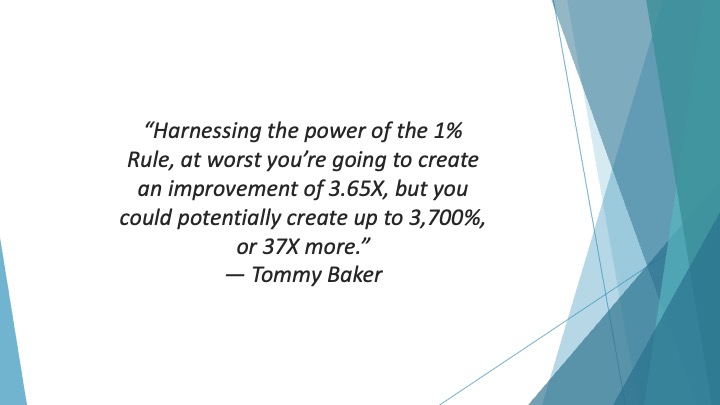
**Chapter 5: Exploring the Marginal Gain of the 1% Rule**

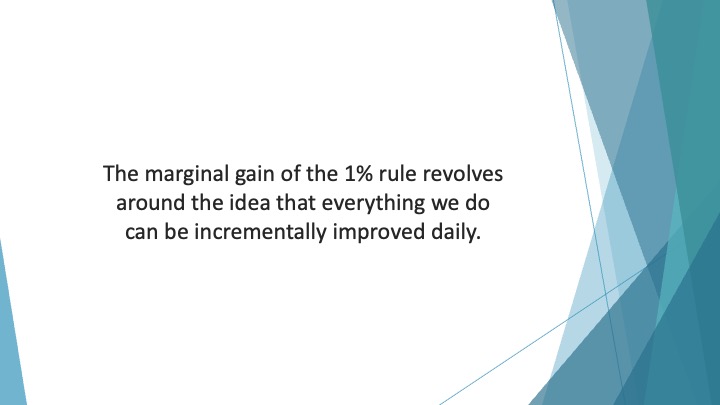
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**S1** : In this video, we’ll discover about “Exploring the Marginal Gain of the 1% Rule”

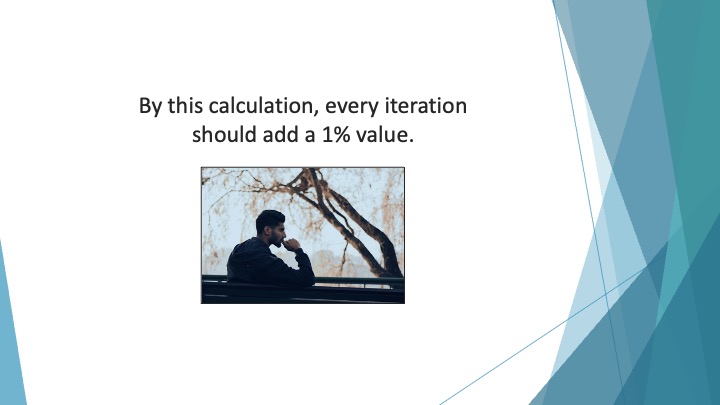


**S2 :** “Harnessing the power of the 1% Rule, at worst you’re going to create an improvement of 3.65X, but you could potentially create up to 3,700%, or 37X more.”

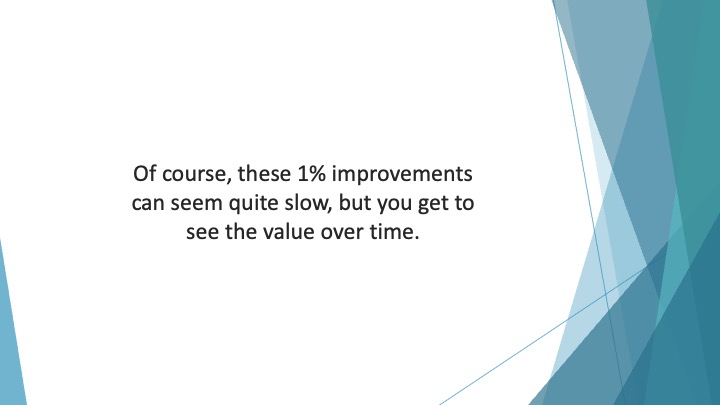
― Tommy Baker



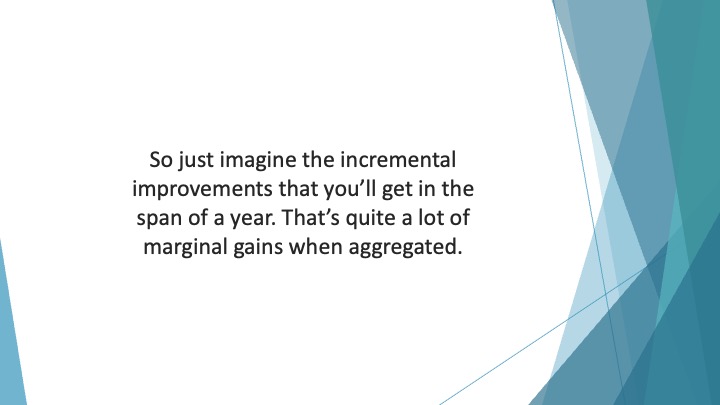
**S3** : The marginal gain of the 1% rule revolves around the idea that everything we do can be incrementally improved daily. Every day of our lives, we build something or do something, and all of these add to the output towards your already set goals.



