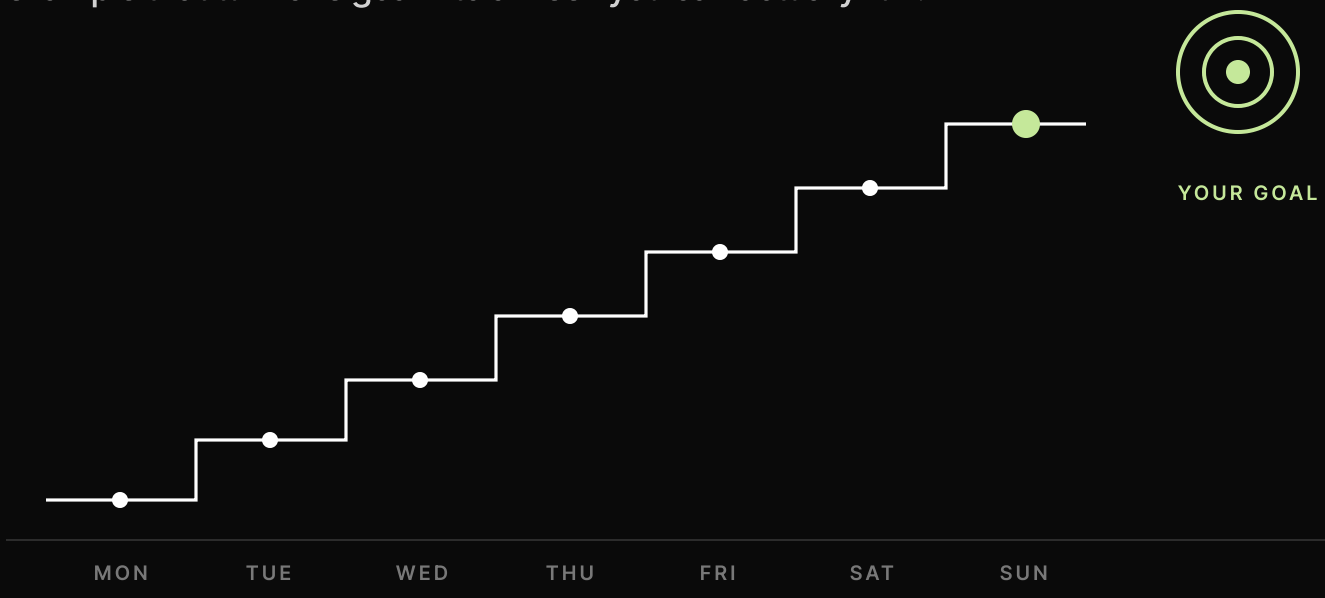
The One-Goal Week.

A planning kit: four tools, two worksheets and a filled-in example that turn one goal into a week you can actually run.



Twenty-five minutes. Four tools. One plan you can run.

This isn't a pep talk. It's the paperwork. Read it once, fill in two pages, and you'll have something most people never get around to writing down.

TOOL 1 · PAGE 04

The Goal Translator

Finds the one number underneath your goal that you can move this week.

TOOL 2 · PAGE 05

Checkpoint math

Works back from your date to three checkpoints and this week's target.

TOOL 3 · PAGE 06

The time map

Shows the five slots in your week you actually control, not the ones you wish you had.

TOOL 4 · PAGE 07

Sizing and set-up

How big each move should be, and the two-minute set-up that makes it start on its own.

THE ORDER

Read once
8 min · pages 01–08

Fill in
15 min · pages 09–10

Book slot one
2 min · your calendar

Track
1 row a week · p. 12

Page 11 is for later: the most common ways a plan like this goes wrong, what's usually behind each one, and the fix.

Where should you start?

Circle the answer that's closest to true. Not the one you wish were true. Your answers point you to the tool that fixes your weak spot first.

01 **My goal right now is...** — TOOL 1

- (A) a clear target with a date
- (B) more of a direction than a target
- (C) three goals fighting for the same time

02 **When I sit down to work on it...** — TOOL 4

- (A) I know the first thing to do
- (B) I spend ten minutes deciding what to do
- (C) I end up doing something easier

03 **My free time each week is...** — TOOL 3

- (A) roughly the same every week
- (B) different every week
- (C) honestly, I don't know

04 **The plans I make for the week...** — TOOL 4

- (A) mostly happen
- (B) happen for a day or two
- (C) get rewritten more than done

05 **When I fall behind...** — TOOL 2

- (A) I adjust the plan
- (B) I promise to try harder next week
- (C) I quietly stop tracking

SCORING

Every B or C points to the tool on its right.

MOSTLY A'S

Read the tools in order. You'll fly through them.

ANY C'S

Start with the tool that collected the most. Fix that first.

TOOL 1

01

The Goal Translator.

