Atomic Habits Cheat Sheet

Tiny habits. Massive results.

Core Idea

Small habits, repeated daily, compound into massive outcomes.

You don't rise to goals—you fall to systems.

The Habit Loop

Every habit follows:

1. **Cue** – trigger
2. **Craving** – desire
3. **Response** – action
4. **Reward** – satisfaction

Change the system, and behavior follows.

Focus on Identity, Not Outcomes

Bad goal: *"I want to close more deals."*
Better identity: *"I am a consistent, disciplined closer."*

Every action is a vote for who you're becoming.

The 1% Rule

Improving 1% daily beats:

- Motivation
- Talent
- Intensity

Consistency > intensity.

The 4 Laws of Behavior Change

1. Make It Obvious

- Design your environment
- Put cues in sight
- Remove friction

Example: CRM open by default every morning.

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2. Make It Attractive

- Stack habits
- Pair effort with reward

Example: Only listen to your favorite podcast while prospecting.

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3. Make It Easy

- Reduce steps
- Lower activation energy

Example: Pre-write follow-up templates.

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4. Make It Satisfying

- Track wins

- Celebrate streaks

What gets rewarded gets repeated.

Break Bad Habits (Inversion)

- Make it **invisible**
- Make it **unattractive**
- Make it **hard**
- Make it **unsatisfying**

Design failure, don't rely on willpower.

Environment Beats Motivation

Motivation fades.
The environment stays.

Change:

- Your workspace
- Your calendar
- Your defaults

You win or lose before the day starts.

Systems for Sales Leaders

- Daily lead actions > weekly quotas
- Process metrics > outcome metrics
- Streaks > sprints

Track behaviors, not just results.

Plateaus Are Normal

Progress hides in the **Valley of Disappointment**.
Breakthrough comes after boredom.

Stick with the system.

Daily Filters

Ask:

1. Does this reinforce my identity?
2. Is this the smallest version I can do?
3. Can I design this to be automatic?
4. Am I building streaks—or excuses?

The Real Takeaway

Success isn't a goal you chase.
It's a system you don't quit.