

# **THE 10% PRINCIPLE**

HOW TINY CHANGES LEAD TO  
EXTRAORDINARY RESULTS

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# Introduction

*“The 1% Rule: 1% progress + daily application  
(consistency) + persistence (focus) + time  
(endurance) = success.”*

*– Tommy Baker*

What separates the extraordinary from the ordinary, the great from the not so great, and the zero from the hero? It's the 1% principle. This principle is simple. The 1% principle states that success does not come in one day or overnight. In fact, success is a culmination of persistent, consistent, and diligent small steps taken every single day.

We all want to have gigantic changes in so little time, but that isn't really how life works. Life works by consistent efforts, and that alone. Life is an



accumulation of everything that has happened from then till now. You do not need to be twice as good to get twice the result.

All you have to do is be consistent with the small and intentional efforts that you make. Improve by just 1% each day, and at the end of the year, you will have extraordinary results. As you go through this book, ensure to take it one step at a time. The rule of 1% is here to encourage you to focus on the process and the progress, not necessarily the perfection. It is about the journey, not the destination.

# CHAPTER 1

## BECOMING AN INDIVIDUAL EXTRAORDINAIRE



# Chapter 1 - Becoming an Individual Extraordinaire

*“Success is rarely the result of one swell swoop, but more often the culmination of many, many small victories.”*

*— Joseph M. Marshall III*

How does one go from ordinary to extraordinary? Why are some people ordinary while others are extraordinary? Is it a natural selection process, or is there something more? Becoming an individual extraordinaire is not a selection process; it is a choice.

Let's face it: staying ordinary is also a choice, and no one else can make it for you. Are you planning on leaving an ordinary legacy, or will you become

extraordinary? Extraordinary lives do not just happen overnight. Movie stars and elite athletes do not just wake up on a particular morning and find out that they are the greatest in the world.

It is born out of an understanding that the greatest key to success is not just the amount of money you have or the family you are born into, but the accumulation of tiny changes.

It can be so easy to underestimate the power of tiny changes and to also overestimate the vitality of one colossal defining moment. Often times, we come up with the convincing attitude that to achieve massive success or extraordinary results, we need massive and colossal changes. We need a massive encounter, a massive action, or a massive investment. We could not have been more wrong.

Whether it is writing a book (like I did) or reading a book (like you are doing), winning a competition or championship, building a business, losing some

massive pounds in weight, or even achieving any other goal you have set your mind to, a lot of people have placed pressure on themselves to make those grand and mind-blowing improvements that will get everyone talking.

While that is not so recognizable, it has no concrete productivity. It is not particularly noticeable to improve by 1 percent daily, and sometimes it is also not notable. However, it is more meaningful to do that because in the long run, the difference is evident. If you keep at it, the difference that a tiny improvement makes over time is astounding. If you can get 1 percent better every day for a year, by the end of the year you will be thirty-seven times better. Conversely, if you get 1 percent worse every day for that same year, you will decline until you are almost at zero.

Your improvement to 37.78% at the end of the year, or the decline to 0.03%, is entirely up to you. You may think it is just a minor setback or a small win,

but when you consider the law of accumulation, you find that it is so much more.

## **Habits Consciousness**

Becoming an individual extraordinaire starts and ends with the principle of habits. So, what are habits? Habits are the compounded interest of self-development or self-improvement. Consider money: how does it multiply or grow to become a lot? Simple! It obeys the law of compounded interest. In the same manner, the effects of your habits multiply the more you repeat them.

For you, they may seem to be of little importance or make little difference on any given day, yet over months, years, and decades, they produce great results and have enormous impacts.

You look back two, three, or ten years from now, and you see how valuable the effects of positive habits are

and how strikingly exhaustive and costly the bad ones have been.

It is important to be really conscious of all that you do, especially your habits. You need to be more conscious of your habits and also try to improve them by at least 1 percent every single day. Doing this ensures that you get productive results. On the other hand, repeating the same 1 percent of errors daily, and sandwiching them with tiny mistakes here and there, with sprinklings of rationalized little excuses and poor decisions, will lead to nothing more than extremely toxic results.

## **Moving From Ordinary to Extraordinaire**

It is at critical moments that you can shape your destiny. To create extraordinary results, there are some important skills you need to unlock.

## **Raise Your Standards**

Someone once said that we do not rise to the level of our expectations; we fall to the standards we have tolerated. To turn from ordinary to extraordinary, you must raise your standards.

Whatever standards you have tolerated and accepted is what you will fall to. You will get what you tolerate in other people and also in yourself. The moment you are no longer willing to tolerate something, your life will change forever.

So it is those standards that you have tolerated and set that will make the difference between the results that are ordinary and the outcomes that are extraordinary and great. The moment you raise those standards of yours, you shift your life forever. So make that decision today to make the right choice and consciously decide that there is always a higher standard that you can aim for.



## **Be More Purposeful**

The major difference between a life of “musts” and a life of “shoulds” is the life that you want and the life that you have. We do not always get what we want; we always get what we have to have, or in this case, what we must have. When you start living a life that centers on what you must have, you always try to find a way.

How does this happen? For this to happen, you have to learn your true purpose in life. It is time to discover what you really want in your life. Having found that, you need to start relating every one of those goals back to your true purpose. Now, imagine yourself quite old and well-stricken with age. What is that one thing or those things that you will regret the most about your life? Those things are your motivations and inspirations for success. Those things are your musts.

## **Face Those Fears**

If you want to take the sky, burn the nests. Usually, you are forced to face your fears when there is no way out for you. Facing your fears creates a level of hunger in you that is unstoppable. There are several fears that you will face.