You can't make "first customer" happen this week. You can make "15 conversations started" happen. Every goal has a number like that underneath it. Find yours in the table, then plan around the number, not the goal.

IF YOUR GOAL IS TO	THE NUMBER TO MOVE	A NORMAL WEEK	MOVES THAT HIT THE NUMBER
Make something app, course, portfolio	**Pieces finished**	2–3 pieces	Finish one lesson. Design one screen. Ship one page.
Win customers first sale, clients	**Conversations started**	10–20 people	Message 5 people who have the problem. Follow up with 3.
Change your body weight, strength, a race	**Sessions done**	3–4 sessions	One 30-minute run. One strength circuit. One long walk.
Learn a skill language, code, music	**Practice minutes**	120–180 min	25 minutes on the part you're worst at. Nothing else.
Read or write books, a draft	**Pages / words**	100–150 pages or 3–5k words	40 minutes, door shut, one chapter or 800 words.
Cut something out drinking, spending, scrolling	**Clean days**	5 of 7 days	Decide each morning what today's rule is. Remove one trigger.

THE TEST FOR ANY MOVE

If you did it perfectly, would the number go up by Sunday? If not, it's busywork. Swap it.

ABOUT THE RANGES

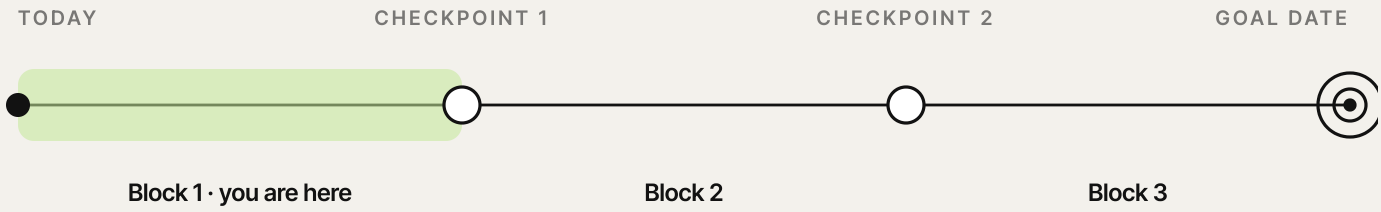
They're starting points for a normal working week, not targets. Use them for week one, then replace them with your own numbers from page 12.

TOOL 2

Checkpoint math.

02

A date six months away doesn't feel real, so nothing feels urgent. Cut the distance into three blocks, and each block gets a checkpoint you could show someone.



1 · WEEKS LEFT
Days until your date ÷ 7

2 · BLOCK LENGTH
Weeks left ÷ 3, rounded down

3 · THIS WEEK
Block 1 target ÷ weeks in block 1

EXAMPLE · 20,000-WORD DRAFT BY MAY 31 · 18 WEEKS LEFT

CHECKPOINT	WEEK	WHAT'S TRUE BY THEN (SOMETHING YOU COULD SHOW SOMEONE)
Checkpoint 1	Week 6	Full outline, plus 5,000 words of chapters 1 and 2.
Checkpoint 2	Week 12	12,000 words. The middle is written, even if it's rough.
Goal date	Week 18	20,000 words, start to finish, readable by one other person.

This week: 5,000 words ÷ 6 weeks ≈ **850 words**, plus a third of the outline.

