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Atomic Habits from @jamesclear changed my life. In Atomic Habits, James lays out the Four Laws of Behavior Change.

1. Make it obvious
2. Make it attractive
3. Make it easy
4. Make it satisfying

Habits are made up of a four-part feedback loop:

1. Cue
2. Craving
3. Response
4. Reward

Building a habit means intentionally designing each part of this feedback loop.

Before you start to build a writing habit, it's important to understand the real goal. Your goal isn't to start writing. Your goal is to become a writer.

Why the subtle difference?

Because behavior change is identity change. We don't stick to habits that aren't aligned with our identity. Luckily, habits that align with your identity are easy to stick to.

Every action you take is a vote for the type of person you want to become. So to become a writer, we have to consistently cast "writer votes."

### **1. Make it obvious**

- a. Time and location are the most important habit cues. You **MUST** leverage them to build your writing habit.
- b. Every great writer has their sacred hours.
- c. But just having a time of day to write isn't enough. You want to intentionally design your writing environment to maximize focus.
- d. Some good things to have:
  - i. A go-to writing playlist
  - ii. A comfortable desk chair
  - iii. High-quality headphones
  - iv. Cold Turkey internet blocker

## **2. Make it attractive**

- a. Habits with clearly defined benefits are easy to stick to.
  - i. When building your writing habit, have a list of benefits you hope to unlock once you start writing consistently.
  - ii. Review them every time you sit down to write.
- b. You also repeat habits that align with the social norm.
  - i. So if you want to start writing consistently, you want to surround yourself with other writers.
  - ii. Seek to find a community that gives you approval, respect, praise, and feedback on your writing.

## **3. Make it easy**

- a. Beginner writers think their first post has to change the world.
  - i. This kicks off the doom loop: procrastination disguised as planning.
- b. How to overcome this?
  - i. Start smaller. Consistency comes from starting smaller.
  - ii. Start with writing one tweet per day. Repeat this for a week.
  - iii. Then, up it to a few tweets per day.
  - iv. After a few weeks, you'll stop overthinking and overcome your fear of publishing.
- c. From there, you can start to expand your ideas. Now your writing flywheel starts to spin.
- d. You can go from writing tweets to writing short, Atomic Essays.
  - i. One single idea
  - ii. Under 250 words
  - iii. Fits into a single iPhone screenshot
- e. Again, we make it easy to keep publishing until we've built unmatched consistency.

## **4. Make it satisfying**

- a. Humans are simple dopamine chasers.
- b. You want to find as many ways as possible to be "rewarded" every time you sit down to write.
- c. The easiest way to do this?
  - i. Print out a giant calendar.
  - ii. Make a big red X over each day you write and publish.
- d. In the beginning, you want nothing but positive reinforcement.
- e. Another great way to do this: find an accountability partner. Team up with someone also trying to build a daily writing habit.
  - i. Share your struggles
  - ii. Cheer each other on
  - iii. Build a rock-solid relationship