From the fear of being unlovable, the fear of inadequacy, to the fear of failure. To conquer each of them, you have to be vulnerable, replace limiting self-beliefs with ones that empower, and also develop inner strength. To go from being ordinary to becoming extraordinary, be audacious.

## **Invest In Self**

If you are not learning, if you are not growing, you are dying. It is often said that one of the greatest investments one can ever make for oneself is to invest in yourself. Take your life from the ordinary to the extraordinary by investing in yourself.

Learn new skills, feed your mind with new ideas, take all your weaknesses and constantly improve upon them. This will change your mindset from a fixed one to a growth one, and this will take you to the heights of greatness.

## **Move Past The Barest Minimum**

The best zone for ordinary people is the bare or barest minimum, but if you want to make a difference, then you have to go beyond that.

Have you ever wondered why the word extraordinary has an extra attached to the ordinary? That is because if you want to take your life to the next level, then you have to do something that you have never done before. You have to do what is necessary. You have to go above what you have been doing before. You have to go beyond what you have been doing before. You have to do something extra, be something extra, do everything necessary, and go the extra mile.

You have to be so hungry for success that you do 1 percent extra of what you have been doing before. Let's face it: what is unrealistic to mediocre people is plain unreasonable to extraordinary people. Be unreasonable, be extraordinary, and do something so magnificent that your future self will thank you for.

You cannot become extraordinary without that intense dedication to constant personal development and self-improvement.

# CHAPTER 2

## THE RIPPLE EFFECT OF SMALL CHANGES



## Chapter 2 - The Ripple Effect of Small Changes

*“The key to realizing a dream is to focus not on success but on significance — and then even the small steps and little victories along your path will take on greater meaning.”*

*— Oprah Winfrey*

One percent improvement. One hundred percent results. Tiny habits. Extraordinary impacts. The moment you bought this book, there was a ripple set in motion. What will that effect be? We can only assume, but we will never know. However, the highest assumption is that you will gain a fresh perspective, and this might just be what you need to serve as a catalyst for the next level.

We oftentimes overlook the power of tiny habits. We see them as insignificant and unimportant. However, if you pay close attention to them, you will realize that there is transformative power in small habits and that the power is far from being insignificant.

While a small habit might seem insignificant in the short term, in the long term, the impact is immensely multiplied. Tiny drops of water consistently make a mighty ocean. While reading 10 pages a day might seem so insignificant as a pail of water in the ocean, when done consistently for 365 days, it will have amounted to 3,650 pages.

Now, these tiny and seemingly unimportant habits are not just about what you do; they are about the person that you are becoming. A person who never underestimates the power of consistent, persistent, and daily improvement. It is not about completing a sprint or a marathon; it is about being a runner. It is not about aiming to publish a novel or a play but becoming a writer. The moment you focus on your

habits that are based on your identity, you are not just changing the things that you do; you are changing who you are.

These are not just minor changes to your routine, so do not underestimate the power that your small habits have. With time, they become the stepping stones to the you that you aspire to be. Start now, start where you are. Start small. Start the way you are. You will be surprised that these tiny habits have rippling effects that you cannot fathom.

## **Ways To Cause Ripple Effects**

Do small changes actually matter? Is there a rippling effect of small changes? Is it possible to achieve great results from consistent small changes? Yes, it is. For a lot of people, extraordinary looks really different.

Also, your version of success may not even matter or be important to other people, and you know what?



That is okay. Your end goal and that of others were never meant to look the same.

Irrespective of these, there are several principles that can cause a rippling effect in your life and that are the same for everyone. Once you follow these principles and not bypass them, then you are said to have harnessed one of the many foundations of the 1 percent. The end results do not have to be the same; in fact, they can be anything. However, the principles to get there are the same.

## **Constantly Improve Yourself**

There is no human that wants to be extraordinary that will not spend that time on constant improvements. It is highly impossible. There are four major areas of self-improvement to concentrate on: spiritual, emotional, mental, and physical. Now, it is extremely difficult to achieve true success in one area while ignoring the other areas.

Chances are that you will never truly experience lasting spiritual breakthroughs if you do not care about your mental, emotional, and physical health. Also, it is highly unlikely for you to cultivate extraordinary mental habits if you continue to engage in non-profiting physical and emotional relationships.

The things that you focus on expand. Once you decide to make a commitment to develop personally, it begins to affect all other areas of your life, even if it is slow growth. You have heard that it is how you do one thing that you do everything, and that is rightly so. The moment you begin to start making positive changes in one area of your life, all the other areas of your life begin to heal and grow.

That is the ripple effect of becoming extraordinary. Being extraordinary is having a deep connection with all four major areas of your life, and constantly improving on them is necessary at every point in time.

Now, while ordinary people actively seek entertainment, extraordinary people actively seek learning, constructive criticism, and education. Cause a ripple effect by actively seeking learning, constructive criticism, and education.

## **Leave Your Comfort Zone**

A high percentage of the world's population will not really be successful, and this is because evolving and growth is painful. To achieve success that lasts and to become an extraordinary version of yourself cannot happen in a comfortable and safe environment that most people dwell in.

The moment you want to become extraordinary, you have to start doing some things. You have to start having zero tolerance for low-quality tasks, foolish spending, and crappy food. It is also about severing ties with individuals that are toxic and wasting precious time on things that are unimportant.

The question is - are you willing to pay the price? They would rather continue to live in the safety of the crowd than trade the comfort for their dreams. Never trade your dreams for safety. If you want to be extraordinary, leave the comfort.

### **Fill Your Days With High-Quality Core Tasks**

The enemy of great is good, and only a few people achieve that. Being extraordinary requires great effort; being ordinary requires little to no effort. Ordinary means binge-scrolling on Instagram and watching endless series on Netflix. Ordinary means you try as much as possible to do things that you do not want to do just because you are not brave enough or responsible enough to say no.

