

# A Formula for Building Success Habits

A Ninja Webinar with Larry Kendall

**40% of your daily actions are based on your habits.**

“People do not decide their futures. They decide their habits, and their habits decide their futures.”

- F.M. Alexander

**1. Incremental Change** - What you do each day is more important than what you do once in a while.

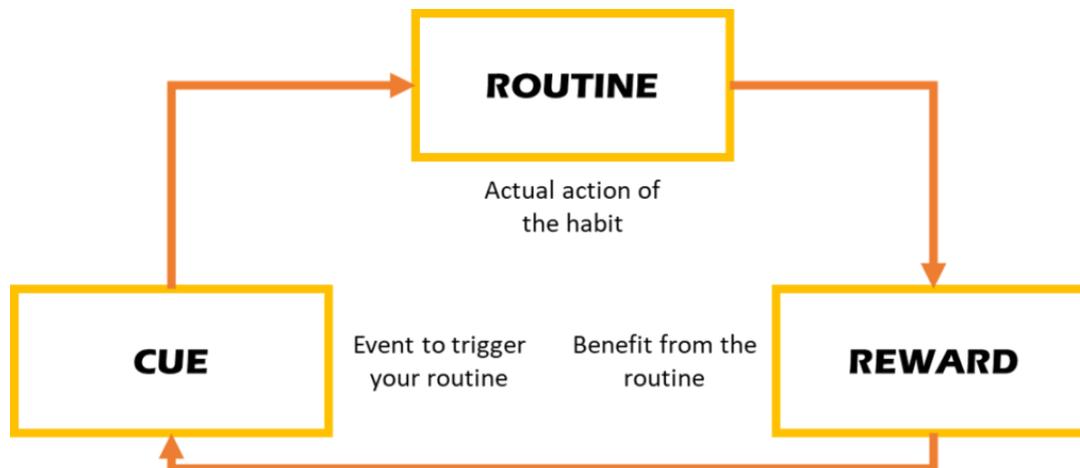
*“The question is not whether the formula for success will work for a person, but whether a person will work the formula.” – Jim Rohn*

- Jim Rohn – “We don’t think it matters.” (see attached article)
- James Clear: “Habits are the compound interest of self-improvement.”  
“Good habits make time your friend.”  
“Bad habits make time your enemy.”  
“Your life is the aggregation of marginal gains.”  
“Your life is the aggregation of your decisions repeated over time.”

**2. Your “why”** - Your ‘why’ is your motivation, your rocket fuel.

### 3. The habits formula

*Charles Duhigg – The Power of Habit*



#### 4. Power of time blocking

- A study of top performers – time blocking. Schedule your “to do” list.
- Optimize for the starting line – get to the first step.  
We tend to focus on the goal – the outcome – instead, focus on the start.
- Here’s the problem:
  - Bad Habits: The benefit is now and the consequence is delayed.
  - Good Habits: The consequence is now and the benefit is delayed.
  - Create a positive consequence now – recording your activity.
  - Bring the future into the present.

“Research has shown that of all forms of human motivation, the most effective one is measuring your PROGRESS.” – Dr. Frederick Herzberg

#### 5. 90 – 90 – 1 Rule – Robin Sharma

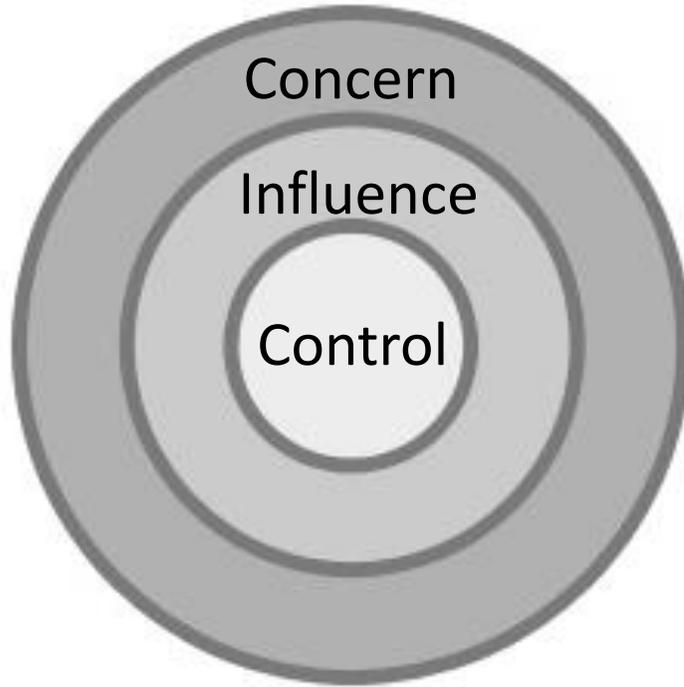
“For the next 90 days, invest the first 90 minutes of your life, working on the one thing that will most change your life, your career, or the world.” – Robin Sharma

#### 6. Don’t break the chain.

- James Clear - Photo study – 2 groups quantity versus quality
  - Quality comes from quantity.
- Jerry Seinfeld
  - Wall calendar – We do what we measure.
  - Jerry Seinfeld, “Don’t break the chain!”
  - James Clear, “Never miss twice.”
  - Record your Ninja Nine activities!