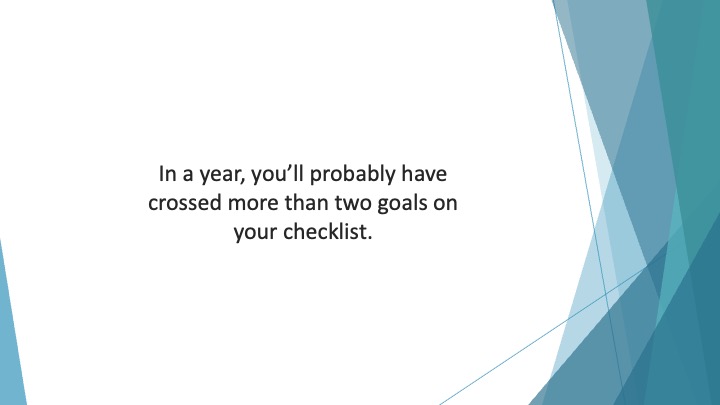
**S4** : By this calculation, every iteration should add a 1% value.



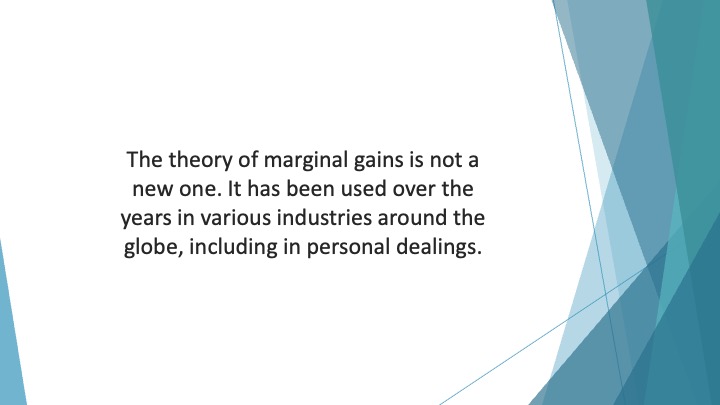
**S5 :** Of course, these 1% improvements can seem quite slow, but you get to see the value over time. Every 1% a value each day equals 5% for the week.



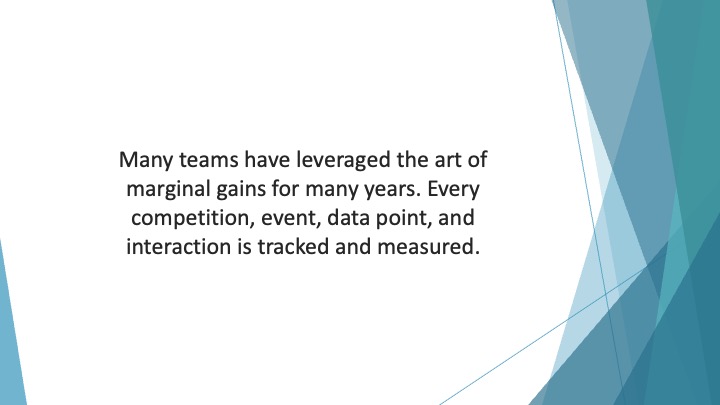
**S6 :** So just imagine the incremental improvements that you’ll get in the span of a year. That’s quite a lot of marginal gains when aggregated.



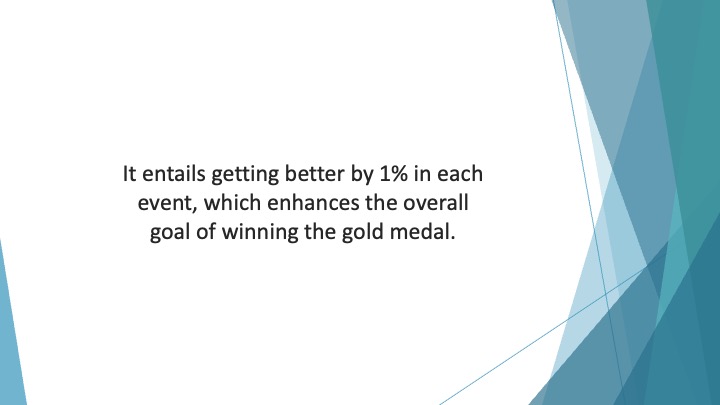
**S7 :** In a year, you’ll probably have crossed more than two goals on your checklist.