However, being extraordinary requires much more than that. In fact, it requires great effort to maintain. It requires you to block your day with tasks that are of high quality, such as engaging in deep work for

great results, taking care of your health, reading, and also solving difficult issues.

All of these cannot happen if you are always staying up late watching TV, Netflix, or binge-watching series, sleeping late, and sleeping in, and also wasting your time on activities and obligations that yield little to no results.

Being an extraordinary person will cost you your focus, your energy, your attention, and your time. You spend yourself too thin trying to achieve all of these all at once, but with little steps, you can always get it done. However, most energy is spent on social media, watching TV, and all other things that will distract. To be extraordinary, you need to spend your time on specific goals that yield high-quality results.

## **Be Unapologetically Committed**

It has become quite rare for one to be highly principled. This is because people rarely stick to their values unapologetically. It is also difficult to maintain when you are in an environment that favors the majority over the minority.

Everyone has one value or another that they are committed to. It is uncommon to drink in moderation, to never binge Netflix, and almost impossible for you to wake up early and stay up late while trying to work on how to be a more emotionally healthier and smarter person.

While we all have values, we are not all committed to them. To be quite extraordinary, you need to stick to your values. Do not break them for anyone. The world is in a persistent race to distract you from what is important, but maintaining a culture of tiny habits will ensure that you stay focused. Be absolutely committed, be concrete, be unapologetic no matter

what comes your way. In the words of Benjamin Hardy:

“Only a select few people ever grow consciously beyond their own needs. Only a select few develop convictions strong enough to give their lives for. Only a select few will commit to something with such force that they are willing to transform themselves to uphold that commitment.”

Living an extraordinary life is not an explosive moment. It is one that happens with time. It is a gradual buildup and a cumulative process that ensures that you give up the good to attain what is great.

# CHAPTER 3

## BALANCING THE DIFFERENCE BETWEEN SHORT-TERM AND LONG-TERM GOALS





## **Chapter 3 - Balancing the Difference Between Short-term and Long-term Goals**

*“When I focused on small daily actions tied to the larger vision, I felt invigorated and inspired, and I moved the needle. When I focused on the end result and the massive vision I’d created, I felt depleted and uninspired, and suffered from paralysis by analysis.”*

*— Tommy Baker*

Have you ever tried juggling short-term needs and long-term goals? If you have, then chances are you have been to the circus right from your home. However, it does not have to be.

There is a difference between short-term goals and long-term goals. If you have ever chosen to binge-watch several series instead of saving for retirement or hitting the gym, then gather around here. However, balancing them can help you get all of the things you need on track.

## **The Relationship Between Short-Term and Long-Term Goals**

Setting goals is an essential aspect of your professional and personal development. This provides you with a roadmap for success and growth. It enables you to channel your efforts towards achieving extraordinary results.

When it comes to setting goals, there are two common categories that arise - short-term goals and long-term goals. Now, while these goals are different in their scope and their timeframe, they each play a vital role in ensuring that success is achieved. Let's

find out the differences between them so that you can learn how to balance them.

## **Differences Between Short and Long-Term Goals**

### **What are Short-Term Goals?**

These goals act as the building blocks of your greater goals and aspirations. They are synonymous with the fire and fuel that drive the engine of your progress. Usually, they are designed to be fulfilled within a brief timeframe. For some, it will take a few weeks, and for others, it may take a few months. Due to the brief timeline, it requires promptness. This type of goal provides you with a focus and urgency to take decisive and swift actions.

One of the most amazing features of a short-term goal is how specific it is. Usually, they are tightly measurable and defined to leave no room for vagueness or ambiguity. For example, short-term

goals include completing specific projects at home or at work within the next three weeks. It may also be mastering a particular content creation or writing program within a month.

Due to the specified nature, you are able to channel your efforts with precision and ensure that all of the actions you take contribute directly to the accomplishment of your goals.

Also, short-term goals provide you with immediate feedback. As they are achieved in record time, you can assess the progress that you have made. This is quite invaluable as it boosts confidence and motivation and also creates a great sense of accomplishment. It also reinforces the belief that with focused and determined effort, you can achieve it.

## **What are Long-Term Goals?**

When it comes to long-term goals, you are looking at a broader and grander vision that evolves over a significantly greater period of time. Sometimes it spans years or decades.

One major characteristic of these goals is the depth and complexity they carry. This requires you to make sustained effort, substantial dedication, and be resilient. They embody all your aspirations and dreams. They are the crux of what you envision for your life.

For these long-term goals, you need to plan meticulously and also have steadfast commitment to going through it all. While short-term goals are in the here and now, the results of long-term goals are not visible immediately. They are often far-reaching into the future rather than the present. You often have to delay gratification to achieve them.

Long-term goals are earmarked with personal growth and development, and the best part about them is that they are an accumulation of the short-term goals you have. If you aspire to become a recognized writer in any field, you would need to pursue advanced learning and skills, gain several experiences, and also foster and establish a strong professional writing network over the course of several years.

Both short and long-term goals are vital parts of getting extraordinary results in your life. While the long-term goals offer you a sense of direction and purpose as well as guide you to a future that you want to create, the short-term goals provide you with the momentum and motivation to keep you steady and also move you forward. Balancing them keeps you afloat.

## **Striking The Balance**

Here are areas where you can balance both long-term and short-term goals.

### **Personal Development**

Long-term: Read a dozen books in a year, travel to every continent, or learn a new language. Short-term: Read a book per month and 10 pages daily, travel to a country a month, start a Duolingo class.

