

A close-up portrait of Mel Robbins, a woman with blonde hair and black-rimmed glasses, smiling warmly. She is wearing a brown, textured, sleeveless top. The background is a soft, out-of-focus green and yellow.

**THE  
5 SECOND  
RULE**

**THE FASTEST WAY TO CHANGE YOUR LIFE**

INTERNATIONAL BEST SELLER

**MEL ROBBINS**



A SAVIO REPUBLIC BOOK

The 5 Second Rule:

Transform Your Life, Work, and Confidence with Everyday Courage

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# THIS IS THE TRUE STORY OF THE 5 SECOND RULE

**WHAT** it is, **WHY** it works, and **HOW** people around the world are using it to change their lives in five simple seconds.

- The events described in this book are real.
- No names have been changed.
- The social media posts that appear throughout this book are the actual posts.

I cannot wait to share this book with you and watch you unlock the power of you.

**5...4...3...2...1...GO!**

Xo,  
Mel

A handwritten signature in black ink, appearing to be the name 'Mel' written in a cursive, flowing style.

# THE 5 SECOND RULE

TRANSFORM YOUR LIFE, WORK, AND CONFIDENCE  
WITH EVERYDAY COURAGE

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## PART 1

### THE 5 SECOND RULE

1. Five Seconds To Change Your Life
2. How I Discovered the 5 Second Rule
3. What You Can Expect When You Use It
4. Why The Rule Works

## PART 2

### THE POWER OF COURAGE

5. Everyday Courage
6. What Are You Waiting For?
7. You'll Never Feel Like It
8. How To Start Using the Rule

## PART 3

### COURAGE CHANGES YOUR BEHAVIOR

How to Become the Most Productive Person You Know

**PART 4**

- 9. Improve Your Health
- 10. Increase Productivity
- 11. End Procrastination

**COURAGE CHANGES YOUR MIND**

How to Become the Happiest Person You Know

- 12. Stop Worrying
- 13. End Anxiety
- 14. Beat Fear

**PART 5**

**COURAGE CHANGES EVERYTHING**

How To Become the Most Fulfilled Person You Know

- 15. Building Real Confidence
- 16. Pursuing Passion
- 17. Enrich Your Relationships

**THE POWER OF YOU**

# Everyday Courage

Courage is the ability to do things that feel difficult, scary, or uncertain.

It isn't reserved for just a chosen few.

Courage is a birthright. It's inside all of us.

And it's waiting for you to discover it.

One moment of courage can change your day. One day can change your life. And one life can change the world.

That's the true power of courage; it reveals you. The greatest version of you.

Discover your courage, and you will be capable of accomplishing and experiencing anything you dream about.

Yes, even changing the world.

**PART1**

**THE 5 SECOND RULE**

## CHAPTER ONE

# FIVE SECONDS TO CHANGE YOUR LIFE

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**IF YOU'RE SEARCHING FOR**

**THAT ONE PERSON WHO WILL CHANGE YOUR LIFE**

**LOOK IN THE MIRROR**

ou are about to learn something remarkable—it takes just five seconds to change your life. Sounds like a gimmick, doesn't it? It's not. It's science. I'll prove it to you. You change your life one five-second decision at a time. In fact, it's the only way you change.

This is the true story of the 5 Second Rule: what it is, why it works, and how it has transformed the lives of people around the world. The Rule is easy to learn and its impact is profound. It's the secret to changing anything. Once you learn the Rule, you can start using it immediately. The Rule will help you live, love, work, and speak with greater confidence and courage every day. Use it once and it'll be there for you whenever you need it.



I created the 5 Second Rule at a time in my life when everything was falling apart. And by everything, I mean everything: my marriage, finances, career, and self-esteem were all in the gutter. My problems seemed so big that it was a struggle each morning just to get out of bed. That's actually how the Rule began

**Y**—I invented the Rule to help me break my habit of hitting the snooze button.

When I used the Rule for the very first time seven years ago, I thought it was silly. Little did I know that I had invented a powerful metacognition technique that would change absolutely everything about my life, work, and sense of self.

