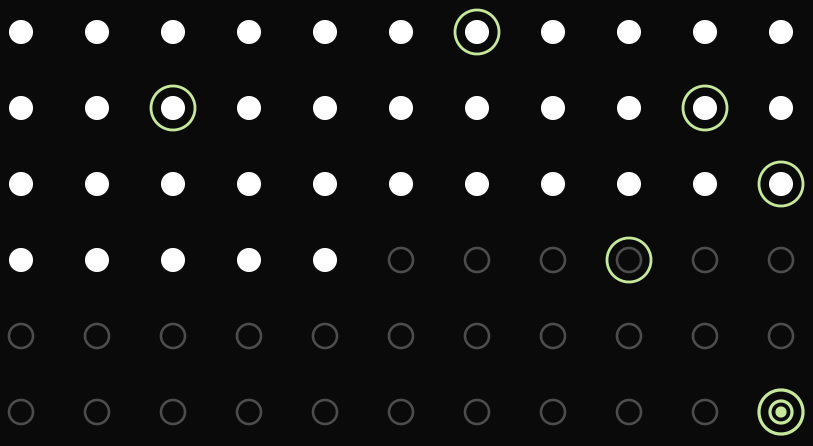
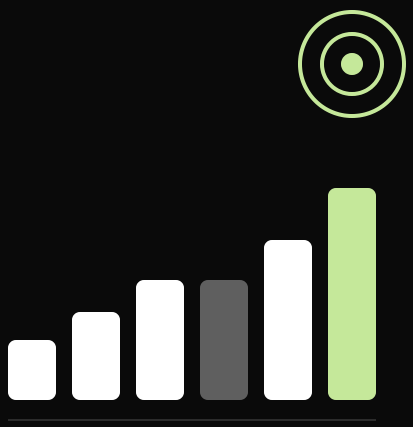
The Habit Starter.

A build-one-habit workbook: pick the right one, write down exactly when, where and how, then track it for 66 days.



THE 66-DAY GRID



THE 6-WEEK RAMP

HOW THIS KIT WORKS

Forty minutes. One habit. Every detail decided in advance.

You'll leave with one habit, a written recipe for it, a six-week plan for how it grows, and a page for the days that go sideways. Then you fill in one square a day.

TOOL 1 · PAGE 03

The Habit Picker

Scores up to five candidates on impact, ease and fit, so you start the one most likely to last.

TOOL 2 · PAGES 04–05

Recipe and ramp

Seven lines that fix the time, place and first action. Then six weeks of planned growth.

TOOL 3 · PAGE 06

The friction audit

Counts the steps between "it's time" and actually starting, at home and at work, and cuts them.

TOOL 4 · PAGE 07

The disruption plan

Trips, sick days, guests, late nights: what changes, what stays, and the date you restart.

THE ORDER

Read the tools
12 min · pages 03–08

Fill in
25 min · pages 09–10

Set the signal
3 min · recipe line 3

Track 66 days
1 square a day · p. 12

PICK YOUR STARTING PAGE

"I have four habits in mind and can't choose."	Start on page 03.
"I know the habit. I just never actually start it."	Start on page 04, then 06.
"It goes fine until a trip, then it's gone for a month."	Start on page 07.

TOOL 1

The Habit Picker.

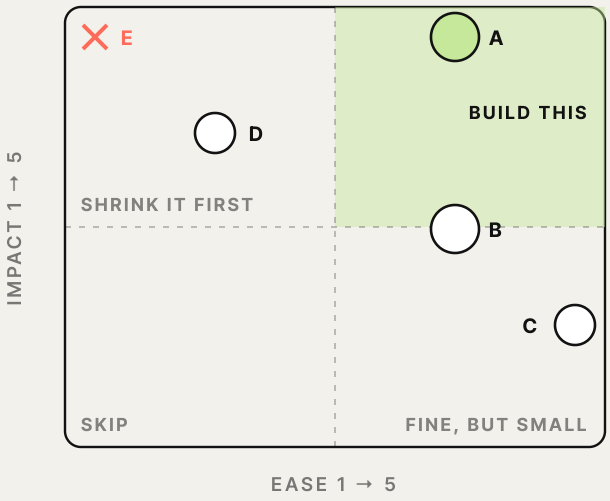
01

The habit that sounds best is rarely the one that lasts. List up to five candidates, score each from 1 to 5 on three questions, and let the total choose.

