UNBREAKABLE

the 4-step neuroscience based guide to building unbreakable habits that will permanently skyrocket your success in all areas of your life forever...
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Most people completely misunderstand willpower. We conceptualize willpower as this foundation virtue that underlies the success of all the healthy changes we want to make in our lives.

Yes, willpower is helpful. Yes, willpower can be training and strengthened.

But what is far more powerful for your long-term success is establishing the proper habits that remove willpower from the equation.

I’m talking about habits that make sticking to healthy eating, saving money, building a business, or creating any change you want in life… automatic.

Habits enable you to succeed in spite of lacking willpower in trying moments.

That is true power.

-Anthony M. Balduzzi
Head Trainer, The Fit Father Project
Habit Geek & Behavioral Neuroscience Expert
PRAISE & THANKS FOR THIS GUIDE

“Holy cow. Where do I even start to explain how awesome this is? Well, this guide finally helped me quit smoking after I struggled for two decades trying to quit! My kids are so proud of me, and I couldn’t have down it without you, Anthony. Most people don’t get an opportunity laid at their doorstep like this. Your knowledge about habits has truly been a gift for me and my family.”

-Shana Pena, AZ - mother, yogi, & badass business woman

“Anthony truly changed my life, and I’m not just talking about the 50 pounds I lost. He gave me the gift of possibility by showing me that anybody can achieve their goals. This isn’t about short-term changes. It is about long-term habits and results. You are not alone in this process. Anthony is always there to ensure you are on the right path.”

-Aria Mahtabfar, NJ - med student & former fat kid turned superhero

“My only problem with this guide is: “Where the he’ll has this been all my life!? I’ve always had a challenge with body fat and this habits approach has LIBERATED me to get closer and closer to the body of my dreams. Now that I can actually stick to healthy eating and exercise, I’m down 20lbs of fat and I’m stronger than I’ve ever been. THANK YOU Anthony for combining these esoteric practices into a SIMPLE, DOABLE and PRACTICAL System that the everyday person can follow. THANK YOU Anthony for the Gift of Liberation.

-Christopher McCann, WI – successful young entrepreneur & investor

“Anthony is the smartest, most genuine, and hardest working person I know on this planet. His ability to synthesize information from the topics of health, wellness, nutrition, fitness, psychology, and productivity, and put them into easy to understand and actionable tactics is unparalleled by anyone in the world. Bold claim... I know... but I stand behind it. He's that good.”

-Michael R. Hunter, AZ – business consultant to multi-million dollar brands

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HOW TO USE THIS GUIDE EFFECTIVELY

Habits run our lives. They drive everything you and I do: from the foods we eat, the mental conversations we have with ourselves, the routes we drive to work, and how we interact with our families.

Therefore, your ability to intentionally create, manage, and break habits will play (perhaps) the single biggest role in your life success.

Hi, I’m Anthony Balduzzi, higher performance coach, nutritionist, habit geek, and founder of The Fit Father Project. I want to thank you for taking the time to check out this very special guide. Over the coming pages, it’s my sole goal to share with you a highly-effective 4-step habit establishment system that has transformed my life and the lives of the hundreds of men and women I’ve coached over the years.

I know that by helping you master the art of habit creation, you will experience far greater success in all areas of your life. You will get healthier. You will earn more money. You will build more loving relationships. And you will leave a greater impact on this world with your mission.

All of that is possible with the right habits. And that gets me damn excited.

Now, as you and I work together through this guide, I’m issuing you the following challenge: pick one specific area of your life that you’d like to improve, and commit to using the exercises in this guide to build 1 specific, powerful habit that you will start applying this week.

Deal? Good. Let’s begin our discussion on creating bulletproof habits by examining one of the biggest misconceptions surrounding habit formation—the illusion that willpower is the key to habit success.
WHY WILLPOWER ALONE ALWAYS FAILS

I want you to imagine a large pool of crisp, blue water. That pool represents your daily willpower reservoir.

New breakthroughs in behavioral neuroscience have shown you’re our human brains are biologically hardwired to have a certain amount of “willpower reserve” for us to pull from each day.