What's happened to me since discovering the 5 Second Rule and the power of five second decisions is unbelievable. I not only woke up—I shook up my entire life. I've used this one tool to take control and improve everything from my confidence to my cash flow, my marriage to my career, and my productivity to my parenting. I have gone from bouncing checks to seven figures in the bank and from fighting with my husband to celebrating 20 years of marriage. I've cured myself of anxiety, built and sold two small businesses, been recruited to join the teams at CNN and *SUCCESS* magazine, and I'm now one of the most-booked speakers in the world. I've never felt more in control, happy, or free. I couldn't have done any of it without the Rule.

**The 5 Second Rule changed everything ... by teaching me just one thing: HOW to change.**

Using the Rule, I replaced my tendency to overthink the smallest moves with a bias toward action. I used the Rule to master self-monitoring and become more present and productive. The Rule taught me how to stop doubting and start believing in myself, my ideas, and my abilities. And, the Rule has given me the inner strength to become a better and much happier person, not for others, but for me.

**The Rule can do the same for you. That's why I am so excited to share it with you.** In the next few chapters, you'll learn the story behind the Rule, what it is, why it works, and the compelling science to back it up. You'll discover how five second decisions and

acts of everyday courage change your life. Finally, you'll learn how you can use the #5SecondRule in combination with the latest research-backed strategies to become healthier, happier, and more productive and effective at work. You'll also learn how to use it to end worry, manage anxiety, find meaning in your life and beat any fear.

And, that's not all. You'll see proof. Lots of proof. This book is packed with social media posts and first-hand accounts from people all over the world who are using the Rule to make some amazing things happen. Yes, the Rule will help you wake up on time, but what it really does is something far more remarkable—it wakes up the inner genius, leader, rock star, athlete, artist, and change agent inside of you.

When you first learn the Rule, you'll likely start using it to stick to your goals. You might use the Rule to push yourself to get to the gym like Margaret does when she isn't "feeling it."



Or you may use the Rule to become more influential at work. That's how Mal first used the Rule—to find the courage to meet with his boss and talk about his career goals (something that so many of us fear). Thanks to the Rule, it not only happened, but it went great:

**malzakmeh @mel\_robbins**, today I made a huge step forward and talked to my boss about my next goal and he totally supported me #5secondrule! Thank you @mel\_robbins 😊😊

That's another thing that's unique about the Rule—I may have created it, but it's not just my story to tell. Inside this book, you'll meet people around the world from all walks of life who are using the Rule, in ways big and small, to take charge of their lives. Their diverse experiences will help you understand just how limitless the applications for the Rule and its benefits truly are.

**You can use the Rule to become more productive.** Before the 5 Second Rule, Laura used to make endless to-do lists and sat around making excuses and being a jerk to herself. Now, there's no room in Laura's life for excuses—only action. Laura has increased her cash flow by \$4,000 a month, finished her bachelor's degree, and hiked a few 4,000 footers. Next up, run a marathon.



