

A man with short hair, wearing a dark V-neck shirt and jeans, is sitting on a wooden table. He is wearing white earbuds and has a slight smile. The background is a dimly lit room with warm, orange-toned lighting. Overlaid on the image is a large orange speech bubble containing the text 'chris ducker'.

# QuickStart Guide: Habit-Forming Formula

by Chris Ducker

(Collated from an Interview with Gretchen Rubin)

**chris ducker**

# QuickStart: Habit-Forming Formula With Gretchen Rubin

This weeks episode with Gretchen Rubin tapped into a critical point for us entrepreneurs:

## **Forming solid habits.**

A lot of us are our own bosses, or are working towards being our own bosses...

And when you're in charge of yourself, it can be equally rewarding as it is difficult to keep the ball rolling in the direction you're wanting.



Gretchen has identified 21 ways to make and break our habits to get closer to your most-capable selves as a business owner and entrepreneur.

This formula and the tips enclosed are not ones that you want to skim over lightly.

So get your favorite notes-app fired up and get ready to take a closer, very honest look at yourself and your practices.

A handwritten signature in black ink, appearing to read 'Chris'.

PS. If you have any questions or comments on this eGuide, please feel free to reach out to me anytime on Twitter, [@chrisducker](https://twitter.com/chrisducker)





# QuickStart: Habit-Forming Formula With Gretchen Rubin



Gretchen Rubin - Author of *Better Than Before* - <http://gretchenrubin.com/>

## Identifying The Problem

There are many causes of stress in life.

Maybe it's traffic on the way to work or to your next appointment...

... Maybe it's something simple like not being able to find what you need on your desk.

Whatever it is, you **MUST** identify the problem if you want to find a solution.

- Are you physically exhausted? Go to sleep earlier.
- Always late to your next meeting? Plan ahead of time and leave 15-20 minutes earlier.

- Lacking organization in your life? Schedule time on your calendar to clean the clutter out of your desk and life.

*When you get more in control of the 'stuff' of life,  
you get more in control OF your life.*

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## Finding A Solution

**Tip # 1: Leverage The “One Minute Rule”** - if it takes less than a minute then take care of it and move on.

**Tip #2: Think about what’s true for YOU with your habits** - most “expert” advice offers a one-size-fits all approach that only works with some people. What kind of person are you?

- Morning person? Do your most important task first thing in the morning when your energy is at it’s peak
- Night person? Let’s be honest, the morning strategy just isn’t going to cut it. Plan your most important and brain-intensive task later in your day and knock it out when you feel most optimized

**Tip #3: Ask yourself: Are you an abstainer or a moderator?**

- **Abstainers:** Are the “all or nothing” types and find it easier to give up something completely, or pick up a new habit by going “all-in”
- **Moderators:** Can manage having “just a little bit” of chocolate when trying to give up sweets, and panic at the thought of giving up something altogether
- **Remember:** it’s generally easier to have NONE vs. having SOME

Gretchen has identified 21 different strategies for making or breaking habits. [Check them out in her latest book here.](#)

**Which are you?** - [Tweet me here](#) and let me know, I’m curious to hear.



#### **Tip #4: Leverage the “Strategy Of Connivence”**

During the interview with Gretchen, I gave the example of my wife and I taking technology out of the bedroom for one week, and starting by leaving phones to charge outside of the bedroom.

This worked two-fold because it was simply easier to keep charging them outside of the room, since it was already setup there... and would've taken an additional step to move the chargers back in.

How can you make it easier on yourself to form a new habit?... And harder to break your habit so that you don't fall back to it?

#### **Tip #5: Be careful of how you reward yourself.**

When most people go on diets, they think that because they've hit it hard for 6 days that it's ok to take a day off...

That often leads to taking the weekend off and falling back into old habits.

Keep your bigger vision in mind, and view your smaller goals as 'milestones' instead.

If you're training to run a marathon, consider instead running to be healthier and as a lifestyle change... and use a marathon as a milestone along the way so that you don't quit after the marathon and head back to the couch.

#### **Tip #6: Have a bedtime**

Sleep is a non-negotiable item – especially if you're brain is your most important asset.

Setting an alarm for the next morning before you go to bed is a powerful way to insure you'll be up on time come morning.

Apply that principle to the time you head to bed, that way you go to rest at a decent hour and can feel energized and ready for the next day.

