

# Atomic

# Habits

**How To  
Get 1% Better  
Every Day**

James Clear • [jamesclear.com](http://jamesclear.com)



# British Cycling

The story of  
Dave Brailsford



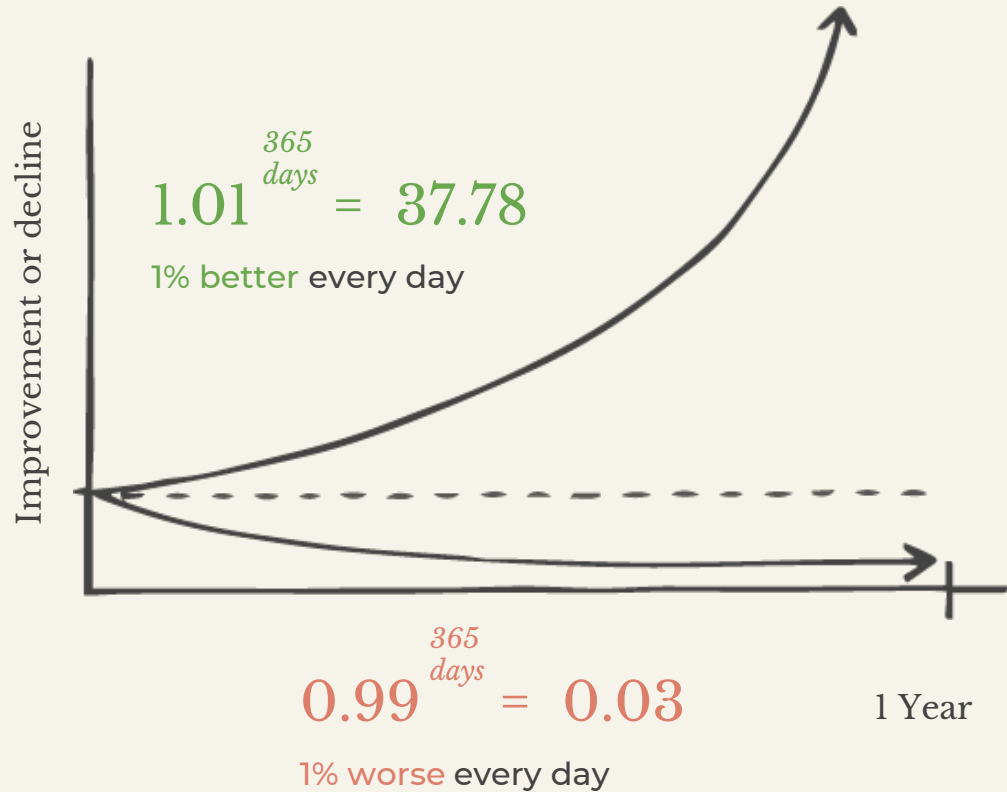
**“The aggregation of  
marginal gains.”**



**Excellence is not about radical changes, but about accruing small improvements over time.**



# The Power of Tiny Gains





**Habits are the compound  
interest of self-improvement.**



**If 1% changes matter, why don't  
we make them more often?**



If you're struggling to improve,  
the problem isn't you.

The problem is your **system**.



**You do not rise to the  
level of your goals.**

**You fall to the  
level of your systems.**



**It's about alignment between  
your desired outcome and  
your daily habits.**

# How to change a habit.



**There are four stages to  
habit formation.**

**1. CUE •**

**2. CRAVING •**

**3. RESPONSE •**

**4. REWARD •**

**1. CUE** • A trigger that tells your brain to initiate a habit.

2. CRAVING •

3. RESPONSE •

4. REWARD •

# 1. CUE •

A trigger that tells your brain to initiate a habit.

# 2. CRAVING •

The prediction that compels you to act.

# 3. RESPONSE •

# 4. REWARD •

# 1. CUE •

A trigger that tells your brain to initiate a habit.

# 2. CRAVING •

The prediction that compels you to act.

