

★ BUSIVEST · FREE STARTER PACK

Atomic Habits *7-Day Starter* *Pack*

From "I should" to "I do" in 7 days.
The complete framework + daily tracker.

DAYS	METHODS	PAGES
7	4	9



BusiVest

BUSINESS · MONEY · MINDSET

01 THE MATH

Why 1% changes everything.

1.01 raised to the power of 365 equals 37.78. That's the entire book in one equation.

+1%

DAILY · 1 YEAR
You're 37.78x better

-1%

DAILY · 1 YEAR
You're 0.03x — 97% gone

This is why most "life-changing" goals fail. People want 100% change in 30 days. They burn out by day 14.

Winners are boring. They:

- Read 10 pages a day → 12 books a year
- Write 100 words a day → a novel in 18 months
- Walk 15 minutes a day → cross your city in a year
- Save ₹100 a day → ₹36,500/year (₹6.5L over 10 years invested)

Boring? Yes. Effective? Catastrophically.

THE CORE INSIGHT

You don't rise to the level of your goals. You fall to the level of your systems. Goals are direction. Systems are the actual work. This guide builds systems — not goals.

The 4 methods you'll learn

1. **The 2-Minute Rule** — make any habit absurdly small to start.
2. **Habit Stacking** — anchor new habits to existing ones.
3. **Environment Design** — change surroundings so habits become defaults.

4. **The 4 Laws** — Make it obvious, attractive, easy, satisfying.

02

METHOD 1

The 2-Minute Rule.

Scale every habit down to 2 minutes. Then do it daily, no matter what.

The rule

Whatever habit you want to build, shrink it to a version that takes 2 minutes or less:

GOAL	2-MINUTE VERSION
Read more	Read one page.
Exercise daily	Put on workout clothes.
Write a book	Open the document. Type one sentence.
Meditate	Sit and breathe for 60 seconds.
Save money	Transfer ₹50 to savings.
Learn a language	Open Duolingo. Do one exercise.

Why this works

Habits aren't about *doing*. They're about *showing up*. The hardest part of any habit isn't doing it — it's STARTING it. Friction at the start kills everything.

Remove the friction. Make it impossible NOT to do.

Once you start (with the 2-minute version), momentum usually takes over. You came to read 1 page? You'll usually read 5. You came to wear workout clothes? You'll usually do 10 minutes of movement. You came to write 1 sentence? You'll usually write 200.

THE COMMITMENT

Pick ONE habit. Shrink it to 2 minutes. Do that 2-minute version daily for 21 days — no matter how tired, busy, or unmotivated you feel. After 21 days, you can scale up. Not before.

03

METHOD 2

Habit Stacking.

The formula: "After [CURRENT HABIT], I will [NEW HABIT]."

You already do dozens of habits daily — brushing teeth, making coffee, opening laptop. Each one is an anchor you can attach new habits to.

The formula

"After I [CURRENT HABIT], I will [NEW 2-MINUTE HABIT]."

Examples

- "After I pour my morning coffee, I will read one page of a book."
- "After I sit at my desk, I will write down my top 3 tasks for the day."
- "After I close my laptop in the evening, I will plan tomorrow's #1 task."
- "After I lock my front door, I will say one thing I'm grateful for."
- "After my evening meal, I will go for a 5-minute walk."

Why this works

Your brain already has neural pathways for existing habits. Anchoring a new behavior to an old one borrows the existing pathway. You don't need willpower — you need the trigger.

YOUR EXERCISE

Write down 5 things you currently do daily. Now pick a new habit you want, and decide which existing habit it stacks onto. Write the full sentence. Stick it where you'll see it.

The advanced version: Habit Chains

Stack multiple habits in a chain:

- "After I wake up, I will drink 1 glass of water."
- "After I drink water, I will do 10 pushups."
- "After 10 pushups, I will sit and write 3 priorities."

Now you have a 6-minute morning routine that runs automatically.

04

METHOD 3

Environment Design.

You don't have a willpower problem. You have an environment problem.

Most willpower failures are environment failures. Your phone is next to you → you scroll. Junk food is in the fridge → you eat it. Book is on the shelf in the next room → you don't read.

Champions don't out-discipline you. They out-design you. Their environment makes the right thing easier than the wrong thing.

The two-direction rule

- **For habits you WANT** → Reduce friction. Make the cue obvious.
- **For habits you DON'T** → Increase friction. Hide the cue.

Examples — for habits you WANT

- Want to read more? Keep book on pillow. (You see it before sleep.)
- Want to gym? Sleep in workout clothes. (Zero friction in morning.)
- Want to drink water? Keep filled glass on desk. (Visible cue.)
- Want to write? Open the document at end of day. (Already there next morning.)