I · IMPACT
Done most days for six weeks, how much changes?
1 nice extra · **3** noticeable · **5** changes how your weeks go

E · EASE
How easy is its week-one size on a tired Tuesday?
1 an hour, new gear · **3** 20 min · **5** under 10 min, no gear

F · FIT
Does your real day have room for it?
1 no time or place · **3** some days · **5** you can name the time and spot now



EXAMPLE · SOMEONE MOVING TO MADRID NEXT YEAR

CANDIDATE	I	E	F	TOTAL
A · Spanish, 5 min a day	5	4	4	**13**
B · Read 10 pages at night	3	4	4	11
C · One-line journal	2	5	3	10
D · Sunday meal prep	4	2	3	9
E · Run 5k every morning	5	1	2	out

Dot size = fit. E has the biggest payoff on paper, but a 1 on ease knocks it out.

WHAT THE CORNERS MEAN

Shrink it first
Big payoff, hard start. Cut it until ease scores 3, then rescore. Run 5k becomes walk-run 12 minutes.

Fine, but small
Easy, low payoff. Good as a second habit once the first one runs without effort.

Skip
Hard and low payoff. Cross it off the list for this round, without guilt.

THE KNOCKOUT RULE

Any single 1 rules a candidate out, whatever its total. Write it on the "next habit" line instead.

TIE?

Take the higher fit score. A habit that already has a time and a place beats one with a bigger payoff and no home.

02

The habit recipe.

"Learn Spanish" is a wish. A recipe is seven lines, each one specific enough that nothing is left to decide when the moment arrives. Each line has a test. Pass all seven.

#	LINE	EXAMPLE · SPANISH	THE TEST IT HAS TO PASS
1	**When**	12:40 pm, Monday to Friday	Is it a clock time or a fixed moment, not "sometime"?
2	**Where**	The bench by the side door of the office	Could a stranger find the exact spot from your words?
3	**Signal**	Phone alarm labeled "Bench. Lesson open."	Would you notice it while thinking about something else?
4	**First action**	Earbuds in, tap the lesson already queued	Is it a physical action under 30 seconds, not a choice?
5	**Week-one size**	5 minutes, one lesson	Could you do it on your worst weekday this month?
6	**Done when**	The lesson-complete screen shows	Is "done" a yes or no, with no judgment call?
7	**Mark it**	Pen tick on the tracker taped inside my desk drawer	Can you record it within a minute of finishing?

BEFORE AND AFTER · THE SAME HABIT, REWRITTEN

~~Exercise more~~

7:15 am weekdays · living-room rug · mat left unrolled · 8 squats, 8 wall push-ups, twice · done when the 6-minute timer rings · tick on the fridge sheet.

~~Read more~~

9:45 pm · armchair by the lamp · lamp on a 9:45 timer · open at the bookmark · 4 pages · done at the end of page 4 · tick on the card in the book.

