

# PROFITABLE PRINT RELATIONSHIPS

---

## The Successful Print Sales Circle

### Worksheet 32: Create New Habits

---

#### Step 1: List potential new habits and rituals

Think about where you want to improve your workday. What is it that you would like to carry out more regularly? Are there some things you would like to change after carrying out your 15-minute review this month? What would you like to stop doing? In this step you will create a list of potential new habits. Remember, you do not have to adopt all of them at the same time! Initially, you will work on just one or two from this list.

Write down a list of ideas for tasks that you would like to carry out on a regular basis. These may either be new tasks or ones that you struggle to prioritise or remember during the day. These may include things such as:

- Posting on social media
- Reporting sales figures
- Having team meetings
- Creating marketing time

Also include in the list tasks or habits that you would like to become ritual. In other words, you will reach the point where you carry these out every day without thinking. These may include things such as:

- Team check ins
- Running backups
- Not looking at Facebook!

**Write down a list of five potential new habits**

- 1.
- 2.
- 3.
- 4.

5.

## **Step 2: Decide your habit frequency and time**

It is important to commit to new habits regularly. For some habits this may be a daily commitment, for others two or three times a week. However, it is important to decide which days of the week you are committing to.

Ideally, you will also commit to a time of day. This is especially important for daily rituals. You are far more likely to carry these out if you have a specific time or a trigger factor (e.g. I will do this as soon as I have done another specific task)

### **Add the frequency and time to your new habits and rituals**

- 1.
- 2.
- 3.
- 4.
- 5.

## **Step 3: Choose your new habit(s)**

Now it is time to choose one, or at most two, items to adopt from your list. If you try and change too many things at the same time it will be harder and take longer. I recommend that you choose one ritual and one habit or two habits. Warning! Trying to adopt two new rituals at the same time is extremely hard. You can come back to the others later.

### **Write down the final one or two new habits or rituals**

- 1.
- 2.

## **Step 4: Create never ending tasks**

For new habits, I recommend creating never-ending tasks in your sales diary. If you need more help setting these up, refer back to the sales diary video and worksheet in month 5. Most electronic

diaries will allow you to set up a recurring task. For instance I have a regular social media engagement task which I carry out every Tuesday and every Thursday. Rather than enter each time separately, my diary allows me to set up a task that will reoccur each Tuesday and each Thursday. If I wish, I can also choose to start the first instance on a specific date and stop the task after a certain number of weeks or months. If you use a paper diary, you will need to enter each occurrence.

### **Step 5: Use a habit tracker**

For rituals, I recommend using a habit tracker. This allows you to check off your progress every day. I recommend printing one off and doing this by pen: it will reinforce your commitment. I have included a habit tracker that you can download and print from your membership area. However, there are a large number of free habit tracking apps that you can also use. I have included a habit tracker that you can download and print from your membership area.

### **Step 6: Use an accountability partner**

Consider using an accountability partner to make sure you stay on track. The fact that you are reporting back to someone on your progress can give you extra impetus to make sure that you perform! They can also help identify any challenges where you are not achieving your goals and help you overcome these challenges. Using an accountability partner becomes even stronger if they are also adopting new habits or rituals and you become their accountability partner too. Your accountability partner can be a colleague, a friend or a family member. If you are a Gold member of the Circle I can also help you stay accountable via e-mail.

**Write down who will be your accountability partner**

### **Step 7: Stay consistent**

Whether you are using a never-ending task or a habit tracker, it is important to mark off your progress and stay consistent. Remember, if you miss a day this does not mean that you have failed! The important thing is to make sure you come back for the next time and get back creating your habit or ritual.

As time passes, your consistency will increase. Your new habits and rituals will become second nature. Then it is time to move on to adopting a new one.

## Step 8: Share your success!

Congratulations! You are well on the way to adopting a new habit or ritual. This normally takes around three months: do not expect instant habit forming!

Here is your goal for this month:

- Choose at least one new habit or ritual
- Create a never-ending task or a habit tracker
- Complete this for the first ten days

There is no table to fill in this month. The diary or the habit tracker takes the place of this.

Next month we are going to create a marketing calendar. It really helps when you know what you will be promoting next.

How did you find this exercise? Please share your results with us at [circle@ProfitablePrintRelationships.com](mailto:circle@ProfitablePrintRelationships.com) If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.