

# THE 5 AM CLUB

OWN YOUR MORNING. ELEVATE YOUR LIFE.

ROBIN SHARMA

*The SAM Club*

Copyright © 2018 by Robin Sharma.

All rights reserved.

Published by HarperCollins Publishers Ltd

First edition

No part of this book may be used or reproduced in any manner  
whatsoever without the prior written permission of the publisher,  
except in the case of brief quotations embodied in reviews.

Characters, incidents and dialogue are drawn from the author's imagination and are not to be  
construed as real. Any resemblance to actual events or persons, living or dead, is entirely coincidental.

The original models, performance tools and learning tactics in this work are the  
intellectual property of Sharma Leadership International Inc. and cannot be used,  
in any form, without express written approval.

HarperCollins books may be purchased for educational, business  
or sales promotional use through our Special Markets Department.

HarperCollins Publishers Ltd  
Bay Adelaide Centre, East Tower  
22 Adelaide Street West, 41st Floor  
Toronto, Ontario, Canada  
MSH 4E3

*[www.harpercollins.ca](http://www.harpercollins.ca)*

Interior illustrations by Mae Besom (pages 21, 40, 109, 123, 200 and 274)  
and Lola Landekic (pages 176 and 280).

Library and Archives Canada Cataloguing in Publication  
information is available upon request.

ISBN 978-1-4434-5662-3

Printed and bound in the United States

LSC/H 9 8 7 6 5 4 3 2 1

### **RULE #1**

An addiction to distraction is the end of your creative production. Empire-makers and history-creators take one hour for themselves before dawn, in the serenity that lies beyond the clutches of complexity, to prepare themselves for a world-class day.

### **RULE #2**

Excuses breed no genius. Just because you haven't installed the early-rising habit before doesn't mean you can't do it now. Release your rationalizations and remember that small daily improvements, when done consistently over time, lead to stunning results.

### **RULE #3**

All change is hard at first, messy in the middle and gorgeous at the end. Everything you now find easy you first found difficult. With consistent practice, getting up with the sun will become your new normal. And automatic.

### **RULE #4**

To have the results The Top 5% of producers have, you must start doing what 95% of people are unwilling to do. As you start to live like this, the majority will call you crazy. Remember that being labeled a freak is the price of greatness.

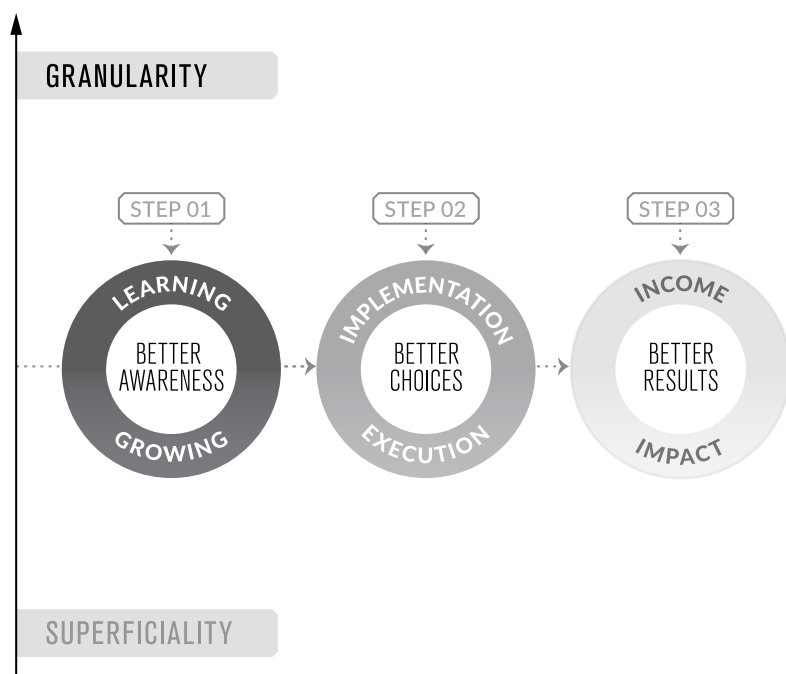
### **RULE #5**

When you feel like surrendering, continue.  
Triumph loves the relentless.