### **Financial**

Long-term: Achieve financial independence and retire early. Short-term: Save a specific amount of money every month, create a budget, start paying off your debts.

## **Health and Fitness**

Long-term: Lose a significant amount of weight and be fit for the rest of your life. Short-term: Go to the gym three times a week and stick to a routine, eat a balanced diet, and sleep well.

## **Education**

Long-term: Complete a Master's degree or earn a Ph.D. Short-term: Finish an assignment or a course, attend a seminar or a workshop, prepare for an exam.

## **Career**

Long-term: Start a successful organization, become a certified and recognized expert in your area of specialty. Short-term: Acquire a new skill related and vital to your profession, begin networking, complete a session or a training course.

It is crucial to balance your short-term goals with your long-term goals as integrating both will ensure



that you experience continuous growth, progress, developments, and success. So set SMART goals, review your goals, and adjust your goals where necessary. Do not forget to celebrate your achievements in milestones as you achieve them.

# CHAPTER 4

## WAYS TO IMPLEMENT THE 1% RULE



## Chapter 4 - Ways to Implement the 1% Rule

*“For me, winning isn’t something that happens suddenly on the field when the whistle blows and the crowds roar. Winning is something that builds physically and mentally every day that you train and every night that you dream.”*

*— Emmitt Smith*

In the words of James Clear, “The margin between good and great is narrower than it seems. What begins as a slight edge over the competition compounds with each additional contest.” If paid attention to clearly, you can easily see how good and great differ even when the edge is slightly unnoticeable.

You may feel overwhelmed about how to get things done when you pay attention to the enormity of the task. However, when you look at breaking them down into sizeable and bite-able chunks, there is every possibility in the world that you will triumph at it.

Just by persistently and consistently being 1% better at the things that you do every single day over a month, a year, or even a decade, you can make some mighty impressive changes. The 1% principle states that if you break everything down that you could think about a thing and improve on it by 1 percent, you will amass a significant and extraordinary result when it is accumulated.

To put it in simple terms, the rule of 1 percent is a philosophy that great progress is centered around the compounded gains offered by small yet regular improvements. It is not about overnight successes or quick fixes. Instead, it offers a realistic and approachable route to achieve big things.

With consistency and persistence as the key ingredients for this, you can achieve anything. You can apply the 1 percent mindset in two different ways: either together or separately:

- Together - Do 1 percent every day, every week, every fortnight.
- Separately - Do 1 percent better across several areas.

While a task might appear to be impossible or quite daunting, it can gradually be achieved when you tackle it a step at a time.

## **The 1% Rule**

The 1% rule encourages you to focus on progress through process, not perfection. This tells you to think small to achieve big goals. It allows you to make improvements that are minor and steady over a period of time to achieve a great reward.

Have you ever set a goal for yourself but after some time gave up? Did you ask yourself why you gave up?

Was it because you were tired? Was the goal too difficult? Was it hard to attain? Now on the flip side, have you achieved a form of success but you still feel like you are nowhere near where you are meant to be? If either or both describe you, then you are not alone.

Several people struggle to truly achieve their goals, and this is because they have concentrated and focused on making drastic changes as soon as possible. They want to make big changes immediately. However, the truth is this: the key to long-term successes is small yet incremental improvements. This is where you find the 1% rule.

It is important to note that the 1% rule is a tiny and powerful strategy that helps you achieve any of your goals. This is based on the idea that if you improve any area of your life by 1% every day over the years, you will have extraordinary results.

The 1% rule can be applied to anything in this world and in any area of your life. From your relationships and career to your fitness and health. Trust me, you

want to try it because it is the simplest yet most effective way to not only achieve your goals but to live a truly fulfilling life.

For example, you want to start writing a book. You begin by writing for just 10 minutes daily and then gradually increase it by 1% daily. At the end of the year, you will have penned down over 180,000 words. That's a remarkable feat.

## **Areas To Apply The 1% Rule**

There are several areas to apply the 1% rule to, but here are a few important ones:

### **Health**

You want to lose 50 kg or 30 calories all at once? That won't happen. However, you can lose them by reducing your calorie intake each day by 1%. You can

do workouts at a gym for 20 minutes each day or you can walk around your neighborhood for 10 minutes each day, and this will gradually increase the intensity of your weight loss plan.

## **Career**

Your career is another important area to work on. You cannot get to the top of the ladder in a day. It takes consistent effort. Start by learning new skills, exploring new wells of knowledge. Start volunteering for new opportunities and networking with those in your field. Over the years, the buildup will see you at the very top.

## **Relationships**

To improve your relationships, you can start by making small yet deliberate changes to how you communicate and interact with others. Start making those conscious efforts to be more mindful and present to those around you. Spend more time with



those that you love. Express more gratitude and appreciation to others.



## **Applying The 1% Rule**

Here are sure tips to apply the 1% rule to any area of your life:

### **Start**

The best way to begin is to begin. Start small and start with what you have. Do not try to transform the

whole thing all at once. Do not try to do too much all at once. Take one area of your life that you feel needs improvement and focus on making those small, constant changes.

## **Stay Consistent**

Another key to making the best of the 1% rule is to be steadily consistent with the efforts you put into it. You can spare only a few minutes each day? That's alright. Stick to it and maintain focus, and you will see the evident changes.

## **Keep Track**

How do you track your progress? Get a journal or use a habit tracker. Next, set only small yet SMART goals for yourself. Tracking your progress helps you to see how far you have come and helps you stay committed and motivated.

You do not have to be 100% better at something to be extraordinary; all you have to do is be something better by 1% daily in your life. The most important thing is to remember that even small drops of water over a great period of time will make a mighty ocean. Focus more on getting better 1% every day, and you will see yourself becoming extraordinary and commanding extraordinary results.

