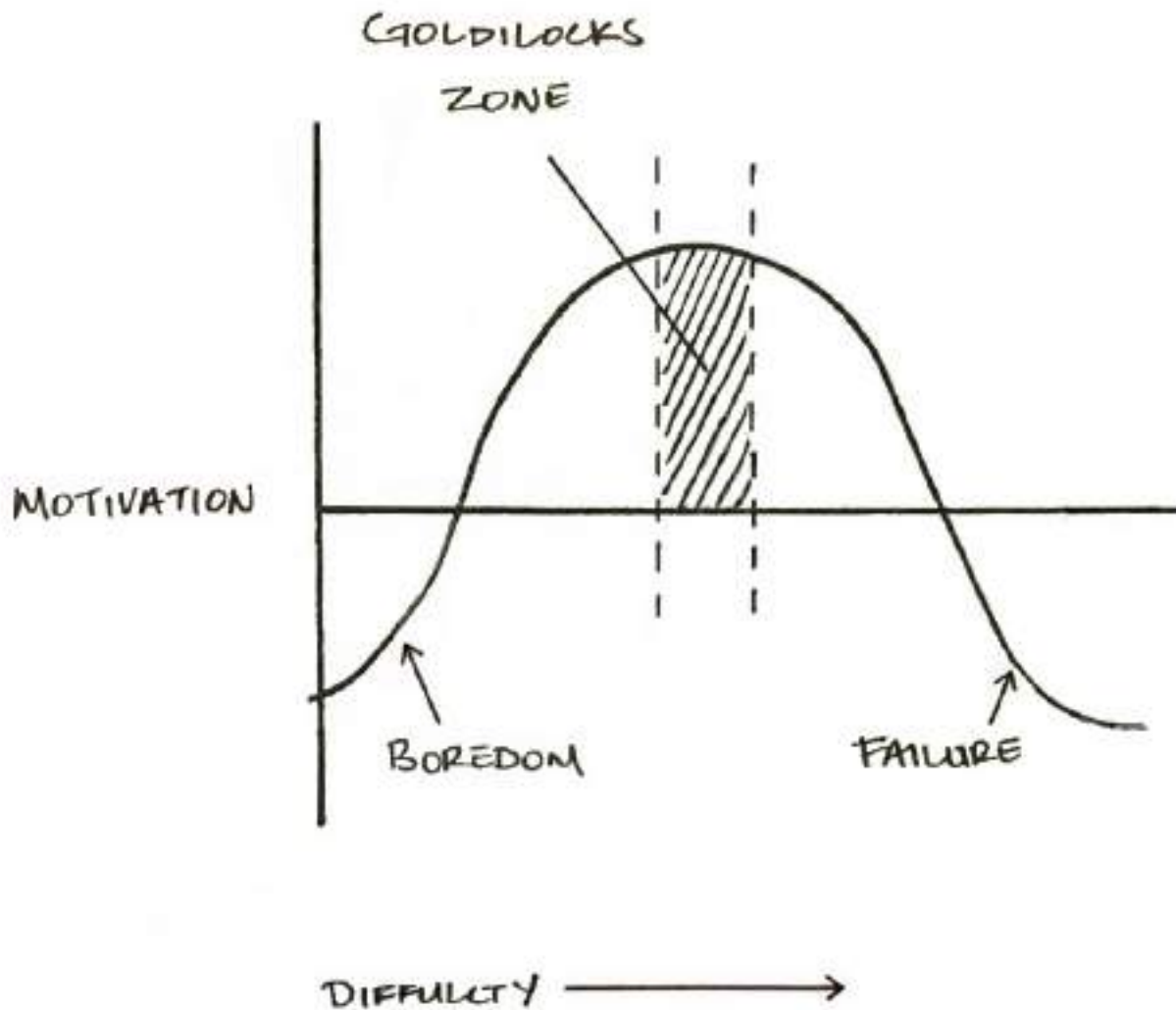
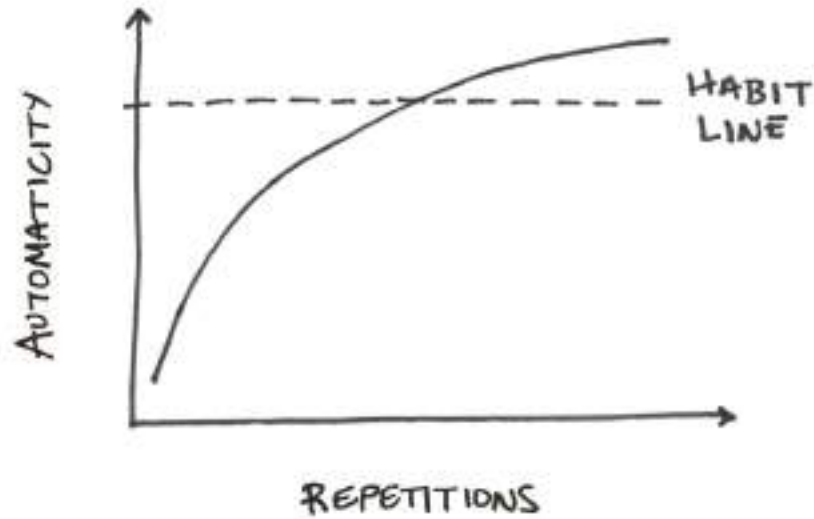


FIGURE 15: Maximum motivation occurs when facing a challenge of just manageable difficulty. In psychology research this is known as the Yerkes–Dodson law, which describes the optimal level of arousal as the midpoint between boredom and anxiety.

MASTERING ONE HABIT



MASTERING A FIELD

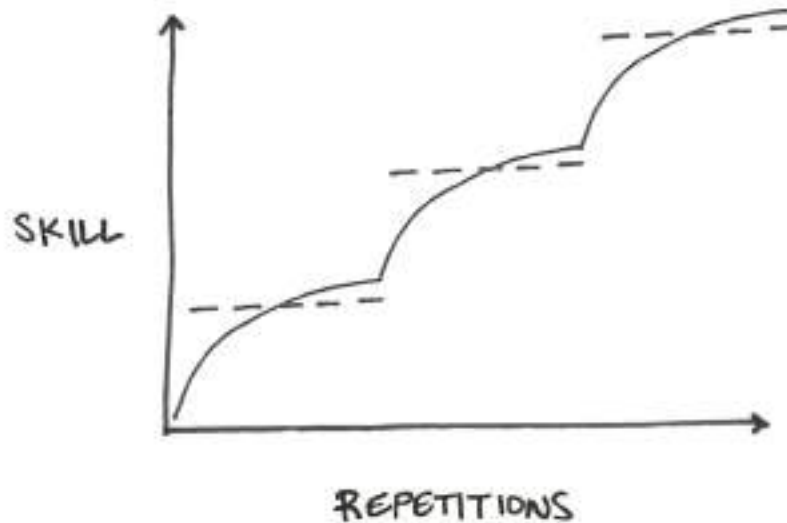


FIGURE 16: The process of mastery requires that you progressively layer improvements on top of one another, each habit building upon the last until a new level of performance has been reached and a higher range of skills has been internalized.