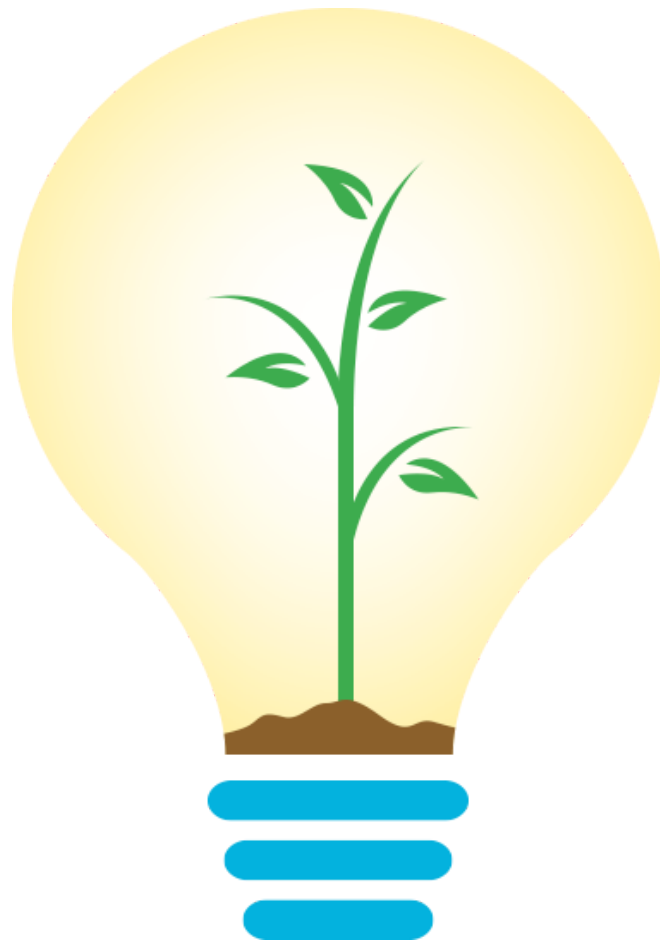


# QuickStart Guide to Identity-Based Habits



# JAMES CLEAR

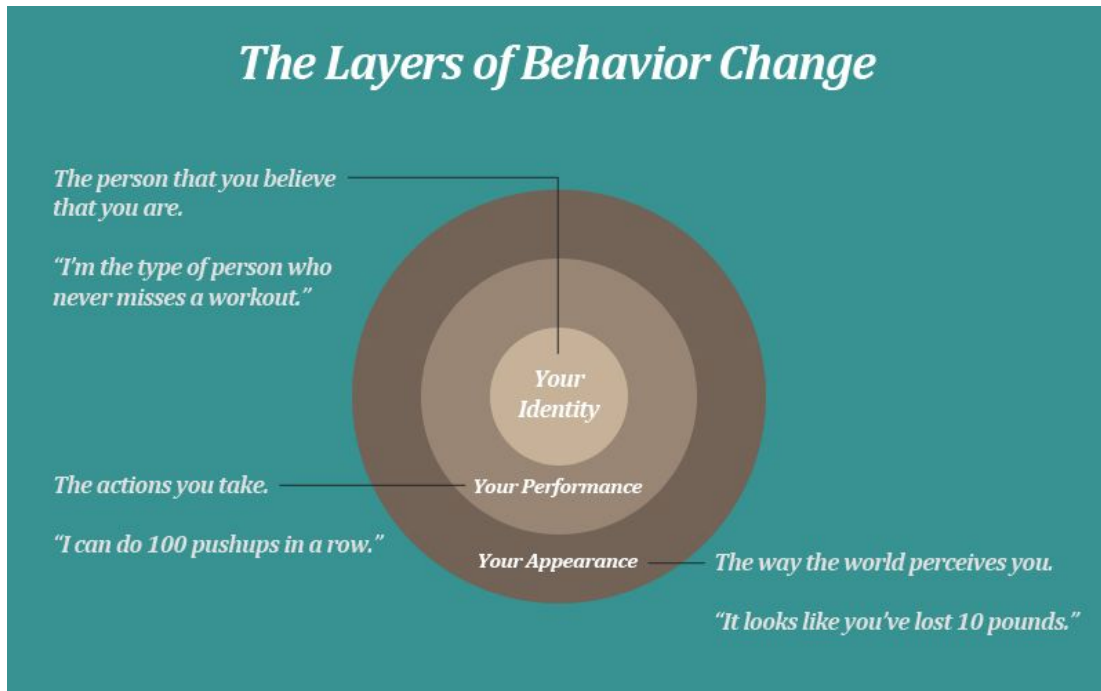
## How identity-based habits are different from goals

The key to building lasting habits is focusing on creating a new identity first. Your current behaviors are simply a reflection of your current identity. What you do now is a mirror image of the type of person you believe that you are (either consciously or subconsciously).

**To change your behavior for good, you need to start believing new things about yourself.**

For example, imagine your goal is to lose 20 pounds. This goal is centered around your performance and appearance. Performance and appearance goals are great, but they aren't the same as habits. If you're already doing a behavior, then these types of goals can help drive you forward. But if you're trying to start a new behavior, then I think it would be far better to start with an identity-based goal.

The image below shows the difference between identity-based goals and performance and appearance-based goals.



The interior of behavior change and building better habits is your identity. Each action you perform is driven by the fundamental belief that it is possible. So if you change your identity (the type of person that you believe that you are), then it's easier to change your actions.

The reason why it's so hard to stick to new habits is that we often try to achieve a performance or appearance-based goal without changing our identity. Most of the time we try to achieve results before proving to ourselves that we have the identity of the type of person we want to become. It should be the other way around.

So instead of setting a goal to lose 20 pounds we should decide to be the type of person who moves everyday. You can then go about proving to yourself that you are that type of person by going on a walk during your lunch break each day.

Here are some more examples to get you started...

### **Want to become a better writer?**

**Identity:** Become the type of person who writes 1,000 words every day.

**Small win:** Write one paragraph each day this week.

### **Want to become strong?**

**Identity:** Become the type of person who never misses a workout.

**Small win:** Do pushups every Monday, Wednesday, and Friday.

### Want to be a better friend?

**Identity:** Become the type of person who always stays in touch.

**Small win:** Call one friend every Saturday. If you repeat the same people every 3 months, you'll stay close with 12 old friends throughout the year.

## Now it is your turn.

On the next page, you will find a worksheet that will help you quickly lay out an identity-based habit to achieve your goal. Print out the worksheet, fill it out and post it in a place where you'll see it every day.

# Identity-Based Habits QuickStart

**Step 1:** Name the performance or appearance goal you want to achieve.

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**Step 2:** In one sentence describe the type of person who would achieve your goal.

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This is the new identity you want to take on.

**Step 3:** List 5 incredibly small steps you can take to become this person.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Commit to doing each step for a week straight before moving on to the next. The goal is not to achieve results at first, the goal is to become the type of person who can achieve those things.