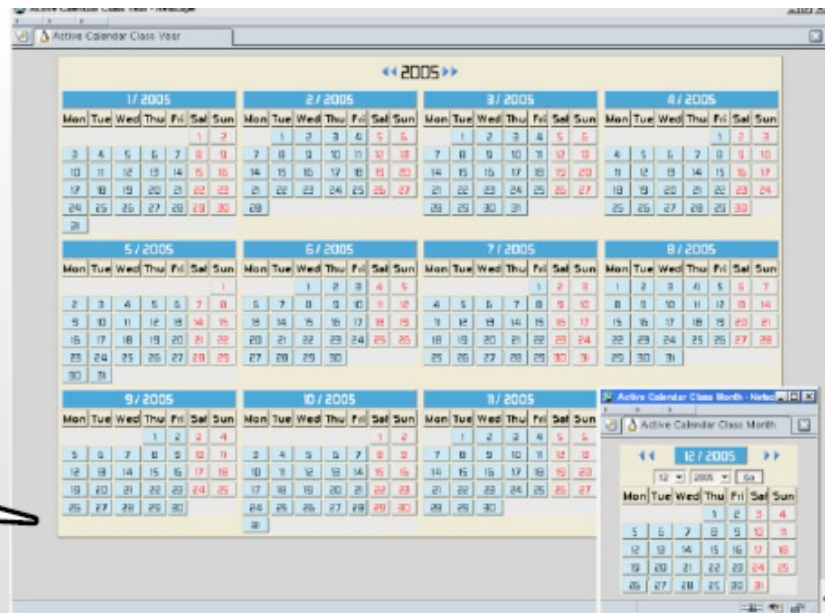


**MY STUDENTS  
OFTEN ASK ME:  
HOW LONG IS  
ALL THIS  
GOING TO  
TAKE?**

THAT DEPENDS, NOT ON  
THE CALENDAR, BUT ON  
THE **QUALITY OF YOUR  
EFFORT.**



## THE "RULE OF 100" PRINCIPLE

Experts in the world of financial investments are familiar with something called the **RULE OF 72**. Put simply, this is a formula that financial planners use to figure out how long it will take you to double the value of your money. It's a little complicated, but here's a brief summary: You divide the number 72 by the rate of return you're receiving to get the approximate number of years it will take you to get a 100% return on your investment.

I've adapted this to construct a similar measure for the quality and impact of your **EFFORT**, using a principle I call the **RULE OF 100**. Here's how it works: Assign a number, from 0 to 100, that reflects the percentage of your life effort in any given area for which *you are willing to assume full responsibility*. If you are only assuming personal responsibility for 25% of your workout, and you want to assign 75% of the responsibility to the coach who's running the workout, then your number would be 25. On the other hand, if you're willing to assume a full 100% of the personal responsibility for your workout, and leave none of that responsibility on what the coach is doing right or wrong, then your number would be 100.

**THE RULE OF 100** states that you can double the measurable proficiency in **ANY** area of your life within a single year ... **IF** you are willing to assume 100% of the responsibility and accountability for the actions that connect to that goal, day in and day out. The personal accountability you assume in any given area of your life determines the **QUALITY OF YOUR EFFORT**. If the quality of your effort is consistently zero, you will probably never double your proficiency in that area. If the quality of your effort is consistently 100, you will (at least) double your value in that area within a single calendar year!