

21-Day  
Kickstarter

# WEEK 1

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## DAY 1



You have chosen to change, upgrade, add, or even eliminate something from your life over the next 21 days. Today, I want you to claim it publicly and tell at least 2 other people. Part of our success is in getting support from others, part of it is found in peer pressure. Also, put it out on social media to share with others. Your accountability has many forms-- the key is to create pressure around your goal, so that you are more apt to staying the course and achieving what you've set out to do.

Look for **AM** and **PM** prompts moving forward-- start your day out with this goal in mind and check in at the end of the day. You'll check the box in the upper right when you've completed that day's challenge. Check it for day 1, now!

## DAY 5



**AM:** Here we go, here we go! Life is too short to live without your WHY. So, today I want you to find your super-duper, kick-butt, get you in the best mood ever, completely awesome theme song. Yes, really-- A THEME SONG! This is the song that fires you up and makes you feel like UNSTOPPABLE. I want you to commit to playing it constantly throughout your day. I want you to wake up and play it first thing in the morning. This is a daily action that you will take for the next 16 days in the morning. EV. ER. Y. DAY.

**PM:** Did you choose your kick butt theme song? Level with me, did it feel good to hear it? I call it my Indestructable Song. Now you have yours.

*Get that box checked. superstar!*

## DAY 2



**AM:** Hello, rockstar! You are moving into your first real day of focus. Stay conscious and focused on areas where you can stretch your muscles and exercise this new choice. We'll be starting kind of slowly and ramping up. Today, look up an article about how people are achieving or living with this same goal that you have. Find the successes!

**PM:** Did you find an article? What struck you? Were there any gems within it that you can glean some wisdom from? How about moments throughout the day when you were challenged to step up to the plate-- any successes?

*You know the drill-- check up top when you're done!*

## DAY 6



**AM:** It's feeling tough, but you are tougher. Get that song in you, warrior. Let it fill your cup. Take in that quote a few times before you start your day. Today, I want you to find an image that looks like what success will feel like when you achieve this new level in this process. Google feelings. Find it. Print it. Post it on your mirror. Remember, this is an inside job. We are fighting the inner stuff so we need to hit this from every angle. Also, post an update on social media.

**PM:** Did you get the picture up? Listening to the song? Reading your quote? Post an update on social media? This is about COMPOUNDING EFFORT. It's a lot, but your WHY is worth it.

*Slap that fat check in the box, warrior!*

## DAY 3



**AM:** Day 3, baby! Today I want you to find a TEDTalk around your goal. There are people just like you who have attempted to climb this summit. I also want you to share the video on social media and give a Day 3 update about how you're feeling with this new goal. There are others who may need to see the video, too! Remember: stay aware and notice opportunities to assert yourself toward your new goal or behavior.

**PM:** What kind of feedback did you get from posting the video? Did you find that you have more cheerleaders than you realized? Were there any big or small wins for today?

*If you did it, check it!*

## DAY 7



**AM:** You just hit one week. You did that! You are closer to breaking that old habit, starting a new one, and claiming a totally new space for yourself. That has to feel good. So, here is how we're going to celebrate: I want you to write 5 "I am..." statements about how you WANT to feel. We're doing a little Jedi Mind Trickery, are you with me? We are re-mapping your brain, for good. I also want you checking in with your two friends. Update them and get the cup filled with support from them.

**PM:** Did you do the 5? Read them daily. Let us train your mind. TRUST.

*Give yourself a Week One Victory STAR in the box!*

## DAY 4



**AM:** So, we hit Day 4 and this is when our motivation tends to dip. What you're doing is hard, I get it. Today, I want you to remind yourself of your WHY. Today you'll write out your WHY--just give yourself 10 short minutes to get it recorded. Also, go find a quote that resonates and print it out and put it in three spots. Visual motivation is key right now. Think about what you're committing to as much as possible.

**PM:** How did it go? Did you write/record your WHY? This will be important throughout the next 17 days. How about that quote? Is it up? Put it where you'll see it every morning.

