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The 3% Habit: What Writing Down Your Goals Does to a Business

A tiny minority of people keep clear written goals — and they tend to outperform everyone else. The cheapest growth lever in business is also the most ignored.

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Here is one of the cheapest, most powerful, most ignored habits in business: write your goals down. Not think about them. Not feel them. Write them, clearly, on paper or screen. Brian Tracy built much of his teaching on the gap between people who do this and people who do not — and the gap is startling.

~3%

of people maintain clear, written goals — and they tend to out-achieve everyone else by a wide margin.

SOURCE: BRIAN TRACY, GOALS!

Whether the exact percentage is three or some other small number, the principle holds across every study and every honest observation: clarity, written down, dramatically outperforms vague intention. Most people carry fuzzy ambitions in their heads. The few who commit goals to paper give themselves a target the rest are only squinting at.

Why writing changes everything

Something happens when a goal leaves your head and lands on the page. It becomes concrete. Vagueness has nowhere to hide. You are forced to decide what, exactly, and by when — and that act of deciding is most of the battle. A written goal is also a commitment you can return to, measure against, and refuse to quietly forget.

- Be specific: not grow the business but reach this number by this date.
- Write it down somewhere you will actually see it.
- Give it a deadline — a goal without a date is just a wish.
- Break it into one daily action; clarity plus daily motion beats talent that drifts.

> **“Success is goals, and all else is commentary.”**
>
> **— Brian Tracy**

A QUIETER THOUGHT

The wisdom of writing a vision down is ancient. The prophet was told: write the vision; make it plain on tablets, so that he may run who reads it (Habakkuk 2:2). Clarity is what lets you, and others, run. And Proverbs adds the posture: commit your work to the Lord, and your plans will be established (Proverbs 16:3).

The bottom line

You do not need a complex system. Decide what you want, write it down, give it a deadline, and take one step toward it every day. It costs nothing, takes minutes, and puts you in the small group that consistently gets where they meant to go. Write it down — then go.

Sources

- Brian Tracy, Goals! — written goals and clarity.
- Habakkuk 2:2; Proverbs 16:3.

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