## **Tip #7: Avoid Loopholes**

You're falling into loopholes if these statements often come out of your mouth:

- "YOLO!" (you only live once)
- "I'm on vacation, so I can do X..."
- "I don't want to hurt our hosts' feelings by not eating X..."

The problem that loopholes create is when it comes to long-term happiness.

If you feel bad after giving in to a bad habit, then you're definitely falling to loopholes.

### **Remember the "One Coin Loophole" ancient teaching story:**

If you were given one coin everyday, eventually you will be rich.

Which one of those coins makes you rich?

Every one of them.

So stay consistent RIGHT NOW in your efforts and habits, because you don't know which coin will do the trick for you.

## **Tip #8: Avoid the "False Choice Loophole"**

Does this sound like you or someone you know?...

"I'm too busy for X." (insert health, relaxation, other tasks)

The reality of being "too busy" is that you have a lack of prioritization and scheduling, and it's the most dangerous form of procrastination.

**How to combat:** figure out ONE THING you'd really like to get done and set aside time on your calendar to work *exclusively* on that one task.

NOTHING ELSE. Do that task during that time, or do nothing at all.

When Gretchen needs to write for her next book, she sets aside time, goes to the library, and doesn't allow research or web browsing.

(she chooses the library in part because there aren't any windows to even look out of)

When you force yourself to focus on one thing or not at all, you'll find yourself wanting to work on the task simply to pass the time.

**If it doesn't get scheduled it doesn't get done. -**

**Chris Ducker**

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## **ACTION ITEMS**

**(YES, THAT MEANS A LITTLE WORK!)**

1. Identify one habit that's keeping you from accomplishing an important goal
2. Look back through the tips above for overcoming and breaking that habit, or forming a new one that helps bring you closer to your end-goal
3. Set two alarms right now for when you should be in bed. One for 15 minutes titled "head to bed", and another for letting go of the technology and winding down.



# GRETCHEN'S NEW BOOK

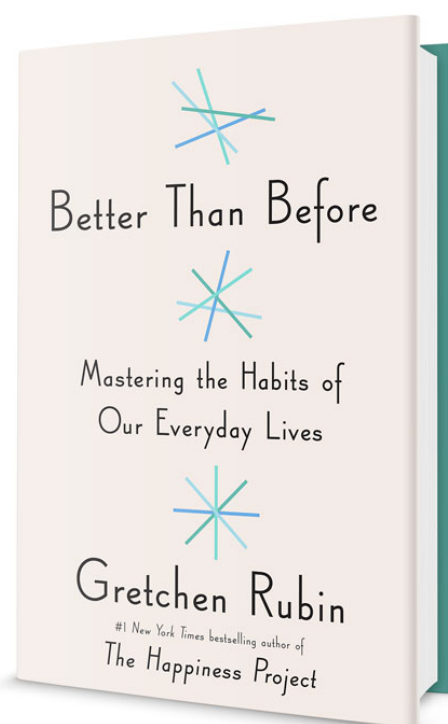
**Better Than Before is NOW AVAILABLE!**

Many habit experts offer one-size-fits-all solutions.

But as we all know through hard experience, no magic formula exists.

The secret, Gretchen explains, is to pinpoint the specific strategies will work for us.

From finding the right time to begin a new habit, to setting up a counter-intuitive system of reward, to using the pleasure of treats to strengthen our good habits, Rubin identifies the 21 strategies that will allow every reader to find an effective, individual fit.



**[CLICK HERE TO GRAB YOUR COPY TODAY!](#)**

## Next Steps - It's Time to Take Some ACTION!!!



I often get asked “what’s the best way to start my website?”, and honestly it’s no different for a website as it is for a membership site.

My answer is always the same... Taking action! Blogging has opened more doors for me than any other activity as an entrepreneur.

**That’s why I use, trust, and recommend BlueHost**

If you haven’t started your website, now’s the time. Here are 4 (quick) Reasons Why You Should Start Blogging – TODAY!

1. Blogging helps you position yourself as an authority.
2. Blogging gives you your own ‘home’ on the internet, your ‘hub’.
3. Blogging is the perfect way to educate, inspire, entertain and create a community of raving fans in your niche.
4. Blogging is the main ingredient in creating a powerful personal brand.

**Visit <http://www.chrisducker.com/bloggingtutorial/> for a full walk-through training session that’ll help get your blog up and running..... in less than 10 minutes!**