



Jonathan Goodman

Author • Coach • Entrepreneur

Jonathan Goodman is an author, coach, and creator of ***Unhinged Habits***, a book about strategic subtraction, seasonality, and designing health, relationships, and work you don't need to escape from.

SHORT BIO

Jonathan Goodman is the founder of the Personal Trainer Development Center (PTDC), a global education company that has helped more than 200,000 professionals across 125 countries build sustainable, human-centered businesses. Over the past fifteen years, he has built and scaled multiple seven-figure companies while challenging conventional ideas about productivity, success, and growth.

Fitness was his testing ground; the lessons it produced now shape his work on habits, decision-making, and designing lives that function in the real world.

FEATURED BOOK

Unhinged Habits

A Counterintuitive Guide for Humans to Have More by Doing Less

Publication: January 2026 | **Publisher:** HarperCollins

Formats: Hardcover • Audiobook • eBook

Unhinged Habits is a practical and philosophical examination of why modern success feels so exhausting—and how to step out of the middle. Rather than promoting discipline, optimization, or hustle, Jonathan Goodman argues that lasting change comes from designing habits, environments, and expectations that reflect how people actually live.

Written for those who are busy, capable, and quietly dissatisfied, the book offers a framework for doing less, choosing deliberately, and designing a life you don't need to escape from.

UNHINGED HABITS KEY IDEAS & THEMES

These are the core ideas explored in *Unhinged Habits* and Jonathan Goodman's work:

- **Strategic Subtraction:** Why doing less—intentionally—is often the fastest path to clarity, momentum, and sustainability.
- **Getting Out of the Middle:** The hidden cost of indecision, half-commitment, and chasing conflicting definitions of success.
- **Building for Humans, Not Algorithms:** How trust, specificity, and consistency outperform visibility and optimization over time.
- **Redefining Success:** Designing personal metrics that reflect values rather than social comparison.
- **Habits as Alignment, Not Discipline:** Why consistency emerges naturally when habits fit real life.

SELECTED QUOTES	SELECTED ENDORSEMENTS
"At any given time, we must be selective about which priority we pursue aggressively—and be okay with being just okay at everything else."	"Unhinged Habits is a radical reimagining of modern life through an ancestral lens." — Michael Easter (Author, <i>Comfort Crisis</i>)
"Intensity is for gaining. Consistency is for maintaining."	"After reading <i>Unhinged Habits</i>, you will reorient your life around what matters the most." — Arthur C. Brooks (Harvard Professor)
"You are not the author of your life, but you can be the editor. Great editing, however, prides itself on subtraction, not addition."	
"Not wanting something is as good as not having it."	

MEDIA ASSETS

High-resolution author photos and the book cover are available [here](#).

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Last updated: Jan 2026