~~Drink more water~~

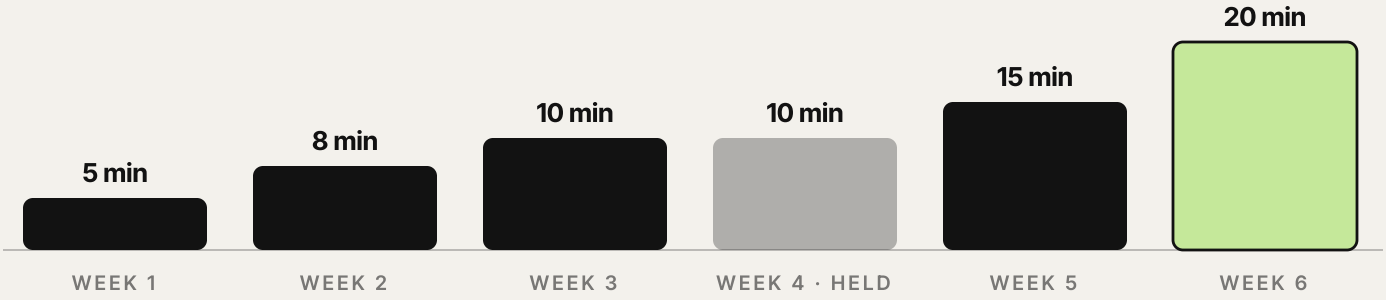
10:30 am and 3 pm · desk · calendar pop-up · fill the 600 ml bottle at the kitchen tap · empty by the next pop-up · tick on the sticky note.

LINE 5 Week-one size is deliberately easy. It is not the goal; it is step one of the ramp on the next page. If it feels too small to bother with, it's sized right.

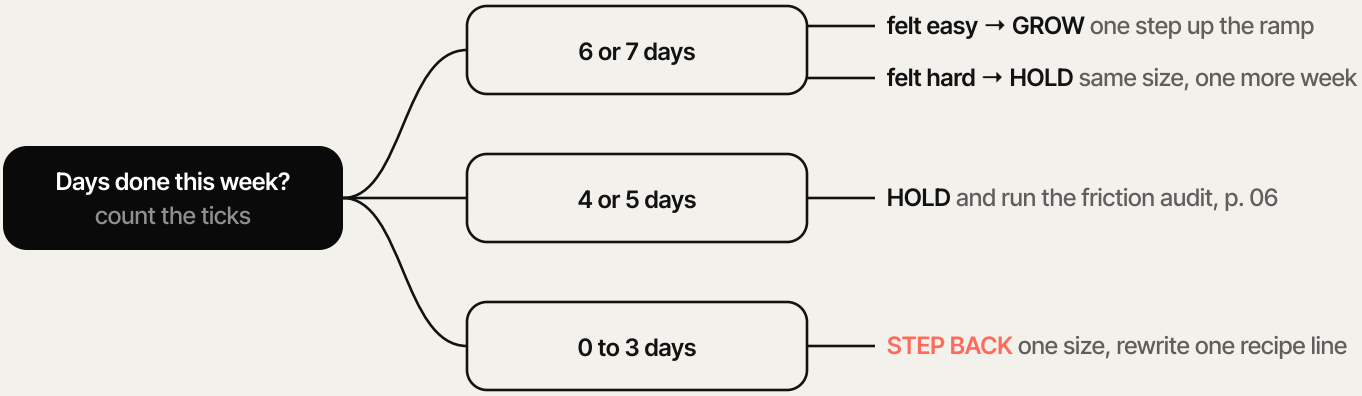
02

The six-week ramp.

Write all six weeks of growth now, while you're calm. Each Sunday you make one call: grow, hold or step back. No other changes allowed.



THE SUNDAY CALL · FOLLOW THE ARROW



SAMPLE RAMPS · TURN ONE DIAL AT A TIME

DIAL	W1	W2	W3	W4	W5	W6
Pages	4	6	8	10	12	15
Minutes	10	12	15	20	25	30
Reps	2×8	2×10	3×10	3×12	3×15	4×15
Difficulty	easy reader → news → podcast → film, no subtitles					

RAMP RULES

Each step is 10% to 60% bigger than the last. One dial per week. Week 6 is the size you'd be glad to keep for a year, not the most you could do.

AFTER WEEK 6 Stop growing. Keep the week-6 size through day 66 and spend the energy on consistency. Any new growth waits for the day-66 review on page 13.

