

# The Habit Factor®

An Innovative Method to Align Habits with Goals to Achieve Success



This document was created to be shared with audiobook listeners of The Habit Factor® who, without the published version of the book, do not have access to the following exercises or worksheets.  
Enjoy!

Note: The final pages of each section will outline some precepts (rules and principles for action) shared within the section. After the ideas are summarized in outline form, there are a few exercises to help underscore the messages. As you pursue your own goals you may find it handy to revisit the precept summaries as a quick reference.

For more information visit: <http://thehabitfactor.com>

Download the original worksheet/template here:

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# The Habit Factor®

## Introduction Precepts

(Ideas and Principles for Action)

### Ideas

- Individually and collectively, it's important to redefine our common and typically negative associations of habit.
- The only way to craft a virtue is via habit. Therefore we should regard habit in a positive context.
- The “Habit-Goal” relationship has been overlooked for far too long and is misunderstood.
- Establishing proper, related habits for any goal helps one achieve their goal much more quickly and easily.
- Habit is neutral and either serves you or works against you.
- Habit is multidimensional and it intersects our lives on all levels: astronomy, biology, psychology, sociology, ecology, etc.
- Habit is the connecting device that bridges the conscious mind to the subconscious and to Infinite Intelligence.
- Habit is a language of creation and achievement.
- As the universe is governed by certain laws, so too are our personal characteristics. Consider rhythm and pattern, repeated behavior.
- The most important part of all achievement is to get started, to break the inertia and get moving. Habit makes our efforts easier – over time.
- It is iteration, not huge action, which enables achievement.
- There are no secrets to achievement and success.
- Habit is a force that can be likened to the wind. As a skilled sailor works within the principles of the wind to arrive at his destination, you too must work with the principle force of Habit.

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# The Habit Factor® Actions!

∞ List 1 new Habit in each category that, if you developed it, would dramatically alter your results. For instance, Finance habit, “Saving \$10/day.” Health habit, “Drink 6 glasses of water a day.”

Circle the one you want to focus on developing first!

∞ List your best habit for each category: Mind, Body (Health), Social, Spiritual, Professional, Family, Financial

Mind: \_\_\_\_\_ Professional: \_\_\_\_\_

Body: \_\_\_\_\_ Family: \_\_\_\_\_

Social: \_\_\_\_\_ Financial: \_\_\_\_\_

Spiritual: \_\_\_\_\_

∞ List your single worst habit for each of the above categories. Circle the one you want to correct first!

Mind: \_\_\_\_\_ Professional: \_\_\_\_\_

Body: \_\_\_\_\_ Family: \_\_\_\_\_

Social: \_\_\_\_\_ Financial: \_\_\_\_\_

Spiritual: \_\_\_\_\_

∞ What is habit? Write out your new association.

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The Habit Factor®  
The Scientific, Precepts  
(Ideas and Principles for Action)  
Ideas

- The brain is not the mind. The brain is the organ. The mind is the metaphysical link connecting the subconscious to Infinite Intelligence.
- Habits reside in the emotional part of the brain, the limbic region, and this is where the subconscious mind resides.
- Limbic structures are designed to handle multiple tasks at once.
- The executive mind (prefrontal cortex) doesn't multitask well.
- The basal ganglia acts as a recording device.
- Learning systems: The brain has two major structural divisions: neocortex (thinking) and limbic cortex (feeling/emotional). Limbic is fast, less than rational and not self-aware.
- Habits should be viewed as stored solutions. Be sure you are storing the right information!
- Rewards increase habit strength, and stress drives behavior to default to old habits, favorable or unfavorable.
- Habitats (environments) provide related habit cues and associations.
- Changing environments helps to change habits.
- Four broad cues for habit associations are: specific location or time of day, prior series of actions, moods and company (specific people).
- Addiction is a chemical dependency; habit is not.
- Involving multiple senses helps to strengthen habit formation.
- Habits are strengthened by consistency over time, not necessarily consecutive days.

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# The Habit Factor® Actions!

- ∞ List one ritual that is part of your day and identify one habit that, if altered (replaced with a more constructive habit), will positively affect your results. Example:  
Noon/lunch – take time after lunch to rest 10 minutes, check e-mail, surf Web. New habit: “reading trade journal.” No Web surfing until after lunch.
- ∞ Review your Morning, Noon and Night rituals; recount a set of habits around each. Example:  
Morning – out of bed by 6:30 a.m., meditate, stretch, drink water before coffee, eat apple.
- ∞ Identify ways you could alter or redefine a bad habit’s environment and any associated habits/cues. List one or two cues. Identify a change or new environment.

