

TRUE G.R.O.W.T.H.
MOTIVATE. INSPIRE. GROW.

THE 3% RULE:

One of the most recent questions I received from one of my followers was, “How do you have time to write so much with everything else you have going on in your life?” My answer was pretty simple. “If you are passionate enough about something, you’ll find the time.” However, the time doesn’t need to be anything extreme to start. If you are struggling to find more time to spend on what makes you truly happy, refer back to the post about the fifth principle of TRUE G.R.O.W.T.H. (Time). The post discussed how important even just 15 minutes a day could be towards our daily time budget. But let’s be real, if you have made the investment in yourself to become a TRUE G.R.O.W.T.H. member, you are likely looking to allocate more than 15 minutes a day towards your personal growth and development and accomplishing your goals. That is why I have created the 3% rule.

Once you have set a goal, allocate 3% of the time in your day towards accomplishing that goal, whether that is getting in shape and going to the gym, writing your own book, reading more, spending more time with family, etc.

A minimum of 3% of a 24-hour day should be spent putting in the work towards making that dream become reality. That’s a mere 43.2 minutes a day. It doesn’t matter if you wake up that much earlier or fall asleep that much later, or find the time somewhere in between, 3% is non-negotiable.

Here’s the kicker, I personally guarantee that if you spend 3% of your time doing what you’re passionate about, you won’t stop at 3%. It will quickly become 5%, then 10%, then 20%. You will find time in your day that you never knew you had. How? Your priorities changed.

When I use this rule for my writing, and I sit in front of my computer to write for roughly 45 minutes, before I know it, I look down and three hours has passed me by. It’s the same reason why people (myself included) can sit and binge watch Netflix for an entire day. When you truly enjoy what you are doing, it becomes addicting. It’s harder to stop than it was to start. The trick is being intentional about how you spend your time. Is Netflix consuming more of your day than working towards making your dreams the reality? If you are reading this as a member of my TRUE G.R.O.W.T.H. program, you have made the financial investment equivalent to the price

of Netflix each month to become a member of this program. But the question is whether or not you are willing to make the same investment with your time.

43.2 minutes a day. Start with 3% and go from there. Before you know it, the opportunity to make your goals a reality will be right in the palm of your hand.

Timothy A. Natale

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