# 3. RESPONSE •

The actual habit you perform.

# 4. REWARD •



# 1. CUE



A trigger that tells your brain to initiate a habit.

# 2. CRAVING



The prediction that compels you to act.

# 3. RESPONSE



The actual habit you perform.

# 4. REWARD



The result that satisfies your craving.

**1. CUE** • Law 1: Make it obvious.

**2. CRAVING** • Law 2: Make it attractive.

**3. RESPONSE** • Law 3: Make it easy.

**4. REWARD** • Law 4: Make it satisfying.

1. CUE • Law 1: Make it **invisible**.

2. CRAVING • Law 2: Make it **unattractive**.

3. RESPONSE • Law 3: Make it **difficult**.

4. REWARD • Law 4: Make it **unsatisfying**.

**1. CUE** • Law 1: Make it obvious.

2. CRAVING • Law 2: Make it attractive.

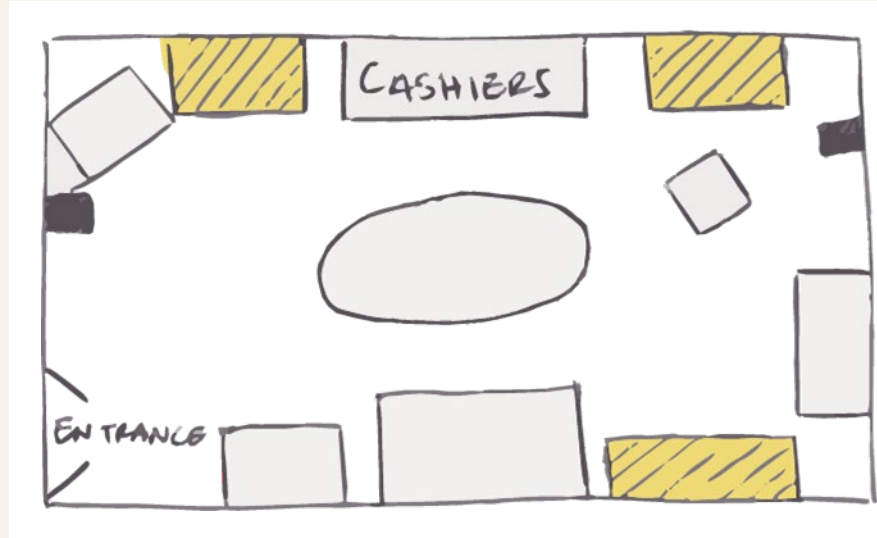
3. RESPONSE • Law 3: Make it easy.

