

# PROFITABLE PRINT RELATIONSHIPS

---

## The Successful Print Sales Circle

### Video 32: Create new habits

---

Hello, and welcome to the second in the habits and rituals module of The Successful Print Sales Circle and today's video and assignments is all about creating new habits and moving them to ritual. So let's start off with a question here. Would you ever consider not brushing your teeth? For nearly everyone that's unthinkable.

It's something that we do every single day, every morning, and every evening, without even thinking about it. I couldn't dream of going to bed without having brush my teeth. I don't need a reminder. It just happens. The good news is we can also carry out the same habit, forming and ritual forming in our work activities as well.

And today's video is all about helping you to do this and to start creating some new habits. Now in order to move forward it's really important to understand how we look at tasks in our brain. Assuming that they are tasks we want to do, and assuming they are regular tasks, there's three ways that we can look at these.

And the first one of these is to have a wish. It's something we want. But often we fail to do it. The day gets too busy, something else gets in the way we just don't get round to it. And it doesn't seem that important. It's not high enough up in our list of mental priorities to make it happen.

Once we start working at something regularly, then it becomes a habit and a habit is something where you do achieve regularly, but you probably need something to help you along. You need a push. You perhaps need a task to tick off on your to do list.

And then, finally, we get to ritual and that's where things happen without us thinking about them. And they are as natural as us brushing our teeth.

So let's go through a couple of examples of this. And the first of these is social media. So when I first started doing more work on social media, I needed to post more and engage with people and to begin with that was a wish. And then I made it a regular task on my task list. And at that point I ticked it off three times a week: must engage with someone, must make a social media post. But now I've been doing that for so long, I don't need that on my task list. It just happens naturally every day: I'm on social media, just for a few minutes, engaging.

We can flip this round as well, because I realized at the beginning of this year that I was eating too much chocolate. I think you all know, I like my chocolate but it was getting to the point where I'd be having a couple of squares of chocolate at my mid-morning break. And that was a little too early in the day for me. So it was time to change things. So I created a habit tracker and I'll take you through the process for this. I created a habit tracker to stop me from eating chocolates in the mornings. And now I don't think about it - well I do occasionally - but I never actually eat chocolate in the mornings anymore.

I've managed to get rid of that habit. I've managed to change it into a non-chocolate eating morning every single day. Now in order to achieve successful habit changing, you need to want to do it. It's only worth doing this if you are prepared to commit. So if you're not that fussed about creating a new habit or ritual, chances are it won't actually happen. But if you do want to make that change, then the chances are it will with the right work.

It really will happen. People who carry out these habit changing systems, as I'm going to show you in this video, are able to make more of their day and achieve more and be in control of more because they've created the right habits and rituals around their work and sometimes around their personal lives as well.

Those people who aren't prepared to put in that effort to make changes find that they're still struggling to achieve what they wanted to. The day seems to run away with them. And the day's in control of them, rather than the other way.

Now there's two types of habit changing that we can carry out. First of all, there's the changes for new tasks that we want to carry out that we're not doing already. And here I find that never-ending tasks in my sales diary can be a really good way of doing this. We're going to talk about accountability as well.

The other type of habit is where we want to stop doing something like my chocolate eating in the morning. And that's where habit tracker comes in. It's very, very useful. And you can use it for positive ones as well, but if you want to get rid of our bad habits, then a habit tracker is a really handy tool to have, because it can be quite hard to change what we're doing.

So I'm going to take you through both of these systems, just to make sure you can do exactly what you need to do. But I do need to emphasize one thing and that is this isn't an instant process. Really, to create a new habits or to get rid of an old habit is probably going to take you three months to do, and you need to work at it and stay consistent during this time.

And again, you'll have ideas during this video and on your worksheet of how you can stay committed. So with that in mind, let's dive straight in. Step one is to list your potential new habits and rituals. What do you want to do? How would you want to change your life? And on the worksheet, I've given you a whole variety of ways that you can think about this, but actually if you want an easy route, just think back to the goal that I sent you on the last video. Your goal was to write down three commitments of how you could make your day more productive. And that's a great place to start with a list of habit changing that you want to carry out.

Step two, decide your habit, frequency and time. Once you've got each of these habits, have a look and see, is it something that you're going to do daily? Is it something you're going to do two or three

times a week? These are really useful things to understand before you make your final decision on which habits you are going to check.

Now the other thing to think about when you're thinking about the frequency of your habits is actually to think about a time of day as well. It's much easier to form a habit if you decide to do something at a particular time. And this is typically because you'll do it after something else you're used to doing as well.

So for instance, as soon as I've had breakfast, I brush my teeth. That's my trigger: breakfast. The end of breakfast is my trigger to start brushing my teeth. We can create similar triggers for things that we want to carry out at work. So it may be that you have a daily production meeting and straight after the production meeting, you're going to call three new prospects. That would be one way of triggering it. Now that timing may not work for you, but you get the idea of what I'm trying to explain here. So do think about the timing as well as the daily frequency of your new habits. And that will be a real help for you.

Step three. Choose your new habits. You've made your list. You understand the commitments and when they might fit into your day, you're now at a point where you can make a choice of which one is going to work.

And I would advise you not to try and do too much at one time. Really just do one or two habits at a time. If you try and change your entire lifestyle all at once, it becomes very complicated and chances are you're going to fail at most, if not all of the changes that you want to make. So just stick with one or two at a time.

