

The 30-Day Challenge Worksheet

Start the challenge today: name your fight, log Day 1, and commit to the four weekly themes.

Day 1 setup

The fight

Name the real fight you'll practice on for the next 30 days.

Daily time

What specific time each day will you do your rep? Attach it to something you already do.

Day 1 log entry

The rep

One small concrete advocacy action you did today.

What happened

The result of the rep.

One thing you noticed

Noticing is how a rep teaches you something.

The four weekly themes

Week 1 — Foundations reps: mission, story, decision-maker archetypes

Week 2 — Field reps: real conversations, public comment, first alliance ask

Week 3 — Craft reps: mechanisms, metaphor, objections, fallacy audit

Week 4 — Campaign reps: zone map, one-page plan, escalation ladder, setback, one metric

A missed day is fine — do the rep the next day and keep going. The streak is the deliverable, not any single day's size.