**S8 :** 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.



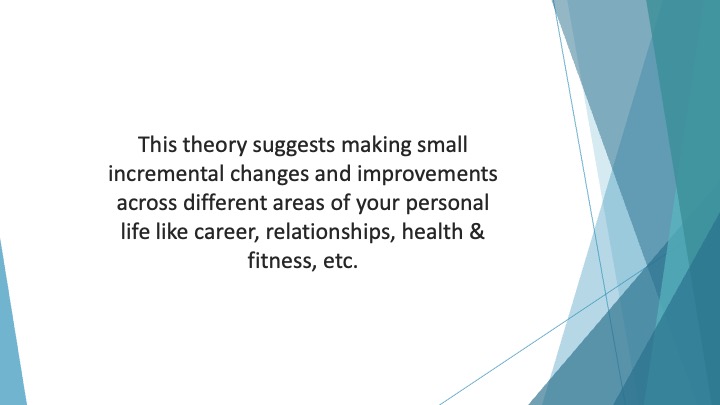
**S9 :** Many teams have leveraged the art of marginal gains for many years. Every competition, event, data point, and interaction is tracked and measured. Then a simple goal is set for improvement.



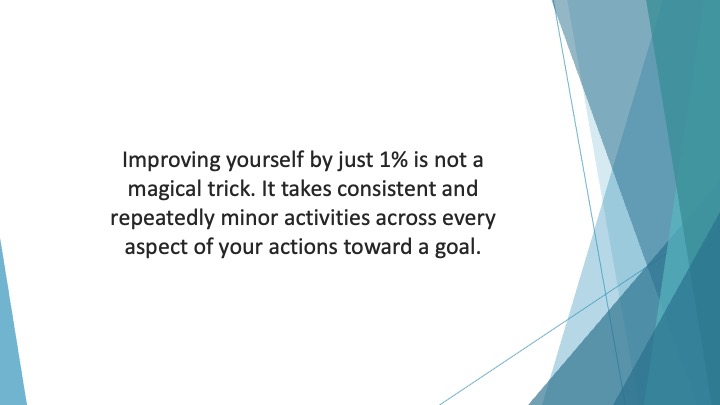
**S10 :** It entails getting better by 1% in each event, which enhances the overall goal of winning the gold medal.

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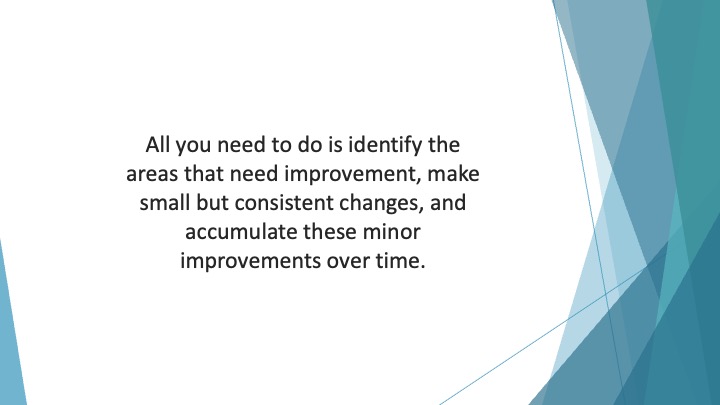
**S11 :** Marginal gains are attributed to different successes that you envy privately. Each of these people has set measures for themselves and tries to better their performances day after day.



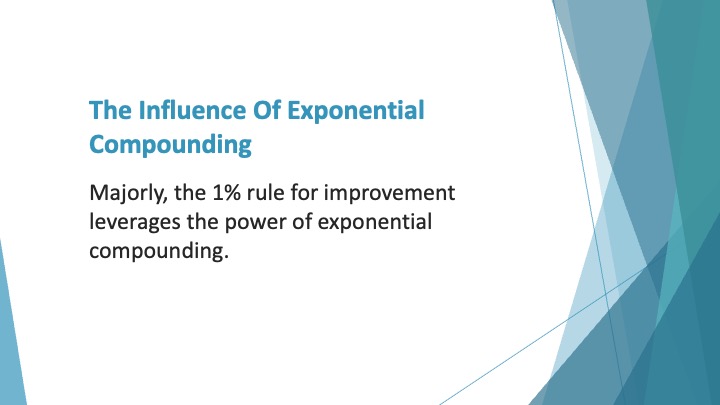
**S12 :** This theory suggests making small incremental changes and improvements across different areas of your personal life like career, relationships, health & fitness, etc. When combined, they result in a significant overall improvement.



**S13 :** 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.

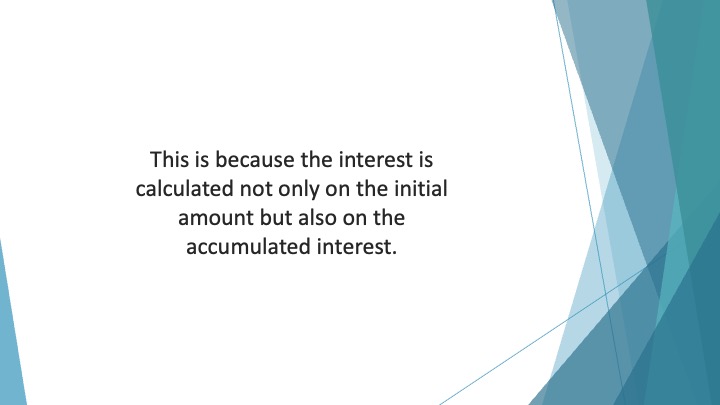


**S14 :** All you need to do is identify the areas that need improvement, make small but consistent changes, and accumulate these minor improvements over time. Before you know it, you’ll be steering on the path toward significant growth and success.