Laura

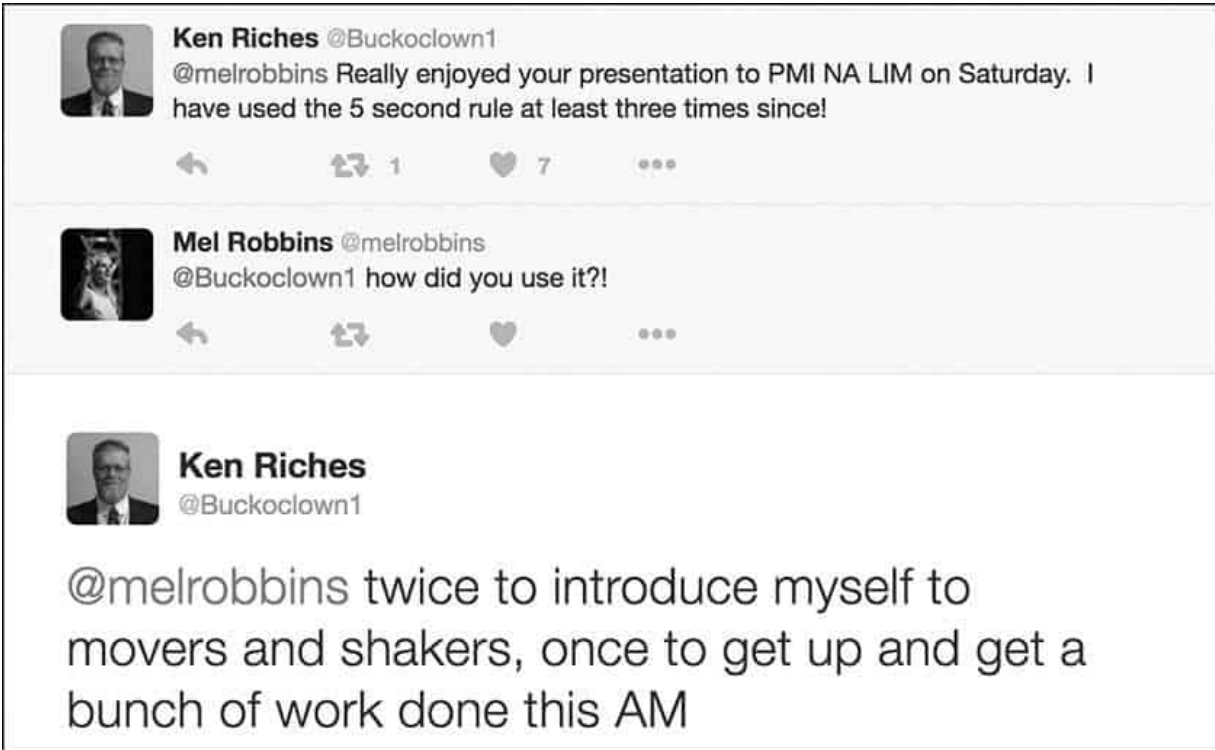
I heard you speak this past winter and you told me to stop being a jerk to myself, then this happened!!! Thank you for motivating the jerk out of me!



You can use the Rule to step outside of your comfort zone and become more effective at networking. Ken used the 5 Second Rule the same day he learned it at the Project Management Institute National Conference to meet “movers and shakers,”



Matthew used it to cold-call C-Level executives, and Alan used it to meet “a dozen folks I wouldn’t have otherwise” at a PGA Tour event.

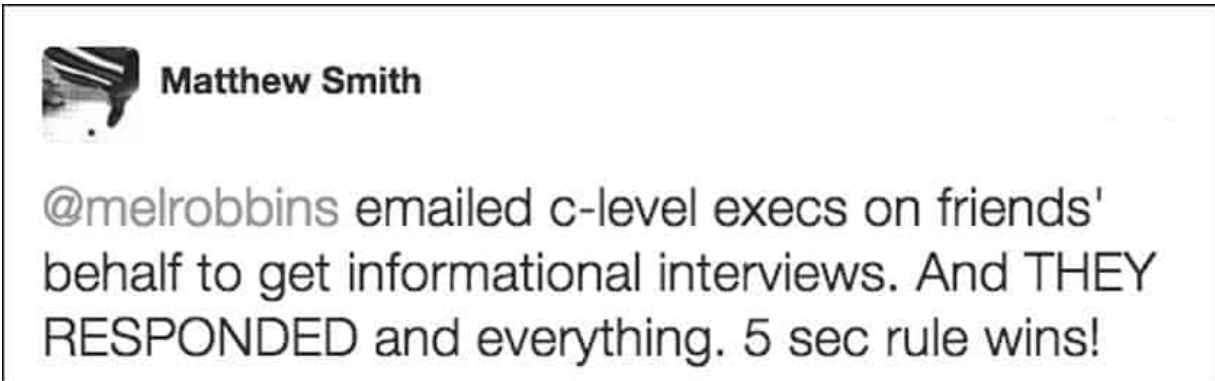


A screenshot of a Twitter thread. The first tweet is from Ken Riches (@Buckoclow1) to Mel Robbins (@melrobbins), stating he enjoyed her presentation to PMI NA LIM on Saturday and that he has used the 5-second rule at least three times since. The second tweet is from Mel Robbins (@melrobbins) to Ken Riches (@Buckoclow1), asking how he used it. The third tweet is from Ken Riches (@Buckoclow1) to Mel Robbins (@melrobbins), explaining he used it twice to introduce himself to movers and shakers, once to get up and get a bunch of work done this AM.