Put the science to work for you. Again: “Research has shown that of all forms of human motivation, the most effective one is measuring your PROGRESS.” – Dr. Frederick Herzberg

7. What you focus on expands - Control your device – rather than it controlling you.



The three circles of focus – by Dr. Stephen Covey

**8. Set Your Environment for Success.**

- Put fewer steps between you and good habits and more steps between you and bad habits
- Examples:
  - Water study
  - Apples
  - Exercise equipment
  - Your phone as an alarm clock
  - Reading – where you place the book
  - Personal notes – where you place your materials
- It is hard to stick to good habits in a bad environment.

**9. Rich Habits – Thomas Corley, CPA**

“My research shows that the primary determinant of whether a person will be rich or poor is their daily habits.” – Thomas Corley, *Rich Habits*

## **20 Things the Rich Do Every Day**

**From the book Rich Habits by Thomas Corley, C.P.A**

1. 70% of wealthy eat less than 300 junk food calories/day. 97% of poor eat more than 300.
2. 80% of wealthy are focused on accomplishing some single goal. Only 12% of the poor do this.
3. 76% of wealthy exercise aerobically four days a week. 23% of the poor do this.
4. 63% of wealthy listen to audio books during their commute to work vs. 5% of poor people.
5. 81% of wealthy maintain a to-do list vs. 19% of poor.
6. 63% of wealthy make their children read 2 or more non-fiction books/month vs. 3% of poor.
7. 70% of wealthy parents make their children volunteer 10 hours or more a month vs. 35 of poor.
8. 80% of wealthy make Happy Birthday calls vs. 11% of poor.
9. 67% of wealthy write down their goals vs. 17% of poor.
10. 88% of wealthy read 30 minutes or more/ day for education or career reasons vs. 2% of poor.
11. 6% of wealthy say what's on their mind vs. 69% of poor.
12. 79% of wealthy network five hours or more each month vs. 16% of poor.
13. 67% of wealthy watch one hour or less of TV every day vs. 23% of poor.
14. 6% of wealthy watch reality TV vs. 78% of poor.
15. 44% of wealthy wake up three hours before work starts vs. 3% of poor.
16. 74% of wealthy teach good daily success habits to their children vs. 1% of poor.
17. 84% of wealthy believe good habits create opportunity and luck vs. 4% of poor.
18. 76% of wealthy believe bad habits create detrimental luck vs. 9% of poor.
19. 86% of wealthy believe in lifelong educational improvement vs. 5% of poor.
20. 86% of wealthy love to read vs. 26% of poor.

## 10. Become a reader

“Leaders are readers and earners are learners.”

- The goal is not to read a book. The goal is to become a reader.
- The Science of Getting Rich by Wallace C. Wattles is included in your handouts for this lesson. This book is over 100 years old. It is an easy read (only 80 pages). We recommend you read it now.
- Top 10 Reading List (After you have read Ninja Selling and The Go -Giver, start with these books.)
  1. The Slight Edge by Jeff Olson
  2. The Power of Habit by Charles Duhigg
  3. Go-Givers Sell More by Bob Burg & John David Mann
  4. Secrets of the Millionaire Mind by T. Harv Eker
  5. The Science of Getting Rich by Wallace C. Wattles
  6. The Answer by John Assaraf and Murray Smith
  7. Rich Habits by Thomas Corley, CPA
  8. The Power of Intention by Dr. Wayne Dyer
  9. The Law of Divine Compensation by Marianne Williamson
  10. Mindset: The New Psychology of Success by Dr. Carol Dweck

Bonus Classic: Think and Grow Rich by Napoleon Hill

For comments or questions about this webinar, contact Larry Kendall at [Larry@NinjaSelling.com](mailto:Larry@NinjaSelling.com)

## The Formula for Success & Failure

By Jim Rohn

Our results are only limited by our imaginations. History has proven that time and again. The same principles that put men on the moon have the power to take you a long, long way in your own life. Can overweight people get in shape? Of course. Can poor people become wealthy? It happens all the time.