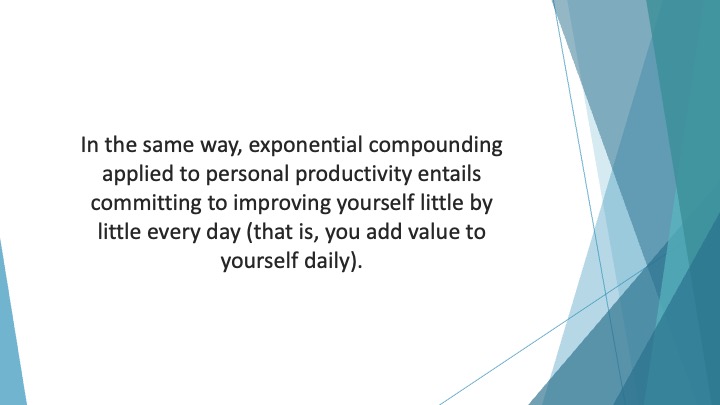


**S15 :** The Influence of Exponential Compounding

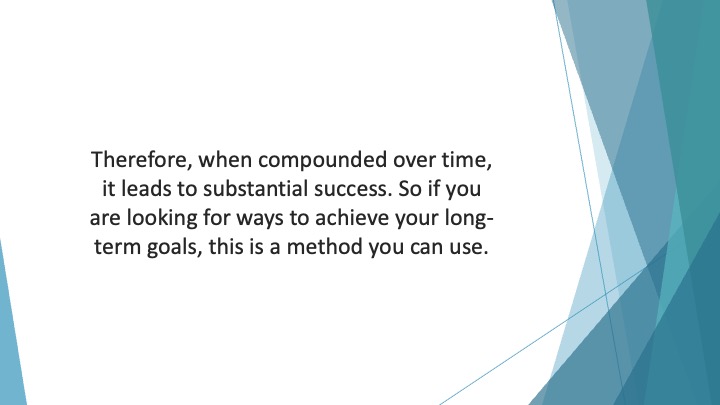
Majorly, the 1% rule for improvement leverages the power of exponential compounding. The term compounding refers to the fundamental financial concept where interest earned over time grows exponentially.



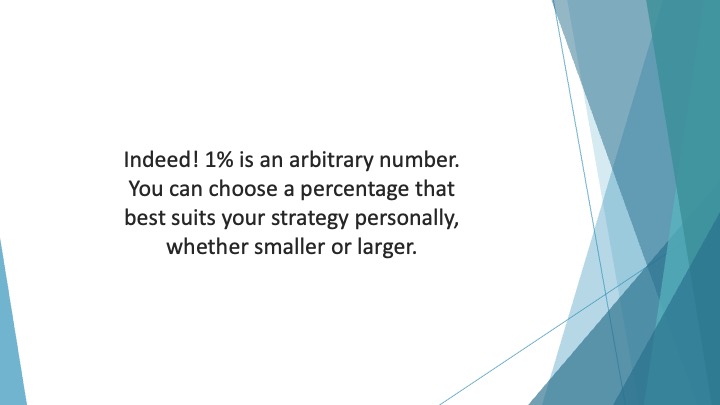
**S16 :** This is because the interest is calculated not only on the initial amount but also on the accumulated interest.



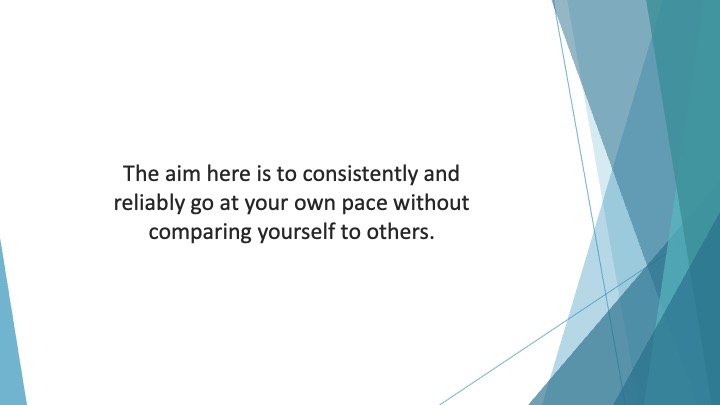
**S17 :** In the same way, exponential compounding applied to personal productivity entails committing to improving yourself little by little every day (that is, you add value to yourself daily). While the daily gains may seem minute and almost unnoticeable, their cumulative effect over time is quite huge.