*Do the thing, hot rod- drop that check in the box!*

## NOTES:

## DAY 8



**AM:** Welcome to Week 2, superstar! I know this is when it's tough to stay focused and committed so I want you to start your day with a post on social about how you're feeling and where you're at. Then, I want you to go and write down how you're going to benefit from this, when this is all over-- spend 10 minutes writing. Write a list of GIFTS that you will receive for staying the course. These are "I will be/have/achieve/enjoy..." statements.

**PM:** Were the responses to your Facebook post inspiring? Did you come up with your Gift List to remind yourself why this is so important? It's worth it, you just need to stay with it.

*You're killing it-- check it, rockstar!*

## DAY 9



**AM:** Play that theme song! Don't forget your quotes-- these are morning Brain Boosters! Today, is a BIG ACTION DAY. I want you to make one investment into guaranteeing your success with this goal or habit change. What is one thing you can do to solidify that you are committed? What can you buy? What coach can you invest in? What class can you sign up for? What sit-down do you need to have to show that this is really happening? What life change can you make? This is scary, but you've got it in you. TRUST. You've done the work. You're on the right path.

**PM:** Are you still alive? Did you do it? Yesssss!

*Take that big 'ol check, friend!*

## DAY 10



**AM:** Tennen!!! You just hit such a critical point, you have no idea. Today is your Freedom Day. Did you know that? This is the day that everything gets easier and starts to flow in your favor. This is the Brain Shift point where your subconscious starts to understand that we're really doing this, so it may as well comply. Isn't that great?! So, today, I want you to reach out and talk to someone new about 1) what you've been doing, and 2) how you can help them with what you've learned. The best way to BE is to TEACH.

**PM:** Did you start the connection? At least try to connect? That's progress in my book. I want you to own your growth and pass it on.

*Ch-ch-cheeeeeccccckkk please!*

## DAY 11



**AM:** Take a bow, my friend! You made it past such a critical point and that needs to be celebrated! The next five days you'll talk about your journey and ride the wave of wins. Today, put up a victory post on social media and share your success. Continue with the quote, listen to your song, and read your WHY. Share the adjustments you've made, the commitments you've adhered to, and the daily habits you've gotten into. Paint the picture and talk about HOW GOOD YOU FEEL. Share the joy-- it's victory lap time!

**PM:** How do you feel being the receiver of the applause and the focus of the inspiration?

*Slam that check up there, winner!*

## DAY 12



**AM:** Now that we've had our victory lap, I want you to go inward a bit, today. I want you to spend 10 minutes and identify what changes that you are feeling in your body. Think about your relationships-- what's different? How about your outlook? Your confidence? Your motivation? List those things. THEN, I want you to go back and look at your "I am" statements from the beginning of this journey (Day 3) and think back to the way you really felt writing them. Now, do some comparing. Is there growth? Feeling stronger, now? Closer to the goal?

**PM:** Read over your WHY and remind yourself of the importance of this commitment.

*Then give yourself a monster check!*

## DAY 13



**AM:** You are killing it! Your confidence is getting stronger and your vision for your own life is clearer. So, today is a BIG ACTION DAY. Do you have any tough conversations that are undone? Might it be time to open that door and have the talk? If there is a text, email, or conversation that needs to be had, I challenge you to attempt that today. It may just be the first step, but it's time that you exercise your strength and truth. Step into your newfound clarity. You've got this.

**PM:** Today was a big challenge. Were you able to do it? If not, it's okay. Just remember that standing in your truth is necessary for growth. Keep thinking about it.

*Check it- You deserve it!*

## DAY 14



**AM:** Oh my gosh, oh my gosh, oh my gosh-- you're two-thirds of the way there! This totally deserves a social media post, right? You know what I think you should do? GO LIVE. This is a big freaking deal! Even if it's a 1 minute Live, I think that people need to hear how good it feels to accomplish something. You know how easy it is to be complacent, so it's super inspiring when people are doing the thing and conquering their life! Do it. I also want you checking in with that person that you had spoken to on Day 10-- see how they're doing. Support is everything.

