

The 1% Rule by Tommy Baker

- 💡 I set appropriate expectations and maintain focus through obstacles and challenges
- 💡 I recognize that the first iteration of my goal is never the end result - the magic is in the pivot
- 💡 I set expectations designed to serve me (and others) and create the awareness of pivots leading to ultimate success
- 💡 I leverage adversity as a catalyst for the next step in my plans
- 💡 I see adversity as the test to determine my level of commitment as I embark on the long slog between starting and mastery
- 💡 I expect challenge, adversity and chaos each day - so I prepare for them
- 💡 I leverage meaningful progress to keep me inspired and on track
- 💡 I recognize that progress is crucial to my mindset and belief that I can achieve anything that I want
- 💡 I focus on small daily actions tied to my larger vision
- 💡 I look forward to 3.7x up to 37x improvement in every area of my life
- 💡 I leverage what I have learned so that I can see improvement
- 💡 On my way to mastery, I move seamlessly from knowing to doing to being
- 💡 I require myself to move forward every single day
- 💡 I only truly value that which is earned - and specifically, that which I earn through the process of becoming
- 💡 In order to reach my dreams, I have to become someone different than who I am today
- 💡 I get used to taking small leaps so that when the time comes, I can easily take the big ones
- 💡 Without a code - a foundational philosophy of virtues and values - I crumble
- 💡 I stay grounded through challenges; focused with certainty and clarity on why I'm here
- 💡 I fall in love with my process; do it every single day; celebrate my commitment; track my metrics and data; master my craft
- 💡 I invest time on the things that challenge me so that I experience breakthroughs to new levels in all areas of my life
- 💡 I move forward every single day; never living conditionally - or waiting to be inspired, excited and ready
- 💡 I am grounded in humility; and obsessed with micro-improvements
- 💡 I am a warrior - an average man with laser focus
- 💡 I move the needle forward in my life and business each day - and delete those activities that don't truly matter
- 💡 I am obsessed with reframing my "busyness" and am falling in love with distraction-free work
- 💡 I engage in deep work - which increases the quality of my output and my feelings of purpose and fulfillment
- 💡 I am addicted to deliberate presence and focus
- 💡 I establish ruthless boundaries - non-negotiable frames to help protect my energy, clarity and focus
- 💡 I establish primed environments that are clutter-free and conducive to concentration & creativity
- 💡 I establish my intentions daily and link them to my overall purpose
- 💡 I practice at least one Pomodoro rep each day (25 minutes of deep work followed by a 5-minute break); and strive to increase my reps over time
- 💡 I get started with clarity and inspiration; then persist with grit through to the end
- 💡 I grow continuously by embracing the full scope of my journey; and through support and challenge
- 💡 I regulate my behavioral, emotional and attentional impulses in the presence of momentarily gratifying temptations and diversions
- 💡 I get emotional about my WHY; enabling me to choose persistence and endurance over and over again
- 💡 I reframe challenges as opportunities; they increase my capacity and give my life deep-rooted meaning
- 💡 I recognize that doubt and resistance are signs that I'm growing - I detach from feelings of the moment and execute anyway
- 💡 I become enthusiastic through progress in meaningful work
- 💡 How I do one thing is how I do everything
- 💡 I train myself until mastery is automatic
- 💡 I recognize that endurance is rare & messy
- 💡 I focus on taking today's step; understanding that I'm building a rock-solid foundation
- 💡 I am crafting my unique story and journey
- 💡 I am focused squarely on what is possible
- 💡 I build confidence through persistence through adversity
- 💡 What can I execute on right now that will prove that my outcome and vision are not only possible, but coming true?
- 💡 If I don't fill my day with high-priority items, then others will fill my day with low-priority items
- 💡 My capacity and bandwidth are crucial, yet extremely limited
- 💡 I delete the things that are not serving me; creating room for production, creativity and real thinking
- 💡 I audit my circle, surroundings and information I'm consuming at regular intervals
- 💡 My mental real estate is priceless
- 💡 I recognize that the level of my fear about an endeavor reflects its level of importance to me
- 💡 I love & laugh at my resistance and recognize it as a sign of my growth
- 💡 I give myself permission to think bold and big
- 💡 I build by vision from within - encompassing all that I am
- 💡 I chase my North Star - letting go of the logic and reason that hold back my belief
- 💡 I commit to life and experiencing true connection - which keeps me grounded and focused
- 💡 I influence others by becoming a beacon and allowing them the space to do the same
- 💡 I surrender to the possibilities that life has in store for me
- 💡 I recognize my resistance and commit to leaning in further to discover a lesson - a new perspective to help me move forward
- 💡 I make room for belief - which I exercise each day like a muscle
- 💡 I stay high by prioritizing possibilities (WHY) over logistics (HOW)
- 💡 When determining what would have to happen to hit my goals, I visualize exactly what has changed; the (in)tangible differences and results
- 💡 Progress (even perceived) is extremely powerful for my continued thrust into action
- 💡 I focus on the four pillars of my life: Business & Purpose, Health & Fitness, Spirituality and Relationships
- 💡 I focus on my core outcome (goal / vision), the underlying core process (essential steps) and the 1% process (daily activity)
- 💡 I identify the nonnegotiable focus that I must have every day
- 💡 I don't have to hit a home run every single day - I simply have to get in the game