From the very minute you wake up in the morning, you begin tapping into your willpower reservoir.

Buzzzz. The alarm already!? Can’t I just hit snooze for 5 more minutes? Do I really need to make the bed this morning? I mean, it looks fine, right? Should I eat that muffin at Starbucks? No! Don’t you dare touch that sugar trap!

Every single time we postpone immediate gratification or make a tough decision, we are draining of our daily willpower reservoirs.

When you stop to analyze your daily routine, you face hundreds of these micro-willpower challenges throughout your day. You may not even realize this is happening to you.

Now, when our reserves are dry, you and I are most vulnerable to making unhealthy decisions, losing control over our emotions, and falling off track with our goals.

Have you ever eaten some junk food your probably shouldn’t late at night after a long day? Ever snapped at your significant other after a long commute home from work? I know I have…
See, a large part of why you and I don’t act in accordance with our highest goals and desires during these difficult instances comes from the fact that our daily willpower reserves were bone dry at the time.

Now, here’s the deeper problem…

For most people, living in the twenty first century equates to being exposed to constant stressors and incessant willpower battles.

We’re bombarded by ads for things we want to buy…but probably shouldn’t. We’re challenged with willpower draining tasks at work and home.

Our willpower is stretched so thin that most of us live day-by-day in a state of near willpower exhaustion.

Yet, we all still want to make healthy changes in life….

We want to trim fat off our bellies. We want to save money. We want to spend more time for our loved ones. We want to travel the world.

But we’re not seeing results in those areas.

Nearly every time we’ve tried to make healthy changes in the past, we’ve eventually fallen off track. And we’re left feeling feel stuck, frustrated, and guilty that we’re not living the well-rounded lives we always dreamed of living.

If you’ve ever felt like this, I have a very important message for you:

**It’s time to break free from the willpower matrix. Failing in these areas is not your fault. It’s simply the process you’ve been using…**
It’s time for to see “willpower” for what it really is…

A fictitious ghost not worth chasing in amidst the busyness of 21st century living. Yes, we are all willpower depleted. And that’s OK!

For as long as we raise families, work long hours at jobs, and chase our dreams, we will have taxed willpower stores. That’s a simple fact of life.

Therefore, you and I need a NEW approach that involves being more strategic about how we navigate our habits & behaviors with the full-knowledge that we’re operating with depleted willpower reserves.

And that’s my promise to you in this guide: to give you that new approach in the form of a bulletproof 4-step habit creation process that will help take willpower out of the equation of your success.

Once a well-constructed habit is built, it becomes semi-automatic – meaning the actions involved are far less dependent on the ephemeral state of your willpower in any given moment.

And knowing that your habits in life dictate your consistent actions, and that your consistent actions dictate your overall progress, then this 4-step system is really about automating your success in all areas of life.

Awesome right?

Enough chit chat. Let’s dive into Step #1 of this cutting edge system that works with your natural brain hardwiring to 1) remove willpower from the success equation and 2) build rock-solid habits that will last forever.
HABIT NEUROSCIENCE 101

The human brain is highly emotional. Nested deep underneath our evolved neo-cortex is a powerful collection of brain regions called the limbic system (see diagram below).

Among the limbic system’s key functions is emotional processing. The limbic system receives stimuli (sights, sounds, smells) and immediately processes what these things mean to us emotionally.


Our brain is constantly making these millions of these emotional micro-computations every hour. In fact reading this very sentence, you are processing this information, and making emotional judgments about whether or not this is important for you.

Does this matter to me? Will this help me survive? Should I use my precious attention reading this? **Hint: yes. This is damn important.**
Now, when it comes to successful habit formation, we need habits that have a deep emotional basis.

We need your limbic system to know that the changes our higher brain (neo-cortex) thinks we should be making are vitally important from an emotional-survival standpoint (i.e we must make these changes).

We need to change our habit “shoulds” to habit “musts.”

On that note, I’d like you pick 1 change you want to make in your life right now. Select the #1 area you’d like to make progress in.

Is it changes to your health? Learning a new skill? Improving relationships?

