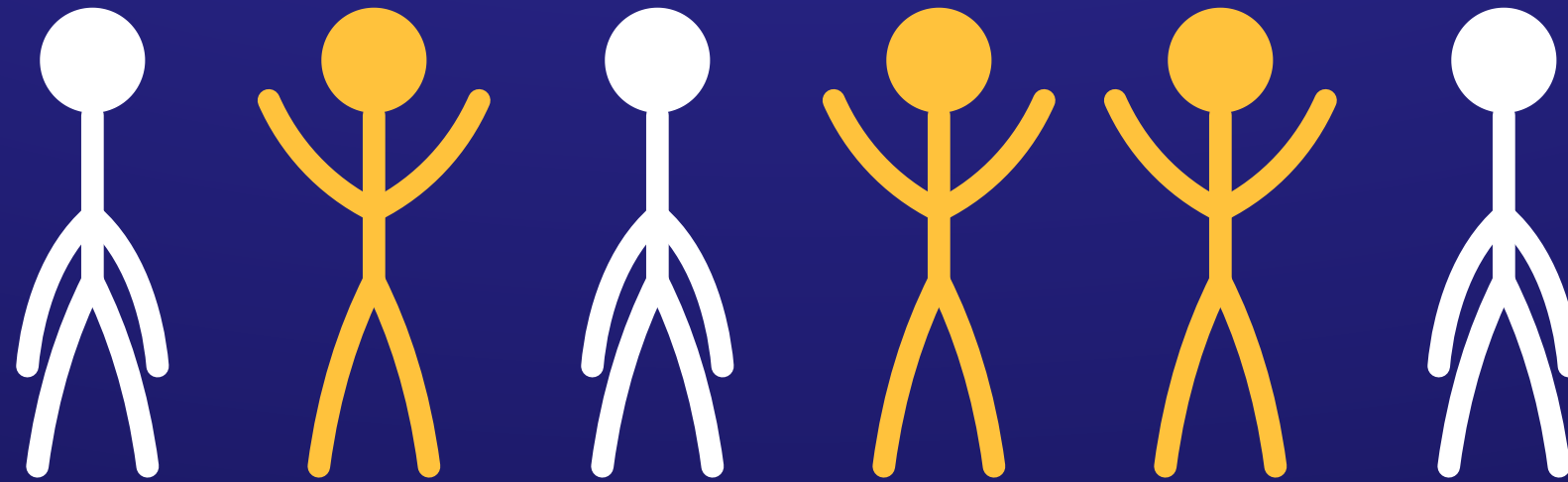
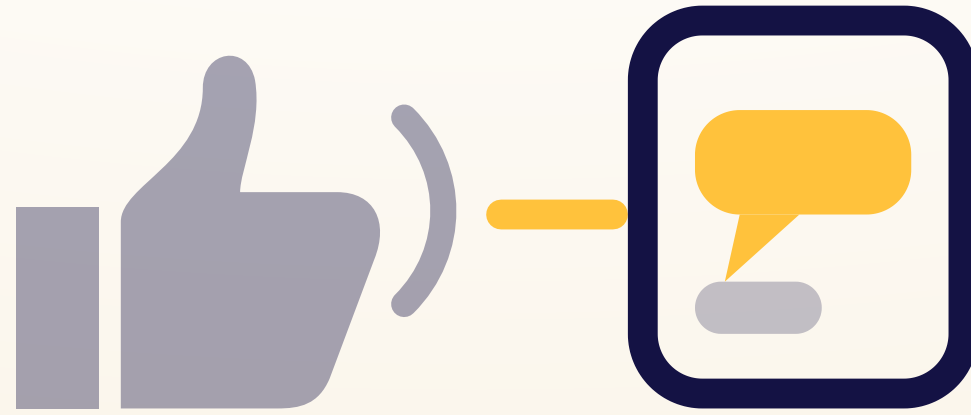




**Why did you sign up  
for this challenge?**



**The only bar: does it  
make someone  
reach out?**

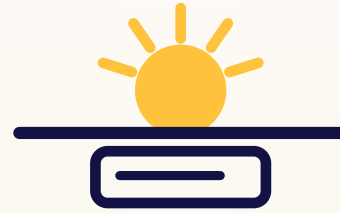
# Only two things make a stranger DM you