- 💡 My growth process is not linear
- 💡 I chase simplicity because it is powerful - though never easy
- 💡 I create momentum through simplicity and streamlining
- 💡 I see the success of others as my own greatness being reflected back to me; I am inspired rather than envious
- 💡 I leverage pain as a powerful way to center myself and focus on what is most important
- 💡 I embrace boredom as part of the process as I chase lasting success
- 💡 I create the perfect timing with bold decisions and the will to execute
- 💡 I recognize that when my WHAT and WHY are bold and vivid, the HOW starts to reveal itself
- 💡 I commit to the next 1-2 steps without needing to have the entire process figured out; allowing me to adjust and discover new paths
- 💡 I know that my fear of what others might think comes from the possibility of validating my own internal critic; I act anyway
- 💡 I am not concerned with what others think of me because I realize that they are rarely thinking of me
- 💡 I recognize that perfect timing is simply a choice
- 💡 I create urgency in my life in order to minimize distractions
- 💡 I create inspiration daily - which fuels my dreams
- 💡 I take action - which generates the feelings that I am looking for (inspiration, purpose, passion, pride, energy, fulfillment, abundance)
- 💡 I leverage 90-day cycles - which provide enough time to create magical results and enough urgency to force execution
- 💡 I set daily targets low enough to ensure success, yet high enough to force me to push past resistance
- 💡 I ignore complacency and keep my foot on the gas
- 💡 I create a foundation of ruthless accountability (systems, people and structures) to ensure that I follow through on consistent production
- 💡 I create clarity by leveraging accountability to provide new perspectives
- 💡 I continuously unlock the greatness that is already within me and others - which has been forgotten, ignored or abandoned
- 💡 I use urgency to strengthen my commitment to awesome outcomes
- 💡 I recognize that reflection is as important as intentional action
- 💡 I employ strategic disconnects - where I am as intentional with my "off" time as my "on" time
- 💡 I set my intentions daily after meditation
- 💡 I disconnect periodically to reflect and focus on what's next
- 💡 I change by becoming greater than my environment
- 💡 I use (physical, spiritual, emotional, mental) interrupts to clear space and let go of what has been so that I can create from a blank slate
- 💡 I change my emotional state quickly by changing my physical state
- 💡 I build belief by creating new insights and gaining awareness about what's possible in my life
- 💡 I believe that everything can change within the span of a few months
- 💡 I am emotional about my WHY; it compels me to action
- 💡 I never let resistance keep me small or distract me from my dreams
- 💡 Nothing will change if I don't
- 💡 I have the courage to go through the ugly, intense and sometimes excruciating process of creation
- 💡 I stretch myself through the process and see magic happen
- 💡 I fall in love with the process and put in the work