Now, ask yourself…
Do you really want this change, or just kinda want it?

If you’ve tried and failed at this particular area in the past, there’s a damn good change that you just “kinda want it.”

At least for now…

And that’s OK! It’s our job together to start strengthening the emotional backing behind your habit to make it “sticky.”

Perhaps the easiest ways to deconstruct the emotional backing of our habits is to perform an exercise called the Habit Cost-Benefit Grid.

That’s what we’re going to do right now. Flip to the page.
The Habit Cost-Benefit Grid:
Uncovering The True Price Of Habit Change

When deciding to pursue a healthy change, most people make the fatal mistake of not fully evaluating the costs associated with that particular change.

As a result, our subconscious limbic brain (the area that processes the strongest emotions of fear & scarcity) is never truly “on board” with your higher neo-cortex’s lofty goals for change.

Not surprisingly, this neuro-incongruence results in swift habit failure.

Let’s illustrate these factors with a quick example. Jane Smith wants to start the habit of performing a 30-minute exercise routine 3x/week.

Some potential health benefits of this exercise habit are as follows:

- Weight loss
- Increased energy
- New confidence
- Feeling productive

Most of us would agree that the benefits of Jane’s exercise routine sound fairly enticing; however, like all habits, Jane’s example habit also has the following hypothetical costs:

- Waking up earlier to exercise
- Purchasing a gym membership
- Having less time to relax
- Investing in exercise clothing

Will Jane’s habit stick? Maybe. Maybe not. The answer to that question is partially determined by whether the emotion created by Jane’s habit benefit will outweigh the emotions associated with adoption costs. Let’s try a similar exercise for you on the next page to start building your own cost-benefit analyses.
EXERCISE #1: COST-BENEFIT ANALYSIS

Keeping the concept of habit costs and benefits in mind, complete the following exercise for your own desired healthy change

A) Define ONE habit that you’d like to adopt in the next 30-days:

B) Identify the 3-5 BEST benefits of adopting this particular habit:

C) Identify the 3-5 WORST costs of adopting this particular habit:

D) At first glance, does the emotional weight of the benefits outweigh the costs? Reflect in this space below, and be brutally honest here.
LET’S DIG A LITTLE BIT DEEPER

Did you complete the cost-benefit activity on the last page? No? Go back and do it now! This guide is about action. The exercises on the coming pages are progressive. To get benefit from this, complete the exercises.

Once you complete the exercise, ask yourself, “are the benefits of your specific habit juicy enough to get you really excited?”

Do they deeply inspire and motivate you? Or, are the costs of changing a bit too much? Be honest with yourself. There is no right answer.

For every single one of the habits I’ve failed at creating in the past, the cost of adopting the habit was greater than the benefit. I simply wasn’t being clear with myself about the true habit value-exchange.

If the costs are too great, that’s completely fine (and very normal)!

A great example that I’m intimately familiar with is exercise & nutrition habits. For most people who are struggling with their weight, the costs of adopting a consistent fitness/nutrition routine are simply too great.

The time, energy, & monetary commitments required to create lasting health changes are substantial. If these costs weren’t as high, gyms would be packed with fit people and 66% of Americans wouldn’t be obese.

That being said, we don’t have to give up on our habit quite yet. We have one more trick up our sleeves…

What if we could find some deeper, more powerful emotional benefits for adopting the very same habit? Would that change the game a bit? The answer: heck yes. Let me show you how with this inspiring story…
HABITS THAT SAVED CRYSTAL’S LIFE

I want you to meet Crystal Bell. Since birth, Crystal was diagnosed with a rare genetic condition that slowly deteriorated her kidneys.

At age 29, Crystal desperately needed a kidney transplant to save her life. The dialysis treatments were failing, and Crystal had under a year to live.

In that moment, Crystal’s brother, Jeremy made the heroic commitment to save his sister. He told the doctors he would donate a kidney to save his sister’s life. Everything looked extremely hopeful.

Until Jeremy met with the doctors… The doctors had some bad news: Jeremy was too overweight to safely undergo the kidney transplant operation to save Crystal.