Examples — for habits you DON'T want

- Want less phone time? Charge phone in another room overnight.
- Want less junk food? Don't keep it at home. Make it require effort.
- Want less social media? Log out after every use. Delete the app.
- Want fewer impulse buys? Remove saved cards from Amazon/Flipkart.

REAL EXAMPLE

One reader struggled with phone scrolling at night. Solution: he started charging his phone in the kitchen, used an old ₹500 alarm clock, kept a paperback book by his pillow.

In 4 weeks: phone scrolling time dropped 70%, reading went from 0 to 60 pages/week.
Pure environment change. Zero willpower.

05

METHOD 4

The 4 Laws of Behavior Change.

James Clear's complete framework, in one page.

To CREATE a good habit

LAW	EXPLANATION	EXAMPLE
Make it OBVIOUS	Cue must be visible	Book on pillow
Make it ATTRACTIVE	Pair with something you enjoy	Coffee + journaling
Make it EASY	Reduce friction to start	2-minute version
Make it SATISFYING	Immediate reward	Tick a habit tracker

To BREAK a bad habit (invert)

LAW	EXPLANATION	EXAMPLE
Make it INVISIBLE	Hide the cue	Phone in another room
Make it UNATTRACTIVE	Associate with pain	Junk food = mental fog
Make it HARD	Increase friction	Delete app, log out
Make it UNSATISFYING	Add immediate cost	Accountability partner

CHECKPOINT

For ANY habit you want to build or break, run it through these 4 laws. If you're failing — one of the 4 is broken. Find it. Fix it. The habit becomes inevitable.

The deepest insight

Every action you take is a vote for the kind of person you're becoming. Open a book → vote for "reader". Open a workout clothes drawer → vote for "athlete". Track ₹100 saved → vote for

"investor".

You don't become someone by doing one big thing. You become them by doing one small thing, ten thousand times.

06

YOUR 7-DAY PLAN

The 7-day execution plan.

Build ONE habit. In 7 days. Following the system.

DAY 1 — Pick & Define

- Pick ONE habit you want to build. Just one.

- Write its 2-minute version: "I will _____ for 2 minutes."

- Identify the cue (current habit it stacks on): "After I _____..."

- Decide the reward (what you'll do/get right after): "...then I'll _____."

DAY 2 — Design the Environment

- Place the cue where you'll see it (book on pillow, gym clothes on chair).

- Remove competing cues (move phone away, hide junk food).

- Set up reward visibility (habit tracker on fridge or in journal).

DAY 3 — Execute (2-min version only)

- Do the 2-minute version. NOT MORE. Discipline = stopping at 2 min today.

- Tick the tracker immediately. Visible win.

- Notice: how easy was it really?

DAY 4-6 — Repeat (still 2 min)

□ Same time, same cue, same 2 minutes. Three more days.

□ If you skip: do not skip TWO days in a row. Once is recovery. Twice is decay.

□ Notice on Day 6: it's starting to feel automatic.

DAY 7 — Reflect & Scale (slightly)

□ Reflect: what worked, what almost broke?

□ Scale: increase from 2 min to 4 min. NOT 30 min.

□ Commit to 21 more days at the new amount.

07 TRACKER

Your 21-day habit tracker.

Print this. Stick it on your fridge or desk. Tick every day.

WEEK 1	M	T	W	T	F	S	S
--------	---	---	---	---	---	---	---

Habit: _____

Notes:

WEEK 2	M	T	W	T	F	S	S
--------	---	---	---	---	---	---	---

Habit: _____

Notes:

WEEK 3	M	T	W	T	F	S	S
--------	---	---	---	---	---	---	---

Habit: _____

THE RULE OF 21

After 21 days of unbroken consistency, the habit becomes automatic. Your brain will resist breaking it. This is the foundation of every long-term change.

The biggest mistake.

Trying to change everything at once.

Don't try to build 5 habits in week 1. You'll fail at all 5 by week 2. Build ONE habit. Master it. Then add the next.

One habit per month = 12 transformative habits in a year. That's massive. Most people don't build 1 in 10 years.

Start. Today. With one tiny thing. Repeat tomorrow.

★ BUSIVEST NEWSLETTER

One habit, mindset, or money idea every Sunday.

Frameworks that compound — written for thinkers who want to think more clearly.
Free.

busivest.com/newsletter →

More on busivest.com

- → [Knowledge category](#) — frameworks, mental models, book summaries
- → [Entrepreneurship](#) — building systems for business



BusiVest

BUSINESS · MONEY · MINDSET

