

# 4 Principles of Behavior Change

ATOMIC HABITS BY JAMES CLEAR



01

**Cue**

Make it obvious.



02

**Craving**

Make it attractive.



03

**Response**

Make it easy.



04

**Reward**

Make it satisfying.



# 01

## How can you make your new habit attractive?

In this first step, you should make changes to your environment, such as removing any reminders of bad habits. Creating an intention With **HABIT STACKING** can help you remember to do you habit, specific to your habit.

After I [CURRENT HABIT], I will [NEW HABIT].

After I turn on my computer, I will map out my day before I jump into work.



# 02

## How will you make your cue for your new habit obvious?

After I [HABIT I NEED], I will [HABIT I WANT].

After I write the agenda for my school presentation,  
I will get a cup of tea.



To create a solid foundation for a habit, make the locale rewarding and produce favorable feelings. In contrast, if you want to debilitate a bad habit, emphasize the negative implications and perceptions to stay away from it.

Try **TEMPTATION BUNDLING** after you execute the new habit or join a culture where the desired habit is cultivated, such as joining a drum circle if you want to learn how to play the drums.



# 03

## How can you make it easier for your habit to grow?

The more you practice something, the better you become at it and the easier it becomes. The best method to build your habits is to put them in your everyday routine, and the best way to begin this process is to make it simple.

**PRIME YOUR ENVIRONMENT** to make habits easier in order to help you form a habit by adding or removing friction. You can slowly begin by adopting several habits or even one habit per day, as almost any habit can be performed on a small scale using the **2-MINUTE RULE**.

To [GOAL] : I should [ACTION PLAN].  
To increase my productivity, I should separate myself from my phone while I am working.

### Small Scale

Very Easy	Easy	Moderate	Hard	Very Hard
Write 1 sentence	Write 1 paragraph	Write 1,000 words	Write a 5,000-word article	Write a book



# 04

## How will you make your new habit satisfying?

Want an immediate reward for skipping TikTok or Netflix?

Set up a jar and deposit money in it to save for a premium leather jacket each time you avoid it.

Create a negative consequence:

Set a deadline and create a **HABIT CONTRACT**. Why do we pay our bills on time? To prevent the negative consequence of a late fee.



Most of the actions that result in instant gratification are going to be repeated. Actions that deliver immediate punishment are often avoided. Humans prefer to feel gratified at an immediate, present-moment level. However, the physical and mental health benefits of following a more effective, nutritious lifestyle may take time.

These techniques will help you if you're rewarded for performing a habitually positive deed. Reward yourself for good behavior right away. Use a **HABIT TRACKER**, and do not break the chain!

