

NOTES FROM: *Badass Habits*, by Jen Sincero

SUMMARY: This book is one of the follow-ups to Jen Sincero's five-million-copy bestseller, *You Are a Badass*, which came out of *nowhere* to become one of the books I find myself recommending quite often.

Her style is warm and sincere, but there's no doubt that she *fought* to get to where she is today, and so there's also this hard-edged pragmatism alongside her earnest cheerleading, which lends her extra credibility.

One of the things she does quite well is work from *first principles*, meaning the most basic, foundational ideas (in this case, in the field of personal development), and then she builds everything on top of that.

Habits are *so* fundamental to self-improvement, and if you're interested in making lasting changes in your life, it makes sense to focus your efforts where they'll have the most *leverage* - where they'll do the most good.

Sure, you can compare different productivity systems and exercise routines and "life hacks," but that's all surface-level stuff compared to your habits and your belief system. That's where Jen Sincero focuses most of her efforts - especially in this book - and that's why the ideas found here are so effective.

She explains the psychology of habit formation, of course, but she also goes into an important discussion about boundaries, raising our level of self-awareness, and paying attention not only to our current habits but also to our unconscious beliefs and fears.

The book is also *hilarious*, with more than a few laugh out loud moments, even as she's ultra-committed to your eventual success. She's warm and supportive, but also wise and extremely practical.

Whereas James Clear's phenomenal book, *Atomic Habits*, is what I would consider to be the *definitive* book on habits, I feel that it lacks the intimacy and care that's present in Sincero's work. That being said, *Badass Habits* lacks a lot of the best stuff in Clear's book too.

Reading both – *and applying both* – will give you the *benefits* of both. *Reading Badass Habits*, you really feel that Sincero is on your side and that she has credibility as a fellow traveler on the path, just as James Clear gains credibility by virtue of the science-backed approach of *his* books.

I recommend reading both books, but anything you'll get out of either one of them is all to be found in the *application* of their ideas. You have to learn what to do, but then you have to go out and actually *do it*. That will come with *attention* and *awareness*, and Jen will teach you how to cultivate both. She'll give you the tools, tactics, and mindsets you need to be able to change, but will also lovingly remind you how powerful you already are.

“When it comes to building great habits and ditching lame ones, your commitment to staying focused on who you’re becoming *regardless of where you are/who you are right now* is the mightiest power you’ve got.”

MK: You should run in the same direction as the wind, so to speak, if you want to build good, strong habits. You do this in part by identifying as someone who has good habits, not someone with bad habits who is trying to change them.

“Having a reality that is solid means I feel secure in spite of the fact that I’m spinning around on a ball in infinite space, and that my impending death is actually the only thing I can be absolutely sure of.”

“There ain’t no shame in being human.”

“The first step to making any major change in your life is always awareness.”

“Identities come equipped with matching habits.”

“Habits define who you’re being at a certain moment in time; they’re not who you are.”

“I don’t know about you, but I sometimes hear my mother’s words come flying out of my mouth with such hair-raising precision it’s like she’s hiding behind a bush feeding me lines.”

“The exercise of dismantling your fear is almost always very anticlimactic.”

“Saying yes when you want to say no is a habit like any other.”

“I’d hate to be a bird. You have to build your house with your face.”

“Something you’re afraid will happen happens. Ok, then what? And then what? And then what? Alright, and then what? See? Not that bad.”

“Saying yes is how you get on in life.”

“Life is much more enjoyable when lived fully.”

“Be grateful for all the ease and help and love and fun that yes will bring into your life and start cracking yourself open.”

“It’s inspiring to realize how many excellent habits you have.”

“Who will you be stuck being if you tell yourself that you can’t have what you want or that going after your desires isn’t worth the effort?”

“Every moment of every day you have the chance to start over with a clean slate.”

“If you want to make a habit stick this time, do it differently this time.”

“You will experience whatever you believe. And you will believe whatever you repeatedly tell yourself is true.”

“I mean, complete idiots made money all the time, what the hell was my problem?”

“Picture all the people you will help by improving yourself.”

“Get out of the way and into the flow.”

“What if you had the compassion for yourself that you tend to reserve for other people?”