

HOW TO CREATE ANY HABIT WITH  
**KAIZEN**



PRINCE EA

# WORDS OF WISDOM

**"Do Small things with great love."**

~ MOTHER THERESA

**"We first make our habits, then our habits make us."**

~ ENGLISH POET JOHN DRYDEN

**"The little things, there's nothing bigger."**

~ V&ANILLA SKY

**"Nothing is hard if you divided it into small jobs."**

~ HENRY FORD

**"Become a Incremental revolutionary and harness power of small visible successes"**

~ JIM COLLINS

WHAT IS  
KAIZEN?





# KAIZen

[ kahy-zen ] 改善

Kaizen means good change by way of small continuous improvement.



IT IS BY  
**FAR**

The Best Way to Set Goals

The Best Way to Create Habits

The Best Long Term Success System



HOW TO MAKE  
**KAIZEN**  
WORK FOR YOU



# THE KEY

The key for making KAIZEN work is faith and optimism. You must trust the science. You must distrust what many celebrities and motivational speakers have told you. Things like big steps and MASSIVE change are needed to succeed in life.

Companies like Apple, 3M and Disney have all used kaizen to create their biggest products and maintain their success.

A Study in the Journal of Clinical Nutrition reported that short bouts of exercise, just 3 minutes, for a total of 30 mins a day lowered cardiac risk just as much as one continuous 30 minute session.



