

# THE 1% PRINCIPLE

## CHECKLIST

HOW TINY CHANGES LEAD TO  
EXTRAORDINARY RESULTS

# Introduction

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 to be consistent with the small and intentional efforts that you have. Improve on just 1% each day and at the end of the year, you would have extraordinary results. As you go through this book, ensure to take it a step at a time. The rule of 1% is here to encourage you to focus on the process and the progress and

not necessarily the perfection. It is about the journey and not the destination.

# **Chapter 1 - Becoming an Individual Extraordinaire**

How does one go from ordinary to extraordinary? Why are some people ordinary and some others, extraordinary? Is that a nature selection process or is there something more than that? 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 an extraordinary one? 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 that you have or the family that 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 that convincing attitude that for one to get massive success or extraordinary results, we need massive and colossal changes. We need a massive encounter, a massive action, a massive investment. We could have never been so wrong.

### How to become an extraordinary individual

- ❑ Set clear goals
- ❑ Embrace challenges and lifelong learning
- ❑ Evaluate your strengths, values, weaknesses and passions
- ❑ Create routines and practices that build positive habits
- ❑ Surround yourself with positivity
- ❑ Embrace failure

## **Chapter 2 - The Ripple Effect of Small Changes**

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 that which 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 it, 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 makes 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 36,500 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.

Creating a ripple effect of small changes

- ☐ Identify your tiny yet achievable change and set it
- ☐ Repeat it regularly
- ☐ Inspire others
- ☐ Share your little wins
- ☐ Build momentum
- ☐ Be persistent and patient

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

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 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 one 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 an extraordinary result.

When it comes to setting goals, there are two common categories that arises - the short-term goals and the 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.

Here are areas to 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 in a week and stick to a routine, eat 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 with networking, complete a session or a training course.

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

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 differs 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 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 you it is accumulated.

### Applying The 1% Rule

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

- Reflect on your habits, goals and skills, and figure out where you can make small improvements.
- Break down your larger goals to smaller and achievable goals.
- Make tiny changes from reading 1% more to waking up 1% earlier.
- Commit to consistency.
- Compound your progress.

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

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.

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

- ☐ Choose an area you want to improve on
- ☐ Set a timeline or a baseline for it

- Determine what the 1% improvement will look like
- Implement the 1% improvement
- Track your progress
- Analyze the marginal gain and repeat them

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

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. Then, the person will refuse to stop asking until he finds a suitable answer or solution to challenges or problems. These people perfectly illustrate the concept of continuity.

To leverage the power of continuity, do the following:

- ❑ Be consistent and regularly post contents
- ❑ Use automation tools
- ❑ Offer subscription models
- ❑ Build communities
- ❑ Use analytics tools to track progress

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

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. In that, 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 entails 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 the society.



Here are the ways to implement incremental changes

- ❑ Focus on progress and not perfection
- ❑ Identify your small wins
- ❑ Start small
- ❑ Build momentum
- ❑ Adjust changes and track progress
- ❑ Make it a consistent habit

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

Whenever you question people if they would like to experience continuous improvement, the answers are usually in the positive. However, if the question is changed to, “Would you like to experience continuous change?” The answer to this question is usually hardly in the 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.

To deal with the resistance to incremental changes, do the following:

- ❑ Effectively communicate with others concerning your challenges
- ❑ Address concerns about it
- ❑ Establish credibility and build trust with others
- ❑ Celebrate small wins

- Identify and address underlying issues
- Create a culture of continuous improvement