List one reward you might use to motivate yourself if you could establish a new habit. Note: In the Application section we’ll review in detail how to create a new habit. For right now, it’s just good to associate the successful creation of a habit to a reward that motivates you. Example: “No Web surfing before 6 p.m.” for 60 days might yield a new iPad.

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The Habit Factor®  
The Esoteric, Precepts  
(Ideas and Principles for Action)  
Ideas

- Everything is energy.
- The same laws of energy that create the predictability of planets' movement affect our personal energies.
- The human body is mostly fluid, and the brain is the “moistest” organ in the body, which may account for theories like the “Lunar Lunacy effect.”
- Appreciation of the cosmic forces helps us to better understand our natural behavior (habits) and how to best guide them.
- The disorder in the universe underscores our ability to create new behaviors and forge new habits.
- There are examples of habit patterns throughout the natural world.
- The mathematic constant of the golden ratio represents a unity of patterning and structure underlying all living things.
- Alchemy and the art of combining knowledge was a precedent to many sciences today.
- Your mind is in part the electromagnetic frequency/communication between the heart and the brain and unifies the fields of intelligence.
- Circadian rhythms are automated cycles of physiological behavior dictated by natural cycles.
- Music (rhythm and song) taps into the spiritual realm and transcends cultures. Music is a language and contains predictable structures.
- Theory: da Vinci's sleep habits likely kept his brain waves (more often than most) at the theta level, connecting him more frequently to insight. Consider his diagrams of the helicopter (more than 400 years before the first helicopters took flight).

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# The Habit Factor® Actions!

- ∞ What are the general patterns/conditions of your Mind, Body, Social, Spiritual and Financial Habits? Grade each with a (+) or (-) next to each to call attention to it.  
Example: Finance (+), Body (-)
- ∞ Give each of these associated environments a score based upon current effectiveness and results (1-10, 10 is highest). For instance, Mind=8, Body =7, Social = 8, Spiritual=6, Finance=9. This is a quick, subjective way to further identify which areas need the most attention.
- ∞ Rate your personal feelings and attitudes, energies (thought habits) with a (+) or (-) next to each major category. For instance: Finance (+), Mind (+), Body (-), Social (-), Spiritual (-).

Begin keeping a log or journal to specifically track when and where insight strikes most often. Example: April 25, 2010, idea for ad campaign while brushing teeth. This will help you identify what activities might be triggering this insight. Recognizing these cues can help to foster your creative intelligence.

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The Habit Factor®  
The Intersection, Precepts  
(Ideas and Principles for Action)  
Ideas

- Habits can be contagious, passed from generation to generation.
- Habits are learned, and instincts are not.
- Separatism is an illusion; there is one source for all that is invisible and visible.
- A leap in consciousness is a result of the connection to Infinite Intelligence facilitated by the language of habit.
- A great way to call on insight is to ask the question you seek answers for, and then detach via habitual activity.
- Synchronicity and coincidence are examples of energy coordinated to assist our clearly stated goals.
- Focus is energy concentrated. A five-watt light bulb can barely light a closet, but when focused as a laser it cuts through steel.
- Empty-mind meditation allows for fresh ideas, providing focus.
- Successful businesses market to the habitual brain.
- Habit directly influences business success, as evidenced by franchises, value alignment.
- Shared information can alter perceptions and affects outcomes.
- What we “see” is largely based upon our prior perceptions formed by habitual thought patterns.
- To solve any significant problem, a shift in our “level of thought” or perception is required.
- Habit is a language much like music is a language and must be understood, appreciated and mastered.
- Fifteen minutes of focused and consistent behavior can equate to a master’s degree or Ph.D. after a few years.
- By aligning our repeated actions (habits) with principles and values, we accelerate our achievement.

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# The Habit Factor® Actions!

- ∞ Can you list five positive habits you inherited from your family? Can you list five negative (or more?) Which was easier to identify (the positive or the negative)?
  
- ∞ List three ways you clear and reset your mind. Lao Tzu's advice is helpful here: "Muddied waters left to stand become clear."
  
- ∞ List any professional associations you have considered joining, but haven't. Example: Chamber of Commerce, Toastmasters, a local nonprofit group. Can you commit to joining such a group in order to create new associations and break through old, limiting behaviors?

Identify a list of five values you hold dear. Now list five habits of behavior that would support each. Do you have these habits?