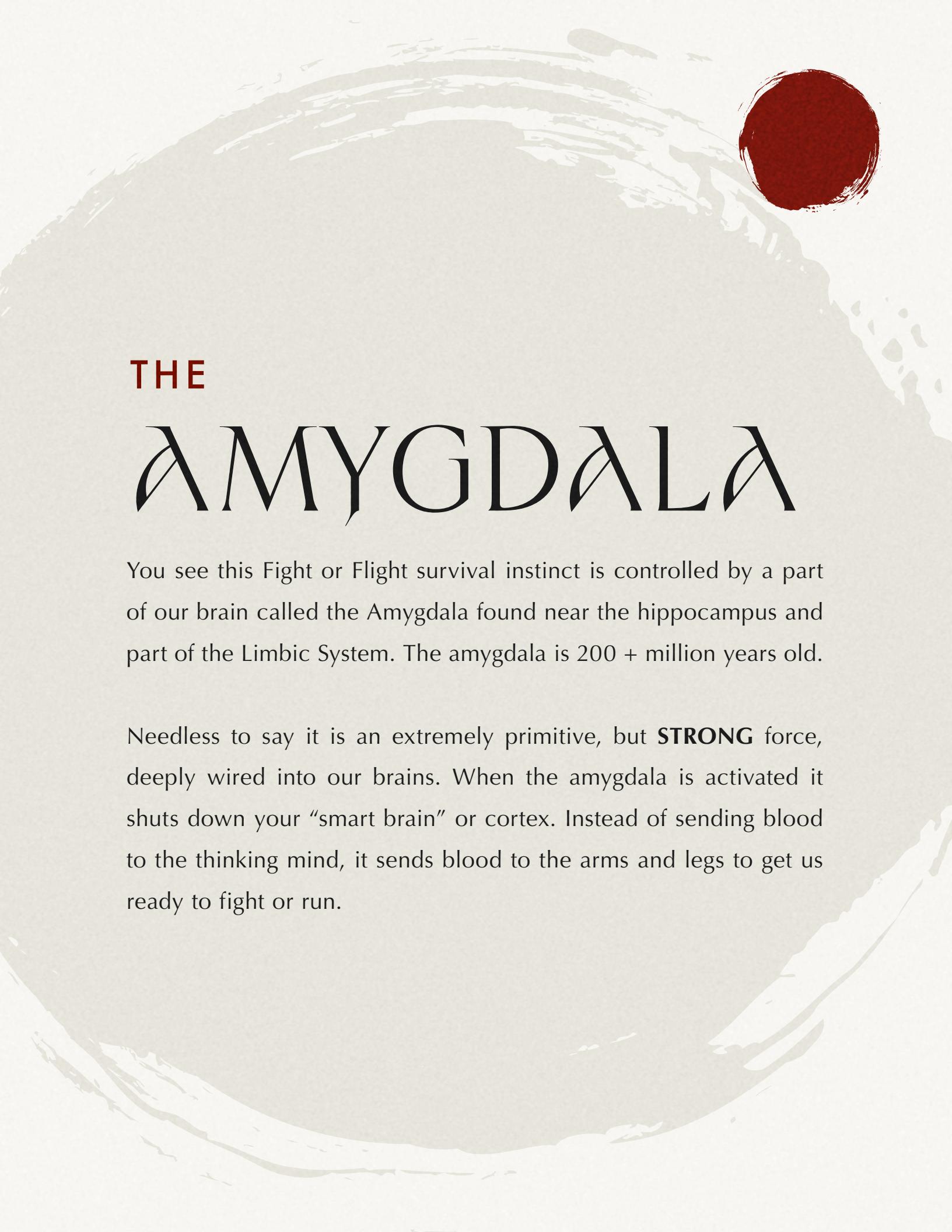
WHY BIG  
**STEPS**  
DON'T WORK

Big steps create fear, whether consciously or subconsciously, which reduces our ability to think creatively, clearly and to be consistent in our actions. Consider this...



# OUR ANCESTORS

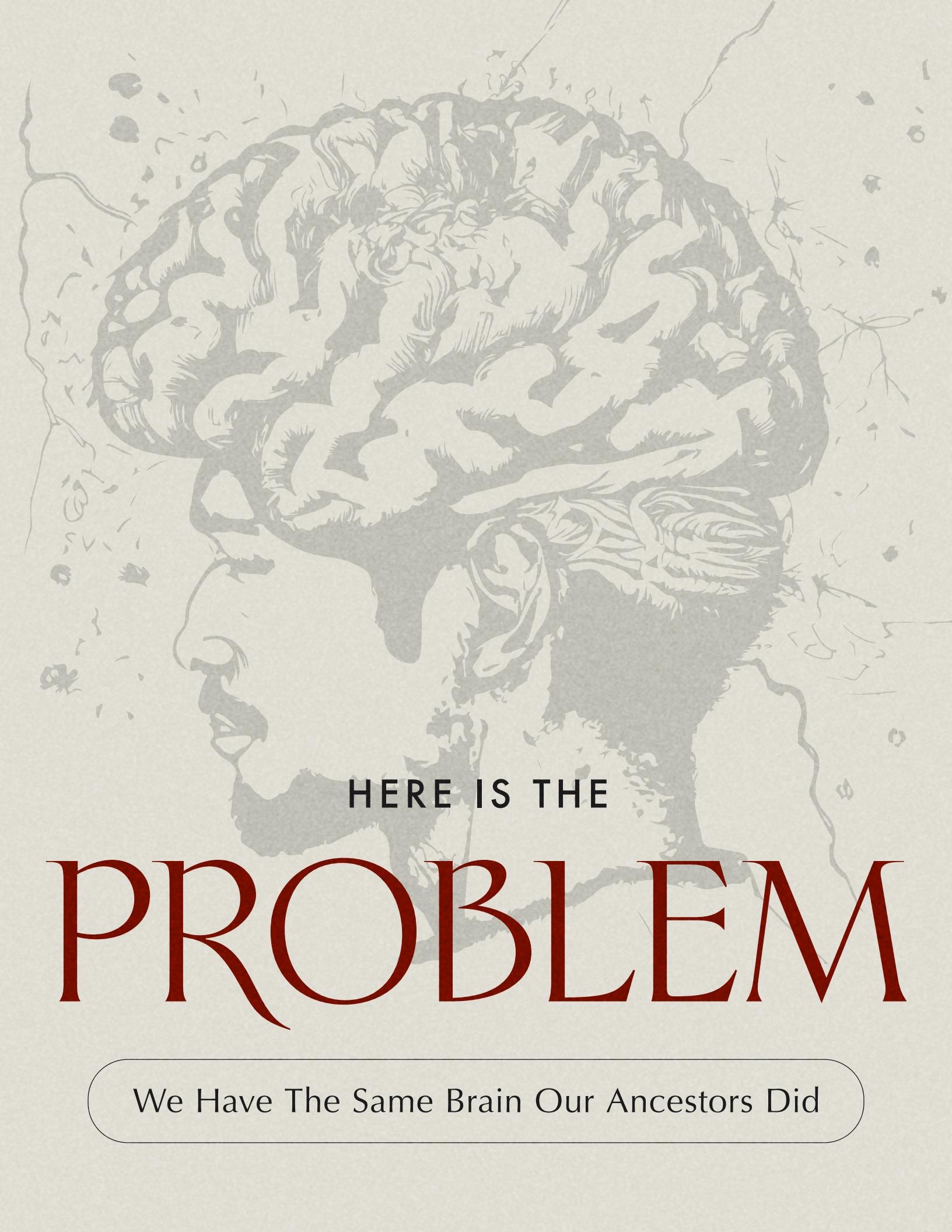
Spent millions of years surviving on the dangerous plains of Africa. If they got charged by a lion they would immediately go into FIGHT or FLIGHT. They **NEEDED** this reaction to survive. If they stopped to ponder the implications of the attack they would soon become Lion Food.