And when you've got those nailed, then you can move on to the next one afterwards, but make a decision now, which one is it going to be? And write it down. I suggested you write it down on your worksheet, but write it down somewhere. Because as I said before, when you write things down, it really helps you to commit to them mentally.

It's time to create never-ending tasks. Do you remember month five? When we started setting never-ending tasks in our sales diaries, that's what we're going to do with our habits. In month five, we talked about people who we were going to ring back, and if they weren't around, we've moved them on in our sales diary.

Now we're going to create the same sort of task in our sales diary for our new habits. So every day or every work day or three times a week, whenever. You're going to enter that task into your diary. Now you can do this by writing it down in a paper and pen diary, if that's what you like doing. But this is where an online task management system, like Todoist, which I've told you about, really comes into its own because you can create tasks in Todoist and many other similar systems as well, where you literally say, I want to do this every day, or I want to do this every weekday or every Tuesday and Thursday.

It appears in your task list. You tick it off. But you don't have to move it on. It's already there. As soon as you tick it off, it moves it itself to the next time that you're due to do it. So that can be really, really helpful, but creating this never ending task means it's on your task list each day. It reminds you to do it. And it lets, you know, at the end of the day, if you haven't done it. I find this a really powerful way to make sure that I start habit forming new practices.

But there's another thing I'm going to introduce you to as well. And that's in step five and this is where I'm going to encourage you to use habit tracker. It really works well for me. I've given you one you can print out. It's on the same page as your worksheet. Here's an example of it. And all you have to do here is to commit to your three months, and then each day just tick off when you've done your habit, whether it's a positive habit doing something, or whether you've not had a piece of chocolate or not done something that you want to change and move away from.

So I find that very useful as a paper and pen exercise. I find that if I actually mark it off with a pen or a pencil, I'm much more likely to carry this out than if it's electronic. So in contrast to step four, where I was encouraging you to be electronic, here I'm going to encourage you to be analogue and go for the paper and pen, print it out and just use it like this.

You'll find that as the ticks carry on throughout the days, you'll suddenly get that momentum going. You'll be really pleased at the progress you've made. You won't want to break that long list of ticks that you've done. And even if you do, it only needs to be one break and you can carry on. But seeing that you're ticking that off every day, I find that something that really helps me and encourages me to carry on with my habit changing.

So we've got the systems here. One other thing that you can also use is to use an accountability partner and in the worksheet, I've talked to you about the different types of people you can use as accountability partners. Effectively, you're going to report into them once a week, just to let them know how you're getting on with your new habit forming. And you can talk to them about any challenges that you're facing. They can help with successes. It works really well if this is a two-way process and you're helping your accountability partner make a new habit as well. You just need to meet up or have a quick zoom or even an email just to let each other know how you're going on. But the fact that you are reporting into someone means that you're much more likely to carry out that new habit activity each week. Remember if you're a gold member, I'm here to help you with this.

Step seven is to stay consistent. This is the most important part of forming a new habit. It's important to make sure that every day, or every day that you've designated as a habit forming day, you actually carry out that work. That's why the habit tracker can be really important because it shows that consistency. The never ending task will help me to do it, but the habit tracker lets you see visually, lets you see your momentum that you're creating with your consistency. So you really have to work at this and remember to do it for the first few weeks. And initially it may be hard and that's absolutely fine. It will get easier as the weeks go by.

The other thing to remember is that if you don't do it one day, it's not the end of the world. It doesn't mean that you should stop this habit now because it's not going to work. If you've fallen off the bandwagon, that's fine. Get straight back on and make sure you carry it out. The next time don't beat yourself up about the fact you missed it once, stay focused on all the good progress that you've made and all the good progress that you're going to carry on making throughout the coming weeks. And in that way, you will stay consistent and you will achieve. And by the end of your three months, you will be ready to call your new habit a ritual.

And then step eight. Naturally I'd like you to share your success. I've got goals for you this month. Again, it's a simple goal: three parts to it. The first one is to choose your new habit or ritual. At least one, but please don't choose too many. It's okay to have a list, but only act on a couple at any one

time. Step two: make sure that you create a never-ending task and a habit tracker and around this new habit that you're going to form.

And step three is to make sure that you carry it out consistently for the first 10 days. Now I want you to carry on and I want you to carry it out consistently for three months. But for the purposes of reporting back to me, if you're a gold member, you're only going to be able to report on the first 10 days.

So let me know how you got on. But remember, I'm here to keep you accountable and to keep you consistent over the coming weeks as well. So I'm really looking forward to hearing about all the new habits that you plan to work on and how you're getting on with your first few days in this. And I'm really hoping that this will help you create more productive, more efficient days.

Now next week we've got our group call again, and I'm looking forward to seeing you on it. And then next month, we've got another great podcast with another sales phrase that will help you in your conversations. And we've got two more videos and assignments around creating the right rituals and habits.

The first of these is going to be about creating a marketing plan, because once you've got a good idea in your head of what you're going to do in the months ahead, it makes your sales and marketing and knowing what to focus on so much easier. So that'll be the first video.

And the second video next month is going to be about carrying out monthly reviews. And I find these really useful. I carry these out every month, I create a monthly review and some new targets, and it really helps me with a more productive day and also make sure that I'm carrying out the right tasks all the time. So I look forward to seeing you next month to help you with these tasks.

But in the meantime, I look forward to talking to you next week on our group call. Bye for now.