# CHAPTER 5

## EXPLORING THE MARGINAL GAIN OF THE 1% RULE



## Chapter 5 – Exploring the Marginal Gain of the 1% Rule

*“Harnessing the power of the 1% Rule, at worst you’re going to create an improvement of 3.65X, but you could potentially create up to 3,700%, or 37X more.”*

*– Tommy Baker*

The marginal gain of the 1% rule revolves around the idea that everything we do can be incrementally improved daily. Every day of our lives, we build something or do something, and all of these add to the output towards your already set goals. By this calculation, every iteration should add a 1% value.



Of course, these 1% improvements can seem quite slow, but you get to see the value over time. Every 1% a value each day equals 5% for the week. So just imagine the incremental improvements that you'll get in the span of a year. That's quite a lot of marginal gains when aggregated. In a year, you'll probably have crossed more than two goals on your checklist.

The theory of marginal gains is not a new one. It has been used over the years in various industries around the globe, including in personal dealings. One good example can be seen in the sports industry where the results are seen instantaneously. Many teams have leveraged the art of marginal gains for many years. Every competition, event, data point, and interaction is tracked and measured. Then a simple goal is set for improvement. It entails getting better by 1% in each event, which enhances the overall goal of winning the gold medal.

Marginal gains are attributed to different successes that you envy privately. Each of these people has set measures for themselves and tries to better their performances day after day. This theory suggests making small incremental changes and improvements across different areas of your personal life like career, relationships, health & fitness, etc. When combined, they result in a significant overall improvement.

Improving yourself by just 1% is not a magical trick. It takes consistent and repeatedly minor activities across every aspect of your actions toward a goal. As mentioned earlier, this idea can be applied to every aspect of life. All you need to do is identify the areas that need improvement, make small but consistent changes, and accumulate these minor improvements over time. Before you know it, you'll be steering on the path toward significant growth and success.

# **The Influence of Exponential Compounding**

Majorly, the 1% rule for improvement leverages the power of exponential compounding. The term compounding refers to the fundamental financial concept where interest earned over time grows exponentially. This is because the interest is calculated not only on the initial amount but also on the accumulated interest.

In the same way, exponential compounding applied to personal productivity entails committing to improving yourself little by little every day (that is, you add value to yourself daily). While the daily gains may seem minute and almost unnoticeable, their cumulative effect over time is quite huge. Therefore, when compounded over time, it leads to substantial success. So if you are looking for ways to achieve your long-term goals, this is a method you can use.

Indeed! 1% is an arbitrary number. You can choose a percentage that best suits your strategy personally,



whether smaller or larger. Also, you can choose whatever timeframe you like. The aim here is to consistently and reliably go at your own pace without comparing yourself to others.

## **Why Successful People Seek the 1% Principle**

Neuroplasticity refers to the brain's ability to adapt and learn new things. Making small but consistent changes lets the brain form new and stronger neural connections. It is majorly responsible for enhancing learning and skill acquisition.

The human mind loves familiarity and consistency. It also resists change. However, with the marginal gains theory, you can make these changes minute and easy to manage. This way, the brain is more likely to embrace it and yield the expected results over time.

High achievers recognize and understand this approach. They acknowledge the fact that grand success can't be achieved overnight. It is only by the culmination of consistent and tiny achievements that they'll get what they want. The math is that simple!

In the long haul, a 1% daily improvement contributes to a whopping 3700% by the end of a year. Doesn't this sound like a game-changer? Of course, the journey may seem long and slow, but it pays off. In this case, you need to create a quantified rate of improvement and a timeframe to see results. Also, note that randomness and inconsistency will not lead to success using this theory.

## **Practical Tips for Implementing the Marginal Gains Theory in Your Daily Life**

There are certain steps you need to take if you wish to benefit from this theory. The marginal gains theory is not a magical approach. Instead, it requires practical involvement from you on a daily basis.

Here are some tips on how to implement this theory in your daily life:

- Begin by evaluating your daily habits and routines. Do you think there are areas where you could do better? If yes, identify them.
- Start with manageable changes. This way, they don't intimidate or overwhelm you to the point of stopping. In no time, they become a routine and easier to do without second thoughts. If it is a health-related issue, you can begin by drinking water daily or going on strolls. If it's work and you're a writer, for instance, you can start by writing a chapter each day.
- Document your progress. For this, you can keep a journal, use an app, or whatever tracking tool you have at your disposal. This will give you a visual reminder of your journey. It will also serve as motivation whenever you become weary of the little changes you're making.

Always remember that marginal gains are all about minor and steady improvements over time. It is a marathon, not a sprint. A common challenge that many humans have is that we seek immediate and large-scale results. However, these are things that marginal gains aren't. This theory is all for gradual progression rather than rapid ones.

So keep the end goal in mind while focusing on the process. For further motivation, reward yourself for the effort too, rather than just the outcome.

# CHAPTER 6

## THE POWER OF CONTINUITY IN THE DIGITAL AGE



## Chapter 6 – The Power of Continuity in the Digital Age

*“The thing is, continuity of strategic direction and continuous improvement in how you do things are absolutely consistent with each other. In fact, they're mutually reinforcing.”*

*— Michael Porter*

Continuity is the way out of impossibility. The moment you refuse to give up, regardless of the challenges and hurdles, nothing will be impossible. The 1% principle requires a lot of tenacity and patience due to the little rewards. However, continuity is a tool that helps you get to the final destination — your set goal.

There are two types of people that it's impossible to win against: the person who refuses to sleep until the necessary things towards achieving a set goal have been done, and the person who refuses to stop asking until he finds a suitable answer or solution to challenges or problems. These people perfectly illustrate the concept of continuity.

