

A close-up photograph of a woman with dark hair, smiling and looking down at a clear glass of water she is holding in her right hand. In her left hand, she holds a bright green apple. The background is softly blurred, showing a window and a light-colored sofa. The overall mood is positive and health-focused.

**TAKE
CONTROL**
of Your
HEALTH

THE 21-DAY HABIT- CHALLENGE

Success Guide

WELCOME

→ TO YOUR 21-DAY HABIT CHALLENGE



Here's something we're excited to share:

You have more influence over your day-to-day well-being—and your future—than you might think.

And it starts with a decision:

A decision to take small, consistent steps toward what matters most to you.

Over the next 21 days, we'll support you in building habits that are simple, realistic, and meaningful—habits that fit into your life, no matter your role, routine, or responsibilities.

This isn't about overhauling your lifestyle overnight. It's about showing up for yourself, a little bit each day, and seeing what's possible when you do.

We're so glad you're here. We're in this together—and we can't wait to see what these next 21 days bring for you.



GETTING STARTED

Mapping Your Path Forward

Before we dive into the challenge, take a moment for a quick visualization. Picture a map with two circles:

- The first circle represents where you are right now.
- The second circle represents where you'd like to be in the future—whether that's 3 months, 1 year, or even 5 years from now.

Now imagine drawing a dotted line connecting those two points.

Each dot along that path?

It represents one small daily action—a habit—that helps you move forward.

The habits you practice every day are already guiding your direction.

**So here's the important question:
Are they guiding you toward the future
you truly want?**

This challenge is about becoming more intentional with those daily choices. We'll help you build habits that support your goals, your energy, and your overall well-being—both in and out of the workplace.

**LET'S GET
STARTED**





**YOUR HABITS
WILL DETERMINE
YOUR FUTURE.**

THE KEY TO SUCCESS

Have you ever wondered how people achieve long-term success—whether in health, career, or life?

It's not just about willpower.
It's about habits.

The most successful people don't rely on motivation every day. Instead, they've built supportive habits that help them:

- ✓ **MAKE STEADY PROGRESS**
- ✓ **STAY CONSISTENT**
- ✓ **CONTINUE GROWING OVER TIME**

The real power of habits lies in how automatic they become. Once a habit is established, it doesn't take as much thought or effort—it becomes part of your routine.

That's what we're aiming for in this challenge.

Small, repeatable actions that align with the future you want and support your well-being every single day.



