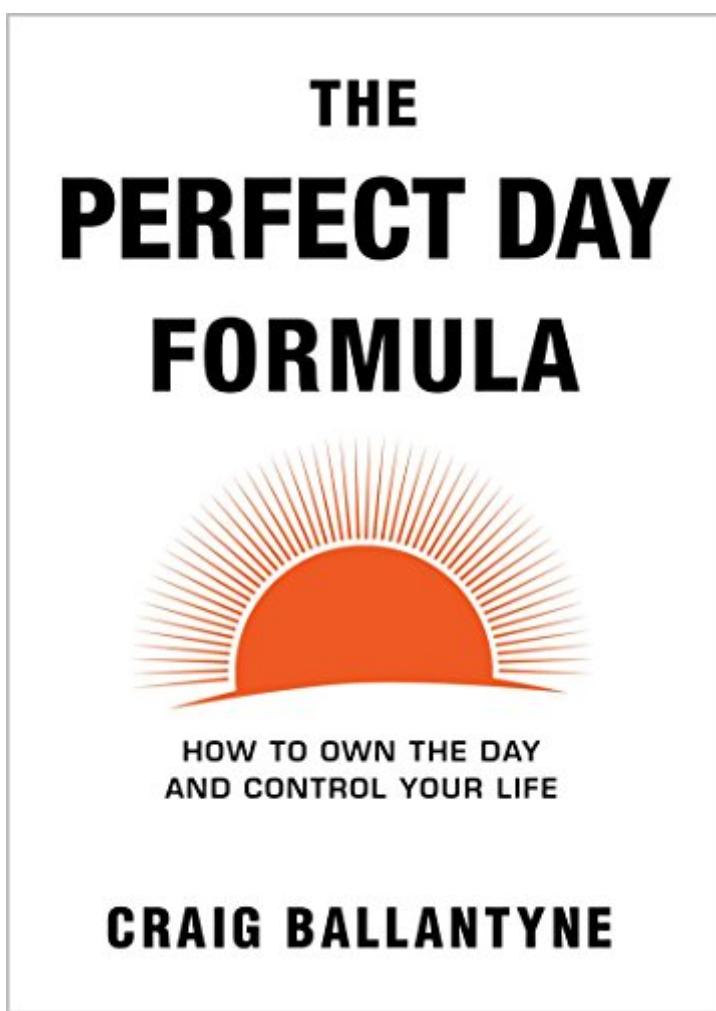


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# The Perfect Day Formula: How To Own The Day And Control Your Life



## Synopsis

Most people are stuck. Every day we seem to just go through the motions, following our usual routine without ever stopping and thinking why we do what we do, or what we'd rather be doing instead. But sometimes, we have that one day - that Perfect Day - where everything just clicks. We feel great. We are unstoppable. And at the end of it we think, "Why can't every day be like this?" "Everybody wants to live the perfect life but fail to understand you do that by designing and living the perfect day, day after day. This book shows you exactly what you have to do to create that day." - Larry Winget, author of *Grow a Pair* "Like his site *Early to Rise*, Craig's book relies on ancient wisdom and classic thinkers - including my favorite, the Stoics - to help you organize your day and run your life." - Ryan Holiday, author of *The Obstacle Is the Way*

## Book Information

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## Customer Reviews

I would say this book is an excellent guide to time management for entrepreneurs, authors and other achievers, but it's not your typical time management book. No one can really manage time, we can only manage our attitudes and

activities. Those are two things we can control. Having the wisdom to know what we can control and what we can't is a big part of the philosophy embraced in this book. Author Craig Ballantyne shows you how to manage attitudes and activities to create a perfect day, and that's what makes this book different from others in this genre. One thing that appealed to me about this book is that Craig's advice, which is in fact very much geared toward entrepreneurs, is the same advice I've heard from some of the best and most prolific writers in the world, and that is to master your mornings. I've known a few night owls who have reached the pinnacle of success in their fields, but I've found that is more the exception than the rule. There seems to be something magical about getting it done in the morning and Craig's book explains how and why. A second plus, for me at least, is that this book is short and to the point. The total length is only 153 pages. I feel that if an author is going to write a book on productivity, time management or controlling your days, it must be concise, to practice what the author preaches and to respect the reader's time. I recently read a New York Times Bestselling book on productivity which was almost 300 pages and it could have been half the length because half of it was filled with anecdotes (no doubt required by the publisher, to fluff the book up to the "proper length"). A third aspect of this book that resonated with me was Craig's references to stoic philosophy, of which I am a big reader and fan. Anyone else who has read the likes of Epictetus and enjoyed the reading, will surely also enjoy Craig's approach to productivity and mastering your mornings and days. Other parts of the book that stood out to me included the advice on rituals, life rules, scripting, responsibility, habits, beating procrastination, managing email and knowing not just what to do, but what NOT to do. Although I don't plan to go to bed at 8 pm and get up at 4 am as Craig does (and he doesn't demand that you do either), I have taken his advice and started getting up earlier than I was before and devoting that time to writing or to marketing and product creation work that will impact the bottom line of my business. I have to say, there really is something about getting it done early. That goes for business and creative work, just as it does for health and fitness.

The information in the book is solid. Nothing earthshaking but, solid practical information. What you choose to do with the information is what truly is important. The author provides a starting point for you to change how you live your life.

This is such a great book & formula! I like how Craig doesn't just tell you to "wake up earlier" but

really provides efficient ways to take control of your mornings and afternoons so you can enjoy what matters most in your evenings. Love the "Rules for Living" and acknowledging that even though some are not a "morning person," there are reasons why mornings are a great time to get priorities completed. That way, no matter what happens the rest of your day, you have already accomplished what's most important to you. Great book; I highly recommend it to anyone who wants to improve their daily lives!

I bought this book for my Forum Group to read on our annual retreat after hearing the author on an I Love Marketing podcast. It is short and an easy read but has tons of useful ways to take action and make defined choices to improve the quality of one's life. I have bookmarked several sections and can see myself opening the book often to go back and review sections again. The feedback from the group (we bought copies for all 8 people) have been equally as complimentary.

Huge fan of Craig Ballantyne. Easy to read, easy to follow. The perfect day formula is certainly a full system you can easily apply in your daily life. For people stating that the book only works for entrepreneurs and the like - well Craig doesn't have a family and typical 9-5 job, but I've seen plenty of people implement things like morning and evening rituals who are busy students, parents, have 9-5 and even work the graveyard shift. Use the tools he recommends and be creative to apply it to your own life.

I listen to so many self improvement books, and some times they all start sounding the same. This book was not like all the rest! It is filled with some real solution's to the struggles that many of us deal with. I would say I am changed from this book!

You can read this book in an afternoon and come away with tools for life. The author draws lessons from gurus who you already know and gives you a beautiful, concise reminder of your true north and the road map to your magnificent destiny. Enjoy.

Love the perfect day formula and rules. Immediately saw a difference in getting up 15 min earlier and doing the hard important thing first

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