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[CLIENT NAME]
New Year's habits blog post sample
December [Year]

Suggested title:
Making New Year's Habits

First draft:

It seems like just last week that we completed [major business milestone], but that was in February. How is it already December and we're about to ring in 20XX?

Like many people at this time of year, I'll give some thought to New Year's resolutions. According to *Statistic Brain*, 45% of Americans usually make New Year's resolutions while 17% infrequently do so. The more shocking statistic is how many are successful in achieving their resolution(s): a mere 8%.

This prompted me to think differently about these annual pledges-to-self. Resolutions can't be simply declared on January 1 over Grandma's good luck meal of black-eyed peas and collards – they must become permanent habits. An Entrepreneur article discusses three points to making good habits stick:

1. Make a specific action plan.
2. Anticipate challenges.
3. Stick with it.

This post was written with the business owner in mind; however, these ideas can also be applied to our New Year's ~~resolutions~~ habits. Sure, we may have 20XX goals like "increase sales" or "quit smoking" but as the article states, "learning how we turn intention into reality can make the process much easier."

One of my 20XX goals is to drop a few pounds. Since moving to Arizona, I've gotten into mountain biking; I now know from a fitness app that a single 90-minute mountain bike ride burns a whopping 1,098 calories. In light of this article's three points, how can I be one of the 8% next year?

1. The 20XX action plan is to:
 - a. ride my mountain bike for 90 minutes at least three days a week, and
 - b. log all meals and exercise in the fitness app.
2. Known challenges:
 - a. Summer in Arizona is hotter than the ninth level of Dante's Inferno; so, I'll ride in the early mornings when the desert is coolest.
 - b. Grad school is a huge time commitment; therefore, mountain biking will be another respected calendar appointment just like writing case studies or taking an exam.
3. I'll stick with it by:
 - a. tracking my activity on my whiteboard calendar on my fridge, and
 - b. engaging local friends to ride with and keep me accountable.

For either your business or for you, what are your 20XX New Year's habits? How will you be one of the 8%?