# THE AMYGDALA

You see this Fight or Flight survival instinct is controlled by a part of our brain called the Amygdala found near the hippocampus and part of the Limbic System. The amygdala is 200 + million years old.

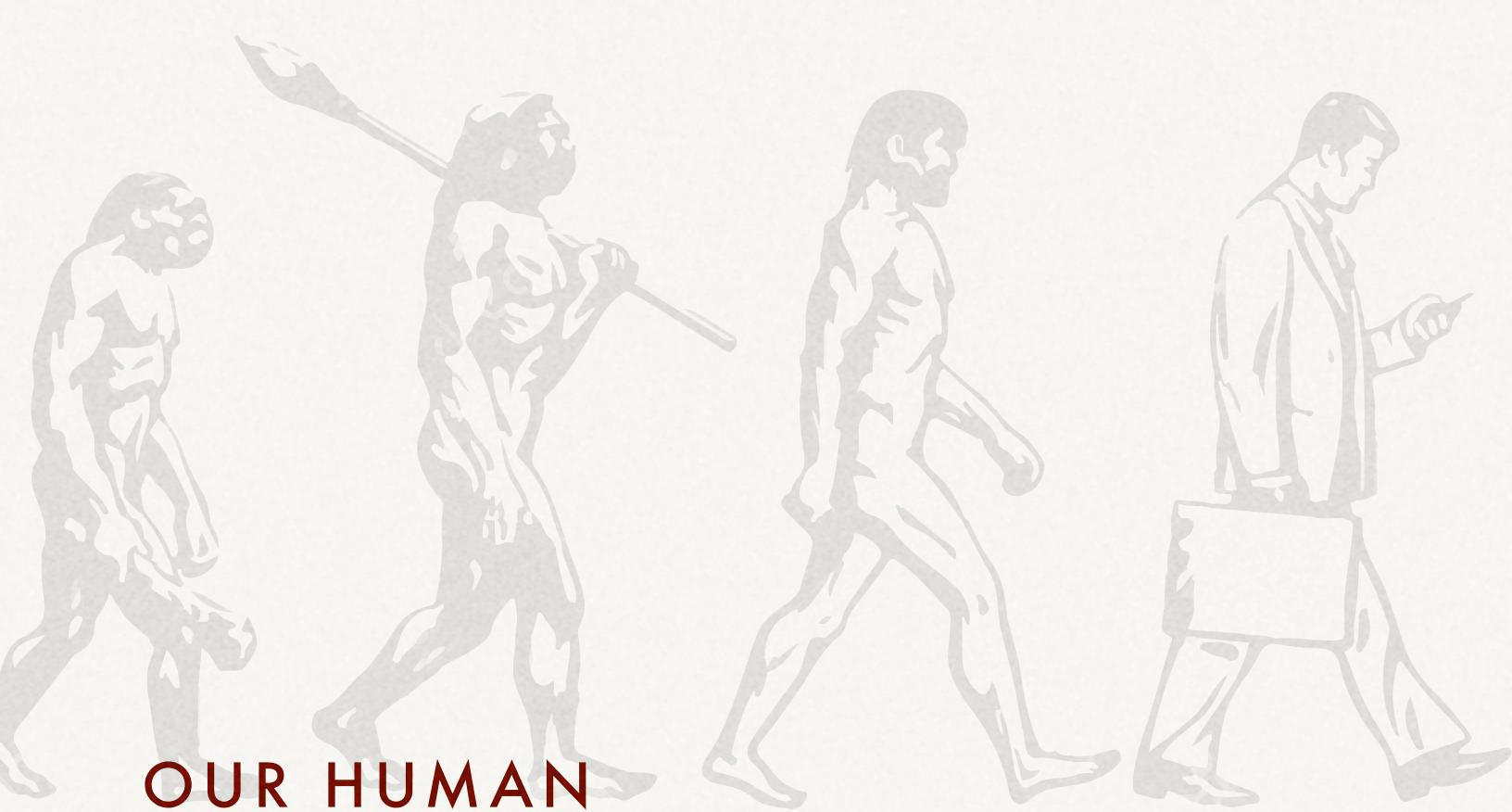
Needless to say it is an extremely primitive, but **STRONG** force, deeply wired into our brains. When the amygdala is activated it shuts down your “smart brain” or cortex. Instead of sending blood to the thinking mind, it sends blood to the arms and legs to get us ready to fight or run.