YOU TAUGHT SOMETHING

**you legitimately  
learned**

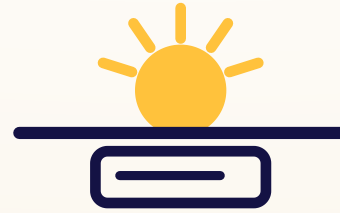
YOU DESCRIBED EXACTLY

**how it feels to be them**



**Every day, in the space**

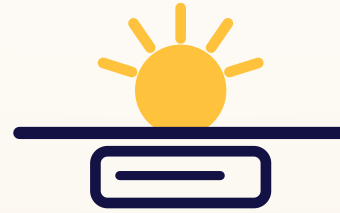
**1 The prompt drops each morning**



**Every day, in the space**

**1** The **prompt** drops each morning

**2** Write for **10-20 minutes**

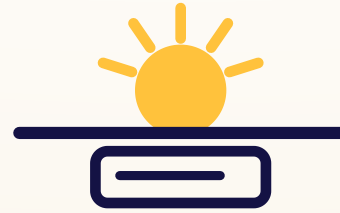


## Every day, in the space

**1** The **prompt** drops each morning

**2** Write for 10-20 minutes

**3** Film it. One take, phone, window



## Every day, in the space

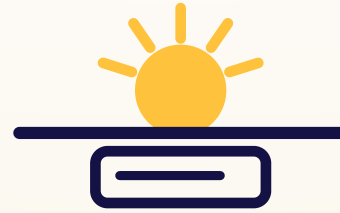
**1** The **prompt** drops each morning

**2** Write for 10-20 minutes

**3** Film it. One take, phone, window

**4** Publish, then reply to the prompt: link + script

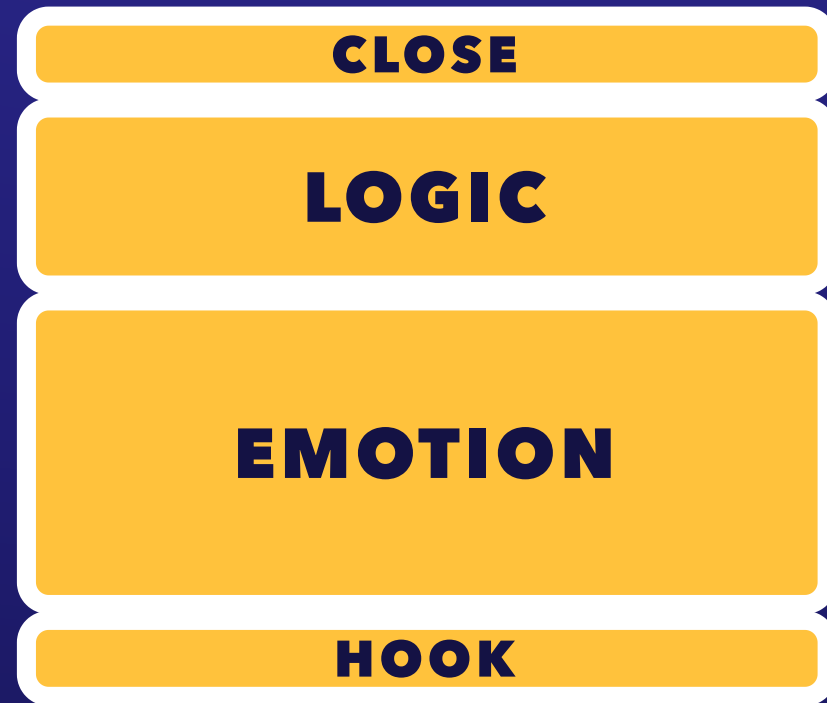




## Every day, in the space

- 1 The **prompt** drops each morning
- 2 Write for 10-20 minutes
- 3 Film it. One take, phone, window
- 4 Publish, then reply to the prompt: **link + script**
- 5 Partner comments. You score yourself





**Same four bricks.**  
**Every** piece.

# **Score yourself, 1-4, right after you watch it back**

**1 Hook – scrolling my own feed, would I stop?**

# Score yourself, 1-4, right after you watch it back

1 **Hook** – scrolling my own feed, would I stop?

2 **Emotion** – a scene, not a summary? Did I feel it?

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4 **Close** – one line to my old self, then stop?

# Score yourself, 1-4, right after you watch it back

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2 **Emotion** – a scene, not a summary? Did I feel it?

3 **Logic** – one belief flip I could screenshot?

4 **Close** – one line to my old self, then stop?

5 **Then write: tomorrow's upgrade – one thing**

# Feedback, every single day

**DAILY: YOUR \*PARTNER\*  
and your scorecard**

**WEDNESDAYS: \*ME\*, LIVE –  
one brick per week**

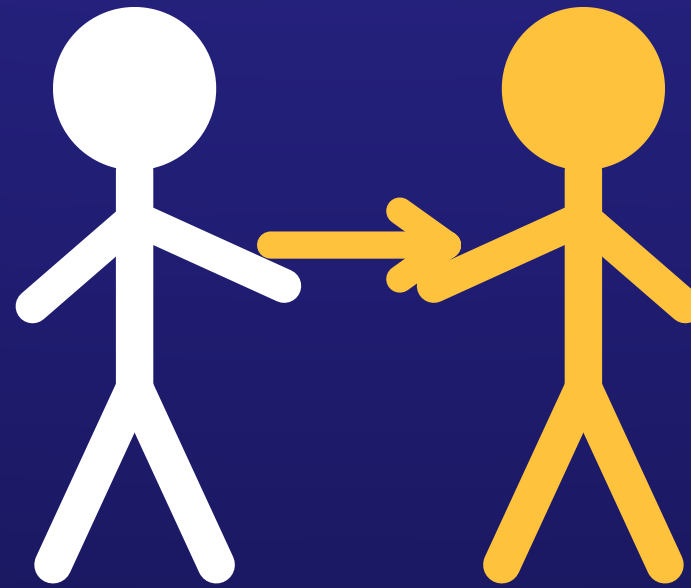




**Miss a day, you're off  
the finisher list.**

Finishers get the award. Announced week two.





**All 28 – with you.**



## **Day 1 is tomorrow**

**1**

**Film the script you built at the Deep Dive**



## **Day 1 is tomorrow**

**1** Film the script you built at the **Deep Dive**

**2** Morning write: the detail you left out of it



## **Day 1 is tomorrow**

**1** Film the script you built at the **Deep Dive**

**2** Morning write: the detail you **left out** of it

**3** Pick your one platform – before you log off