---

# THE 3 STEP SUCCESS FORMULA

---



---

## THE 4 FOCUSES OF HISTORY-MAKERS

---

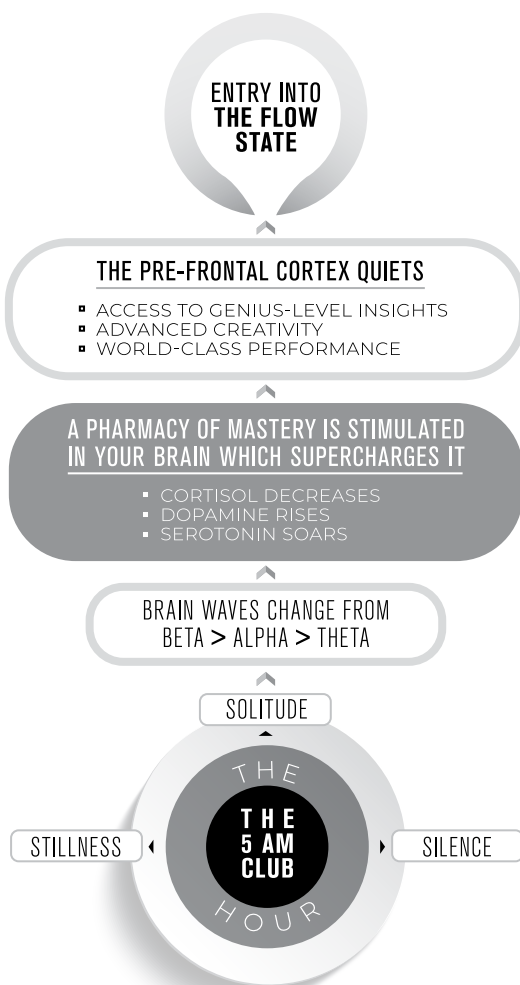


---

# THE SECRET OF MORNING GENIUS:

## TRANSIENT HYPOFRONTALITY

---

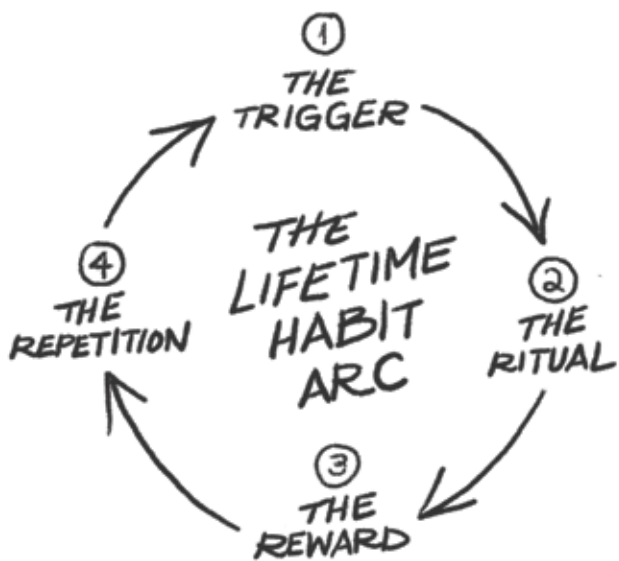


---

## THE 4 INTERIOR EMPIRES

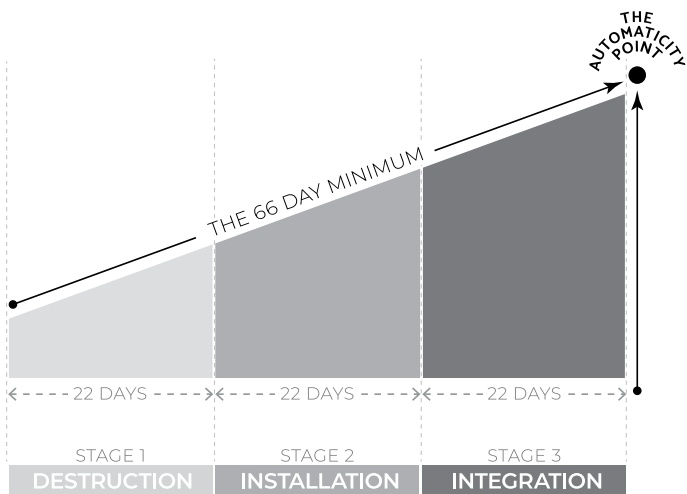
---







# THE HABIT INSTALLATION PROTOCOL



# THE 20/20/20 FORMULA

## DECONSTRUCTION

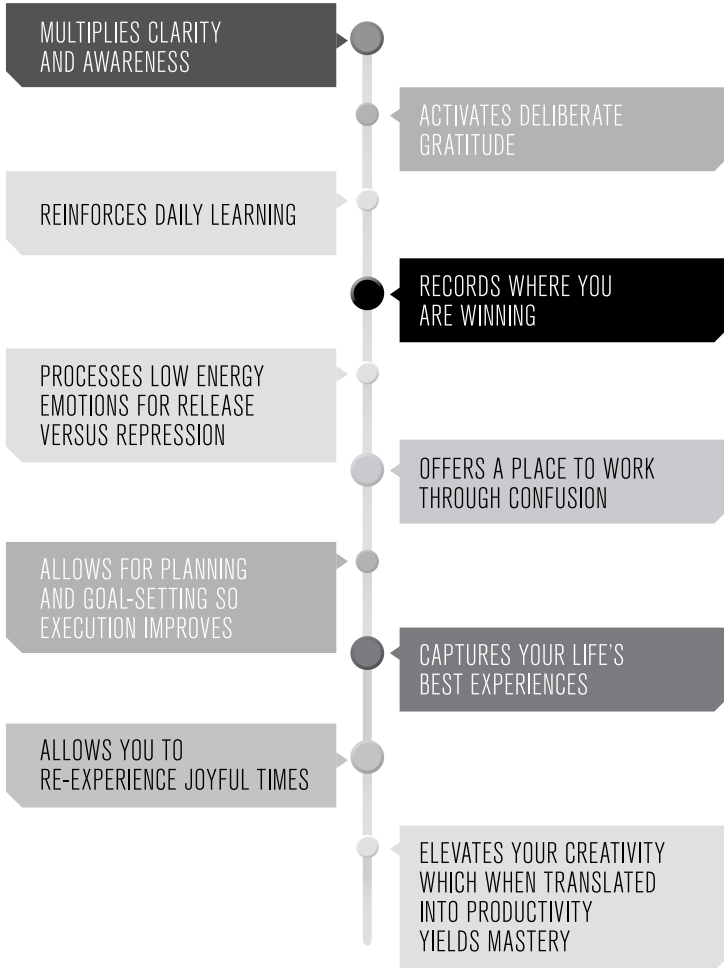
POCKET #1	WHAT	WHY	BENEFITS
05:00 AM — 05:20 AM <b>MOVE</b>	<ul style="list-style-type: none"> <li>• INTENSE EXERCISE</li> <li>• SWEAT HARD</li> <li>• LEARN</li> <li>• HYDRATE</li> <li>• BREATHE DEEPLY</li> </ul>	<ul style="list-style-type: none"> <li>• CLEANSES CORTISOL</li> <li>• BDNF FLOWS</li> <li>• DOPAMINE RISES</li> <li>• SEROTONIN INCREASES</li> <li>• METABOLISM ELEVATES</li> </ul>	<ul style="list-style-type: none"> <li>• MORE FOCUS + PRODUCTIVITY</li> <li>• FOCUS + BRAIN OPTIMIZED</li> <li>• ENERGY GROWS</li> <li>• LESS STRESS</li> <li>• LIVE LONGER</li> </ul>
POCKET #2	WHAT	WHY	BENEFITS