It was true. Jeremy had seriously struggled with his weight for years. At his last doctor’s visit, Jeremy was tipping the scales at 350lbs. He had tried diets, exercise, and even weight loss pills – but he could never make any real progress long term. After a few weeks of his latest “health kick” he’d simply revert back to his old eating and sedentary habits.

But that day, Jeremy’s whole story shifted. After hearing the surgeon tell him he as “unfit” for the procedure, everything changed. Jeremy vowed to prove the surgeon wrong. He vowed to lose enough weight to safely undergo the procedure, and save his sister’s life.

There was no Plan B for Jeremy. His little sister’s life was on the line, and he had committed to saving her. And he did.

Over the next 12 months, Jeremy lost nearly 100 lbs, underwent a successful kidney transplant, and saved Crystal’s life.
How was Jeremy’s triumphant 100lb weight loss possible when he previously struggled to lose 20lbs in the past?

Jeremy found some serious motivation. He found his “limbic brain fortitude.” He found a benefit that was so great that it contextualized any “habit adoption cost” as petty at best.

Nothing changed in Jeremy’s outer world. He had the same resources, the same schedule, and the same obligations. What did change is the fact that Jeremy made a radical shift to his mindset.

He wasn’t simply losing weight for himself anymore. He wasn’t even really losing weight when you really think about it. Jeremy was on a mission to save his sister – he just so happened to be losing weight to do so.

When you can activate that depth of motivation, change becomes easy. That’s precisely why I love Jeremy’s story so much.

Now, you are probably not in Jeremy’s situation, but you do have the ability to dig deep—just like Jeremy did. Maybe you NEED to get healthy, so that you will be able to support your family and see your grandkids grow up.

Maybe you NEED to get healthy so that you will have the energy to pursue your passions and leave a legacy on the world. Maybe you NEED to get healthy so that you will be a role model for your family.

**We’re searching for the deepest level of your motivation. I call it your Why Power, and in the next section we are going to perform a few exercises to help you uncover it a bit more.**
FINING YOUR HABIT WHY POWER

Right now, we are going to walk through a process called Finding Your Why Power, because as we’ve illustrated, having rock-solid Why Power is the emotional bedrock for successful habit formation.

Before we get to the Why Power exercise, I want to share a personal story from my own life. This story is the reason I became so intimately acquainted with this Why Power concept from a very young age.

When I was nine years old, my Dad died of brain cancer. I was in the hospital the night he died undergoing surgery for a broken arm. I never had a chance to really say goodbye. My life turned upside down in an instant. I was lost, confused, angry, and scared shitless.

I knew I needed to figure out a way to take care of my mom and little brother. Four weeks after Dad’s passing, on my tenth birthday, I made 2 sacred promises as I blew out my birthday candles.

Promise #1: That I would personally become stronger than cancer, so that I could be around to take care of my family.

Promise #2: That none of my friends, family, and other Dads would ever have to go through the pain and sickness I saw my father go through. Not on my watch.

That evening, I committed my life to living strong and vibrantly healthy. Through each of my toughest workouts, every vegetable I didn’t want to eat, and every time I chose health over indulgence—my Why Power was with me.

You too have Why Power. All we have to do is dig deeply enough find it. Let’s do that now with this quick exercise on the next page.
EXERCISE #2: THE 7 “WHY’S”

What change do you really want to make in your life that you’ve been struggling to follow through on? Think about that right now. When you’re clear on that area of your life, proceed to step #1 below.

**Step #1:** WHY do you want to make that change? (State your reason).

*I.e. I want to eat healthier, because it will help me look & feel better.*

**Step #2:** Again WHY do you want your answer to Step #1?

*I.e. I want to look & feel better, because I’ll feel more confident around people.*