**PM:** So, how's youuus, tonight?! Did you go Live? Eeek! It's exhilarating isn't it? Did you check in?

*Slam that check up there, killer!*

## NOTES:

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# WEEK 2

## DAY 15



**AM:** Homestretch, baby! You have one week left. Okay, so this week is going to be about taking things to the next level. You've come so far and have embraced this commitment. Now, I need you to make a larger, long-term commitment. How will you create accountability for the next 30-days? Are you investing in a coach? Willing to commit to an accountability partner/friend? Considering going public to help others with this same thing through video, a blog, or updates on social? Remember, much of what we have done has been about you going public and creating accountability. Don't quit now.

**PM:** Did you do it? Are you going all in?

*Lay down that check, superstar!*

## DAY 16



**AM:** Hey, warrior! I trust you're doing the daily compounding activities to stay strong -- you're nailing it! So, today, I want you to write a goodbye letter to yourself- the old self- literally, the person you were 15 days ago. Take 10 minutes. Close that chapter and forgive yourself for staying "stuck" for as long as you did. Explain why you HAD to shift and what a good decision it was. It may seem silly, but this self-forgiveness is a huge part of our need to come to terms with, and solidify, our new choices. It's part of the pillars that will allow you to grow stronger, long-term.

**PM:** Did the letter bring on the feels?

*Slap the check down- you deserve it!*

## DAY 17



**AM:** Day 17! Are you still doing the daily stuff? This part of the process is about spreading your wings. It's about being willing to take more risks and tweak a bit, to grow a little more. So, I have a question: is there a next level to your goal? I mean, is there a higher level, a bigger achievement, a farther reaching point? How audacious would it be for you to ask for THAT, or shift to THAT? Since you've proven to be a huge star, I think it's worth thinking about. Today, I double dog dare you to move the goal post. Increase. Level up. 10X your goal. Why stop?

**PM:** Whether you did anything today or not, just think about that, above. There's magic in it.

*Check! Check! Check!*

## DAY 18



**AM:** Mornin' sunshine! Are you feeling strong? I have to admit, I literally get giddy for my clients at this point. I meeean... 4 DAYS LEFT. C'mon! Have you thought about yesterday's ear worm? Are you considering it? You should be. You can do this. So, today I want you to write a list of affirmations: 10 true "I am..." statements about where you are right now. How are you doing-- just answer that question. Then compare your answers with Day 3 and 12-- I want you to see and feel your growth. This is happening! Share a social media post!

**PM:** Did you compare the two? Is this even better? Still room to grow? Whatever your answer, awareness is good. Sit in it.

*Check it, up in the right!*

## DAY 19



**AM:** Eeeek! NINETEEN. You are in the last steps of this process and it may feel like you can let your foot off the gas and have a cheat day-- DON'T DO IT! Stay the course! Today, I want you to identify 5-10 things that you are going to have to strategically change in your life, now that you have gotten to this point. What doesn't fit anymore? This is part of the change process and can be scary and even sad. This doesn't mean you have to ELIMINATE, it just means that things will most likely have to shift. Shifting is good, I promise.

**PM:** How are you feeling? If you need help with the shift, reach out to me. This can be tough.

*Slam dunk that check, friend!*

## DAY 20



**AM:** TWEN-TY! Blast your damn theme song, warrior! So, yesterday may have been heavy but it was necessary to insulate your growth and vision for your life. Today is about the gifts that you have received from this change. I want you to take ten minutes and dig into the benefits and gifts that you have received in the last 20 days. This is key to recognize your TRANSFORMATION. Then, you need to scream this from the rooftops on social media! Allow others into your sphere of joy and celebration!

**PM:** My friend, I just want you to sit in how far you have come. I'm so happy for you.

*Put that check in the box and do a little happy dance-- huge wins!*

## DAY 21



**AM:** HOLY SMOKES, YOU DID IT!! Take that in, rockstar! This is such a substantial achievement. I hope you can truly feel it. I'm so, so happy for you! Today I want you to think about your circle-- the ones you've been sharing with, the ones who've been watching and Liking, and the ones who can use the help. Today is your victory parade and I want you to GO BIG with how you're feeling on social: go Live, make a huge post, tag or call out people's names in your post. Share the WHY, your journey, your TRANSFORMATION. And, you now have this framework to help someone else get unchained from their circumstances. Help others-- that's how we keep collaborating and lifting people up. Share the good, warrior!

*Check it baby, check it-- high five!*

## NOTES:

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