## **The Law of Continuity**

The law of continuity states that whatever is not designed to work will work if you refuse to stop working. This law summarizes the entire concept of continuity. Continuity is the ability to not give up until you find, generate, or come up with plausible solutions to different problems. Life is not for the weak-hearted. It is for the warrior who can stand strong while consistently and persistently making little changes to achieve that great result.

The treasures of life are not found in shallow places. More often than usual, you have to dig deep to find

them. So stop looking for the easy way out in every situation. Continuity means consistency whether or not you get the result you want with every step that you take.

You can only be stopped if you allow others to. Until you refuse to stop or give up on your dreams, you will be told off all the time. Always see the light at the end of the tunnel, even when it seems so dim that you can see nothing, not even shadows.

You can make the conscious decision today to refuse to embrace failure and opt for success. In the same way, you can refuse to see loneliness and create a new environment of love. The point here is that whatever happens is not the issue. It is how you react and what you do about it that matters deeply.

The same rain falls on the rich and the poor. Also, the same weather is witnessed by every living being in the same environment and region. However, the force of continuity is what makes the difference. In



that, it helps some maximize the benefits and others embrace the negative. Life is about conscious and consistent work before you can dream of getting results. The man who utilizes the 1% principle stands strong whether it's sunny or rainy. He does not give up but continues to work until it works.

## **Benefits of Continuity**

It is important to always cultivate the mindset of possibility and continuity. As long as you decide that giving up is never an option, you'll always find a way out. Take note that while solutions are always looking for continuity, continuity needs to work hard to find solutions.

Here, we'll be highlighting some of the reasons you should always pursue this mindset:

### **Helps to Build a Positive Mindset**

Continuity is an important factor to have if you wish to have a positive mindset. This is because it helps

the mind to flourish and always think of a way forward and out of tight spots. With continuity, there is no going back but regular investment in the possibility. Continuity is like a magical wand that wields special powers. So you need to repeatedly explore it if you wish to understand and maximize its benefits.

## **Helps to Achieve Long-Term Goals**

Continuity and long-term goals work hand-in-hand. Rather than focusing on immediate results, it prepares you for the big picture. It helps you realize that success is not an endgame but a process you need to pass through before reaching the goals that you have set for yourself. Having this sort of mindset helps you build patience and perseverance, especially when the 1% principle journey becomes tiring.

## **Helps to Account for Difficulties and Failures**

Patience and perseverance in the face of challenges are no easy feats to achieve. This can only be demonstrated through self-control and consistent practice. Continuity helps you understand that you'll surely face numerous challenges while trying to achieve your goal. However, the only way out is to never give up. With patience and persistence in all of your endeavors, you are sure to experience light at the end of your tunnel, even though it might take 365 days to dig your way out.

Of course, you become more confident in your capabilities and decisions after learning and experiencing the power of continuity many times. However, ensure that you push on consistently. If you pause for a bit, you'll fall behind. Then it becomes challenging to catch up. So you need to sustain this habit continuously.

A continuous mindset helps to cultivate a positive outlook on life. Over time, you begin to recognize

your ability to adapt and overcome challenges. Rather than becoming discouraged and distracted by difficulties, you can now focus on problem-solving to help achieve your goals.

To truly have a continuous mindset, you need to be ready to embrace change no matter how little. This may require deviating from your old thought patterns to seek new knowledge and continue on the path of continuous learning. You can't maintain the same old mindset and expect growth and advancement in particular areas of your life. There is a need to embrace the changing trends of this digital age. Only then can you keep staying updated in this digital age, which is essential to having a place and avoiding being left behind.

In a nutshell, continuity requires daily action. You need to work with passion and focus on your goals daily. This way, you can maintain the momentum and never stop advancing in the different aspects of life. Therefore, note that a continuous mindset is not

only an important part of life. It is also the foundation for success and flourishing on various paths where you find yourself. By applying the 1% principle coupled with continuity, you can build a strong mindset and become ready to face any changes in this digital age.

# CHAPTER 7

## THE DIFFERENCE BETWEEN **RADICAL AND** INCREMENTAL CHANGES



## **Chapter 7 – The Difference between Radical and Incremental Changes**

*“If we have learned nothing else from the 20th century, we should at least have grasped that the more perfect the answer, the more terrifying its consequences. Incremental improvements upon unsatisfactory circumstances are the best that we can hope for, and probably all we should seek.”*

*— Tony Judt*

Change is a constant force in our world. It is required for growth and progress. However, not all changes are the same. They can be classified into different aspects. While some changes are gradual, small, and steady, others are sudden, large, and disruptive.

The difference in these changes can be classified into incremental and radical changes. Incremental changes entail small and continuous improvements, like what the 1% principle revolves around. On the other hand, radical changes refer to a complete overhaul of the current system. Both of these types of changes have their advantages and disadvantages. Therefore, understanding the concept of each can help you use them to make meaningful progress in society.

In this chapter, we'll be exploring the differences between the two types of changes and their roles in attaining success.

## **Radical Change**

This change entails a significant and fundamental transformation in the current approach. It deviates totally from the current method of doing things. Basically, it entails a complete overhaul of the existing structures as if they weren't in place at all.



A radical change is usually viewed as a bold and risky move that can prompt either success or failure. It is aimed towards generating a new structure that challenges and replaces the current status quo. Some examples of radical change include:

**Industrial Revolution:** This was a radical change that transformed society and economy around the globe. It entailed a complete revolution of the way people lived and worked. It also introduced significant systems, practices, and new technologies.

**Introduction of the Internet:** The emergence of the internet was a radical change that revolutionized the way people communicate and access information. There was a complete shift from the traditional ways of doing things and business. This opened up a channel of new opportunities and possibilities for all and sundry.