05:20 AM — 05:40 AM <b>REFLECT</b>	<ul style="list-style-type: none"> <li>• JOURNAL</li> <li>• MEDITATE</li> <li>• PLAN</li> <li>• PRAY</li> <li>• CONTEMPLATE</li> </ul>	<ul style="list-style-type: none"> <li>• GRATITUDE BOOSTED</li> <li>• AWARENESS SOARS</li> <li>• HAPPINESS LIFTS</li> <li>• WISDOM DEVELOPS</li> <li>• SERENITY EXPANDS</li> </ul>	<ul style="list-style-type: none"> <li>• GREATER POSITIVITY</li> <li>• DECREASED REACTIVITY</li> <li>• HIGHER CREATIVITY</li> <li>• STRONGER PERFORMANCE</li> <li>• RICHER LIFE</li> </ul>
POCKET #3	WHAT	WHY	BENEFITS
05:40 AM — 06:00 AM <b>GROW</b>	<ul style="list-style-type: none"> <li>• REVIEW GOALS</li> <li>• READ BOOKS</li> <li>• CONSUME AUDIOBOOKS</li> <li>• LISTEN TO PODCASTS</li> <li>• STUDY ONLINE</li> </ul>	<ul style="list-style-type: none"> <li>• THE 2x3x MINDSET</li> <li>• KNOWLEDGE DEEPENS</li> <li>• ACUMEN ESCALATES</li> <li>• CONFIDENCE ACCELERATES</li> <li>• MASTER CHANGE</li> </ul>	<ul style="list-style-type: none"> <li>• BETTER INCOME + IMPACT</li> <li>• CRAFT CALIBRATES</li> <li>• DOMAIN DOMINANCE</li> <li>• PERSONAL GROWTH</li> <li>• INSPIRATION RISES</li> </ul>