**Step #3:** Again WHY do you want your answer to Step #2?

*Repeat this process - digging deeper - until you’ve done all 7 WHYs.*

**Step #4:** Again WHY do you want your answer to Step #3?

**Step #5:** Again WHY do you want your answer to Step #4?

**Step #6:** Again WHY do you want your answer to Step #5?

**Step #7:** Again WHY do you want your answer to Step #6?

*At this point you should be arriving closer to your core motivation. Sometimes your deepest motivations may seem selfish and superficial. That doesn’t matter! This is about what motivates you in your life right now. Own it. Love it. Whatever it is. When I was starting my online business my deepest motivation was to “not feel like a fraud” around other successful entrepreneurs. That fired me up like crazy. It still does to this day :-) I own that motivation. I share it proudly.*
STEP #2: DESIGN YOUR HABIT PLAN

OK. Now that we’ve performed a cost-benefit habit analysis AND looked into your deep Why Power, we need to take the second step—designing your “Habit Plan” that will overlay your core motivation.

Right now, I am going to walk you through, step-by-step, how to build a habit plan that is designed to succeed. But before we progress, write down the ONE HABIT you decided you want to establish from Exercise #1 on the line below. We’ll be using this habit as we progress through the following steps…

MAKE IT SPECIFIC

Our human brains have primal hardwiring to seek specific, targeted things. Hunger. Search forest. Find safe berry to eat. We’ve been executing on specific, actionable tasks like this for millennia.

The problem is that when we attempt to establish habits or behaviors that are ambiguous or poorly undefined, our brains are far less capable of taking specific action toward their achievement.

This principle applies to all habits. When you make your goal habit as specific as possible, your brain’s natural propensity to take action on the task you’ve defined becomes so much more robust.

Unfortunately, most people create vague habits at best. On the next page, we will compare the ineffectiveness of a non-specific habit versus the effectiveness of a specific one.
Non-Specific Habit

“I am going to exercise more.”

What’s the problem?

With this nonspecific habit, we haven’t defined what type of exercise we will be doing. What does “more” actually mean? When are we going to do this exercise? These ambiguities make this habit nearly impossible to stick to because it is not defined, and our neural hardwiring will not kick in to keep us accountable.

VERSUS

Specific Habit

“I will jog with the dog on Mondays and Wednesdays before dinner.”

Why is this habit variation more effective?

The action (jogging) and time (Mondays & Wednesdays before dinner) and companion (dog) are all tightly defined. There is no ambiguity here, and our brains will be able to act on this specific habit. As you can hopefully see, this simple specificity fix can have a profound impact on your ability to stick to your goal habit and create lasting change.

Your turn! How can you make your habit more specific? Write your new, more specific habit below:

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MAKE IT MEASURABLE

Now that we’ve gotten specific on the scope and parameters of the habit we want to build, we also need to establish the boundaries to know if we’re on track with our habit establishment.

We need our habits to be “measurable.” Again, to better understand this concept, let’s examine another good vs. bad habit example…

MEASURABLE

Non-Measurable Habit: Jog with dog on Mon. & Wed. before dinner to get in shape.

What’s the problem? What does “get in shape” actually mean? How do you measure it? When will you know you’re in shape?

-THE FIX-

Measurable Habit: Jog with dog on Mon. & Wed. before dinner to lose 10 pounds.

Benefit Added: Weight loss can be tracked. Therefore, the process of tracking this habit will keep you much more accountable.

Your turn! How can you make your habit measurable? Write your updated & measurable habit below:
MAKE IT INEVITABLE

So many people fall into the trap of setting unrealistic habits. Although there is a profound value to being optimistic and aiming to stretch your current abilities, when it comes to successful habit formation, we are interested in creating rock-solid routines that stick – no matter how small we start.

For example, if you are not currently exercising, you will NOT succeed at starting a workout habit 4x/week. I promise. I’ve seen this nearly 100 times with different clients. The scope of this habit plan always fails, because it’s too big of an initial habit starting point.

The key to successful habit formation is to minimize the initial change by finding the smallest divisible “unit” of the goal habit you’d ultimately like to establish. This smallest divisible unit will be the habit starting point that you can guarantee you can stick to in the present moment. Let’s make this clear with the following example:

Goal habit: Jog with dog 4x/week (M, W, F) before dinner to lose 10lbs.

If this were your habit, ask yourself the following: “Functioning at current capacity, on a scale of 1 (not possible) - 10 (guaranteed), how likely am I to successfully complete the proposed scope of this habit for the next 4-weeks without missing a single session?”