TOOL 3

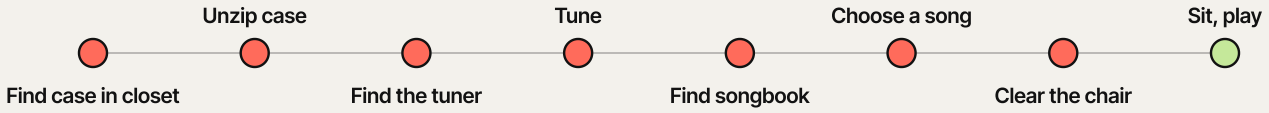
The friction audit.

03

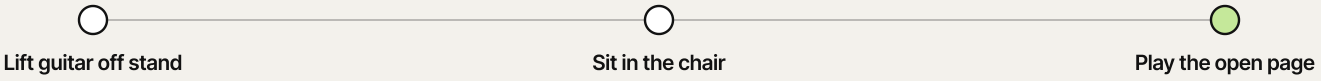
Count every step between the signal and the first action: each search, each setup, each small decision. Aim for three or fewer. Then do the same for whatever usually wins that time slot, and make it longer.

EXAMPLE · 15 MINUTES OF GUITAR AT 8 PM

BEFORE · 8 STEPS



AFTER · 3 STEPS



The fix: a $20 wall stand next to the chair, tuner left clipped on, songbook left open on a music stand.

TICK EVERY YES · ONE COLUMN PER PLACE

FRICTION CHECK	HOME	WORK
Is the kit more than 10 steps from the spot?	☐	☐
Do you have to choose what to do once you're there?	☐	☐
Does it need a login, a charger or a download?	☐	☐
Do you need to change clothes first?	☐	☐
Is the spot shared or noisy at that time?	☐	☐
Is something more fun one tap or step away?	☐	☐
Does finishing leave a mess to clean up?	☐	☐

0–1 ticks: clear · 2–3: fix the top one · 4+: fix two before day 1.

THE FIX MENU

Park it
The kit lives at the spot, already assembled.

Queue it
List the next 10 sessions so there's no choosing.

Strip it
Stay logged in, keep a spare charger there.

Slow the rival
Log out of the streaming app at 7:55. Unplug the console. Add steps to whatever usually wins.

TOOL 4

The disruption plan.

04

Habits rarely end on a normal day. They end on the trip, the flu week or the weekend with guests, and in the week after, when nobody picks a day to restart. Decide each of these now.

Travel

BREAKS: PLACE, TIME

Swap: keep line 4 and 5, rewrite where and when for the hotel. Pack the kit first, not last.
Restart: first full day home, your normal time.

Sick

BREAKS: EVERYTHING

Swap: none. Mark P for a planned pause. No catching up afterward.
Restart: the day you're back at work or school, one step down the ramp.

Guests

BREAKS: THE SPOT

Swap: keep the time, move the spot: bedroom, porch, parked car. Or go 30 minutes before the house wakes.
Restart: the morning after they leave.

Late work night

BREAKS: THE TIME

Swap: keep the spot, pick a backup time written today, like 7:30 am the next morning.
Restart: the next day, normal slot.

Holiday break

BREAKS: THE ROUTINE

Swap: one fixed time for the whole break, set as a repeating calendar event.
Restart: the first workday back.

New schedule

BREAKS: LINE 1

Swap: new job, term or shift? Rewrite recipe lines 1 to 3 within two days. Keep 4 to 7.
Restart: day 3 of the new schedule.

THE RESTART DATE RULE

Before the disruption starts, write R in the tracker square of your restart day. The decision is made while you still care.

- ✓ done, as written
- S done, swapped place or time
- P planned pause, not a miss
- R restart day, written in advance
- ○ missed, no plan

QUICK SCAN · WHAT'S ON YOUR CALENDAR IN THE NEXT 66 DAYS?

- ☐ A trip _____
- ☐ A holiday or long weekend _____
- ☐ Guests staying over _____
- ☐ A crunch week at work _____
- ☐ A schedule change _____
- ☐ Something else _____

Each tick gets a row on Worksheet B, page 10, with its swap and its R date.