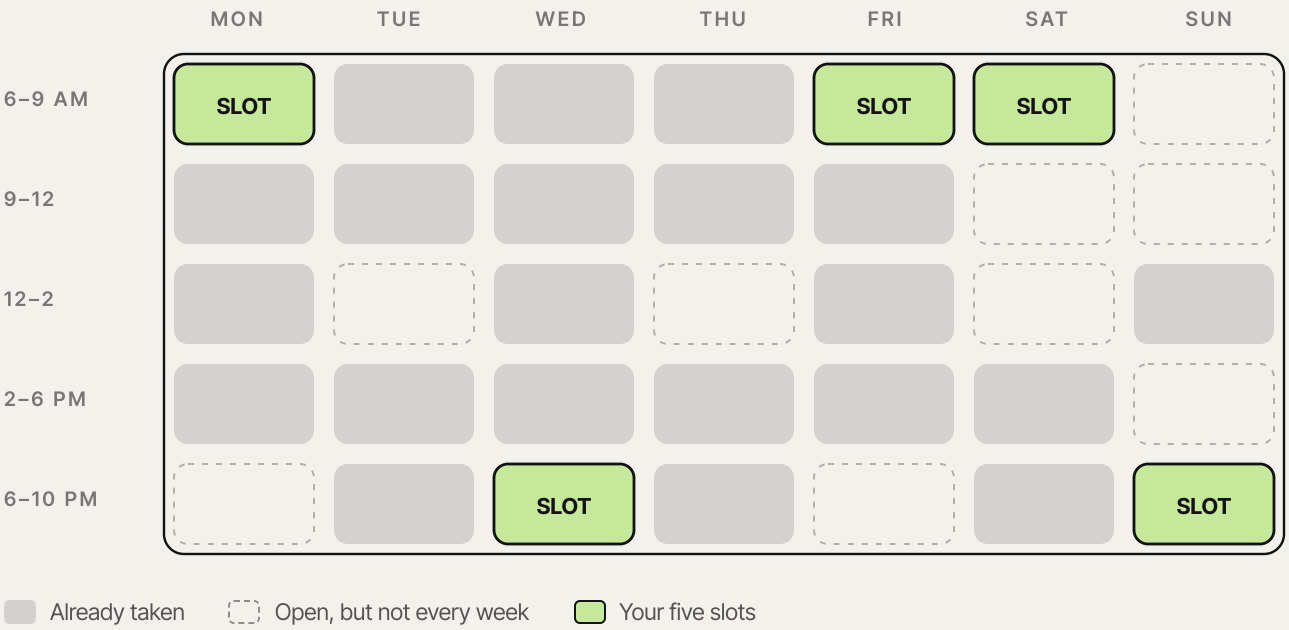
BEHIND? If you reach a checkpoint short, you have exactly two honest options: move the date, or cut the scope. Decide in writing that day. "Trying harder" in block 2 is how block 3 becomes impossible.

TOOL 3

The time map.

03

Plans fail in time slots that were never really free. Shade everything that's already spoken for. What's left is the only time your goal can use.



HOW TO PICK THE FIVE

Recurring beats long.
A 25-minute slot you have every week beats a 2-hour slot you have sometimes.

Same slot, three days.
At least three of your five should be the same time of day. Repeats stop needing a decision.

Not after the unpredictable.
A slot right after meetings or a school pickup gets eaten when they run late. Pick one before them.

Hard work, high energy.
Mark which slots you're sharp in. The move that needs thinking goes there; the routine ones go elsewhere.

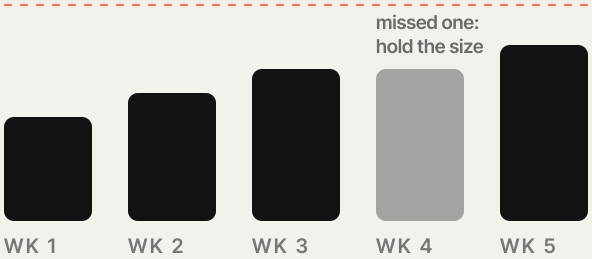
TOOL 4

Sizing and set-up.

04

THE 60% RULE FOR WEEK ONE

Plan 60% of what you think you can do. A finished small week teaches you your real pace. An unfinished big one only teaches you to doubt the plan. Each week you finish everything, add one move.



HOW LONG MOVES USUALLY TAKE

Deep work · writing, building, designing	45–90 min
Practice · a skill, an instrument	20–30 min
Outreach · messages, calls	15–30 min
Training · run, gym	30–45 min
Reading	30–40 min

Past the top of the range, quality drops and the next move gets harder to start.

THE SET-UP STEP

Every move gets a two-minute set-up, done the day before. The move should start with you sitting down, not with you getting ready.

THE MOVE	ITS SET-UP, DONE THE DAY BEFORE
Write 800 words of chapter 2	Open the doc, scroll to the end, type tomorrow's first sentence.
Message 5 people	Pick the 5 names and draft the first line. Leave the drafts open.
30-minute run at 6:30 am	Clothes and shoes on the chair, route chosen, phone charged.
25 min of Spanish practice	The exact lesson open, headphones on the desk.

ALL FOUR TOOLS, FILLED IN

A real example: the novel draft.

GOAL + DATE
20,000-word draft by May 31

TOOL 1 · THE NUMBER
Words written

TOOL 2 · THIS WEEK
850 words + outline part 1

TOOL 3 · SLOTS — **Mon, Wed, Fri 6:15–6:55 am (sharp) · Tue 12:30 lunch (outline only) · Sat 9:00 am (longest)**

DAY	SLOT	THE MOVE	SET-UP THE DAY BEFORE	DONE
Mon	6:15 am · desk	Write 250 words of chapter 1	Doc open, first sentence typed	✓
Tue	12:30 · café	Outline chapters 1–4 in bullet points	Notes app list started with 4 headings	✓
Wed	6:15 am · desk	Write 250 words, chapter 1 scene 2	Last line of Monday re-read	✗
Thu	·	*Open. Wednesday's move lands here.*	·	✓
Fri	6:15 am · desk	Write 150 words and fix chapter 1's opening	Opening printed out	✓
Sat	9:00 am · library	Write 200 words of chapter 2	Bag packed, laptop charged	✓
Sun	·	*Open. Fill in one row of page 12.*	·	✓

WORDS THIS WEEK
850

WHAT THE MAP SHOWED

Wednesday 6:15 failed because Tuesday nights run late. Next week the Wednesday slot moves to Thursday, which has been open three weeks running.

