

Let's chart a new course together!

Mapping Your Success:

7

Strategies to Create Habits

That Serve

Your Purpose



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7

Strategies to Create Habits That Serve Your Purpose

Thank you for grabbing this report! You are embarking on a journey toward that new you – where you can expect to discover increased joy, abundance and happiness will be the result. As you focus your attention and awareness to what it is you do want for yourself, you will find yourself becoming unstoppable!

Imagine, as you journey inward to examine your habitual patterns, that with tiny improvements, even the smallest of shifts in your daily life, that you can take yourself anywhere you'd like to go!

Creating a habit is something we're not taught by our parents or schools. Not much has been mentioned about habit establishment until recently. You can consider the ideas that follow as a map to help you navigate to new waters, the waters of unlimited potential and enthusiastic success.

Habits have become a hot topic and for good reason. **The right habit can change your life.** With enough time and attention, nearly any habit can be created.



Use these seven strategies to create habits that serve your purpose:

01 Make a list of the habits you'd most like to create. Prioritize your list so you'll be getting the most benefit from your effort.

02 Limit yourself to one habit at a time. Odds are you haven't created a new positive habit in the last year, so even creating a single habit is a major accomplishment. Create one habit and then feel free to add another and another.

- Let's imagine that the habit you want to create is to do 25 push-ups each day. And let's also assume that you have the physical ability to do all 25 of them.

03 Find a cue that will work for your habit. There are many things to consider when choosing a cue.

- At what time of day do you want the habit take place?
- Where are you most likely to be when you perform the habit?
- What are the things you do every day? It doesn't work to choose a cue that only happens once a month if you're trying to create a daily habit.

- Or perhaps your habit is dependent on someone doing something, such as acting disrespectful to you.

- For our push-up example, let's choose brushing your teeth at night as the cue.

04 Start small. When you think about doing 25 push-ups, you might be less than enthused. **Make it so easy you can't possibly fail.** How about two push-ups? That's an easy goal for someone that can do 25.

- You might be thinking that doing two push-ups is worthless. And it is, from a results standpoint. But the point in only doing two isn't to build your arm strength. It's to build a habit.
- Getting down on the floor is the challenging part.
- Whatever your desired habit happens to be, **focus on making a habit of the first step.** Make it simple and easy to experience success.



- 05 Build your habit.** Move from two pushups to five to 10. Eventually, work your way to 25. Move your habit along slowly. When you absolutely dread the idea of performing your habit, you've moved too quickly. Back up to a more comfortable version.
- 06 Reward yourself.** Pick a reward that isn't harmful. Eating a candy bar drinking a beer isn't a suitable reward. At the very least, feel happy that you've made a change in your behavior. Jump around and make some noise.
- 07 Be persistent.** It's unlikely that things will go perfectly. Resolve to do your best and keep going until you have a full-blown habit on your hands. It can take anywhere from 10 days to several months, depending on the habit.

Creating habits takes time, patience, and intention. Avoid hoping that you'll develop good habits. One of the most effective ways to instill a new habitual pattern is hypnosis. We often think of hypnosis as a tool for breaking habits (i.e. smoking cessation, or weight loss) but in reality, it is also a serious tool for instilling resourceful and productive habits.

Choose the habits you want to have and create them intentionally. If you can do this, you can conquer yourself and the world. Reach out to Bob Martel and discover how hypnosis can help you accomplish this.

While creating new habits can be challenging, it's even more challenging to break bad habits. But you can do this, too!

"If you want to cultivate a habit, do it without any reservation, till it is firmly established. Until it is so confirmed, until it becomes a part of your character, let there be no exception, no relaxation of effort."

- Mahavira



How to Create and Maintain Habits

Most of our habits were developed without any intention on our part. **Have you ever intentionally created a habit and maintained it?** Few people have. We seem to have a variety of habits, some good and some bad. All of them seem to have just happened on their own.

However, you can create the habits you desire. If you want to match the results of someone else, find and duplicate their habits.

All habits have three components:

- 01 Habits begin with a cue.** A habitual behavior isn't a random event. There is something that sets it off, and this is the cue.
 - The cue for brushing your teeth might be going into the bathroom just before bed.
 - The cue for eating chips late at night could be sitting on the couch alone, in the dark, with the TV turned on.
 - The cue for letting the dogs out in the morning is your alarm clock.
- The cue for drinking alcohol might be thinking about your poor prospects for the future.
- **Habits are triggered by your surroundings, people, thoughts, and emotions.** Think about a few of your positive and negative habits and determine the cues for each one.
- 02 The habit itself.** After the cue has occurred, the habitual behavior happens. It's like magic.
- 03 The reward.** Every habit provides a reward on some level. Otherwise, the habit wouldn't continue. The rewards aren't always easy to see, but you can bet that the habit makes you feel better in some way, most often in the short-term.



- You might be furious with yourself later for eating a bag of candy, but it sure feels good while you're doing it.
- Procrastination feels better in the moment than getting started on your work.
- Habits either provide a temporary positive emotional or physical sensation, or they allow you to minimize or eliminate a negative feeling.
- **Bad habits have short-term advantages and long-term disadvantages.** This is a recipe for disaster.

