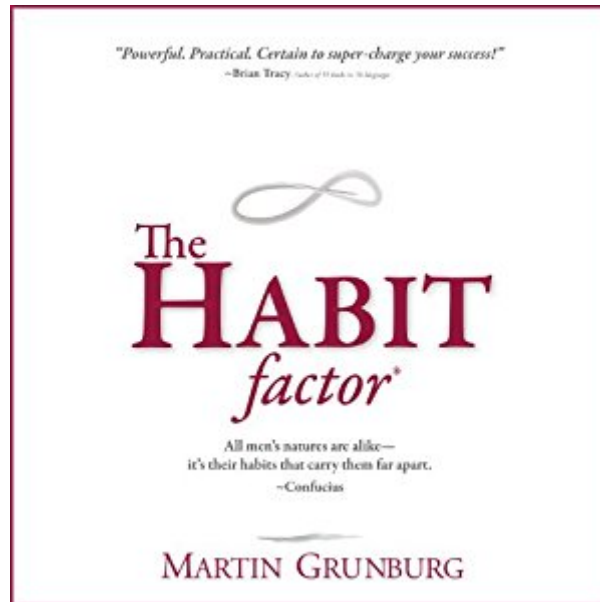


The book was found

# The Habit Factor: An Innovative Method To Align Habits With Goals To Achieve Success



## Synopsis

Everyone desires to achieve their goals and realize success, yet few do. The Habit Factor encapsulates nearly 3,000 years of philosophy and success literature to reveal the most elemental and profound truth governing all personal achievement: HABIT is the single-greatest factor in a person's ability to realize a life of success and achievement. For the first time ever, The Habit Factor reveals its proven step-by-step methodology - a process that has received acclaim from top success coaches, personal trainers and PhD's around the world. This audiobook takes the listener on a "mind-bending adventure of insight and application" to explore the deepest mysteries of habit. Questions never before asked, or answered, are tackled, and you are certain to come out the other side awakened, empowered and transformed.

## Book Information

Audible Audio Edition

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## Customer Reviews

Not only was this book extremely helpful on a tactical level, it was also very interesting on a scientific and philosophical level. The book is enjoyable to read and the stories are inspirational and entertaining. The Habit Factor is founded on the concept that, while it takes some upfront effort to create good habits, once they are established, they become quite natural and easy and could even become automatic. It made me think about the many times I have gotten in my car on a Saturday, intending to head toward my weekend destination, only to realize I had taken the onramp that leads to my office. Something as simple and automatic as getting on the correct onramp every day (metaphorically speaking) could, over time, add up to a significant stride toward a particular goal. If you can keep about 5 simple little things like that going at a time, you will always be moving toward

your goal. And just as importantly, you will always feel good about it. I was able to apply The Habit Factor concept toward my recent career change and my health with great success. It worked for me because it was so easy to jump into without ever being overwhelmed. The Habit Factor concept does not require you to adhere to some strict and laborious master plan. You simply devise what is manageable for you. I really felt like I was back in control once I started applying the concept. But it's more than just a shift in attitude, the results are very real and measurable. I've also downloaded the mobile app, by the same name, which made it very easy for me to track my habits. Tracking your habits is very integral to the effectiveness of this process, but don't worry, it's not difficult. I highly recommend this book.

I was really excited to see this title given that I believe that developing good habits (and doing them consistently even when you do not feel like it) is a key to success. I was also hoping to see numerous stories about people who developed the power of habit to transform their lives or achieve big goals. The book, however, reads more like a hastily-written college paper, stringing together bits and pieces of various subjects one might have encountered in school. After the obligatory nod to neuropsychology and reference to the limbic system in the brain, the next thing we know we are reading about the Fibonacci sequence of numbers and the golden ratio as evidence of the "habit of nature". These examples illustrate the content of the book, i.e. a string of loosely-associated collegiate references that do little to address the author's main intent of this book - which I believe was to inspire readers to greatness by showing us how to harness the power of habit. I look forward to a second edition down the road and hope to find it replete with individual success stories with insight into what habits people developed and how they tied into their ultimate transformative goals. Examples would be: Joe the plumber who made it a habit to write a personal thank you note to all of his customers and saw his business increase 20%. Mary, who made it a habit to walk 5,000 steps a day, and lost 20 pounds over a year, et cetera.

I am getting SO tired of reading Kindle books that haven't been proof read to correct the multitude of errors. If publishers and authors want to charge decent prices for digital books they can darn well pay a good editor to review them before dumping out the digital version. This may be a good book, but it's message is diluted by the massive number of typos.

I received The Habit Factor as a Christmas gift, enjoyed the book immediately during a relaxing holiday vacation with friends and look forward to sharing the book/concepts with friends and

business associates throughout 2011. Martin Grunburg's thesis is straightforward, places personal accountability uppermost in mind and provides a detailed plan to achieve success. But you still have to do the heavy lifting to create your own personal plan because the author's examples can stimulate your own goal setting just so far. But getting "the process" condensed in one easy to read, imaginative and interesting book is a great achievement. As a former Navy flight instructor, I can appreciate impressive instructional techniques, building on "lessons learned" and forming "habits" that function under the pressure of airborne emergencies (actual or simulated). The book will deliver methods to think, harness and produce results, you supply the motivation and hard work!

The author ADMITS he has added stuff that has nothing to do with Habits just to fill the book. He states, " ... it may seem that this has nothing to do with habits ... ." And in fact, he never ties alchemy, astronomy or other chapters to the study of habits. I think the great reviews refer to the application section. Which is what most people want. I'm just ticked that I had to slog through 75% of the book to get to the useful. I normally don't mind a few off-topic stories, but 15 chapters - ugh.

Only about 10% of the book relates to actionable items, and even then, it's more about goal-setting and tracking than the mechanisms of creating habits. The remainder is a mixture of basic science, philosophy and new-age spirituality. Also, the Kindle formatting is problematic, with large intra-sentence gaps and headlines that don't remain as such.

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