---

# THE JOURNALING HABIT

## DECONSTRUCTION

---



## THE PRE-SLEEP RITUAL OF ICONIC PRODUCERS

### DECONSTRUCTION

07:00 PM 08:00 PM	<ul style="list-style-type: none"><li>• Last meal of the day</li><li>• All devices turned off</li><li>• Isolation from overstimulation</li></ul>
08:00 PM 09:00 PM	<ul style="list-style-type: none"><li>• Time for real conversations with loved ones</li><li>• Optional second period of meditation</li><li>• Frequent reading/audiobooks/podcast time</li><li>• Regular session for re-creational pursuits</li><li>• Periodic epsom salt bath</li></ul>
09:00 PM 10:00 PM	<ul style="list-style-type: none"><li>• Preparation for sleep in a cool, dark + technology-free bedroom</li><li>• Organization of exercise gear for Pocket #1</li><li>• Evening gratitude practice</li></ul>

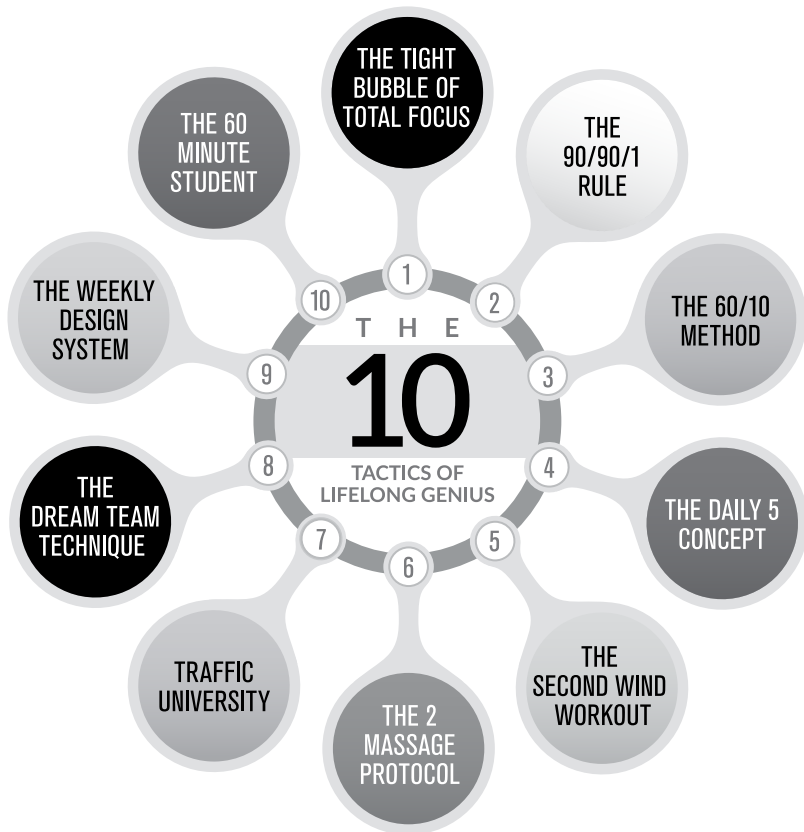
# THE AMAZING DAY **DECONSTRUCTION**

	TIMELINE	ACTIVITY	SHOW NOTES
ZERO-TECHNOLOGY ZONE	4:45 AM	<ul style="list-style-type: none"> <li>Optimal rise time</li> <li>Personal care</li> </ul>	<ul style="list-style-type: none"> <li>Pre-flight runway period</li> <li>Leave your workout gear by your bed the night before</li> <li>Hydrate as it fuels the mitochondria of your cells to release ATP, which elevates your energy</li> </ul>
	5:00 AM	<ul style="list-style-type: none"> <li>Intense Exercise</li> <li>Must sweat [Releases BDNF]</li> </ul>	<ul style="list-style-type: none"> <li>Pocket #1: Move</li> <li>Shifts you from tired to on fire by 5:20am</li> </ul>
	5:20 AM	<ul style="list-style-type: none"> <li>Hydrate further</li> <li>Podcasts/Audio/Video/Music</li> </ul>	<ul style="list-style-type: none"> <li>Exercise lengthens telomeres</li> <li>Activates The Neurobiology of Greatness</li> </ul>
	5:20 AM	<ul style="list-style-type: none"> <li>Meditate</li> <li>Pray</li> </ul>	<ul style="list-style-type: none"> <li>Pocket #2: Reflect</li> <li>Meditation reduces and slows aging</li> </ul>
	5:40 AM	<ul style="list-style-type: none"> <li>Journal</li> <li>Gratitude Practice</li> <li>Script Pre-Performance Blueprint</li> </ul>	<ul style="list-style-type: none"> <li>Planning + sequencing increases focus and productivity</li> </ul>
	5:40 AM	<ul style="list-style-type: none"> <li>Read</li> </ul>	<ul style="list-style-type: none"> <li>Pocket #3: Grow</li> <li>The 2x3x Mindset</li> </ul>
	6:00 AM	<ul style="list-style-type: none"> <li>Audiobooks</li> <li>Podcasts</li> <li>Learning + Inspirational Videos</li> </ul>	<ul style="list-style-type: none"> <li>Fuels your hope + your craft</li> <li>Breeds Inspiration</li> <li>Builds Undeatable Ability in your industry</li> </ul>