Habits are very simple. Our brains are wired to recognize what happens right before something good or something bad happens. The good versus bad judgement is based on our physical and emotional sensations.

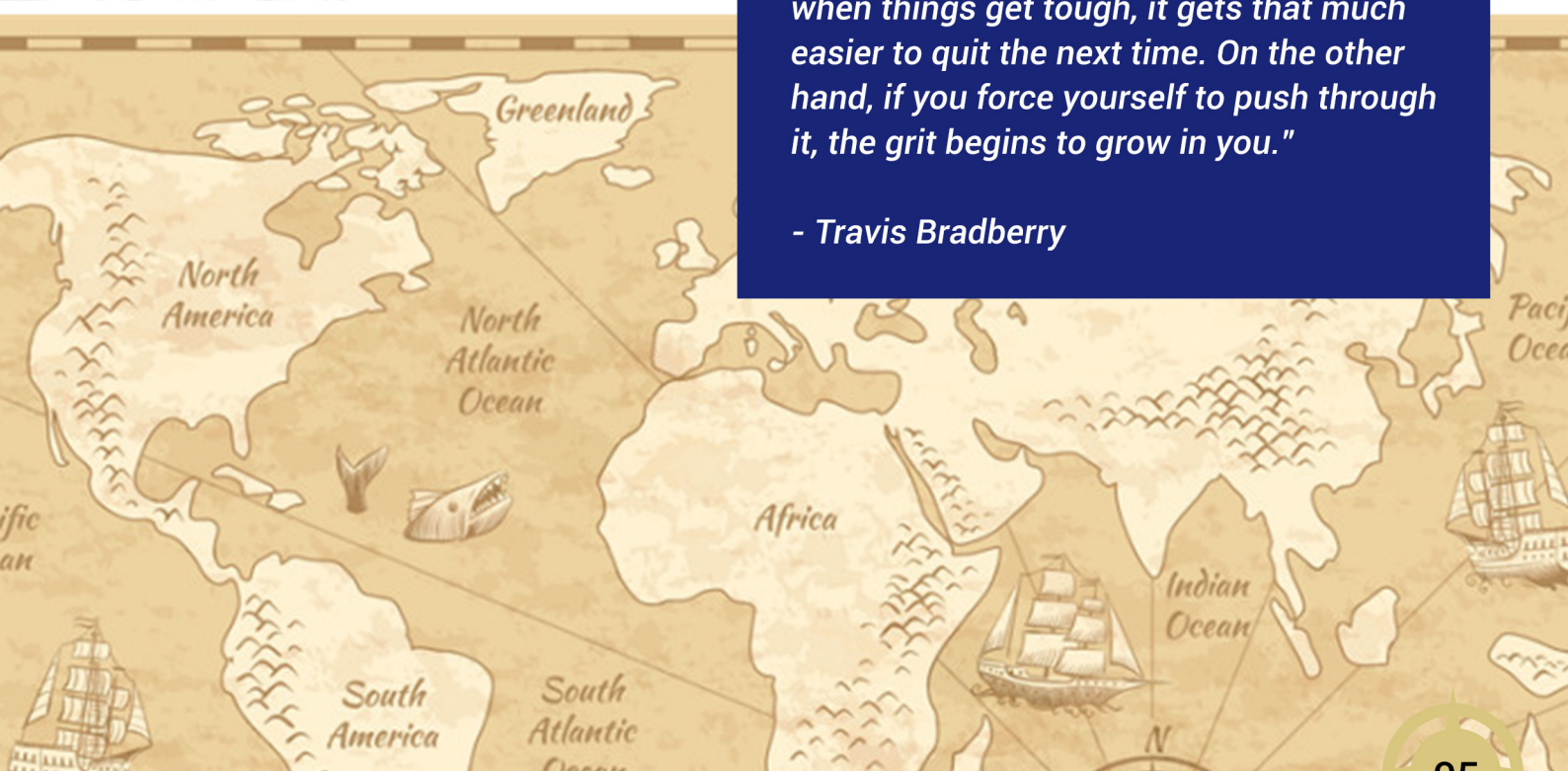
When something "good" happens, that behavior is likely to occur again. When something "bad" happens, we're likely to avoid repeating that behavior. You're simpler than you think!

We all like to believe that we make intelligent, rational decisions, but that's rarely the case. Our habits overrule our cognition in most cases.

Do you want to break a habit or create a new one? Reach out to Bob Martel and discover how professional life coaching and hypnosis can help you to master your future.

"Humans are creatures of habit. If you quit when things get tough, it gets that much easier to quit the next time. On the other hand, if you force yourself to push through it, the grit begins to grow in you."

- Travis Bradberry





About Bob Martel

Bob Martel is an author, life coach, and professional hypnotist. He has spent decades doing the work of marketing, helping people craft their message and make an impact. Do you want to discover your message and the pathway to making a difference?

Life Coaching * Company Events * Sleep Coaching * Professional Hypnosis * Copywriting



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Call to Action

As Lao Tzu said, "A journey of a thousand miles begins with a single step". You've read this report, now take the next step and let's work together to create new habits, break the habits that no longer serve you so you can begin to chart your destiny! Visit bobmartel.com to schedule your free 15-minute consultation. Let's build those tiny habitual success patterns that will help you map your success!