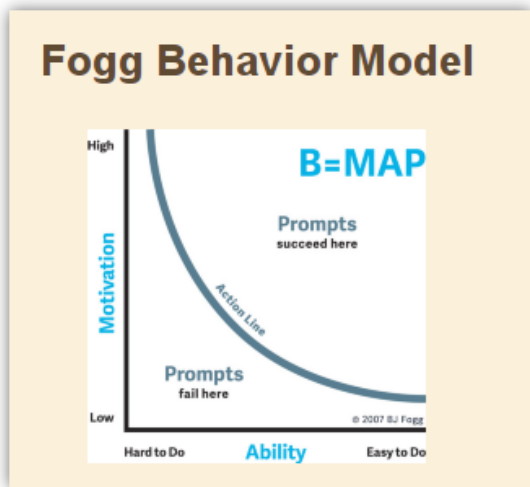


"Tiny Habits" by BJ Fogg



Maxim #1:
Help people do what they already want to do.

Maxim #2:
Help people *feel* successful.

Aspiration Abstract desire, like wanting to be more fit

Outcome Measurable results to achieve the aspiration, like losing 10 pounds

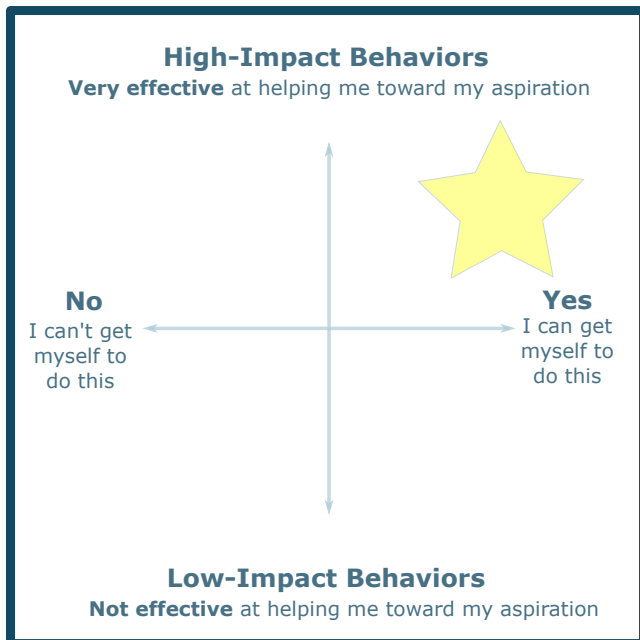
Behavior Something you do toward the outcome

Don't use the word "goal." It's ambiguous.

1. Choose an aspiration
2. Write a specific outcome
3. Swarm behaviors 10min
4. Analyze and find Golden Behaviors 10min
5. How Tiny can you go?
 - * Starter Step
 - * What's it after?

Recipe (Habit Chain)

AFTER I...	I WILL....
brush teeth	floss one tooth
TO CELEBRATE, I WILL.....	fist pump



Emotions Create Habits

Round One:
Organize by Impact
"How effective is this behavior in helping me?"

Round Two:
Organize by Feasibility
"Can I get myself to do this?"

The behaviors in the upper right quadrant are your Golden Behaviors