

A silhouette of a person with their arms raised in a 'V' shape, set against a dramatic sunset sky with orange and yellow clouds. The sun is visible as a bright circle on the horizon.

WHY EARLY BIRDS **REALLY GET THE WORM**

5 STEPS TO BECOMING ONE YOURSELF

THE ASTONISHING SECRET OF THE EARLY BIRDS

"The early birds get the worm" is an age old saying we've all heard, so why is it that so many of us still have a hard time waking up early? Maybe our bed is too comfy, or maybe we just don't know the true advantages we're missing out on...

If we just take a closer look at the highly successful individuals in our society, we'll realize being an early bird truly is correlated with massive success, but why exactly? And what is their secret in being so consistent with waking up early?

In this ebook, we'll explain **why being an early bird gives you a MASSIVE edge**, and **5 simple tips to help you become one!** Here are a few early birds you might recognize...



Richard Branson

Founder of Virgin Group
Wakes up at 5:45 AM



Anna Wintour

Editor in Chief of Vogue
Wakes at 5:45 AM



Kobe Bryant

5 times NBA Champion
Wakes up at 4:30 AM



Tim Cook

CEO of Apple
Wakes up at 4:30 AM



Howard Schultz

CEO of Starbucks
Wakes up at 4:30 AM



Condoleezza Rice

Former U.S. Secretary
Wakes up at 4:30 AM

*“Early to bed, early to rise,
makes a man healthy,
wealthy and wise.”*

- Benjamin Franklin

The Early Bird Advantage

So how does waking up early benefit you?

Let's look at 3 reasons why early birds have the advantage:

1.) Willpower, studies have shown our willpower functions a lot like a muscle, it fatigues as we use it throughout the day. Those who wake up early and tackle important tasks have an easier time accomplishing them compared to those who tackle these tasks later in the day. Just think, how many times have you had a late night drink or snack which you regretted in the morning? Chances are you've exhausted your willpower and made a poor decision.

2.) Obligations haven't started yet... our day-to-days such as our jobs, meetings, emails and texts all bombard us when we begin our daily lives. But if we wake up just a bit earlier... we gain that rare time we truly have to ourselves! In our busy and interconnected society, this time is super precious! It can be spent focusing and taking small steps towards our dreams, in a year we would be at least 365 steps closer to realizing our dreams!

3.) Everyone is still sleeping... our family, colleagues and most importantly our competition is still in bed. While they're still dreaming, you'll be up and working towards your dreams! This gives you a massive edge. A man once became the youngest heavyweight champion at only 20 years old, he trained at 4:30AM because he knew the massive edge this gave him against his opponent. He was given the nickname "Kid Dynamite" for his explosiveness in boxing, you might've heard of him, his name is Mike Tyson.



*"I've always figured out that there are 24 hours a day.
You sleep six hours and have 18 hours left.
Now, I know there are some of you
out there that say well, wait a minute,
I sleep eight hours or nine hours.
Well, then, just sleep faster, I would recommend."*

- Arnold Schwarzenegger

5 Steps to Becoming an Early Bird!

Alright, now that we know early birds have a major edge in life, here are some tips to help you become an early bird too!

1. *KNOWING YOUR WHY'S*

This is by far the most important step! Our "WHYs" are the driving forces behind all actions we take.

Action Steps

i.) **Think about your why's.** Why is waking up early a 'must' for you? What is it going to allow you to accomplish? What are you willing to do to make it happen? Focus on the "why" at a deeper level. What feelings can these benefits allow you to experience? Who could you help? (i.e become healthier & fit, building better finances for the family, living your dream life?)

ii.) **Make your why's REAL.** Visualize it, Smell it, feel it, taste it. Take the "whys" and make it real in your life. If money was no issue, how would your dream life be from the moment you wake up, to the moment you go to bed? Spend 15-30 minutes clarifying the vision and writing down your vision.

iii.) **Keep the writing of your vision close.** The writing of your vision must be kept somewhere you can see every day. Either in your phone, or framed in your bedroom. You'll need it for the next steps!



Human beings are not random creatures, everything we do has a reason and can be found behind our **Pain and Pleasure**. It means everything we do is either to reduce pain or gain pleasure. Let's look at sleeping in and waking up for example,

Not knowing your Why's

Sleeping in = Pleasure (Soft pillows, warm blankets, cozy bed, sweet dreams)

Waking up = Pain (Cold floors, dragging ourselves out of bed, getting ready for the day)

Knowing & believing your Why's

Waking up early = Pleasure (One step closer to our vision, Extra time to work on our Why's)

Sleeping in = Pain (Being late, stuck in traffic, missing coffee, getting fired, Wasted Time!)

2. PREP FOR A GOOD SLEEP

In order to wake up early, you must first get enough rest. How much is enough? This is a topic that is always up for debate. Some people function perfectly fine on 4 hours of sleep, some need a solid 8.