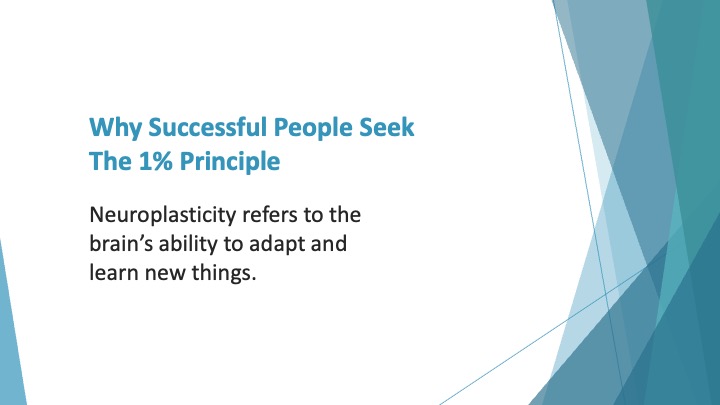
**S18 :** Therefore, when compounded over time, it leads to substantial success. So if you are looking for ways to achieve your long-term goals, this is a method you can use.



**S19 :** 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.

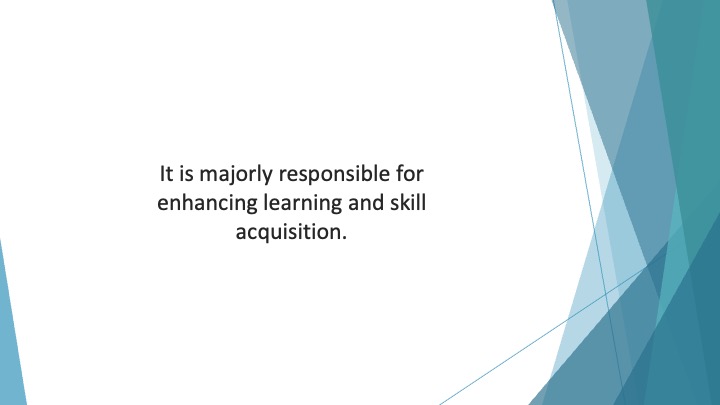


**S20 :**  The aim here is to consistently and reliably go at your own pace without comparing yourself to others.

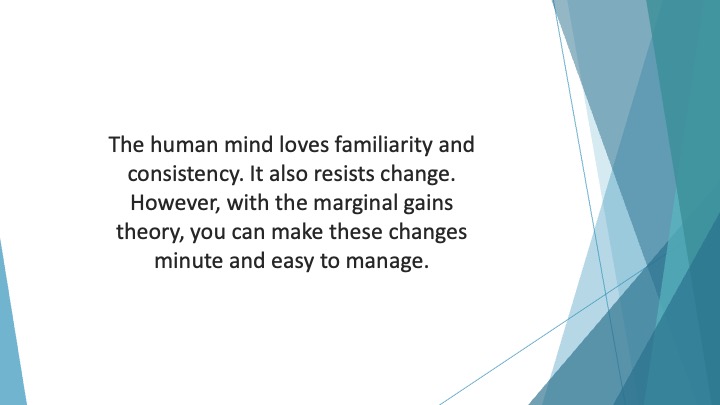
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**S21 :** Why Successful People Seek the 1% Principle

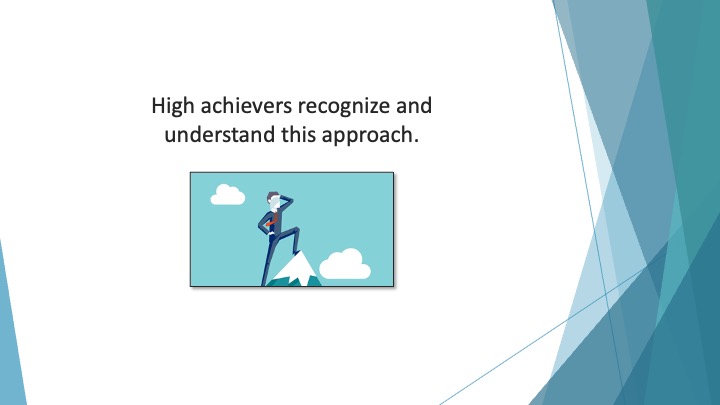
Neuroplasticity refers to the brain’s ability to adapt and learn new things. Making small but consistent changes lets the brain form new and stronger neural connections.



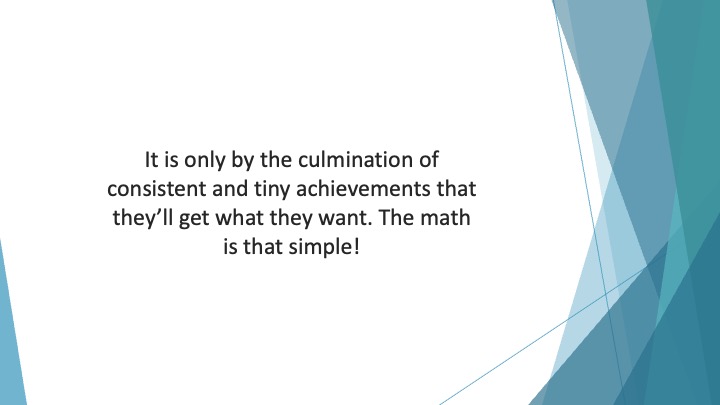
**S22 :** It is majorly responsible for enhancing learning and skill acquisition.