**Ken Riches** @Buckoclow1  
@melrobbins Really enjoyed your presentation to PMI NA LIM on Saturday. I have used the 5 second rule at least three times since!

**Mel Robbins** @melrobbins  
@Buckoclow1 how did you use it?!

**Ken Riches** @Buckoclow1  
@melrobbins twice to introduce myself to movers and shakers, once to get up and get a bunch of work done this AM



A screenshot of a tweet from Matthew Smith. The tweet is addressed to Mel Robbins (@melrobbins) and describes how she used the 5-second rule to get informational interviews by emailing c-level executives on friends' behalf, resulting in responses and success.

**Matthew Smith**  
@melrobbins emailed c-level execs on friends' behalf to get informational interviews. And THEY RESPONDED and everything. 5 sec rule wins!



**Alan**

@TheIdOfAlan

@melrobbins Great job at the PGA TOUR! I've already used the 5 sec. trick to meet a dozen folks I wouldn't have otherwise. #GoodStuff

You can also use the Rule to self-monitor and control your emotions. Jenna uses the Rule as a mom to practice “patience instead of snapping at” her kids. She’s also using it as a sales tool in her new direct selling business. The Rule helps her stop thinking about how “intimidating” it is to sell and gives her the courage to just start selling.



Jenna

Hi Mel!! Well I really just started putting the 5 second rule into motion. 2 areas of my life I have started really practice using it is with my kids and having the patience instead of snapping at them. I feel like it has given me the extra 5 seconds to put my thoughts together before jumping the gun. Also in building my Yoli business. I take 5 seconds and just ask, just talk to someone and bring up my my business. As u talked about it thinking about the answer rather than thinking about doing it can be very intimidating in this kind of business. Just have to use the 5 seconds and do it instead of thinking about it!! I absolutely loved hearing you in person!!! It was great! Thank you!! I plan to keep putting the 5 second rule in motion throughout many aspects of my life that I want to work on! Hope you have a fabulous day!



Executives inside some of the world's most respected brands are using the Rule to help their managers change, drive sales, engage teams, and innovate.

Take Crystal at USAA, whose entire sales team is using the 5 Second Rule and the result has been awesome—they've jumped to "#1 in our location."



Crystal

I have my whole team at USAA doing the 5 second rule so far we have jumped to #1 in our location our goal it to be the number one in the entire company! Here is one of the forms you sent me. I have more to follow.

The #5SecondRule is so easy to learn and so important for confidence that we see managers, like Muz, teaching it to their teams all over the world.



**Muz**


@muze63

The entire staff glued to a great #TEDtalk by @melrobbins this morning #motivation #5secondrule. Thank you, Mel :)



You'll also be inspired by the stories of people who are finding the courage to stop thinking and start putting their ideas into action. Mark, who after decades of thinking about starting a nonprofit ice hockey league for inner city kids, used the Rule to finally get the idea “out of my head” and “into action.” He’s now partnered with former Olympians and NHL alumni to create camps, clinics, and leagues.





**Mark**  
View Profile

I worked in around the National Hockey League for most of the 1980s and 1990s. I always thought that it was a shame that inner city kids had little access to the sport, which tends to be expensive and impractical for many families.

I always had a concept of hockey legends bringing hockey to the inner city via street hockey. Unfortunately, I put the "emergency break" on each time I had this thought and never followed through with it.

Then in 2013, I watched Mel Robbins TEDx talk and at the 19th minute of a 21-minute presentation, she introduced the "5 second rule."

Bingo!

I immediately got the inner city hockey program out of my head and put it into action. Soon, I joined forces with former US Olympic hockey Star David A. Jensen and the Boston Bruins Alumni to create the "Hockey in the Streets" program, which now conducts camps, clinics and leagues in many urban areas throughout New England.

