



CHAPTER

ONE



**How i discovered
the 5 second rule**



Chapter Summary

In this chapter, Mel Robbins shares her personal struggles with feelings of dread and overwhelming challenges in her life around the age of 41. She recounts her experiences with failed careers, financial troubles, and strained relationships. Despite knowing what she needed to do to improve her situation, she found herself trapped in a cycle of inaction and hopelessness. A pivotal moment came when a TV commercial inspired her to 'launch' herself out of bed like a rocket, leading to the discovery of the 5 Second Rule. This simple method transformed her ability to take action and reclaim control over her life.



A Struggle with Dread

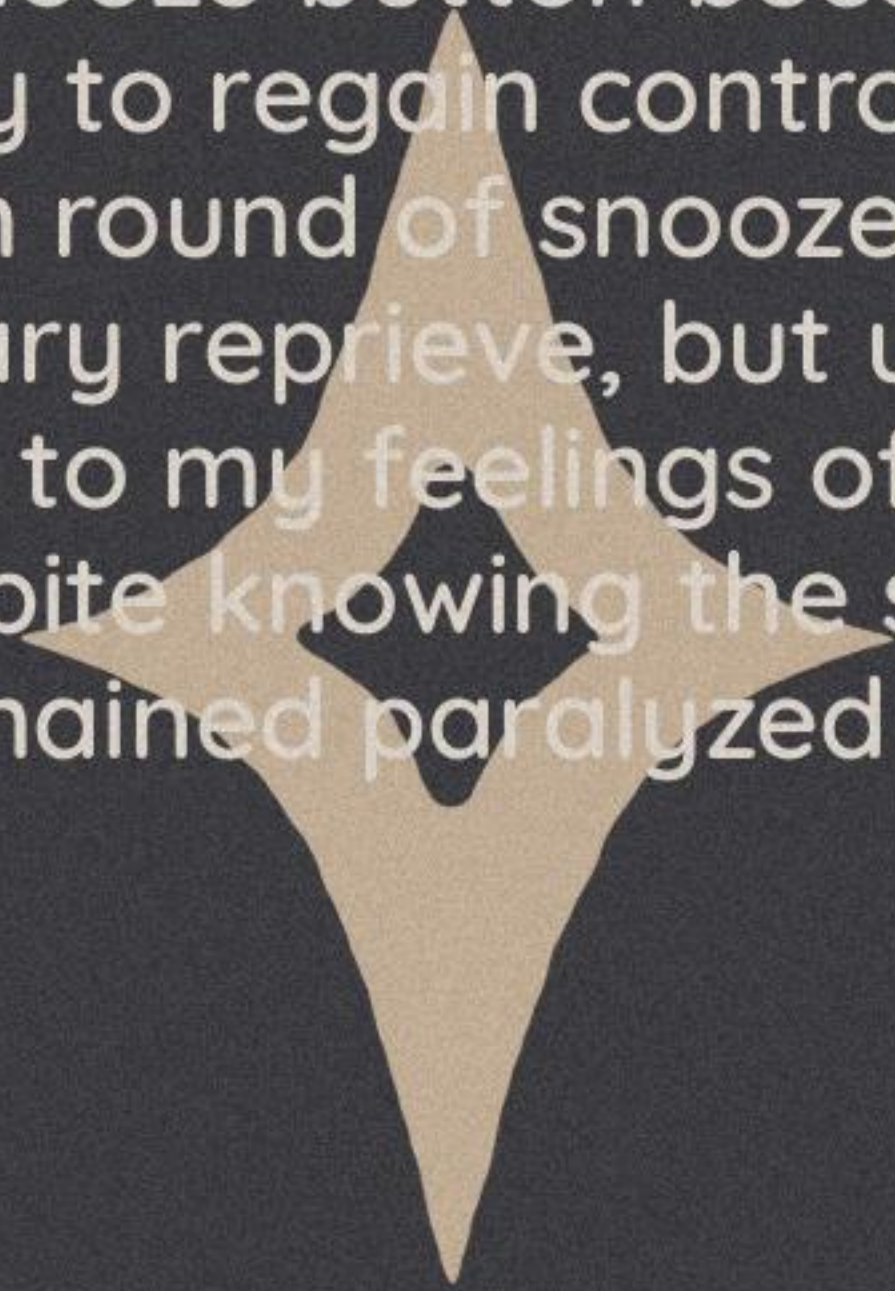


In 2009, I woke up each day feeling overwhelmed by problems in my finances, work, and marriage. This sense of dread followed me, creating a cycle of anxiety that made it hard to even get out of bed. Catching myself in habitual patterns soon turned into a major issue. I felt stuck and defeated before the day even began.

The Snooze Button Paradox



Hitting the snooze button became my daily escape, a way to regain control in the chaos of life. Each round of snooze gave me a momentary reprieve, but ultimately contributed to my feelings of failure and shame. Despite knowing the simple tasks ahead, I remained paralyzed by inaction.



A woman with long dark hair is shown in profile, looking out a window with vertical blinds. The scene is dimly lit, with light streaming through the blinds, creating a contemplative mood. A large, stylized white starburst graphic is positioned on the left side of the image.

Chasing Change

I had dreams of finding a fulfilling career, yet I felt trapped by my circumstances. My career as a coach started promisingly, but financial pressures soon became overwhelming. The desire for change was there, but the courage and confidence to pursue it were lacking.

The Weight of Financial Strain

Our financial struggles amplified the pressure in my marriage, creating blame and resentment. I was caught in a cycle of self-doubt and unhealthy coping strategies. The reality of our situation made it hard to escape, and instead, I found myself hiding behind a façade of normalcy.



The Discomfort of Change

I understood the small steps connecting me to positive change, yet they felt monumental. Simple actions like getting up on time seemed insurmountable. It became evident that change requires action, not just acknowledgment.

Facing Fears

Procrastination grew as I allowed overwhelming thoughts to spiral further. The mind's tendency to overthink magnifies problems, forcing me into a corner of inaction. Holidays provided fleeting escape, but the moment the alarm rang again, reality hit.

A Moment of Inspiration

One night, a television commercial showing a rocket launch ignited a powerful idea. I realized that I needed to 'launch' myself out of bed with the same urgency. This instinct sparked a realization that change was possible if I acted before my mind could intervene.

"Inspiration often strikes when we least expect it—honor it."

Instincts Matter

Acknowledging that instinct plays a vital role in decision-making is crucial. Research reveals that instincts tie our brain to our goals, pressing us to take action. By following my instincts, I began to steer my life toward positive change.

"Trust your gut; it knows the path forward."

The Power of the 5 Second Rule



The next morning, I decided to count backward from 5 to 1 instead of hitting snooze. It became a powerful physical trigger that helped me push through my inertia. This simple shift launched me into action and out of helplessness.

Taking Control



With each day, I practiced using the 5 Second Rule to reclaim control over my life. No more waiting for permission or feeling trapped—now, I was launching into each day with intention and purpose. This rule helped reshape the narrative of my life.



Recap

- "Dread has a way of overshadowing the possibilities of a new day."
- "Hitting snooze felt like an act of defiance against life's demands."
- "Knowing what to do isn't the same as being able to do it."
- "The longer I thought, the more paralyzed I became."
- "Inspiration often strikes when we least expect it—honor it."



Thank You

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