

THE 1% RULE

How to Fall in Love With The Process and Achieve Your Wildest Dreams

TOMMY BAKER

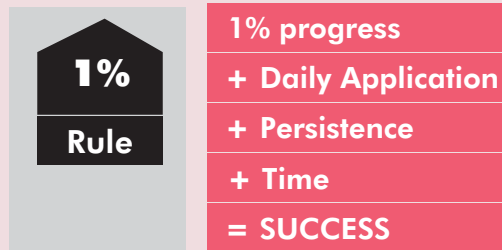
TOMMY BAKER is a speaker, entrepreneur, and breakthrough business consultant. His consulting company, Resist Average Academy, provides training programs, private coaching, and masterminds for people aiming to get to the next level. His podcast has been featured in Entrepreneur magazine, Influencive, Thought Catalog and elsewhere. Tommy Baker is also CEO of Butter Pecan, a copywriting and content marketing company, and Tommy Baker Fitness. He previously worked as a copywriter, as the Latin American representative for WWE, and as a sales trainer at Smith Barney. He is a graduate of the School of Business at American University and Universidad de Navarra.

The website for this book is at: www.ResistAverageAcademy.com.

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MAIN IDEA

The "1% Rule" is if you can just consistently and persistently be 1% better at what you do each day, over the course of a year or a decade you will make significant progress. Specifically:



So how do you motivate and organize yourself to be 1% better every day? It comes down to five principles which make up The 1% Code:

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| 1 | Fall in love with the process |
| 2 | Do it every single day |
| 3 | Celebrate your commitment |
| 4 | Track your metrics and data |
| 5 | Master your craft |

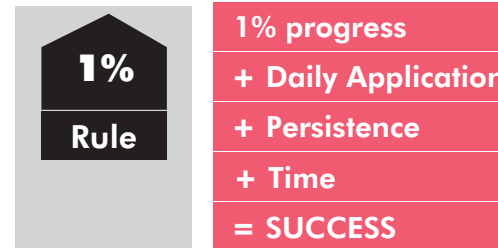
"Our current system isn't working. Specifically, our system for setting goals and staying motivated enough to not only see them to completion, but consistently break through new levels of achievement and fulfillment. Over the course of the last half decade, I've immersed myself in answering a few basic questions and have gone down the rabbit hole to explore this. Nothing separates you and me from those whom we admire and look up to at the top of the mountain—we're one and the same. The only difference is the way they define and perceive success, their level of clarity around goal setting, and their associated behaviors and habits."

– Tommy Baker



The 1% Rule – Why and how it works Pages 2 - 4

When you study why some people achieve a lot with their careers, you'll find those on the top of the mountain make ongoing, steady progress in doing meaningful work all the time. They harness consistency and time to produce maximum results. The key is to make daily micro-progress towards your goals, rather than expecting major breakthroughs to materialize.



The 1% Rule – Applying the 1% Code Pages 5 - 8

To apply the 1% Rule long enough to move the needle in your own life and career, you need a code – a foundational philosophy of virtues and values. This will ground you and guide you, and motivate you to endure even when stress and chaos arise.