These were some of the major and general changes that the world experienced. They are the perfect examples of radical change.

## **Advantages of Radical Change**

There are quite a number of advantages that this change brings about. They are as follows:

- **Generates a Clean Slate:** It offers a chance to start afresh and generate a completely new system that works, which is free from the flaws and limitations of the traditional one.
- **Speedy Results:** This change leads to swift and dramatic outcomes. These are quite helpful in situations where urgent action is essential.
- **Provokes Innovation:** It boosts innovation and new ways of thinking. Usually, this often leads to improvements and breakthroughs in different areas.

## **Disadvantages of Radical Change**

Radical change also comes with certain flaws that you should consider. They are as follows:

- **Resistance to Change:** It can cause major resistance from people who are already familiar with the existing system. In this case, they become reluctant to embrace something entirely new.
- **Highly Risky:** This change is usually associated with uncertainties and high risk. This is because its outcomes are difficult to predict.

Radical change plays a pivotal role in society. It does this by challenging and transforming the already existing systems and practices that are often tagged as oppressive, ineffective, or unfair. Also, it offers a chance to address deep-rooted problems and create a new system that aligns better with the values and needs of contemporary society.

In a nutshell, radical change serves as a catalyst for progress by breaking down barriers and generating

new opportunities for those who have been excluded. However, this change does not align with the 1% principle. In fact, it is the exact opposite of what the marginal gain theory stands for.

## **Incremental Change**

Incremental change, on the other hand, refers to a gradual and continuous process of making small improvements or adjustments to the already existing systems. It entails making minute changes that extend upon one another over time to achieve a much-desired outcome. Compared to its counterpart, it is often seen as a safer and more predictable approach to change. This is because it minimizes the risk of disruption and chaos.

A good example of incremental change is continuous improvement. Many establishments use the continuous improvement process to make small and incremental changes over time. It offers an iterative

approach and leads to a more sustainable and efficient bottom line.

## **Advantages of Incremental Change**

There are various benefits of sticking to incremental change. Here are some of them:

- **Less Risk:** It is less risky than radical change. This is because it entails small and manageable adjustments that are less likely to cause chaos or disruption in your day-to-day activities.
- **Seamless Implementation:** It is usually easier to enforce incremental change than radical change. Since it can be done gradually, there is less chance of getting major resistance from interested parties.
- **Generates Momentum:** Over time, these incremental changes build momentum and lead to more significant changes. These small improvements develop upon each other until a desired outcome is met.

## **Disadvantages of Incremental Change**

There are various flaws that people are usually concerned about when implementing this principle. Here are some of them:

- **Slow Outcomes:** This change takes a long time to produce results. This is because it involves small changes over time rather than a huge one all at once.
- **Limited Influence:** There is a possibility of this change having less influence on the existing approach. This is because of the minute to no effect that it has on the situation at hand.
- **Resistance to Change:** Whether small or big, many people detest being taken away from their familiar grounds into unknown terrains. They are often reluctant and uncertain about trying new things, even when it makes just a little impact at a time, like incremental change.

Both radical and incremental change are similar in that they both aim to improve the existing system.

They both require careful planning and consideration of whether the outcomes and potential risks are worth the effort. Also, both of these changes lead to better outcomes and progress in the long haul.

## **Differences Between Radical and Incremental Change**

At this point, you should have noticed the differences between both changes. While they offer similar end goals, they do so through different structures and methods. So let's take a look at some of the differences between both change principles:

- **Degree of Change:** Incremental change entails making small and manageable adjustments over time, while radical change involves major and fundamental changes to the current approach.
- **Speed of Change:** While incremental change takes longer to yield results, radical change is often implemented quickly and has an instantaneous impact.

- **Amount of Risk:** The risk, negative consequences, and uncertainty associated with radical change are often higher than that of incremental change.
- **Resistance Level:** While radical change is met with significant resistance from people, incremental change involves more disruption to the existing system.

At this point, which do you think is better? Well, neither can be said to be over-the-top than the other. The choice of when to use either depends on the situation, the potential risks, benefits, and the outcome that you desire.

In some cases, radical change may be the key to addressing deep-rooted issues and creating a better strategy that works better with the needs and values of contemporary society. In other cases, incremental change is more pivotal because the gradual improvements develop over time.



In a nutshell, the decision between which change is better does not have an objective answer. Rather, it is based on a careful analysis of the situation and the options available at your disposal.

# CHAPTER 8

## DEALING WITH RESISTANCE OF INCREMENTAL CHANGES



# **Chapter 8 – Dealing with Resistance of Incremental Changes**

*“Change has a considerable psychological impact on the human mind. To the fearful, it is threatening because it means that things may get worse. To the hopeful, it is encouraging because things may get better. To the confident, it is inspiring because the challenge exists to make things better.”*

*— King Whitney Jr.*

Whenever you question people if they would like to experience continuous improvement, the answers are usually positive. However, if the question is changed to “Would you like to experience continuous

change?” The answer to this question is usually hardly positive. However, one thing you should understand is that without continuous change, there can hardly be continuous improvement. So it seems as though many want to benefit from hard work without going through the experience itself.

The difference between both examples given above is that the “improvement” in the first sentence describes the desired outcome of most individuals. On the other hand, change describes a situation that is risky, messy, unpredictable, and not so easy to achieve. In most cases, fear of the unknown is a person’s reaction that prevents them from exploring beyond their comfort zone and the things that they’re familiar with. This is because they believe that the fear of the unknown keeps them safe from harm and uncertainties. With this, we come to understand the fact that it is quite normal and okay to resist change.

