

NOTES FROM: *The 1% Rule*, by Tommy Baker

SUMMARY: If you've only read a few self-improvement/personal development books so far in your life, then this one could be a formative book for you, while veterans of the genre will have read about many of these ideas before. That being said, I was still able to come away with some fantastic insights, including one that, for me, made the entire book worth reading.

That one idea is a simple one (like most of the greatest ideas are), and it's simply the idea that your "mental real estate" is extraordinarily valuable, and if someone or something is going to take up residence in your mind, they'd better pay for that privilege. There had better be a great reason for you to allow those thoughts to enter your head – otherwise, you're doing yourself a major disservice letting yourself even think those thoughts.

The rule itself is pretty straightforward: Do something every single day to get at least 1% better in all the areas of your life that are important to you. Dead-simple idea, yes. Now you have to actually *do it*. Understanding something, and translating that understanding into *action* out in the real world are two *very* different things.

Tommy Baker does tend to use the same words and expressions over and over again (how many times is he going to tell me that something could "move the needle" for me?), but this book features some powerful reminders of key personal development concepts that you *need* to keep front and center in your mind if you want to succeed. Overall, *The 1% Rule* definitely earned its space on my mental real estate.

The 1% Rule: 1% Progress + Daily Application (Consistency) + Persistence (Focus) + Time (Endurance) = Success

"If I moved the needle forward 1% in every area of my life, every single day, what would my life look like in one year?"

"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."

"Fall in love with the process. Do it every single day. Celebrate your commitment. Track your metrics and data. Master your craft."

"You're experiencing wins every single day, most of which go unnoticed or unacknowledged. Celebrating your wins gives you jet fuel to keep going and extends a token of appreciation for how far you've come, instead of focusing on what's missing."

"The moment you learn to execute regardless of how you're feeling, everything changes."

"Enthusiasm is common, endurance is rare."

“To achieve overnight success will require a decade of consistency.”

“If overnight success was real, you’d have tremendous pressure. Instead, you can focus on taking today’s step, understanding that you’re building a rock-solid foundation.”

“One day, you’re going to look back and reflect on this period of your life – and miss it. You’re going to miss the excitement, the doubt, the beautiful mess of ambition and desire, the growth, the studying, the wins, and the losses. Sure, you will love your results and the life you’ve created, but don’t miss out on the moment right now.”

“Every time you level up and achieve a new breakthrough, audit your circle. Every time you grow and expand into a new experience, audit your surroundings. Every time you hit a new business goal or outcome, audit the information you’re consuming.”

“In a microwave world, thinking is a superpower. Your mental real estate is priceless, and if someone is staying up there, they better pay for it.”

“My focus of awareness was intensely set on this new vision, and anyone or anything designed to help get me there faster started to appear.”

“What would have to happen in the next 90 days in order for you to feel your vision is not only possible but coming true at a faster pace than you even imagined?”

“There’s no number of Instagram quotes or YouTube videos that can get you as motivated and inspired as the proof of your vision coming true.”

“If it seems boring to make 1% progress every single day, you’re right.”

“The right time is created by the power of a bold decision.”

“The more you succeed and grow, the more urgency must be manufactured with higher and higher levels of accountability.”

“To change is to become greater than your environment.”

“There is an unmistakable energy associated with living your path and dreams out loud in a world telling you what to do and how to do it.”

“So, what will you change, starting right now? Do that.”

“You’ve got to fall in love with the process more than the outcome.”