

The Coalition of Health and Fitness Leaders

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Using  
**Tiny Habits**®

to Change Coaching  
Behaviors & Business

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Using the models and methods of Behavior Design, you can get started right away towards achieving any behavior change you want, whether personal or professional.

As a supplement to what was shared in the training, here's a resource to help guide you on next steps for getting started.

To learn more, visit [BJFogg.com](http://BJFogg.com) or check out BJ's new book: *[Tiny Habits](#)*

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## STEP 1 :

# Decide what you want to do.

Start by clarifying exactly what your goal, aspiration, or outcome is.

## What do you want to change or do differently?

(We're guessing "Start moving to more online coaching" is one option, but it could be anything.)

**STEP 2 :****Swarm of Behaviors aka “Swarm of Bs”**

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Once you know what you’re working towards, start generating ideas using the Swarm of Bs (i.e., Behaviors) model.

1. Gather some post-it notes plus a big piece of paper or a whiteboard.
2. Think about the change you want to make from Step 1 above.
3. Begin to brainstorm ideas for specific, concrete actions that might help you reach your goal.
4. Write one idea on each post-it note.

**Some important tips:**

- *Don’t judge, sort, or edit at this phase.* Just let your brain generate a wide range of possible options from practical to silly.
- After each idea, ask yourself: “Great. What else?” Don’t stop at a few ideas. Go for volume over quality.
- You’re looking for clearly defined, very concrete and specific actions, not vague instructions like “Do better” or “Try harder”. (We’ll show you some examples in the Expert Collection below.)
- Think about actions you could get yourself to do one time, once a week, each month, etc. What behaviors could you get your clients, your friends, your peers to do that would lead to this aspiration/outcome?

# Focus Mapping

Once you've got all your ideas out and have your pile of post-it notes, start the prioritization process using BJ Fogg's Focus Mapping method.

1. **On the piece of paper or your whiteboard, write “Most Effective” at the top and “Least Effective” at the bottom.** In other words, which actions are more or less likely to have an impact or make a difference?
2. **Then, mark “No, I can't get myself to do this” on the left hand side and “Yes, I can get myself to do this” on the right side.** In other words, what actions are you both motivated and able to do?
3. For each post-it note idea:
  - a. **First, sort all the items top to bottom using the Most/Least Effective spectrum.** (Don't worry about the x axis- labels right now. Just sort from top to bottom)

For instance, “Put all my fitness classes for older clients on Snapchat” is probably less effective — your clients in their 60s and 70s have probably never heard of it, and Snapchat doesn't lend itself to long-format video.

But, “Get my 14-year-old to help me put my fitness classes on Youtube” might be both effective and likely. Your 14 year old is a tech whiz, Youtube is accessible to anyone with the internet, and you can offer longer videos.

Or, “Set up text messaging so that I can check in with my clients daily” might be another effective and likely option. Texts are easy to write, send, and respond to, and the average person is glued to their phone anyway.

**b. Then, sort all the items from left to right using the Yes I Can/No I Can't Get Myself To Do This spectrum.**

**i. Be honest about what might be less likely.**

Massive overnight change probably won't happen. If you're camera-shy, your first move probably shouldn't be to try to dominate Instagram.

**c. The last step is to look at the upper right hand corner of your focus map. These are known as "Golden Behaviors". Pick the top 2-4 that you might realistically try.**

**4. Break those possible actions down into very small pieces, and move on to the recipe cards to set up a plan to do them.**

To see an example of the Focus Mapping process in action, watch BJ Fogg work through the steps [in this video](#) using "reduce stress" as the topic.

You can use the [Fogg Method](#) to design for your Golden Behaviors, whether professional or personal.

## STEP 3 :

# Creating Tiny Habits Recipes

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Once you've settled on a few new behaviors you might want to try, make "recipes" for them. Recipes have an A-B-C format:

- **Anchor moment:** Something specific in an existing routine that will "trigger" you to do the new behavior. For instance, "After I brush my teeth, I will..."
- **Tiny Behavior:** The very small action you've chosen to take.
- **Celebration:** Consciously reinforcing your new action and being proud of your success. It's important to use a celebration that works for you — something that makes you feel happy and successful.






You might recognize tiny behaviors from your own coaching practice. For instance:

- I'll leave a water glass on my bathroom sink. After I wake up in the morning and use the bathroom (A), I'll drink one sip of water (B) and then high-five myself (C).
- I'll keep prepackaged cut vegetables in my fridge. At dinner (A), I'll eat a handful of them (B) and quietly say "BOOM!" (C).

Notice that the action to be taken is as small as possible.

## Tiny Habits Recipe Card

Create a recipe for your new habit.

<p><b>After I ...</b></p> <div style="border: 1px solid #0070C0; border-radius: 15px; height: 80px; margin: 10px;"></div> <p><b>Anchor Moment</b></p> <p>An existing routine in your life that will remind you to do the Tiny Behavior (your new habit.)</p> 	<p><b>I will ...</b></p> <div style="border: 1px solid #0070C0; border-radius: 15px; height: 80px; margin: 10px;"></div> <p><b>Tiny Behavior</b></p> <p>The new habit you want but scaled back to be super tiny - and super easy.</p> 	<p><b>Then, I celebrate!</b></p> <div style="border: 1px solid #0070C0; border-radius: 15px; padding: 10px; margin: 10px;"></div> <p><b>Celebration</b></p> <p>Something you do to create a positive feeling inside yourself.</p> 
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*Note: Feel free to revise.*

You can download your own recipe cards at [tinyhabits.com/recipecards](https://tinyhabits.com/recipecards).