Can you imagine parting ways with a habit or idea that you have had for so long? It feels as though you are beginning your learning process afresh. Then you begin from the stage of being in the unknown to slowly discovering what the correct approach should be. However, you should know that it is impossible to experience continuous improvement and productivity without experiencing changes in the way things happen and the direction your life is meant to go now. In this case, it is best to learn how to manage and embrace change.

## **Ways to Deal with the Resistance Associated with Change**

There are various ways to deal with the resistance that you might experience when dealing with change. While incremental change is not as sudden as radical change, it still alters some principles that you already have working for you. In this light, let's learn some ways to deal with these changes.

## **Utilize a Structured Change Management**

As mentioned earlier, much of the resistance to change stems from the fear of the unknown. Therefore, good change management practices can help dispel this fear by cutting back on the risk involved and letting yourself get involved from the very beginning. When you feel good about the change that is about to happen, there is less chance for resistance. Also, the outcome is likely to become better and more productive.

Structured change management begins by putting in the work. Unless a process is performed consistently, it can be barely implemented, measured, and used to cause improvement. Having a strategy in place leads to reliable expectations, and this stability of thought forms a strong foundation for change.

Why are you changing the process? What do you hope to gain? It is important to have clear goals and be sure about the changes you intend to gain from

the change. The moment you understand the reasons for change, the lesser the resistance is.

Basically, you need to come to the realization yourself of the need for this change. Once you do, only then can you come up with ideas for improvement. Hence, rather than get resistance, you become engaged and enamored with the task at hand.

## **Plan for Resistance**

Even when you have put in place the best change management process, it is necessary to still expect some level of resistance. The human brain finds it hard to develop new habits and do something that deviates from what it is already familiar with. So when you are in the mode of change, it is best to put in extra effort and think about the whole process, else it becomes quite difficult to execute.

At this point, it pays to think about why you may want to resist the change that is about to happen. Once you have identified why you are likely to resist, you are on the right path. In that, you can begin to proactively immerse yourself in the process and address any concerns you might have immediately and directly.

## **Address the Root Cause of Resistance**

This is something that many fail to do. All they do is talk about resistance to change but hardly make an intentional effort to cause and uproot the cause of the problem. It is not a bad thing to admit why you don't want to make changes in certain areas. You should be comfortable saying things like "I don't want to make that change because I'm afraid that I won't achieve my goals."

When you become sincere and are able to put into words what the actual issue is, it becomes quite easy to address the concern and explore other options. If



you don't experience your fears, you'll be faced with resistance (a coping mechanism) that you neither understand nor expect.

## **Leverage Incremental Improvements**

It is best not to alarm yourself with sudden changes. One way to help yourself become quite comfortable with change is to start with small wins. Don't be too hasty in your goal to succeed or grow that you ignore the excruciating process and emotional factors involved.

Improvement does not necessarily mean a complete overhaul of your familiar way of doing things. It is possible to get results and improvement with one small adjustment after the other. This is how the 1% principle works. It entails making little changes at a time until you become less disrupted by the entire process.

When you experience a positive change that isn't completely disruptive, you become quite comfortable with your ability to incrementally improve regularly. The moment you take change to be a common phenomenon, it becomes less frightening and super doable.

With these four tips in place, it becomes hard to resist change. However, you need to give yourself time for these changes to take effect. Rome wasn't built in a day. In the same light, your fears won't disappear immediately. In fact, what are humans without fear of the unknown? It takes time before you can successfully lessen resistance and become actually excited to welcome changes and try new things.

However, it all begins with the right attitude and frame of mind. Are you ready to embrace change? Why do you feel compelled to adhere to these changes? What long-term goals are you trying to achieve? As you find answers to these questions, you

find the doubts and resistance against change slowly  
melt away.

## Conclusion

*“Habits are the compound interest of self-improvement. The same way that money multiplies through compound interest, the effects of your habits multiply as you repeat them. They seem to make little difference on any given day and yet the impact they deliver over the months and years can be enormous. It is only when looking back two, five, or perhaps ten years later that the value of good habits and the cost of bad ones becomes strikingly apparent.”*

*— James Clear*

The 1% principle is a testament to the power of small and incremental changes which eventually lead to huge success. The power of this principle lies in its applicability and simplicity. Also, the journey on the

path to making extraordinary results with tiny changes is no easy feat if we're being truthful.

However, consistency is a major key to achieving these extraordinary results. Besides consistency, this journey also involves modest steps backed up with tons of patience and persistence. Whether it's personal growth, professional advancement, or mastering a new skill, this principle is very much applicable in these different sectors. Also, using the 1% improvements aggregate over time to deliver more remarkable results than you have ever experienced.

So this book is an invitation to embrace this simple yet transformative strategy — seeking that daily 1% improvement. This journey towards your version of success does not have to be rushed. We're reminding you that you can take one step at a time and go at your own pace without overwhelming yourself.

At times, making the decision between radical and incremental change may arise. This is because although humans don't like change very much, we wish to experience sporadic success and achievement of our goals. Such an irony, right? However, when choosing between these two types of change, you need to consider a lot of factors. Carefully analyze the situation on ground, consider the factors like the nature of the problem, and be aware of the resources available, time constraints, and social acceptance. All of these factors, coupled with the uncertainties clouding your mind, are some of the hindrances that form a resistance to change.

Incremental change, of course, takes longer to produce results. However, it does this with less disruption and chaos to the already existing system. In that, it gives you time to become familiar with the changes that you're experiencing. This further cements the fact that the 1% rule is the way to go if you wish to experience extraordinary results without the fear of uncertainty shadowing the entire process.

So good luck converting your tiny changes into an extraordinary outcome. We hope this book helps you immensely on this new journey!