4. REWARD • Law 4: Make it satisfying.

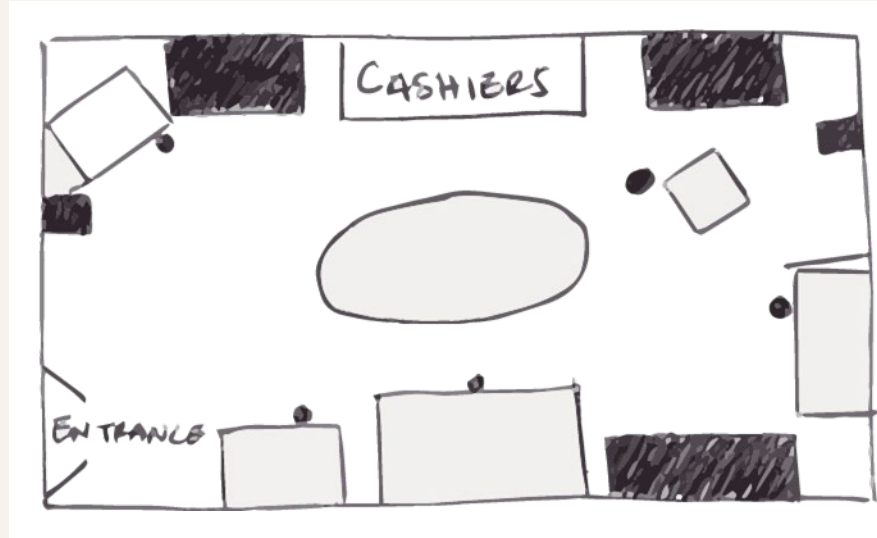
# Mass. General Hospital

Environment  
Design

## LAW 1 : MAKE IT OBVIOUS



## LAW 1 : MAKE IT OBVIOUS





**People drank 25% more water  
and 11% less soda.**





**One of the most overlooked drivers of your habits is your physical environment.**



**Walk into any living room.**

**Where do all the couches and chairs face?**



**If you want a habit to be a big part of your life, make the cues a big part of your environment.**

1. CUE • Law 1: Make it obvious.

**2. CRAVING • Law 2: Make it attractive.**

3. RESPONSE • Law 3: Make it easy.

4. REWARD • Law 4: Make it satisfying.



**“Let’s go for a run...”**



**Commitment devices change how attractive a particular habit seems to you.**



**I have never seen a person  
consistently stick to positive  
habits in a negative environment.**

## THE FOUR LAWS OF BEHAVIOR CHANGE

1. CUE • Law 1: Make it obvious.

2. CRAVING • Law 2: Make it attractive.

**3. RESPONSE • Law 3: Make it easy.**

4. REWARD • Law 4: Make it satisfying.



# The Two-Minute Rule.



**A habit must be established  
before it can be improved.**

1. CUE • Law 1: Make it obvious.

2. CRAVING • Law 2: Make it attractive.

3. RESPONSE • Law 3: Make it easy.

**4. REWARD • Law 4: Make it satisfying.**

**1. CUE** • Law 1: Make it obvious.

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**4. REWARD** • Law 4: Make it satisfying.



Here's **the secret to this talk:**  
It's not just about little habits.  
It's about believing something  
new about yourself.

# Identity- Based Habits.



True behavior change is  
identity change.

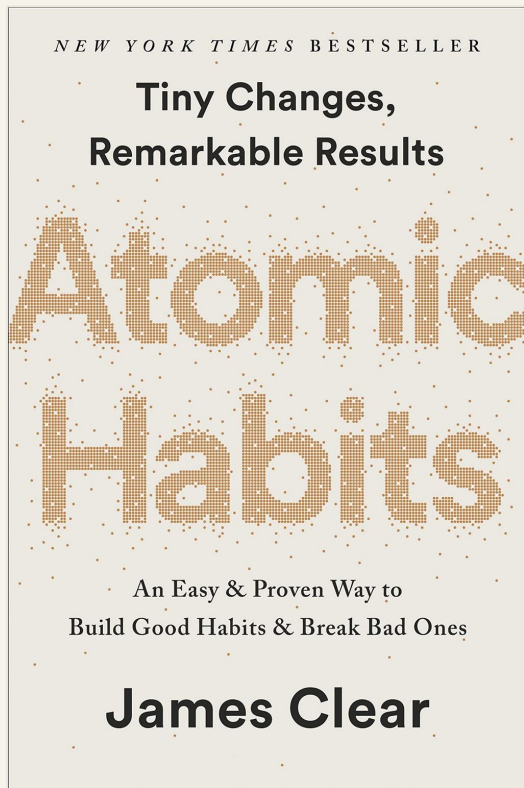
# Being It vs. Doing It

- The goal is not to read a book, the goal is to become a reader.
- The goal is not to run a marathon, the goal is to become a runner.
- The goal is not to do a silent meditation retreat, the goal is to become a meditator.





**Every action** you take **is a vote**  
for the type of person you wish  
to become.



# The Book

- *#1 New York Times* bestseller
- *#1 Wall Street Journal* bestseller
- Over 20,000,000 copies sold
- 100,000+ reviews on Audible (4.8/5 stars)
- 100,000+ reviews on Amazon (4.8/5 stars)
- Translated into 50+ languages

[atomichabits.com](https://atomichabits.com)



How can you get **1% better** today?