The unique combination of desire, planning, effort and perseverance will always work its magic. ***The question is not whether the formula for success will work for a person, but whether a person will work the formula.*** This the unknown variable. That is the challenge that confronts us all.

## The Formula for Failure

Failure is not a single, cataclysmic event. Just as we don't succeed overnight, we don't fail overnight, either. Failure is the inevitable result of an accumulation of poor thinking and poor choices. To put it more simply, failure is nothing more than a few errors in judgement repeated every day.

***Now why would someone make an error in judgment and be so foolish as to repeat it every day? The answer is because he or she does not think it matters.*** On their own, our daily actions don't seem that important. A minor oversight, a poor decision, or a wasted hour don't generally result in an instant and measurable impact. More often than not, we escape from any immediate consequences. If we have not bothered to read a single book in the past 90 days, this lack of discipline does not seem to have any immediate impact. And since nothing drastic happened to us after the first 90 days, we repeat this error in judgement for another 90 days, and on and on it goes. Why? Because it doesn't seem to matter.

And herein lies the great danger. Far worse than not reading the books is not even realizing that it matters!

People who eat too many of the wrong foods are contributing to their future health problems, but the joy of the moment overshadows the consequences of the future. In the short run, it doesn't seem to matter. Those who drink too much, or smoke go on making these poor choices year after year after year, again, because it doesn't seem to matter. But the pain and regret of these kinds of errors in judgement are only delayed for a future time.

Failures most dangerous attribute is its subtlety. We do not seem to be failing. In fact, sometimes these accumulated errors occur through periods of great joy and prosperity in our lives. Since nothing terrible happens to us, since there are no instant consequences to capture our attention, we simply drift from one day to the next, repeating the errors, thinking the wrong thoughts, listening to the wrong voices and making the wrong choices. The sky did not fall in on us yesterday; therefore, the action was probably harmless. We know better than that.

The more we become aware of our actions and the ripple effects they have, we realize the formula for success is just like the formula for failure. It's a few simple disciplines practiced every day.

## The Formula for Success

How can we change the errors in the formula for failure into the disciplines required in the formula for success? The answer is by making the future an important part of our current philosophy.

What if you did develop a new discipline to take just a few minutes every day to look a little further down the road? You would then be able to foresee the impending consequences of your current conduct. Armed with that valuable information you would be able to take the necessary action to change our errors into new success-oriented disciplines. By disciplining yourself to see the future in advance, you would be able to change your thinking, amend those errors and develop new habits to replace the old.

As you change daily errors into daily disciplines, you'll experience positive results in a very short period of time. The results come quickly no matter what it is you want to alter about yourself.

When we change our diet, our health improves noticeably in just a few weeks. When we start exercising, we feel a new vitality almost immediately. When we begin studying, we experience a growing awareness and a new level of self-confidence. Whatever new discipline we begin to practice daily will produce exciting results that will drive us to become even better at developing new disciplines.

I know one surefire way to create change: Start. If you start today, then this would be the first day of a new life leading to a better future. If you start today to try harder, and in every way make a conscious and consistent effort to change subtle and deadly errors into constructive and rewarding disciplines, you would never settle for a life of mere existence rather than one of substance.

## **Your Choice to Make**

Any day you wish, you can discipline yourself to change it all. Any day you wish, you can open the book that will expose our mind to new knowledge. Any day you wish, you can start a new activity. Any day you wish, you can start the process of life change. You can do it immediately, or next week, or next month or next year.

You can also do nothing. You can pretend rather than perform. And if the idea of having to change makes you uncomfortable, you can remain as you are. Truth be told, this is the more comfortable setting right now. You probably haven't experienced those instant consequences yet.

But are you thinking about the future? If you are, you know why you would choose labor over rest, education over entertainment, truth over delusion, and confidence over doubt.

The emotions are ours to feel and the choices are ours to make. Don't curse the effect while nurturing the cause.

We create our circumstances by our choices. We have both the ability and the responsibility to make better choices beginning today. Those who are in search of the good life do not need more answers or more time to think things over to reach better conclusions. They need the truth. They need the whole truth. And they need nothing but the truth.

We cannot allow our errors in judgment, repeated every day to lead us down the wrong path. We must keep coming back to those basics that make the biggest difference in how our life works out. And then we must make the very choices that will bring life, happiness and joy into our daily lives.

And if I may be so bold to offer a final piece of advice for someone seeking and needing to make changes in their life: If you don't like how things are, change it! You're not a tree. You have the ability to totally transform every area in your life. And it all begins with your very own power of choice.