If your response is ANYTHING less than a 10/10 (inevitable success), scale the habit back a bit, and ask the same question again.

Here’s how you will continue with this process…
Habit: Jog with dog 4x/week (M, W, F) before dinner to lose 10lbs.

Ask yourself: On a scale of 1-10, how likely am I to do this 4x/week for 4-weeks without missing one single session?”
Response: 7/10

Scale back and re-ask: On a scale of 1-10, how likely am I to walk the dog 2x/week for 4 weeks without missing one single session?”
Response: 9/10

Scale back and re-ask: On a scale of 1-10, how likely am I to walk the dog 1x/week for 4 weeks without missing one single session?
Response: 10/10; the scope of this minimized habit is inevitable.

Perfect! For this example, walking the dog 1x/week is our habit starting point. We’re starting small by design and building our successful habit momentum from here.

The goal when designing an INEVITABLE habit is to minimize that change until your success is guaranteed.

Being 10/10 consistent with your habit change builds momentum. Missing sessions kills momentum. And momentum is the foundation to consistently progressing with your habit.

Right now, I want you to get 10/10 clarity on the starting point of your habit change. After you complete the following exercise, we can proceed to the final step of this process.

Your turn! How can you make your habit inevitable? Write your updated habit starting point below that you can commit to with 10/10 certainty over the next 4-weeks without missing one session:
MAKE IT TIME SPECIFIC

The final step to ensuring you creating a rock-solid habit establishment plan is to intentionally create HARD start & end dates.

I.e. I will start habit X on date Y; I will continue until date Z.

Start dates create the energy and initial momentum for your habit change. End dates create both a sense of urgency and structure.

For example, the habit “start eating more vegetables” is not nearly as powerful as this time-specific habit: “start eating 1 cup of vegetables with every meal tomorrow (Jan 1) for the next 4-weeks.”

The latter habit has a specific time frame (on the horizon) that will motivate you to stay on track and ultimately make successful change.
STEP #3: PAVE YOUR HABIT PATH

OK. We’ve got your specific habit plan. We know your deep Why Power. And we have clarity on your habit scope, measurability, & time-sensitivity.

Now, the third step of the Unbreakable Habit System is to ensure that the ENVIRONMENT in which you are forming your habit formation is as conducive to your success as possible.

This process is called “Paving The Habit Path.”

Paving the habit path is all about setting up aspects of your environment and current lifestyle to make your habit establishment as easy as possible.

To begin exploring this concept, we need to start by asking ourselves one question: What actions can I take AHEAD OF TIME to make my habit formation EASIER to accomplish?

For example, if you are adopting the habit to “exercise on Mon. and Wed. morning before work for the next 2-months in order to lose 15 pounds starting next Monday,” what actions could you take to make this habit easier to follow?

Let’s look at some proven “habit path-paving” techniques.

Path Paving Strategy For Exercise:

Try arranging your workout clothing (shoes, socks, shirt, shorts) at the foot of your bed the night before morning exercise routine.
What’s the benefit of this path paving strategy?

Every habit we potentially want to establish has built-in “habit decision points,” which are essentially all the small decisions we must make in order to successfully execute our habit. For our proposed exercise habit of performing a morning run, some of the habit-decision points are as follows:

- Picking which workout clothes to wear in the morning.
- Deciding which running route to take before leaving home.
- Deciding what we’ll eat for breakfast afterward.

All of these seemingly microscopic decisions create what I like to call “habit friction.” Habit friction leads to habit resistance; and too much habit resistance makes it very likely we’ll fall off track with our habit long-term.

Yes, some of these small habit decision points may ostensibly seem insignificant, but as you’re waking up groggy at 5am to start a new running habit when you’re used to sleeping in until 7am–any extra resistance makes your habit that much more difficult.

Thankfully, we don’t have to deal with habit resistance. We can strategically REMOVE RESISTANCE ahead of time – thereby paving the habit path for your success.