In my opinion, there is no right number. It varies from person to person, most of the time we can function on less than we think. Here are a few tips to ensure you get your right hours of rest:



Action Steps

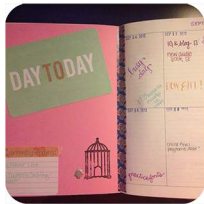
i.) Figure out your magic number for a good night rest. Is it 6 hours? 7 hours? 8 hours? Or...Don't be too generous, we can usually function on less than we think, our mind loves being lazy. Donald Trump sleeps only 3-4 hours a night!

ii.) Plan a wake up time, then set your wake up alarm. And put it far away from your bed! (More on this later)

iii.) Set an alarm for bed. This second alarm lets you know when you must go to bed in order to get your perfect amount of sleep. Set these 15-30 minutes before your bed time so you'll have to time brush your teeth and get settled in.

iv.) Finish your day-to-days. Finish any unfinished tasks that can be done in 5 minutes. Leaving them for tomorrow will negatively influence tomorrow's productivity.

v.) Read your vision before sleep. The last thing to do before bed should be reading and reviewing your vision you've written in our last step. This will over time re-wire your subconscious mind into waking up early to work towards your vision. When you fully believe something awesome will happen the next morning, you won't need an alarm! (Think of Christmas morning, did you need an alarm for that as a kid?).



3. MIND OVER MATTRESS (GETTING OUTA BED)

This is the toughest part, overcoming the momentum of sleep. If sleeping in has become a habit, it will require a few weeks to build a new one... but it'll be worth it!

Action Steps

i.) **Get out of bed & Clarify Vision.** This part should be easy because you've put your alarm clock away from your bed. It has become a must, not a should! Then read your vision again to reenergize yourself, it'll help align your thoughts and actions towards you accomplishing goals. It'll give you a sense of reward for waking up early, and helps you build this new habit.

ii.) **Get moving.** Go brush your teeth or do 10 pushups. Motion and sensations will wake you up and keep you out of bed

iii.) **Drink a full glass of water.** This will further keep you out of bed since now you've gotten your metabolism going. Works even better if you have some lemons in there since it will taste better, boost your immune system, balances pH levels and clears your skin.

iv.) **Jump in the shower.** This again will keep you out of bed, works better with a cold shower. Studies have shown cold showers increases alertness, refines skin, eases stress and brings you back to center. Also, this allows you to overcome your mind...which will resist you going in the cold shower, but if you can overcome it first thing in the morning, you'll realize you are stronger than your mind, and this sets the momentum for taking on the day! No excuses!



*“...the problem is that when
we hit the snooze button,
we are telling our subconscious mind
that it is okay to not follow through with
our commitments and what
we intend to do.”*

- The Miracle Morning

4. GETTING INTO A POSITIVE & PRODUCTIVE STATE

Now that you've gotten out of bed early, it's time to get into a positive peak state and get things done!

Action Steps

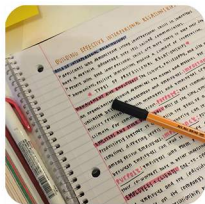
i.) **Meditate** – meditation is a simple practice that can greatly enhance your life! How? Well, it allows you to calm and control your mind. Since our mind is always thinking, its thoughts effect our emotions, and our emotions dictate our action which ultimately dictates your future.

So here's a beginners guide to meditation... go somewhere quiet, and focus only on your breath and sensations in your body for 10-20 minutes. You'll soon feel your mind creep in with random thoughts... Don't judge yourself when this happens, it's the nature of the mind. Just let go of the thought, don't identify with it and focus back on your breathe and sensations. Soon you'll be in a very calm and present state enjoying the moment of peace and joy.

Overtime you'll gain the ability to catch all of your minds thoughts and screen out non empowering ones. You'll realize the mind is just a tool that never stops; you are bigger and much greater than your mind. You'll begin to use this tool effectively towards all your desires.....while most people are controlled by this tool.

iii.) **Write out your to do list** – Refer back to your vision, what are the necessary steps needed to actualize it? Then start breaking it down to yearly, monthly, weekly and daily goals. From there you can start seeing the small steps you must take in order to reach it. You'll only need to do this once, then through the weeks, months and years you'll know what you need to check off on your list.

iv.) **Prioritize your to do list** – Prioritize the list from the most important (the one which brings the most results) to the least important. If all you get done today on the list is the first thing, it is still a massive step towards your vision. Over a month that's 30 steps closer! A year... that's 365! So don't stress on all the steps, remember that just crossing ANY ONE off the list for today is a massive win!



5. START ATTACKING YOUR TO DO LIST!

This is where you turn the morning hours into stepping stones to your ultimate vision. Even if you cross off only ONE thing on your to do list... that is 365 steps a year closer to your vision! And obviously, on good days you'll cross off more than one!

Action Steps

i.) Focus only on your most important task. Don't go checking your Facebook, social media, your email or texts. Just focus on your task for the next 20-30 minutes. This will allow you to get into "Flow State" and it makes getting work done fun and easy.

ii.) Take Action! Don't get stuck in non-decisiveness or procrastination stemming from negative thoughts of the mind. Just take action! There is always something you can do to finish your tasks, taking action is the key out of negative thought loops and into "Flow State".

iii.) Enjoy the feeling of accomplishment. There's no better feeling than physically crossing off a task on your to-do list. You've taken action to get one step closer to your vision, while most people are still sleeping. Enjoy and repeat these steps tomorrow!



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Whatever the mind can conceive and believe, the mind can achieve

- Napoleon Hill

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CONCLUSION

Early risers have a massive advantage because of combined factors such as lowered distractions, increased alone time, and better decision making abilities resulting from heightened will-power. Because will-power functions like a battery, we get the most out of it in the mornings when it is recharged.

Getting out of bed early is easy once it becomes a habit. The hard part is doing it consistently for 30-60 days in row until it becomes an effortless habit. If you're still having a hard time making this a habit we highly suggest you try using a Ruggie!

- Team Ruggie