

THE 5 SECOND RULE

Transform Your Life, Work, and Confidence With Everyday Courage

MEL ROBBINS

MEL ROBBINS is a motivational speaker, business coach and highly successful on-air commentator. Her TEDx talk on "How to Stop Screwing Yourself Over" has been viewed more than 10 million times. She started her career as a criminal defense attorney before launching her own retail and Internet technology company. Mel Robbins now leads multi-year coaching programs for Johnson & Johnson, Bear Stearns and Partners Healthcare. She also hosts award winning shows for Fox, A&E, Cox Media Group and most recently CNN. She is the author of *Stop Saying You're Fine* which is a business bestseller. Mel Robbins is a graduate of Dartmouth College and Boston College Law School.

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MAIN IDEA

The 5 Second Rule is a powerful personal motivation tool. It simply and succinctly states:

THE 5 SECOND RULE

The moment you have an impulse to act on a goal, you must push yourself to act within 5 seconds or your brain will kill the idea.

5.. 4.. 3.. 2.. 1.. GO

The 5 Second Rule works because it is what psychologists term a metacognition tool. It can be used to "trick" your brain into doing the things you know you should be doing but normally don't get around to doing. You can use it to pack more action into your life and career.

The stark reality is there is generally just a 5 second window of opportunity between having a great thought about something productive you should do and your brain starting to come up with excuses for why you cannot do that. That's the time when you have to step up and take action or your doubts will crowd out that desire forevermore.

Change your life and your career for the better five seconds at a time.

"It takes just five seconds to change your life. Sounds like a gimmick, doesn't it? It's not. It's science. I'll prove it to you. You change your life one five-second decision at a time. In fact, it's the only way you change. The 5 Second Rule has transformed the lives of people around the world. The Rule is easy to learn and its impact is profound. It's the secret to changing anything. Once you learn the Rule, you can start using it immediately. The Rule will help you live, love, work, and speak with greater confidence and courage every day. It wakes up the inner genius, leader, rock star, athlete, artist, and change agent inside of you."

— Mel Robbins



1. The science behind the 5 Second Rule Pages 2 - 3

While the 5 Second Rule sounds disarmingly simple, scientists agree forcing yourself to take physical action to move towards your goal can create lasting behavioral change. You can break mental logjams by using this Rule and then benefit from many of the most powerful and proven principles in modern psychology.

2. The power of everyday courage Pages 3 - 5

The great thing about the 5 Second Rule is it unleashes the courage which already lies within you. If you have the courage to do what you think every day, you'll be amazed at what you can achieve. If you use the Rule to take action whenever you face challenging circumstances in your life or career, you'll be surprised at how many opportunities for growth you unlock.

3. Courage drives behavior change Pages 5 - 6

The potential applications of the 5 Second Rule are limited only by your imagination. The big three behavioral changes which most people are looking for are ways to improve their health, to increase their productivity at work and to overcome procrastination. The 5 Second Rule can be used in each of these areas to push yourself.

4. Courage enables you to change your habits Pages 6 - 7

The 5 Second Rule can also be used to break the mental habits of anxiety, worry and fear. By using the Rule to change the way you think, you can change the way you act and ultimately become more optimistic and confident. The 5 Second Rule gets your mind working for you instead of against you.

5. Courage changes everything Pages 7 - 8

The 5 Second Rule builds everyday courage and that has the power to change many things in your life. It can lead to increased confidence, a greater ability to discover your passions and an overall enrichment of relationships. The 5 Second Rule literally has the power to transform your life and career in almost immeasurable ways.