	6:00 AM	<ul style="list-style-type: none"> <li>Family Connection</li> <li>Personal Pursuits</li> </ul>	<ul style="list-style-type: none"> <li>Enriches well-being + reduces digital dementia</li> </ul>
	8:00 AM	<ul style="list-style-type: none"> <li>No social media</li> <li>No news</li> <li>No message checking</li> </ul>	<ul style="list-style-type: none"> <li>Elevates the tone of your morning</li> <li>Promotes joy and calm</li> </ul>
	8:00 AM	<ul style="list-style-type: none"> <li>The 90/90/1 Rule</li> <li>The 60/10 Method</li> </ul>	<ul style="list-style-type: none"> <li>The Twin Cycles of Elite Performance</li> <li>TBT Protocol</li> </ul>
ZERO-TECHNOLOGY ZONE	1:00 PM	<ul style="list-style-type: none"> <li>World-class work</li> </ul>	<ul style="list-style-type: none"> <li>Your Personal Menlo Park</li> </ul>
	1:00 PM	<ul style="list-style-type: none"> <li>Lower value work</li> <li>Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Administrivia</li> <li>Less creative work</li> </ul>
	5:00 PM	<ul style="list-style-type: none"> <li>Organizing</li> <li>Break-Fast [optional: The 16/8 Dividend]</li> </ul>	<ul style="list-style-type: none"> <li>Planning</li> <li>More hydration</li> </ul>
	5:00 PM	<ul style="list-style-type: none"> <li>Traffic U</li> <li>2WW</li> <li>2MP</li> </ul>	<ul style="list-style-type: none"> <li>Sustain game via learning</li> <li>Personal Renewal Time</li> </ul>
	6:00 PM	<ul style="list-style-type: none"> <li>Decompression + Transition Period</li> </ul>	<ul style="list-style-type: none"> <li>Sun/fresh air/refueling</li> </ul>
	6:00 PM	<ul style="list-style-type: none"> <li>No digital devices</li> <li>Family mealtime</li> </ul>	<ul style="list-style-type: none"> <li>Social connection</li> <li>Adventure</li> </ul>
	7:30 PM	<ul style="list-style-type: none"> <li>Portfolio of joyful pursuits</li> <li>Nature walks with loved ones</li> </ul>	<ul style="list-style-type: none"> <li>Community service</li> </ul>
	7:30 PM	<ul style="list-style-type: none"> <li>Reading</li> <li>Nightly debrief in journal</li> </ul>	<ul style="list-style-type: none"> <li>Nightly sleep rituals</li> <li>Hot bath with epsom salt</li> </ul>
	9:30 PM	<ul style="list-style-type: none"> <li>Pre-prep for early rise</li> <li>No screens/No technology</li> <li>Optimal second meditation before sleep</li> </ul>	<ul style="list-style-type: none"> <li>Dark room</li> <li>Cool temperature</li> </ul>
	9:30 PM	<ul style="list-style-type: none"> <li>Sleep deeply</li> </ul>	<ul style="list-style-type: none"> <li>Production of HGH</li> <li>Restoration and regeneration of brain, body and spirit</li> </ul>