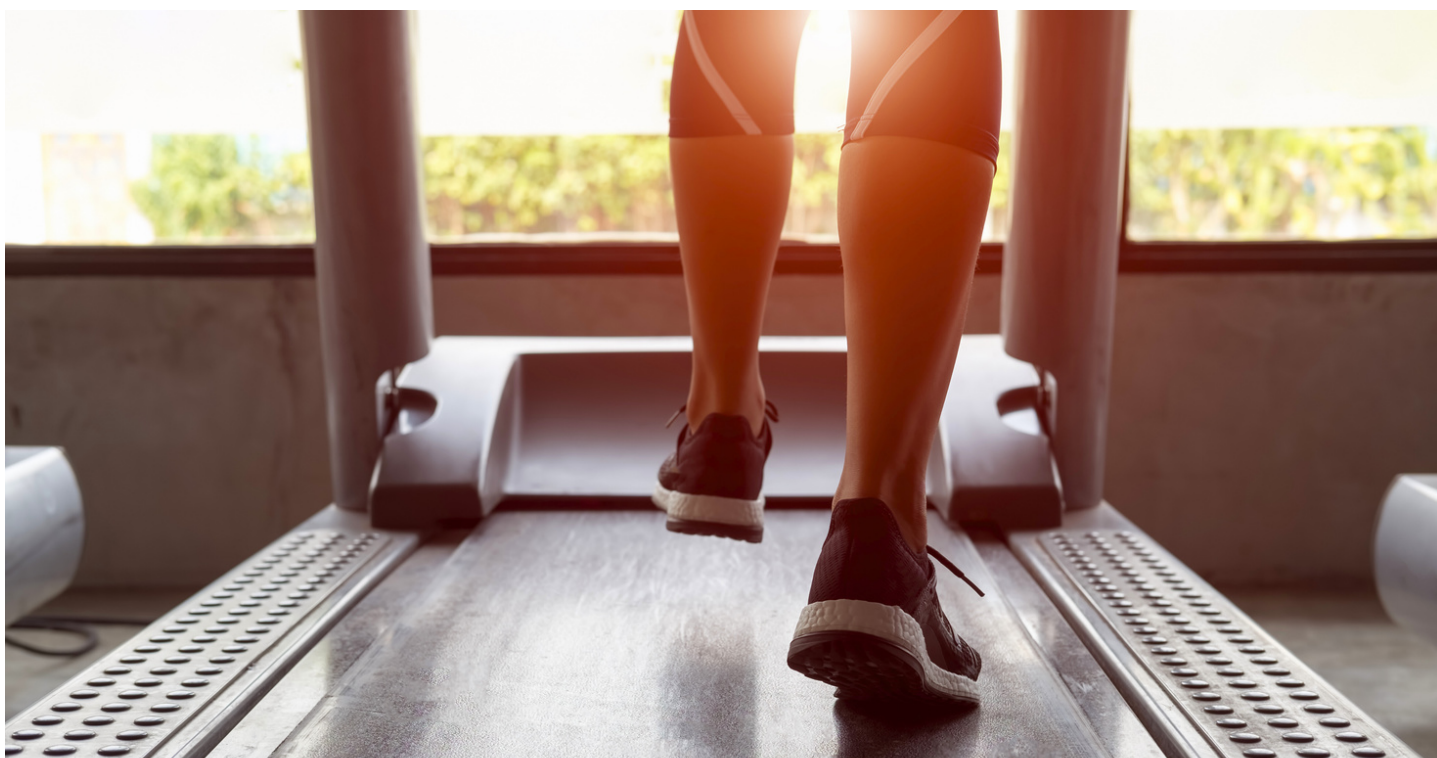
In fact, research shows that right now as many as 45% of the things you do each day are done out of HABIT.



HABIT

hab·it /'habət/

1. a settled or regular tendency or practice, especially one that is hard to give up;
2. an acquired mode of behavior that has become nearly or completely involuntary;
3. a behavior pattern acquired by frequent repetition or physiologic exposure that shows itself in regularity or increased facility of performance.



YOUR #1

TACTIC FOR CREATING HABITS THAT STICK

So how do people actually build habits that help them reach their goals? There's one strategy that rises above the rest—and the good news is, it's simple:

Repeat the behavior until it becomes part of your routine.

That's it. Repetition is what transforms an action into a habit.

Now, let's be honest—building a new habit does take time, patience, and a bit of energy. But the payoff is worth it: when a habit becomes automatic, it takes less effort and creates lasting change.

Throughout this challenge, we'll share practical strategies to help you make those habits stick—without needing endless motivation or willpower.

With consistency, support, and the right approach, you absolutely can build habits that lead to real, meaningful results.

YOUR #1 TACTIC FOR CREATING HABITS THAT STICK

That's exactly why we created the 21-Day Habit Challenge.

A well-known study published in the European Journal of Social Psychology found that building a new habit can take anywhere from 18 to 254 days—depending on the individual and the type of habit being formed.

But here's what's encouraging:

Research shows that one of the biggest factors in shortening that timeline is simple—repetition.

The more consistently you repeat an action, the faster it becomes part of your daily routine.



THAT'S THE GOAL OF THIS CHALLENGE:

- ✓ TO HELP YOU STICK WITH YOUR HEALTHY HABITS FOR 21 DAYS
- ✓ TO MOTIVATE YOU TO GET IN YOUR DAILY REPS
- ✓ AND TO SET YOU UP WITH A STRONG FOUNDATION FOR SUCCESS THAT LASTS WELL BEYOND THIS CHALLENGE

Every small step adds up—and we're here to support you every step of the way.