A real example: Spanish before Madrid.

WHO	TOOL 1 · WINNER	NEXT HABIT LINE
Office job, moving in 10 months	**Spanish · 13 of 15**	**Reading at night (11)**

TOOL 2 · THE RECIPE

When	12:40 pm, Mon to Fri
Where	Bench by the side door
Signal	Alarm: "Bench. Lesson open."
First action	Earbuds in, tap the queued lesson
Week-one size	5 minutes
Done when	Lesson-complete screen
Mark it	Tick, desk-drawer tracker

Weekends: 9:30 am, kitchen table, same size.

TOOL 3 · FRICTION, WORK COLUMN

Steps before 6

Earbuds in the car, app logged out, choose a lesson, bench sometimes taken.

Steps after 2

Spare earbuds in the desk drawer. Stayed logged in. Next 10 lessons favorited. Backup spot: the stairwell landing.

TOOL 4 · THE KNOWN DISRUPTION

Conference, Mar 12 to 14. Swap: 7 am in the hotel room, same 5 to 8 minutes. Marked S. **R written on Mar 16** (first full day home) before leaving.

TOOL 2 · THE RAMP, AS IT ACTUALLY WENT

	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6
Size	5 min	8 min	10 min	10 min	15 min	20 min
Days done	7	6	4	7	6	6
Sunday call	grow	grow	hold	grow	grow	keep

WEEK 2 ON THE TRACKER



WHAT WEEK 3 SHOWED

All three misses were rainy days: the bench was wet. Fix: a rain spot (lobby couch) added to the Where line. Held at 10 minutes.

DAY 66 · THE FINAL COUNT

✓ DONE	S SWAPPED	P PAUSED	R USED	○ MISSED
54	**5**	**3**	**2**	**4**

54 + 5 + 3 + 4 = 66 squares. R days count inside the done squares. Review on day 66: keep 20 minutes; rescore the next habit line on page 09 before starting it.

Pick it. Write the recipe.

TOOL 1 · SCORE EACH 1 TO 5 · ANY 1 IS OUT

CANDIDATE HABIT	IMPACT	EASE	FIT	TOTAL

MY ONE HABIT

NEXT HABIT LINE (LATER)

TOOL 2 · MY RECIPE · TICK THE TEST ONCE EACH LINE PASSES

LINE	WHAT I'LL WRITE	TEST
1 · When clock time		☐
2 · Where exact spot		☐
3 · Signal see or hear		☐
4 · First action under 30 sec		☐
5 · Week-one size worst-day proof		☐
6 · Done when yes or no		☐
7 · Mark it within a minute		☐

WORKSHEET B · PRINT ME

Ramp, friction, plan B.

TOOLS 2 + 3 + 4

TOOL 2 · MY SIX-WEEK RAMP · DIAL: _____

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
size _____	size _____	size _____	size _____	size _____	size _____
GROW HOLD BACK	GROW HOLD BACK	GROW HOLD BACK	GROW HOLD BACK	GROW HOLD BACK	GROW HOLD BACK

TOOL 3 · FRICTION AUDIT

Home steps now _____ → _____

Fixes I'll make

_____

_____

_____

Work steps now _____ → _____

Fixes I'll make

_____

_____

_____

THE RIVAL I'LL SLOW DOWN _____

TOOL 4 · DISRUPTIONS I CAN ALREADY SEE COMING

DISRUPTION	DATES	THE SWAP (WHAT CHANGES, WHAT STAYS)	R DATE

BACKUP TIME IF THE SLOT IS GONE

BACKUP SPOT IF THE PLACE IS GONE

TROUBLESHOOTING

When the habit wobbles, check here.