---

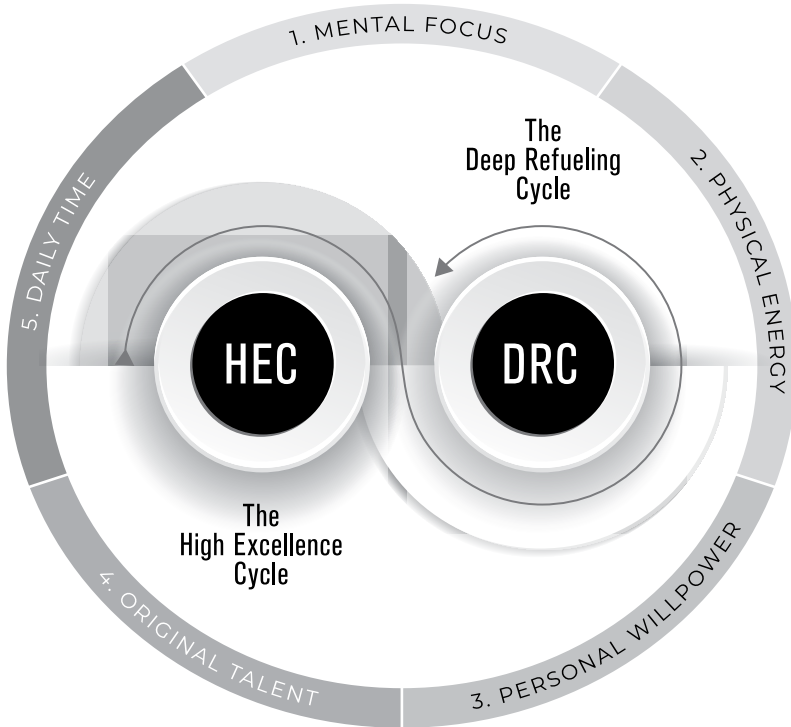
# THE 10 TACTICS OF LIFELONG GENIUS

---

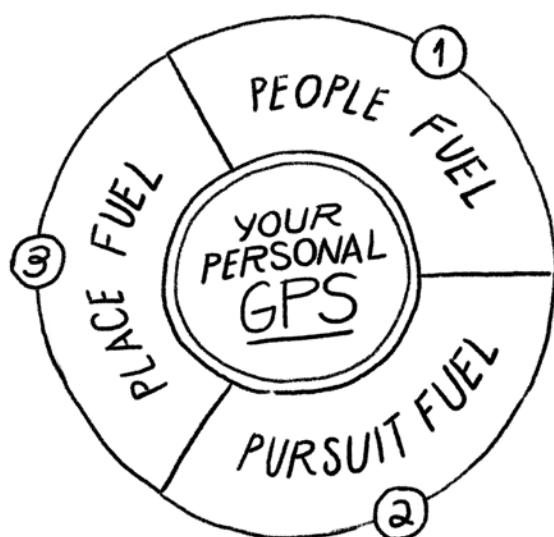


# THE TWIN CYCLES OF ELITE PERFORMANCE

## PROTECTION OF THE 5 ASSETS OF GENIUS



## JOY AS A GPS

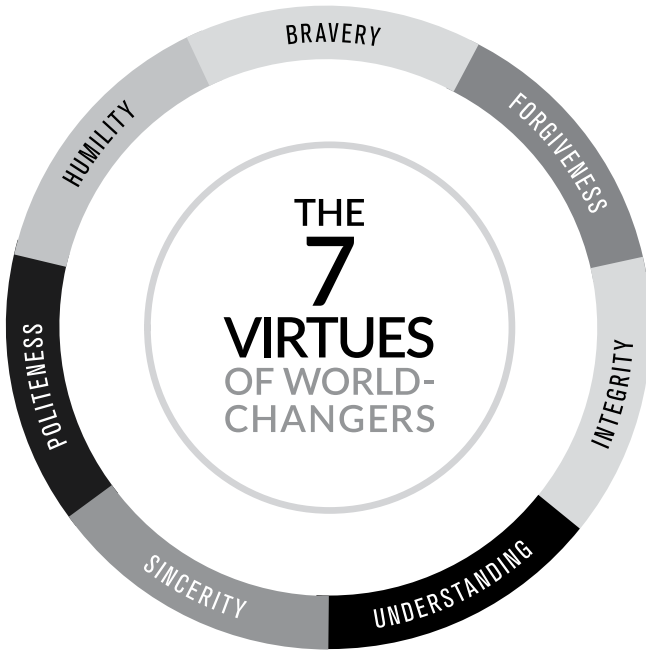




---

## THE HEROIC HUMAN CIRCLE

---



# What's Next on Your Heroic Adventure?

The end of this book is the beginning of your own journey into The 5 AM Club. To help you lock in the early rising habit as a lifetime practice as well as install *The 20/20/20 Formula* as your morning routine so you experience world-class results, Robin Sharma has created the following tools for you, all being made available absolutely free:

## The 5 AM Habit Installer

A remarkable app that will help you track your daily progress over the next sixty-six days so waking up before daybreak becomes automatic. You'll also receive full access to worksheets for integrating the frameworks you've now learned, music playlists to fuel your confidence and an amazing support platform so you connect with other members of The 5 AM Club.

## The 5 AM Club Challenge

You'll receive two months of content-rich and enormously practical coaching videos, mentoring encouragement and fast shots of inspiration from Robin Sharma so you stay with your commitment. And maximize your victories as someone who rises early.

## The 5 AM Club Morning Mastery Meditations

To help you start your day feeling calm, focused and positive, Robin Sharma has carefully created and meticulously calibrated a series of guided meditations for you to run through each morning so you optimize your Mindset, purify your Heartset, fortify your Healthset and escalate your Soulset.