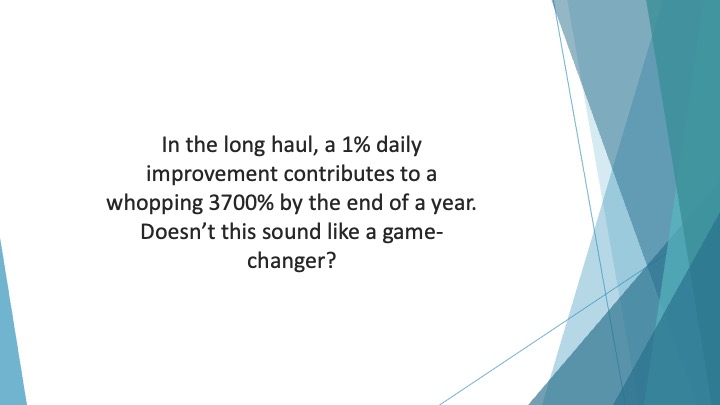
**S23 :** The human mind loves familiarity and consistency. It also resists change. However, with the marginal gains theory, you can make these changes minute and easy to manage. This way, the brain is more likely to embrace it and yield the expected results over time.

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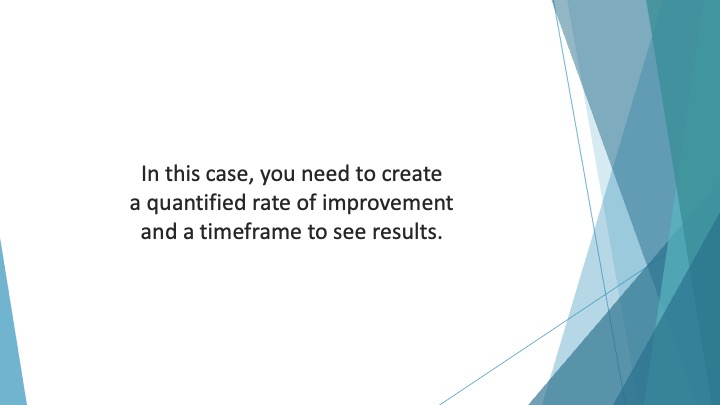
**S24 :** High achievers recognize and understand this approach. They acknowledge the fact that grand success can’t be achieved overnight.

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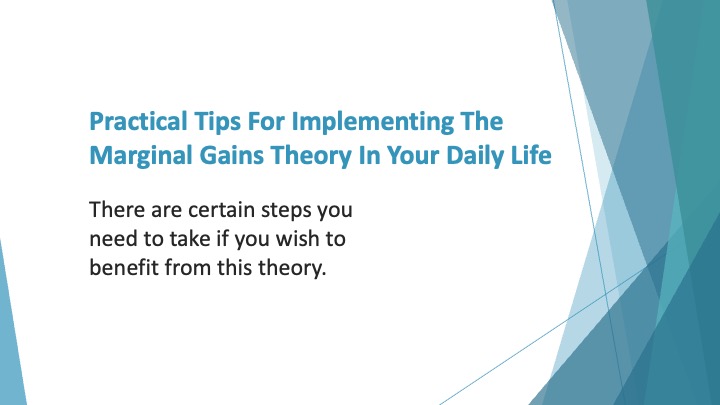
**S25 :** It is only by the culmination of consistent and tiny achievements that they’ll get what they want. The math is that simple!

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**S26 :** 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.

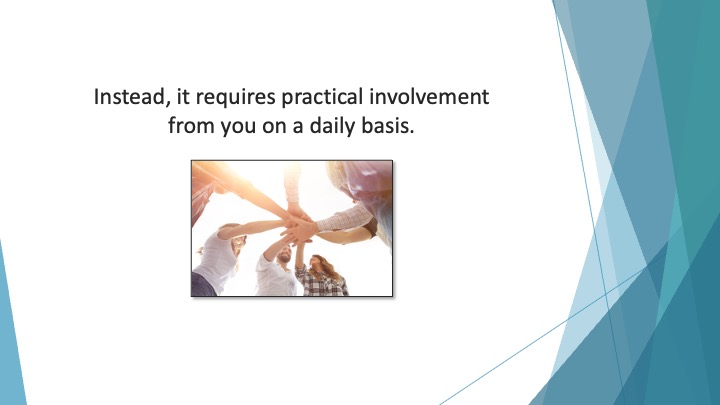
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**S27 :** In this case, you need to create a quantified rate of improvement and a timeframe to see results. Also, note that randomness and inconsistency will not lead to success using this theory.