WHAT YOU NOTICE	WHAT'S USUALLY BEHIND IT	THE FIX
The alarm goes off and I dismiss it.	The signal has no instruction in it.	Relabel it with the first action: "Earbuds in. Tap lesson." Move the phone so you have to stand to stop it.
I'm at the spot, then end up doing something else.	A choice is still left at the start.	Queue the next 10 sessions on paper. Line 4 should need zero thought.
Weekdays work. Weekends vanish.	The recipe only describes a workday.	Write a second When and Where for Saturday and Sunday. Same size.
Weeks 1 and 2 were easy. Week 3 stalled.	The ramp grew two dials at once, or too fast.	Step back one size. Next time, one dial and no step over 60%.
It's done, but I forget to mark it.	The tracker lives somewhere else.	Put the tracker and a pen at the spot itself, or take a photo of it on your lock screen.
One trip turned into three weeks off.	No restart day was written down.	Write R on a date in the next 3 days. Restart one step down the ramp.
I want to add a second habit already.	Week-one size feels too easy to count.	Put it on the next habit line. Start it after day 66, or after six straight 6-of-7 weeks.
I keep moving the time around.	Line 1 is a range, so every day is a new decision.	Pick one clock time. No edits until the day-14 review.
The week-6 size feels heavy every day.	The ramp topped out above a size you'd keep.	Drop back to the week-5 size and call that the keeper.
It works, but I dread it.	Wrong version of the right habit.	Keep the time and place, change the form: a different app, route, book or exercise.

PRINT ME · ONE SQUARE A DAY

The 66-day grid.

DAY 1 DATE _____

✓ done S swapped P planned pause R restart day ○ missed badge day, see p. 13

	DAY							END-OF-WEEK CALL
Wk 01	1	2	3	4	5	6	7 · 1 WK	GROW · HOLD BACK · _____
Wk 02	8	9	10	11	12	13	14 · 2 WK	GROW · HOLD BACK · _____
Wk 03	15	16	17	18	19	20	21 · 3 WK	GROW · HOLD BACK · _____
Wk 04	22	23	24	25	26	27	28	GROW · HOLD BACK · _____
Wk 05	29	30	31	32	33 · HALF	34	35	GROW · HOLD BACK · _____
Wk 06	36	37	38	39	40	41	42 · 6 WK	GROW · HOLD BACK · _____
Wk 07	43	44	45	46	47	48	49	GROW · HOLD BACK · _____
Wk 08	50 · 50	51	52	53	54	55	56	GROW · HOLD BACK · _____
Wk 09	57	58	59	60	61	62	63	GROW · HOLD BACK · _____
Wk 10	64	65	66 · 66					**Final review, p. 13**

PROGRESS BAR · SHADE ONE PER 6 SQUARES ☐☐☐☐☐☐☐☐☐☐☐

Circle one call at the end of each row. The blank is for the new size. Weeks 7 to 10 keep the week-6 size unless you choose otherwise.

COLOR ONE IN WHEN YOU EARN IT

The level-up board.

12 BADGES



Day one
First square ticked



Clean week
7 ticks, days 1 to 7



Step up
First grow call



Fixer
One friction fix made



Swapped
First S square



Came back
Restarted on your R date



Three weeks
Reached day 21



Rewrite
Changed a recipe line after a miss



Halfway
Reached day 33



Ramp done
Week-6 size reached



Fifty
Reached day 50



Day 66
The full grid

THREE REVIEWS · 5 MINUTES EACH

Day 14 RECIPE

Which line failed most? Rewrite it.

Day 33 RAMP

Is week 6 still the right size? Adjust it.

Day 66 NEXT

Squares ticked out of 66? Next habit?

Set the signal for tomorrow. Right now.

Open your phone's alarms. Set one for your When line, label it with your first action, and write tomorrow's date as day 1 on page 12. Three minutes.

Pledger keeps your habit in one place: the recipe, the ramp, your restart dates and a daily check-in.

usepledger.com

NEXT IN THE PLEDGER METHOD: COMMENT PROOF ON ANY @USEPLEDGER POST FOR THE PROOF KIT.