## The Secret Lost Chapter

In a blaze of creative fire early one morning, the author wrote an alternate (and most unexpected) final chapter to this book. It's intriguing, enchanting and intensely dramatic.

To get your full access to all of these beautiful and valuable resources being made available to you at zero cost, go to:

**[robinsharma.com/The5AMClub](http://robinsharma.com/The5AMClub)**

# Fuel Your Rise by Reading All of Robin Sharma's Worldwide Bestsellers

Have you ever noticed that the most thoughtful, articulate, successful and graceful people you've met all have a common practice? They read everything they can get their hands on.

Whether you're at your mountaintop or just starting your climb, reading is one of the masterhabits of the great ones.

So here's a complete list of the author's internationally acclaimed books to support your ascent into peak productivity, total craft mastery and living beautifully—while you make your mark on history.

- [ ] The Monk Who Sold His Ferrari
- [ ] The Greatness Guide
- [ ] The Greatness Guide, Book 2
- [ ] The Leader Who Had No Title
- [ ] Who Will Cry When You Die?
- [ ] Leadership Wisdom from The Monk Who Sold His Ferrari
- [ ] Family Wisdom from The Monk Who Sold His Ferrari
- [ ] Discover Your Destiny with The Monk Who Sold His Ferrari
- [ ] The Secret Letters of The Monk Who Sold His Ferrari
- [ ] The Mastery Manual
- [ ] The Little Black Book for Stunning Success
- [ ] The Saint, the Surfer, and the CEO