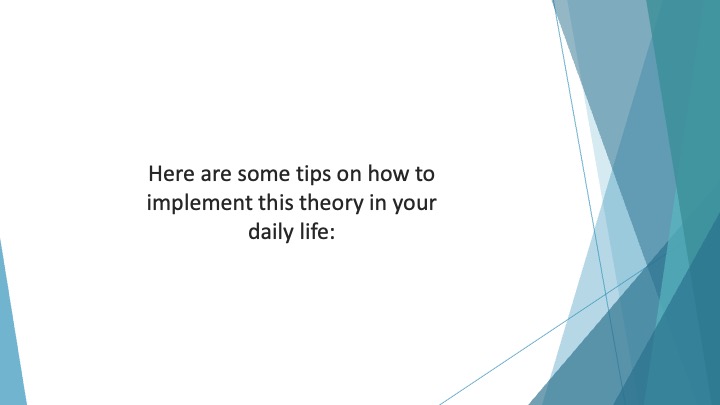
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**S28 :** Practical Tips for Implementing the Marginal Gains Theory in Your Daily Life

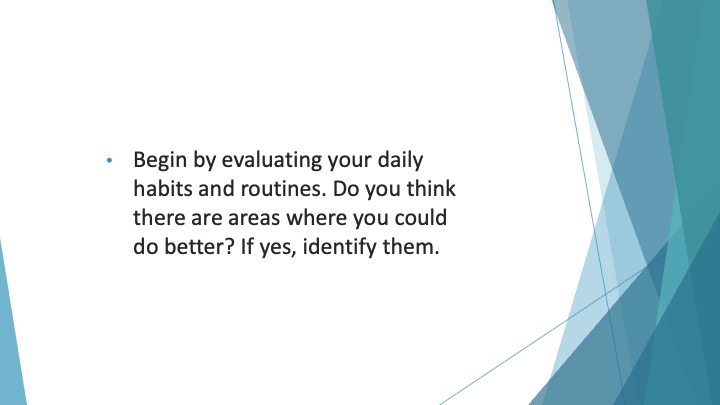
There are certain steps you need to take if you wish to benefit from this theory. The marginal gains theory is not a magical approach.

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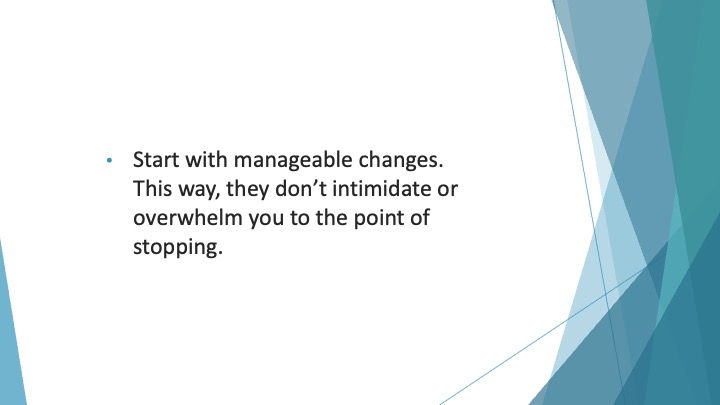
**S29 :** Instead, it requires practical involvement from you on a daily basis.

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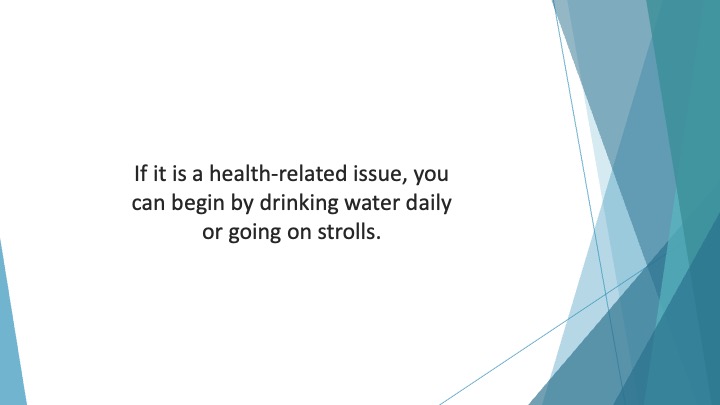
**S30 :** Here are some tips on how to implement this theory in your daily life:

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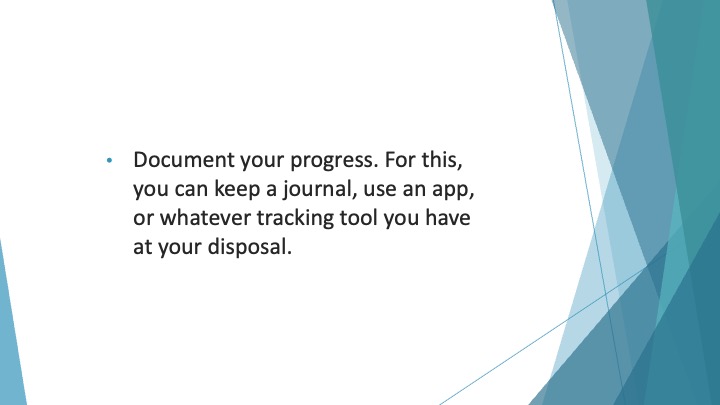
**S31 :** • Begin by evaluating your daily habits and routines. Do you think there are areas where you could do better? If yes, identify them.