Example: Value =Freedom. Associated Habit = Surfing.

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The Habit Factor®  
The Application, Precepts  
(Ideas and Principles for Action)  
Ideas

- Goals are not optional.
- The quickest way to establish momentum toward any goal is to establish and track its core, related habits.
- Habit alignment has been ignored as it relates to goal achievement.
- The SMART goal system fails to acknowledge habit alignment.
- Creativity is your essence and a requirement for goal achievement.
- Goals are metaphysical super-glue bonding you to your creative essence and your birthright to create your ideal future.
- “You can’t waste time, you can only waste yourself,” George Mathew Adams
- “The goal of life is full development of all your potential.” Jim Rohn
- Identify meaningful goals by writing your ideal obituary.
- To achieve any goal requires the involvement of both spheres of the human psyche: the subconscious and the conscious.
- Energy flows throughout the body and creates physiological reactions essential to goal achievement.
- Apply awareness via questions to identify if your habits are getting you closer to your goals or further away.
- Faith is required to tap into the cosmic force of Infinite Intelligence.
- Failure cannot exist where there is hope.
- Habit alignment of thoughts and actions creates harmony of intentions. This helps to amplify and communicate clearly to Infinite Intelligence.
- Seek balance in all affairs. Balance is a result, not a moment in time.
- Be careful what you wish for.
- “It takes as much energy to wish as it does to plan.” ~Eleanor Roosevelt.

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## Actions!

∞ On a scale of 1-10 (10 being best), rate the level of harmony in the following aspects of your life.

Primary relationship: \_\_\_\_\_

Work: \_\_\_\_\_

Family: \_\_\_\_\_

∞ Be like Roz. Write two versions of your obituary, one as though nothing changes, and the other as your ideal obituary.

∞ What major goal are you currently pursuing?

∞ What three habits would you need to develop or strengthen to achieve this goal?

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## The Habit Factor® My Tracking Form (Early Days)

Note: In the early days, the Target day column had a “G” for Goal. That has since been changed to a “T” for Target, representing the Daily Target (1=Yes, 0=No). This also helps to distinguish the “real” goal from the Target day; this distinction was reviewed previously in the nomenclature section.

The example below is a personal form used in December 2008. The five habits listed across the top in the columns were: “Wake up before 8 a.m.” (which later evolved to “out of bed by 6:30 a.m.”), “Write 1 Hr. on THF,” “Run 20 Minutes,” “50 Pushups,” “AdWords/Affiliates.” At the time, each habit supported multiple personal goals: “Write a Book,” “Get Fit/Achieve Balance” and “Increase Sales.”

MONTH: December 2008 11  
Fix left hip/leg

| DAY          | THEME | Wake up before 8am |          | write 1HR THF |          | Run 20Min |          | 50 Pushups |          | Adwords Affiliates |          |
|--------------|-------|--------------------|----------|---------------|----------|-----------|----------|------------|----------|--------------------|----------|
|              |       | G                  | A        | G             | A        | G         | A        | G          | A        | G                  | A        |
| Mon 12/1     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| Tue 12/2     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| Wed 12/3     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| Thu 12/4     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| Fri 12/5     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| SAT 12/6     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| SUN 12/7     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| <b>TOTAL</b> |       | <b>6</b>           | <b>6</b> | <b>5</b>      | <b>5</b> | <b>3</b>  | <b>3</b> | <b>4</b>   | <b>4</b> | <b>2</b>           | <b>2</b> |
| Mon 12/8     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |
| Tue 12/9     |       | 1                  | 1        | 1             | 1        | 1         | 1        | 1          | 1        | 1                  | 1        |

**Comments:**  
 Adwords req/HCS!  
 Put to write book!  
 Get time spent book  
 Start on all classes to  
 2008 a Christmas  
 Get Maximize Top  
 All! Write 4 Book

The example below is a partial form shared by a member of our entrepreneurs group who set out to achieve specific weight loss. See his “Notes” column, where he would track his daily workouts and capture his daily weight and progress.