For our current morning exercise habit example, we can arrange our workout clothing the night before our morning run to eliminate one habit decision point. Better yet, we can pre-select our running route, and decide on having a healthy protein smoothie when we get home making our success even more likely.

Now, let’s look at the second benefit of paving your habit path...
PATH PAVING FOR STRONG HABIT CUES

The second benefit of the path-paving habit strategies we discussed in our exercise example (laying out workout clothes ahead of time) is that the path paving actually establishes a visual cue to help initiate your habit.

Have you ever used a post-it note to remind yourself to do something? This is a very similar concept. Habit cues help propel your habit into action.

Let’s dive into a little bit of habit anatomy to explain how this works.

Every habit in existence can actually be dissected into 3 interrelated components. I like to call these components the 3-R’s of Habit Formation—your habit 1) reminder, 2) routine, and 3) reward.*

First, all habits begin with a reminder that triggers your habit routine.

When setting your habits strategically, reminders are often physical things (like the post-it note I wrote myself above). But sometimes, reminders are more subtle. Let’s look at smoking as an example.

Physical cue: seeing co-workers smoking outside (reminder/trigger).
Non-physical cue: feelings of stress after boss yells at you (feeling of stress is the trigger in this instance).

Habit reminders may come in many forms – for both good habits you’re trying to build AND bad habits you are trying to break. Know that habit triggers are always present. When building good habits, establish strong triggers. When breaking bad habits, become conscious of your triggers.
Second, after every reminder/trigger comes the actual habit routine. This “routine” is the obvious behavior that constitutes the habit itself.

The habit routing may be going for that morning run. It may be smoking a cigarette. The big point is that most people make the mistake of thinking of this active routine part as the habit itself – but remember: the routine it’s only ONE part of the 3-part habit loop.

Finally, the habit loop concludes with a reward that comes after the routine. This is something that feels good, tastes good, or removes some sort of pain. The reward always reinforces the habit benefit.

For smokers, the act of smoking a cigarette provides stress relief, social acceptance, and/or relief from boredom. The reward closes the 3-part habit loop, making the behavior highly addictive.

For exercisers, the act of running creates endogenous rewards (endorphins/other “happy neurotransmitters”) and potentially external rewards like a healthy protein smoothie afterwards.

To hammer home the importance of how this “Golden Habit Loop” works, let’s look dissect one common unhealthy habit in greater depth.

Scroll to the next page.

*Also, for an amazing book that dives deeper habit anatomy, pick up Charles Duhigg’s The Power Of Habit here on Amazon. It’s where this habit framework originated.*
THE BAD HABIT - GOLDEN LOOP EXAMPLE

People smoke for many different reasons, but here are some common reminders/triggers: feelings of anxiety, being in a particular social setting, or having some free time to kill.

The habit routine is the actual smoking.

The habit rewards are often the feelings of relaxation, escapism, or the temporary nicotine high. Makes sense right?

Understanding this “Golden Loop” concept is extremely empowering when it comes to bad habits, because it enables you to break bad habits at every point of the loop.

Now, the purpose of this Unbreakable guide is to help you build rock-solid good habits, so we’ll end our discussion on bad habits for now.

If you have a bad habit you’d like to break, you can send me an email at anthony@fitfatherproject.com, and I can provide some coaching on how you can use this “Golden Loop” concept to rapidly break your bad habit.

The takeaway for this using The Golden Loop to build good habits: Plan ahead, and set up both a strong reminder/trigger AND a tangible reward for all good habits that you are trying to establish.

Without reminders and rewards, the habit action is “left stranded” without the two book-ends. Your results depend on this 3-step structure.
EXERCISE #3: PRACTICE HABIT PAVING

To finish our discussion about “Paving The Habit Path,” let’s look one final habit example.

If you want to form the habit of eating more vegetables, you could “Pave The Habit Path” by:

- buying your favorite vegetables AHEAD OF TIME
- cooking them in bulk once per week
- storing them visibly in the refrigerator (*visual reminder*)

Better yet, you could pre-arrange containers of your vegetables, and keep them in the refrigerator. That way, the food is prepared ahead of time—removing the habit decision point of packing the vegetables—in addition to creating a visual cue of the vegetables staring you in the face,” gently reminding you to eat them.