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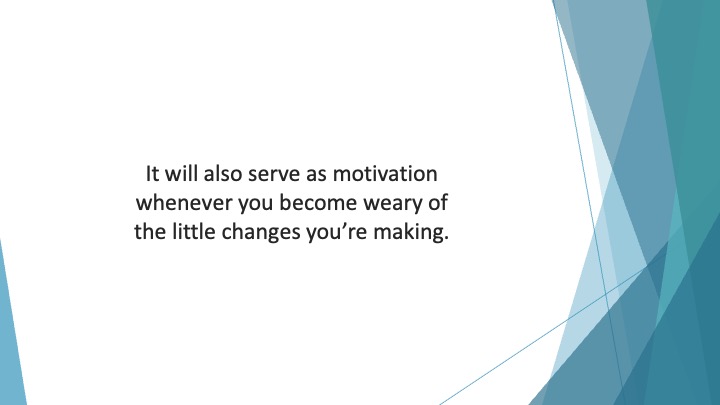
**S32 :** • Start with manageable changes. This way, they don’t intimidate or overwhelm you to the point of stopping. In no time, they become a routine and easier to do without second thoughts.

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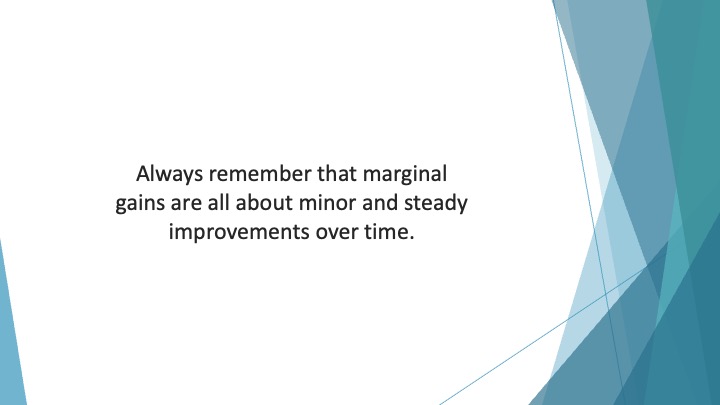
**S33 :** If it is a health-related issue, you can begin by drinking water daily or going on strolls. If it’s work and you’re a writer, for instance, you can start by writing a chapter each day.

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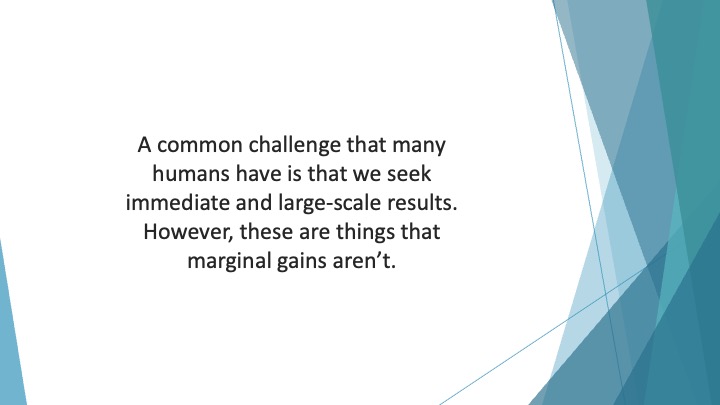
**S34 :** • Document your progress. For this, you can keep a journal, use an app, or whatever tracking tool you have at your disposal. This will give you a visual reminder of your journey.

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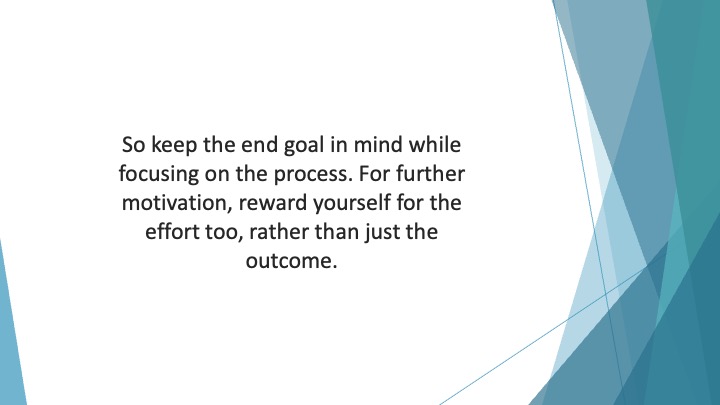
**S35 :** It will also serve as motivation whenever you become weary of the little changes you’re making.

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**S36 :** Always remember that marginal gains are all about minor and steady improvements over time. It is a marathon, not a sprint.

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**S37 :** 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.

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**S38 :** 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.