YOUR SUCCESS HABITS

We've identified five foundational habits that support your overall well-being—physically, mentally, and emotionally.

For this challenge, you'll **choose at least one habit** to focus on consistently for the next **21 days**. You can select from our list—or choose to add a habit of your own that's meaningful to you.

These habits are designed to be simple, impactful, and adaptable to your lifestyle:

- #1 MOVE YOUR BODY FOR 15+ MINUTES**
- #2 EAT A LOW-SUGAR, WHOLE-FOODS-BASED DIET**
- #3 DRINK AT LEAST 8 GLASSES OF WATER**
- #4 SLEEP 7-8 HOURS EACH NIGHT**
- #5 PRACTICE 10-15 MINUTES OF STRESS MANAGEMENT OR MINDSET WORK**
- #6 YOUR OWN HEALTH HABIT**



HOW YOUR CHALLENGE WORKS



- #1** We'll send you weekly emails packed with tips, motivation, and support—no daily inbox overload.
- #2** Each week, you're invited to join our check-in sessions to share progress, ask questions, and get extra guidance.
- #3** Your goal is to successfully complete your chosen habit every day—not all five.
- #4** Be sure to update your Habit Tracker daily to keep track of your progress and celebrate your wins.

Read this entire guide carefully to set yourself up for success in your 21-day journey!

Keep an eye on your inbox for the weekly challenge emails—they'll help you stay motivated and informed.

Remember, small daily actions add up to big changes—let's make these 21 days count!



WHAT TO DO IF YOU **SLIP UP**

Earlier, we mentioned that building habits is simple.

But we didn't say it would always be easy.

That's why this challenge is designed to help you stay on track through the ups and downs—because **slip-ups are part of the process.**

The most important thing you can do when that happens?

Get back on track as soon as possible.

- *Missed a workout? Try to move your body tomorrow.*
- *Ate something that wasn't part of your plan? Make your next meal or snack a supportive choice.*

You don't have to be perfect to make progress.

The key is not to judge yourself or dwell on a misstep—just reset and move forward. Small setbacks won't derail your success unless you let them. Keep showing up, and the results will follow.

**“YOU DON'T LOSE IF
YOU GET KNOCKED
DOWN. YOU LOSE IF
YOU STAY DOWN.”**

MUHAMMAD ALI



MOVE YOUR BODY

If you choose to focus on this habit, you'll be building one of the most powerful foundations for your overall health and well-being.

Exercise isn't just about physical fitness—it has a ripple effect that can support and strengthen other healthy habits too.

BEING PHYSICALLY ACTIVE:

- ✓ **BOOSTS YOUR MOOD & ENERGY**
- ✓ **IMPROVES YOUR BRAIN HEALTH**
- ✓ **HELPS YOU MANAGE YOUR WEIGHT**
- ✓ **CAN MAKE YOUR IMMUNE SYSTEM STRONGER**
- ✓ **CUTS YOUR RISK OF DISEASE (AMONG OTHERS: HEART DISEASE, SOME CANCERS, DIABETES, AND MORE)**
- ✓ **STRENGTHENS YOUR MUSCLES & BONES**
- ✓ **HELPS YOU LIVE LONGER**
- ✓ **MAKES IT EASIER TO DO EVERYDAY ACTIVITIES**

And the best part?

You may start feeling the benefits almost immediately—many people notice improved mood, energy, or focus after just one session.