# The Expert Collection: Tiny Habits for Taking Your Business Online

Here are some of our suggestions for getting started with online coaching, or further developing an existing practice. Try using the steps above to make your own.

## One-time behaviors

### Videos

1. Sign up for a video conference account with a service such as Zoom or Skype.
2. Review a Youtube video about how to set up your computer, sound, and/or lighting for good videos.
3. Do a video call with a friend or family member. Practice trying out the various buttons such as muting or unmuting.
4. Do a video call with a few friends or family members. Practice doing a group session.
5. Shoot a 10-second video of yourself doing something. Afterwards, look at the video and see which aspects you like.
6. Shoot a 10-second video of you saying something. Afterwards, look at the video and notice the sound quality.
7. Buy a microphone that plugs into your computer to improve sound quality.
8. Test out the microphone with different settings.
9. Try arranging the lights or positioning your camera differently to see how it affects the picture.
10. Try shooting in different settings, e.g. outside, against a blank wall, etc.



## Getting organized

1. Make a list of documents and files you'll need for your business (e.g. PAR-Q, client intake form, legal waivers, contracts, FAQs, client feedback form, testimonial template, etc.)
2. Begin creating or obtaining the most important forms first such as waivers, contracts and any other legal forms.
3. Choose and practice using a service such as Dropbox or Google Drive that lets you share forms and files.
4. Choose and practice using a service such as Google Forms that lets clients complete forms online.
5. If you aren't already doing so, practice using an online calendar (e.g. iCal, Google Calendar, etc.).
6. Sign up for a client appointment booking system such as Acuity or Calendly.
7. Establish a daily schedule and structure. Look at a week of the calendar, and block off time and tasks for the week.
8. Schedule in your personal time/needs first (e.g. workouts, food, child care, etc.).
9. Schedule time to complete business goals/tasks.
10. Install a time tracking app such as Rescue Time or Toggl to track your time use.

## Habits done regularly

### Improving your content and coaching

1. Ask for feedback from your clients after every online session. (The more often you gather feedback, the more quickly you can make changes and get better.)
2. Set up a regular schedule of messaging using a format that you both like (e.g. text messaging).
3. Analyze what you've posted on social media or in an online group to see how you might improve the quality (for instance, was the music too loud in a video?).
4. Look for what other people are doing online, and write down ideas that you think you might like to try.
5. Include at least one action step for clients in social media / online posts.
6. Connect regularly with at least one other coach to talk about your coaching practice, get support, and troubleshoot problems together.
7. Schedule time to improve your own skills (e.g. read 5 pages of a book).
8. Review your data from time tracking and calendar regularly (e.g. daily, weekly).
9. Regularly identify where you used time accurately and effectively (e.g. did you correctly predict how long a task would take?).
10. Regularly identify “time wasters” and “time leaks” such as unproductive social media scrolling. (If needed, you may want to do a separate Focus Map on effective time use.)

## Improving client engagement

1. Post content such as a question or photo in your online Facebook group.
2. Experiment with various types of posts, and notice which types of posts get the most engagement.
3. Ask clients whether they'd like help with other habits, and do a Focus Map together with them. Data suggest that online classes are less popular than targeted one-on-one training and habit change.
4. Add a sentence in a message or conversation where you purposely point out customization in a client's program. Let them know a small detail that you included just for them.
5. Schedule specific times for offering clients feedback on their movement or habits.
6. During a phone or video call, practice listening actively without interrupting for 1 full minute.
7. During a phone or video call, practice picking up nonverbal cues such as tone of voice.
8. Create a file for each client where you collect:
  - a. feedback from them (suggestions, criticisms, compliments, etc.)
  - b. information about them (e.g. hobbies, interests, pets, birthdays or anniversaries, etc.)
9. Review that file regularly and identify any potential actions you can take (e.g. checking in on how their dog is doing).
10. Periodically send surprise "real life" messages or gifts, such as a birthday card or a handwritten note to say "good job!"

## What's next?

You can use the [Fogg Method](#) of Behavior Change principles to change nearly anything, whether professional or personal.

### “Tiny Habits for Coronavirus Challenges”

Thousands of people have already joined Zoom sessions taught by experts in Tiny Habits.

To access the recordings, go to the bottom of this page:

[TinyHabits.com/expert-help](https://TinyHabits.com/expert-help)

There you can also see and register for upcoming topics, all free...

#### Session topics include:

- Tiny Habits to Kickstart and Energize Your Job Search
- Untangling Night Time Snacking
- Tiny Habits to Embody Optimism
- Tiny Habits for Retirement During the COVID-19 pandemic
- Improve Your Wellbeing: Tiny Habits to Connect with Nature
- 3 Surprising Habits to Shrink Negative Thoughts and Emotions
- Tiny Habits for Cultivating Gratitude in Challenging Times
- Top 3 Best Simple Exercises to Keep Fit at Home
- Tiny Habits for Leading Virtual Teams