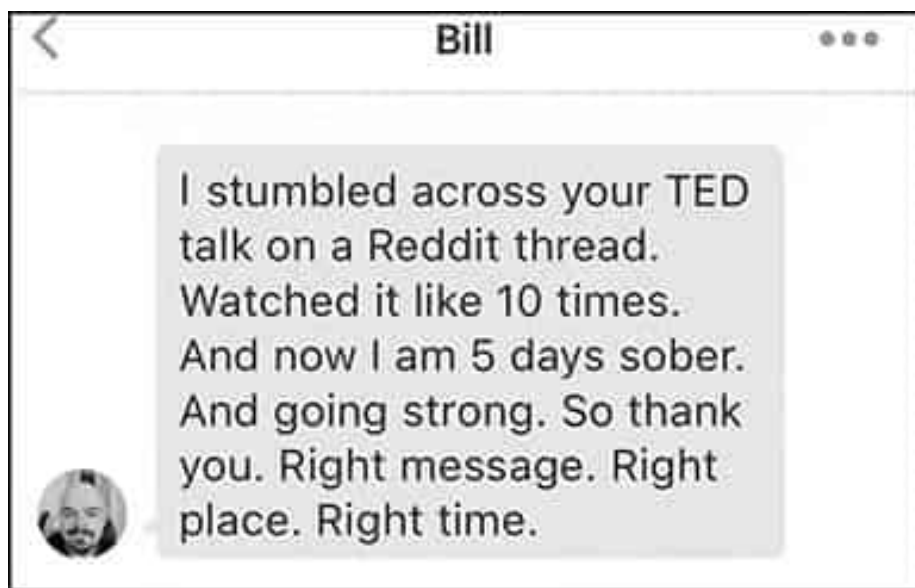
As the program continues to expand, thousands of urban kids will have the chance to experience the great game of hockey. But, it couldn't have happened with the "emergency break" on!

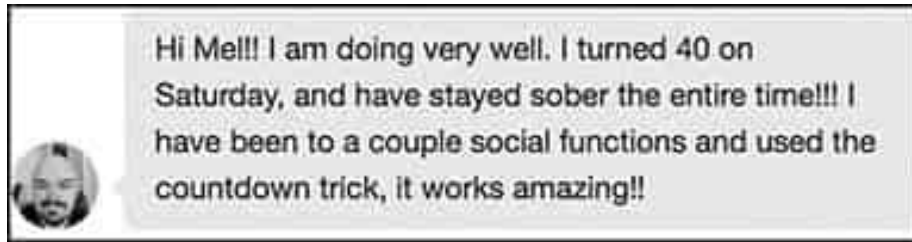
<http://www.dajhockey.com/summer-2016-urban-street-hockey-program.html>

**Summer 2016 Urban Street Hockey Program**  
The Massachusetts Department of Conservation and Recreation...

**The Rule is also a powerful tool in the battles of addiction and depression.**

Bill learned about the #5SecondRule on a Reddit thread and it was the "Right message. Right place. Right time." He started using the Rule's "countdown trick" to quit drinking and it's working "amazing!!" He just celebrated his 40th birthday completely sober.





**And it might even save your life** A work colleague of mine recently reached out and shared a very poignant #5SecondRule story with me. After he and his wife split up, he fell into a deep depression. It got so bad that he “contemplated suicide.” At his lowest point, he used the Rule to “put it down and call for help.” Finding the courage to get out of his head by counting 5- 4- 3- 2- 1 and then calling for help saved his life.

Mel, hope all is well. I have been meaning to write you for a while. As you know I have heard you speak a few times, we have hung out and I follow your various 'posts'. Know what you do matters. My wife and I split over a year ago and it has been hard. So hard that I contemplated suicide, however at my lowest point I said to myself 5-4-3-2-1 put it down and call for help. I am doing great now, life is good and I have rediscovered my purpose. Never doubt the good you are doing and the difference you are making. 5-4-3-2-1 go out and have a great day. Cheers

In using the Rule for more than seven years, and hearing from people all over the world, I’ve come to realize that every single day we face moments that are difficult, uncertain, and scary. Your life requires courage. And that is exactly what the Rule will help you discover—the courage to become your greatest self.