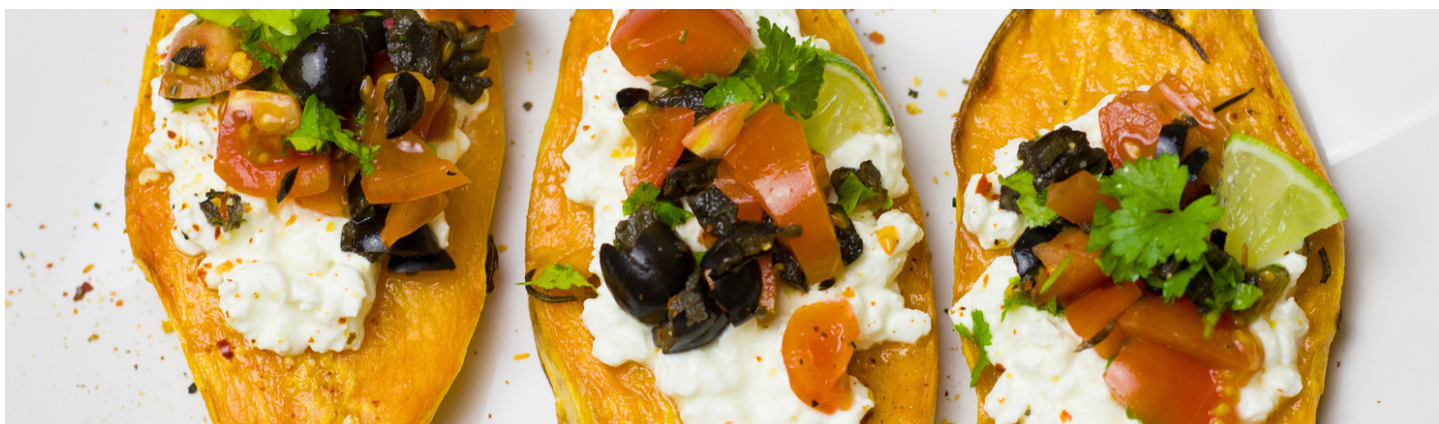
GOAL:

Get 15+ minutes of daily exercise or intentional activity.

This can be anything that gets your body moving: walking, stretching, dancing, strength training, or simply being more active throughout your day. **12**



EAT A LOW-SUGAR, WHOLE FOODS BASED DIET



If you choose to focus on this habit, you'll be taking small, sustainable steps toward feeling your best through the foods you eat.

Eating a more nutritious diet doesn't have to mean overhauling everything at once. Instead, this challenge is about becoming more intentional with your choices and building a strong, balanced foundation.

A HEALTHY DIET:

- ✓ **IS LINKED WITH A LONGER LIFE**
- ✓ **KEEPS YOUR SKIN, TEETH, AND EYES HEALTHY**
- ✓ **BOOST YOUR IMMUNITY**
- ✓ **HELPS YOU ACHIEVE AND MAINTAIN A HEALTHY WEIGHT**
- ✓ **SUPPORTS YOUR MUSCLES**
- ✓ **STRENGTHENS BONES**
- ✓ **LOWERS YOUR RISK OF MANY DISEASES (HEART DISEASE, TYPE 2 DIABETES, CERTAIN CANCERS, & MORE)**
- ✓ **HELPS YOUR DIGESTIVE SYSTEM FUNCTION**
- ✓ **SUPPORTS HEALTHY PREGNANCIES AND BREASTFEEDING**

EAT A LOW-SUGAR, WHOLE FOODS BASED DIET

During this challenge, focus on making small, positive shifts in your daily routine. Our approach is flexible, doable, and designed to fit into real life.

Simple Nutrition Guidelines for the Challenge

21-DAY NUTRITION GUIDELINES:

- #1 REDUCE ULTRA-PROCESSED SNACK FOODS LIKE CHIPS, COOKIES, AND CRACKERS. ENJOY THEM OCCASIONALLY, BUT WITH INTENTION.**
- #2 CUT BACK ON SUGARY OR ALCOHOLIC DRINKS. CHOOSE WATER MOST OFTEN.**
- #3 BUILD MEALS AROUND WHOLE FOODS: LEAN PROTEINS, VEGGIES, FRUIT, LEGUMES, WHOLE GRAINS, AND HEALTHY FATS.**
- #4 EAT MINDFULLY. TUNE IN TO YOUR HUNGER AND FULLNESS CUES TO FIND THE RIGHT BALANCE FOR YOUR BODY.**

GOAL:

Make intentional food choices daily by focusing on whole foods and reducing ultra-processed snacks and sugary drinks..