HERE IS THE

# PROBLEM

We Have The Same Brain Our Ancestors Did



OUR HUMAN

# EVOLUTION

Even though society has evolved, and our mental programming has evolved, we still have the same hardware we did hundreds of thousands of years ago... And therefore our ancient amygdala can't tell the difference between a charging lion and a change you want to make in your life.

Whenever you change your routine, the amygdala smells danger and **ACTIVATES FIGHT or FLIGHT**. Kaizen, however is like your own personal ninja. Kaizen makes the brain feel safe. It tiptoes around your amygdala and allows you to keep your smart, creative brain in control while simultaneously building neural connections and habits. It is the ultimate bio hack.



HOW TO CREATE ANY HABIT WITH  
**KAIZEN**



## STEP ONE

# PICK A HABIT

Pick a positive habit or result you want in your life. Perhaps you want to be more organized, knowledgeable or healthier. For the first example, I will take you through how to use Kaizen to be healthier.



## STEP TWO

# ASK YOURSELF

What is the smallest, most trivial step I could take to be healthier? This step should not create any fear or anxiety. In fact, it should almost be laughable! So for instance, if you want to be healthier.

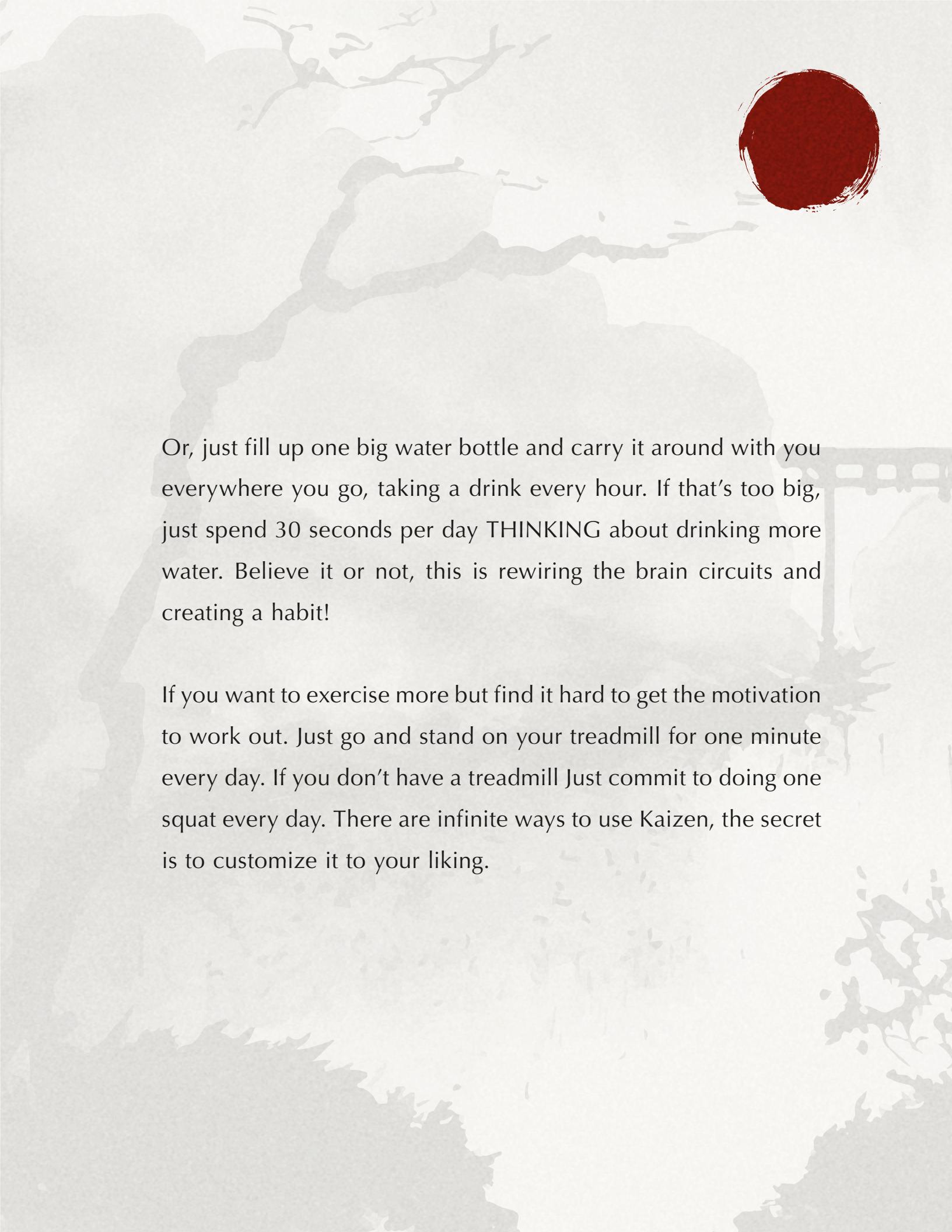
One small habit could be to drink more water.



## STEP THREE

# ASK YOURSELF

Now ask yourself: What is one small thing you can do, (that will take one minute or less) to drink more water? It could be simply filling up multiple water bottles and simply placing them in areas of your house where you will see them.



Or, just fill up one big water bottle and carry it around with you everywhere you go, taking a drink every hour. If that's too big, just spend 30 seconds per day THINKING about drinking more water. Believe it or not, this is rewiring the brain circuits and creating a habit!

If you want to exercise more but find it hard to get the motivation to work out. Just go and stand on your treadmill for one minute every day. If you don't have a treadmill Just commit to doing one squat every day. There are infinite ways to use Kaizen, the secret is to customize it to your liking.

# NEXT

Let's choose another example outside of health. Imagine for instance that you want to become more knowledgeable in your field.