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| Habit Alignment Sheet    |                  |   |                            |   |     | Excellence then, is not an act, but a HABIT. ~Aristotle |   |
|--------------------------|------------------|---|----------------------------|---|-----|---|---|
| b Mar Apr May 2009       |                  |   |                            |   |     |   |   |
| Week One 30 - 45 Minutes | Non Alcohol Days |   | Weigh in and Monitor Blood |   |     | %   | Comments:                                     |
|                          | G                | A | G                          | A | G   |   |   |
| 1                        | 1                | 1 | 1                          | 1 | 1   | 0.5   | 192lbs 124/85 69BPM Elliptical                |
| 1                        | 1                | 1 | 1                          | 1 | 1   |   | 191lbs 124/84 66BPM Weights                   |
| 1                        | 1                | 1 | 1                          | 1 | 1   |   | 192lbs 125/85 61BPM Elliptical                |
| 1                        | 1                |   |                            | 1 | 1   |   | 192.6lbs 128/82 71BPM weights                 |
| 1                        | 1                | 1 | 1                          | 1 | 1   |   | 193lbs 129/88 95BPM Elliptical                |
| 1                        | 1                | 1 | 1                          | 1 | 1   |   | 193.6lbs 136/83 105BPM Wakeboarded            |
| 4                        | 6                | 6 | 4                          | 7 | 6.5 | 94%   |   |
|                          |                  | 1 | 1                          | 1 | 1   |   | 194.2lbs 132/83 84BPM                         |
| 1                        | 1                | 1 | 1                          | 1 | 1   |   | 191lbs 119/79 63 BPM Elliptical               |
| 1                        | 2                | 1 | 1                          | 1 | 1   |   | 191.8 112/72 63BPM Weights & Elliptical       |
| 1                        | 2                | 1 | 1                          | 1 | 1   |   | 189.6lbs 119/71 78BPM Elliptical AM Wakeboard |
|                          | 2                | 1 | 1                          | 1 | 1   |   | 189.6lbs 105/66 63BPM Weights AM & Wakeboard  |
|                          |                  |   |                            | 1 | 1   |   | 190.2lbs 115/63 66BPM                         |
|                          |                  |   |                            | 1 | 1   |   | 191.4lbs 107/55 60 BPM                        |
| 3                        | 7                | 5 | 5                          | 7 | 7   | 105%  |   |
|                          |                  | 1 | 1                          | 1 | 1   |   | 192lbs 112/68 64 BPM                          |
| 1                        | 1                | 1 | 1                          | 1 | 1   |   | 188.8lbs 118/60 66BPM Elliptical              |
| 1                        | 1                |   |                            |   | 1   |   | 188.6lbs 115/67 62BPM Wakeboarded             |

Note: The user was still getting familiar with the tracking process and initially gave himself multiple credits within one day; note the “2’s”. Proper tracking allows for only one check per day.

Today, our forum uses the following tracking form, which is a bit more refined I’ve provided a sample form

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## CASE STUDIES AND SETBACKS

While all members progressed toward their goals, results varied and a few ultimately did not achieve their goals. The information was telling and proved to be positive, as it helped us all to better understand the discriminating factors between those who realized their goals and those who did not.

### **Issue #1:**

The Goal changed.

It turns out that in at least one case, it appeared the “Why?” wasn’t compelling enough and, in fact, the person ultimately decided that after moving toward his goal, it was not a goal he really wanted to achieve after all. He ultimately changed his goal.

### **Issue #2:**

Their habitat (environment) “sucked” them back into old routines and habits.

In one case, a participant who made stunning progress in the first couple of months and lost nearly all the desired goal weight fell back into his old habits. As the months progressed he acknowledged being sucked back into certain behaviors, relationships and environments that were unsupportive to his new behaviors. When combined with his decreasing commitment to track his new behaviors, his environments and old habits proved too strong. Here was a perfect example where his willingness and commitment needed to be greater than the force of his environments. This example demonstrated that

## The Habit Factor®

with greater awareness of his habitat, he could have tracked associated environmental habits and been able to mitigate those negative associations responsible for sparking his bad dietary decisions and habits.

### **Issue #3:**

Circumstances arose and weakened belief.

Another member simply didn't believe he was capable of achieving the stated goal: He didn't feel ready to attempt a triathlon on a specified date. I shared with him that I personally believed he could have achieved his goal, but as Henry Ford pointed out, "Whether you think you can or you can't, you are correct."

Regardless, his experience altered his diet and exercise habits. Today he's far better for making the attempt. He has also now reset a new physical goal, and I'm confident that, given his belief and commitment do not waiver, the process will help him achieve his new goal!

### Bottom Line:

In each instance, the methodology itself proved effective and also proved there are underlying mindsets/beliefs (habits) related to the ultimate formation of any habit that affect the goal's outcome. These "failures" proved as important as the successes, since they provide significant information for anyone planning to achieve their goals.