DRINK 8+ GLASSES OF WATER A DAY



If you choose to focus on this habit, you'll be surprised how quickly consistent hydration can make you feel better—inside and out.

Not drinking enough water can impact your energy, mood, memory, digestion, and even anxiety levels. It can also affect your performance—both physically and mentally.

There's a lot of mixed messaging out there about how much water you should drink, but the truth is:

It depends on your body, lifestyle, and environment.

Things like your activity level, body size, climate, and whether you're pregnant or breastfeeding can all play a role in how much water you need.

As a general reference:

- Men need about 15.5 cups (3.7 L) of fluids per day
- Women need about 11.5 cups (2.7 L) of fluids per day

But here's the good news—you don't need to overthink it. Just focus on being more intentional about staying hydrated throughout your day.

GOAL:

Drink at least 8 glasses of water per day (and more if you're active, sweating, or in a hot environment).



SLEEP AT LEAST 7-8 HOURS EVERY NIGHT

If you choose to focus on this habit, you'll be working on something that supports nearly every other part of your health—both physically and mentally.

Sleep is where your body repairs, recovers, and recharges. It's when your brain processes information, your immune system resets, and your muscles rebuild. It's essential—not optional.

But we also know that sleep doesn't always go as planned. That's why this habit is all about making time for sleep, even if the night doesn't unfold perfectly.

Even one short night of sleep (less than 6-7 hours) can affect your focus, energy, mood, and hunger the next day. And over time, not getting enough sleep is linked to serious health issues.

So rather than focusing on the exact number of hours, aim to:

- Create a consistent wind-down routine
- Go to bed early enough to allow 7-8 hours of sleep
- Reduce distractions or screen time before bed
- Make your bedroom calm, cool, and restful if possible

GOAL:

Make time for 7-8 hours of sleep each night by building a bedtime routine and going to bed early enough for rest to be possible.



SLEEP AT LEAST 7-8 HOURS EVERY NIGHT

SLEEP PLAYS A ROLE IN ALMOST EVERY PART OF YOUR LIFE AND HEALTH:



HORMONAL BALANCE

Too little sleep can affect your blood pressure and heart.



WEIGHT GAIN

Hormones that affect your appetite can be thrown out of balance when you're tired.



LESS IMMUNITY

It's harder for your body to fight off infection when it's tired.



BLOOD SUGAR BALANCE

A lack of sleep can slow your metabolism while also causing fluctuating blood sugar levels.



MOOD

Not getting enough sleep can make you feel anxious, stressed, and grouchy.



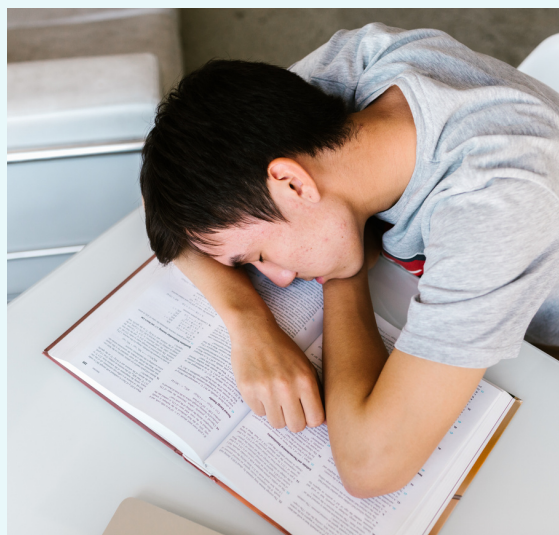
INFLAMMATION

Lack of adequate sleep can cause inflammation, which is linked to many diseases including dementia, heart disease, and diabetes.



MENTAL & PHYSICAL PERFORMANCE

Too little sleep can leave you feeling fuzzy, unfocused, and make it hard to concentrate. It also can impair your coordination, balance, and ability to make decisions.