See how all of these concepts are coming together nicely?

When you’ve effectively paved the path for your vegetable eating habit, all you have to do is grab the container on your way out the door. Open, eat, and enjoy.

I hope you see how simple, yet, powerful this can be if you are strategic about your habits. The more you habit pave, the more you succeed.

Take a minute right now on the next page to readdress the habit you are trying to form. Brainstorm your habit decision points and then propose 3-5 ways you could “Pave The Path” for your habit by both *removing obstacles* and *establishing cues* to trigger the habit.
PAVE YOUR HABIT BELOW

A) Write your specific, measurable, inevitable, time-sensitive habit below….

____________________________________________________________________________

____________________________________________________________________________

B) Here are the 3-5 biggest “habit decision points” I will face in building my habit…

____________________________________________________________________________

____________________________________________________________________________

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C) Here are 3-5 ways I can “Pave The Path” for my habit are…

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____________________________________________________________________________
FINALLY, LET’S TRACK YOUR HABIT

After you have…

Step 1: Uncovered your “HABIT WHY POWER”…
Step 2: Designed your specific, measurable, inevitable, time-sensitive habit…
Step 3: Strategically “PAVED YOUR HABIT PATH”…

You need to perform the final step: TRACKING YOUR HABIT.

In the previous steps, we discussed the importance of building habits that are measurable. So, naturally, it makes sense to actually measure them!

In business, every profitable enterprise measures its finances.

In sports, the best athletes track their performance down to the millisecond. Yet, when it comes to habit formation, so many people fail to apply these same success principles.

**The takeaway:** To win long-term with habits, we need to track consistently.

When I refer to “tracking,” I am talking about physically recording your progress on a daily basis. Mental tracking simply doesn’t cut it.

In practice, it doesn’t matter *how* you choose to track your habit as long as you do it. For some, a simple notepad works fine; others prefer technology. If you prefer tracking with technology like I do, I will be suggesting a few free resources on the next page that will help you tremendously.
TOP 3 HABIT TRACKING RESOURCES


YOU ARE OFFICIALLY UNBREAKABLE

Congratulations! You just completed one of the most thorough habit-establishment processes in existence. I’m very proud of you!

I hope this training challenged you to be more strategic about your habit formation process in the future. Habits are the bedrock of all success in your life, and being more strategic about your habits will 10x your results in all areas of your life.

Moving forward I want you to use this resource as an ACTION TOOL to discover, design, pave, and track one new habit. Revisit this guide once you build your first new habit. Built your next one. And so on…

Now, if you didn’t do the exercises while reading through your first time, go back and do them over the next few days. I mean that.

I take your success very seriously. And your results require action.

By following the proven processes, I know to my core you will begin creating permanent habit change in all important areas of your life.

If you loved this guide, holler at me on my social media channels and let me know. Facebook is where most of the conversation happens.

Your UNBREAKABLE brother,

Anthony M. Balduzzi

P.S. Here’s a link to The Fit Father Project Facebook page for all things health, nutrition, and exercise related.

Here’s a link to my personal Facebook page for all things habits, neuroscience, productivity, and high-performance related.
ABOUT ANTHONY BALDUZZI

Anthony Balduzzi is a high performance nutrition, exercise, productivity, and health coach—empowering entrepreneurs and everyday high performance with the tools they need to succeed in health, business, and life. As an inspiring leader, author, in-demand speaker, and coach, Anthony has helped innovative people and organizations around the world trim down, become more energized, and transform their overall health.

Anthony holds a BA in Psychology with Honors Distinction in Neuroscience research from the University of Pennsylvania with secondary degrees in Nutrition and Italian. He is currently pursuing his medical degree as a Naturopathic Physician in Arizona. As a clinical researcher, Anthony has been published in a prestigious medical journal for his work on nutrition and metabolism in addition to conducting research on the genetic regulation of weight gain. As a national champion bodybuilder, Anthony channels his health and fitness knowledge into his personal regiment. Contact him here: anthony@fitfatherproject.com.
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