**Q.** What could I do to get smarter in my field?

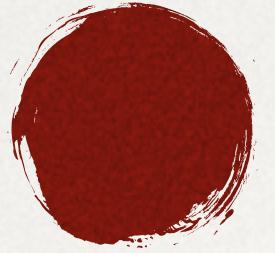
**A.** I could read more about my industry

Now ask yourself, what small, trivial, laughable step can I take when it comes to reading?

How about reading a paragraph every day?

If that's too much, maybe read one sentence.

What you will have at the end of the month is the habit of opening the book and reading.



## STEP FOUR

# REWARD

Once you practice the habit, give yourself a small reward upon completion of the action. It could be as simple as a pat on the back, but make sure the reward is appropriate to your habit. Probably don't give yourself a piece of chocolate if you want to work out, but a piece of your favorite fruit would work just fine.



# WHY GIVE A REWARD?

Our brains are one of the most complex systems in the universe but they are still relatively stupid. They go towards pleasure and away from pain. When you associate the action with the pleasure of the reward, pretty soon you won't need the reward. Your brain will associate positive feelings to the action itself. It's

just that simple!



## STEP FIVE

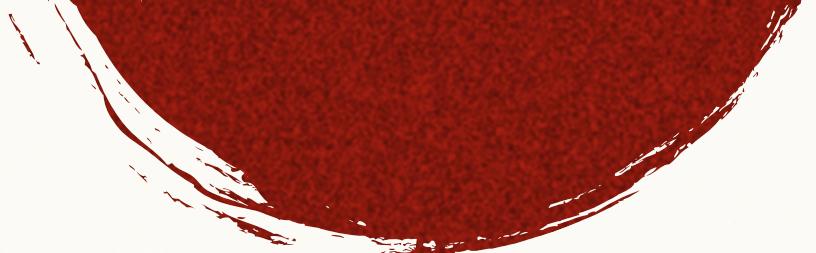
# FINAL STEP

When the action, such as reading the paragraph becomes easy and fun, move to a page a day. If one page becomes daunting and you find yourself not doing it, scale back to the paragraph until you're truly ready to move on. Remember, it's not about the action. It's about building neural pathways/habits!

# WARNING

If you EVER find yourself not performing the Kaizen step and losing motivation/interest. You have probably made the step too big. Remember, Kaizen should be EASY. The time commitment must be low. If the step is too big your brain will fold its arms like a stubborn child.





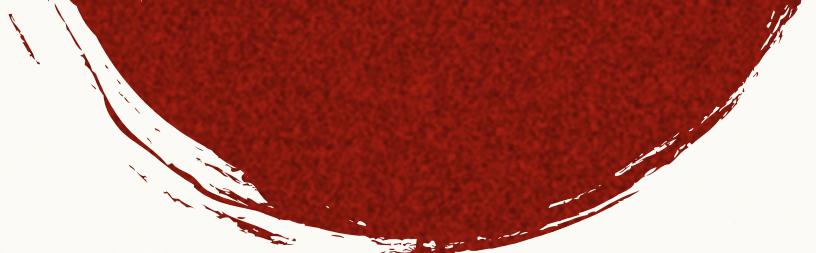
# CONGRATULATIONS

# NEXT STEP

Now you have a grasp of how you can use Kaizen to create any habit you want in your life. Kaizen is easy, fun and it **WORKS**. I said it before and I will say it again. Kaizen is the best strategy for accomplishing goals, breaking bad habits and retraining the brain for success. I know Kaizen will work for you as well as it has worked for me.

With Love,





# PEAK LIFE FORMULA®

# JOIN THE

# WAITING

If you enjoyed this ebook, but want more systems and tools to elevate your life, my team and have been working endlessly to launch this new program. PEAK LIFE FORMULA® is a 7-week transformation experience engineered to expand your consciousness, shift your identity and reprogram your reality.

**TO LEARN MORE VISIT:**  
**[LifeYouniversity.com](http://LifeYouniversity.com)**