B-R-E-A-T-H-E

If you choose to focus on this habit, you'll be giving your mind and body the chance to slow down, reset, and recharge each day.

Everyone experiences stress—what matters most is how you respond to it.

When left unmanaged, stress can impact your sleep, appetite, focus, mood, immune system, and even your long-term health. That's why building in time for rest and reflection is more than just self-care—it's essential.

By spending just a few intentional minutes a day activating your body's "rest and digest" system (also known as the parasympathetic nervous system), you can:

- Calm your mind
- Lower your heart rate and blood pressure
- Improve your focus and resilience
- Support your emotional well-being

There's no one "right" way to do this. Choose what works for you:

- Meditation or mindfulness
- Journaling or reflection
- Breathing exercises (two short sessions counts!)
- Gentle movement like yoga or stretching
- Even quiet time without screens or distractions



B-R-E-A-T-H-E

Here's a simple and proven breathing technique that will help you feel calmer almost immediately.

NAVY SEAL "BOX" BREATHING

It's called "box" breathing because each part of the breath is held for an equal amount of time – a count of 4. It can help to visualize breathing around a box while you do this exercise.

HOW TO DO IT:

1. Sit or lie down in a comfortable spot.
2. Inhale through your nose (if possible) for 4 seconds
3. Hold your breath for 4 seconds.
4. Exhale through your mouth for 4 seconds
5. Hold your breath for 4 seconds
6. Repeat the inhale–hold–exhale–hold pattern for a total of 4 times, working up to 5 minutes.



GOAL:

Spend 10–15+ minutes daily on a calming activity that helps you reduce stress and feel more grounded.



CHOOSE YOUR OWN HABIT

While we've provided five suggested habits to choose from, we know that everyone's journey is unique. That's why this challenge also invites you to create a habit that fits your own lifestyle and goals.

The key is to pick a small, positive habit — something manageable that, when done consistently, will have a meaningful impact on your health and well-being.

What makes a great habit to choose?

- It's specific and doable every day
- It supports your overall health, mood, or energy
- It feels motivating and realistic for your current lifestyle
- It helps you build momentum toward bigger goals

Here are some examples to inspire you:

- Quit smoking or reduce cigarettes
- Cut down daily screen time, especially before bed
- Read for 10-15 minutes each day
- Take daily supplements or vitamins consistently
- Practice gratitude by writing down one thing you're thankful for



This list isn't exhaustive — feel free to choose any habit that feels right for you!

How to get started

1. Write down your habit clearly and simply.
2. Make sure it's something you can do every day for 21 days.
3. Track your progress on your habit tracker alongside your other habits.
4. Celebrate your consistency and small wins!

Choosing your own habit empowers you to take ownership of your health journey in a way that fits your life.

We're excited to see what you choose and how it helps you grow!



HOW TO USE YOUR TRACKER

Because you made the smart decision to join us for the 21-Day Habit Challenge...

You now have access to a habit tracker to help you stay focused, consistent, and motivated.



Download it from your challenge resource page or email!

Each evening (we suggest by 8 PM), take a moment to check off the habits you completed that day. It's a simple but powerful way to reflect, reset, and stay on track.

Tracking daily progress not only keeps you accountable—it also helps you build momentum that carries you forward.

Your goal:

✓ Complete and check off one or more habits every single day during the challenge.

Remember: progress builds through consistent effort.

You're building a foundation for long-term success—one day, one checkmark at a time.

You've got this!

YOUR FUTURE IS WAITING

Thank You for Joining Us

Thank you for trusting us to be a part of your journey.

We're truly excited to see how far you'll go over the next 21 days. Our hope is that this challenge is just the beginning— and that the habits you build now become stepping stones toward even bigger goals ahead.

Remember, you're not doing this alone.

If you have questions, need support, or just want to share a win, we're here for you.

Let's make the next 21 days count—together!

myFitness
Virtual