My goal, translated.

TOOLS 1 + 2

MY ONE GOAL, AND ITS DATE

TOOL 1 · MY GOAL TYPE

- [ ] Make something
- [ ] Win customers
- [ ] Change my body
- [ ] Learn a skill
- [ ] Read or write
- [ ] Cut something out

THE NUMBER I'LL MOVE EACH WEEK

A NORMAL WEEK OF IT, FOR ME

TOOL 2 · CHECKPOINT MATH

WEEKS LEFT

BLOCK LENGTH (÷ 3)

THIS WEEK'S TARGET

CHECKPOINT	DATE	WHAT'S TRUE BY THEN
Checkpoint 1		
Checkpoint 2		
Goal date		

Short at a checkpoint? Move the date or cut the scope. Write down which, and why.

WORKSHEET B · PRINT ME

My week, mapped.

WEEK OF _____

TOOL 3 · SHADE WHAT'S TAKEN, MARK YOUR FIVE SLOTS

	MON	TUE	WED	THU	FRI	SAT	SUN
6–9 AM							
9–12							
12–2							
2–6 PM							
6–10 PM							

TOOL 4 · THIS WEEK'S MOVES (60% OF WHAT FEELS DOABLE)

DAY	SLOT	THE MOVE	SET-UP, THE DAY BEFORE	DONE
Mon				☐
Tue				☐
Wed				☐
Thu				☐
Fri				☐
Sat				☐
Sun				☐

TROUBLESHOOTING

If this keeps happening, here's why.

WHAT YOU NOTICE	WHAT'S USUALLY BEHIND IT	THE FIX
I plan the week, then do almost none of it.	The plan was written for an ideal week.	Cut to three moves. Add one back each week you finish all of them.
I do the moves, but the goal doesn't get closer.	The moves are activity, not the number.	Run every move through the test on page 04. Swap the ones that fail.
The same slot fails every single week.	It's a hopeful slot, not a real one.	Move it to a slot that's been free three weeks running. Re-do the map.
I keep rewriting the plan instead of doing it.	Planning has quietly become the work.	One planning session a week, 15 minutes, timer on. Then the plan is locked.
Week one went great. Week three fell apart.	It was sized for how you felt at the start.	Go back to 60% of what feels doable on a normal, tired week.
One surprise wipes out the whole week.	Every slot was used. No room for overflow.	Leave two open days. A missed move moves; it doesn't vanish.
I sit down and don't know where to start.	The move is a topic, not an instruction.	Rewrite it as verb + object + number: "draft 3 paragraphs of chapter 2".
I'm behind at a checkpoint.	The date or the scope was off from the start.	Move the date or cut the scope, in writing, the same day.

PRINT ME · ONE ROW A WEEK

The 12-week board.

GOAL _____

One row a week: moves planned, moves done, and your number. Shade one square per 10% done. After four rows you'll know your real pace, which is worth more than any plan.

WEEK	PLANNED	DONE	% DONE	THE NUMBER
01			☐☐☐☐☐☐☐☐☐☐	
02			☐☐☐☐☐☐☐☐☐☐	
03			☐☐☐☐☐☐☐☐☐☐	
04			☐☐☐☐☐☐☐☐☐☐	CHECKPOINT
05			☐☐☐☐☐☐☐☐☐☐	
06			☐☐☐☐☐☐☐☐☐☐	
07			☐☐☐☐☐☐☐☐☐☐	
08			☐☐☐☐☐☐☐☐☐☐	CHECKPOINT
09			☐☐☐☐☐☐☐☐☐☐	
10			☐☐☐☐☐☐☐☐☐☐	
11			☐☐☐☐☐☐☐☐☐☐	
12			☐☐☐☐☐☐☐☐☐☐	CHECKPOINT

Weeks 4, 8 and 12 are checkpoint rows if your goal is about three months away. Otherwise, mark your own from page 09.

COLOR THESE IN AS YOU EARN THEM



First week on paper



A week with every move done



Checkpoint 1 reached



Eight rows filled in



The whole board done

Your first slot is on page 10. Book it.

Put it in your calendar now, with the move written in the title and the set-up step in the notes. Two minutes. That's the whole first step.

Pledger keeps all of this in one place: your goal, the number underneath it, your checkpoints and your week, with a check-in on every move.



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NEXT IN THE PLEDGER METHOD: COMMENT HABIT ON ANY @USEPLEDGER POST FOR THE HABIT STARTER.