



THE RESET

SEVEN DAYS

SEVEN PITFALLS

ONE STANDARD YOU ACTUALLY KEEP

7

DAYS

21

ACTIONS

7

NON-NEGOTIABLES

50

DAY TRACKER

READ THIS FIRST

YOU DO NOT HAVE A MOTIVATION PROBLEM

You are not lazy. You have proved that already. You have held down jobs you did not enjoy. You have shown up for people who did not show up for you. You have done genuinely hard things, for years, whenever somebody else was counting on you.

So why can you not do it when the only person counting on you is you?

Because you have been treating a systems problem like a willpower problem, and no amount of trying harder fixes a system that was never built.

WHAT THIS IS

Seven days. One pitfall a day. Each day has three actions and one non-negotiable, and the whole thing takes forty minutes an evening.

It is the self-guided version of what I run live with men in the Project50 5-Day Challenge, built around the seven pitfalls I see in nearly every man who arrives.

By Day 7 you will not have motivation. Motivation is not a deliverable. You will have a mission you wrote yourself, a morning that runs without you, honest numbers on your own body, and seven consecutive days of evidence that you do what you say you will do.

That last one is the actual product. Everything else is scaffolding around it.

HOW TO USE IT

One day at a time. Do not read ahead. Reading all seven days tonight will feel productive and will change nothing. It is the same instinct that has you watching videos about discipline instead of practising it.

Print it. There are boxes to tick and lines to write on, and the physical act matters more than you would expect. Something happens when a man puts a pen through a box.

Do the non-negotiable. If you do nothing else on a given day, do that one thing. It is the smallest unit of proof.

Start tomorrow, not Monday. Waiting for Monday is the behaviour this book exists to break.

THE ONE RULE

IF YOU MISS A DAY, YOU DO NOT START AGAIN

You pick up where you left off. Restarting from Day 1 feels honourable and is actually just another way of not finishing. Men who restart never get past Day 3. Men who continue get to Day 7.

"Discipline is the strongest form of self love. It is ignoring something you want right now for something better later on."

THE LINE THIS WHOLE THING IS BUILT ON

SCORE YOUR SEVEN

These are the seven pitfalls. Every man reading this has at least three of them, and the ones he is worst at are usually the ones he is quickest to skip past.

Score each one out of five. **1 means this is not me at all. 5 means this is exactly me.** Be honest rather than fair to yourself. Nobody sees this page. Then total it at the bottom and write today's date, because in seven days you are going to score it again.

	THE PITFALL	DAY 0	DAY 8
1	You lack the experience of a disciplined mind. You have never actually run a long stretch of keeping your word to yourself, so you have no evidence you can.	☐	☐
2	You have no routine that optimises your day. Every morning starts from scratch and burns energy on decisions that should already be made.	☐	☐
3	You do not respect your health. You do not know your numbers, you are not challenging the body physically, and you eat whatever is nearest.	☐	☐
4	You lack a compelling mission. Nothing about the next five years genuinely excites you, so there is nothing worth getting up early for.	☐	☐
5	You are not acquiring new skills. Your earning power is the same as it was three years ago and you have quietly made peace with that.	☐	☐
6	You are a slave to instant gratification. Screens, food, drink, gaming, the endless scroll. Cheap relief, taken often, at a price you have stopped noticing.	☐	☐
7	You have no accountability. Not one person would notice if you gave up tomorrow, and part of you finds that convenient.	☐	☐
TOTAL OUT OF 35		TODAY'S DATE	

WHAT THE NUMBER MEANS

Under 14. You are further along than you think and you are probably here for one specific area. Find your two highest-scoring days and give those the most attention.

15 to 25. The most common range, and the most frustrating one to live in. You are disciplined in one part of your life and it has not transferred to the others. It transfers once you can see the system.

Over 25. Nothing is wrong with you. You have simply never been shown the structure, and you have been blaming your character for a gap in your education. Start at Day 1 and do not skip the non-negotiables.

1

PITFALL ONE

THE UNDISCIPLINED MIND

THE PITFALL

"They lack the experience of a disciplined mind. This is the skill that turns boys into men, and it is not an overnight skill. Your mind is your greatest gym and your greatest asset. You just need to harness all of its potential."

Notice the word in that sentence most men skim over. **Experience.** Not knowledge, not desire. You have both of those in abundance, which is precisely why neither has helped.

What you do not have is the lived experience of being a man who keeps his word to himself over a stretch of days. Without it, every promise you make is made by someone with no track record. Of course you do not believe him.

That is what today starts, and it starts in the least glamorous place possible: the sentence you say to yourself when something is hard.

THE WORK

1

Catch the sentence

For the next twenty-four hours, notice the exact words you use about yourself when something is difficult. Not the general mood, the actual sentence. "I'm rubbish at this." "I always do this." "I'm just not a morning person." Write down three of them, word for word, on the lines below.

2

Add one word

Take each sentence and add *yet*, or rewrite it as an action rather than an identity. "I can't do this" becomes "I can't do this yet." "I'm not a morning person" becomes "I have not built a morning yet." One is a verdict on who you are. The other is a status report you can change.

3

Do something you do not want to do

Today, on purpose, do one uncomfortable physical thing you have an easy way out of. The cold shower is the classic and it is a classic for a reason. It is ninety seconds. Nobody would know if you skipped it. That is exactly what makes it count.

TODAY'S NON-
NEGOTIABLE

COLD SHOWER.
NINETY SECONDS. NO WARNING ANYONE.

WRITE IT DOWN

What have I been telling myself I am, and how long have I been saying it?

☐

DAY 1 COMPLETE

2

PITFALL TWO

THE UNBUILT MORNING

THE PITFALL

"They do not have a routine set up to help them optimise and crush their day. How do you boot up your brain? What software are you running? What programming do you currently have in place, and what programming should you have in place?"

There is a moment every day that decides the rest of it and it lasts about four seconds.

Your alarm goes. Before your feet are on the floor, before you are properly awake, your brain runs a quick calculation. It weighs how tired you are against how much today matters, and it delivers a verdict. Most men lose that argument before they are conscious enough to have it.

Here is the problem. You are negotiating, and you are negotiating with a version of you who is warm, horizontal and has no skin in the game. He does not live with the consequence. You do, about nine hours later.

The fix is not a louder alarm. It is removing the negotiation entirely. And it happens the night before, which is the part almost nobody realises.

THE WORK

- 1 **Decide tonight, out loud**
Not "I will try to get up earlier". Say the time and the first action, out loud, before bed. "Half five, cold shower, then twenty minutes on the book." Your morning self does not get a vote, because your evening self already voted.
- 2 **Move before you think**
Feet on the floor, light on, ten press-ups. Blood moves and the brain follows. You cannot reason your way out of bed. You can only physically leave it and let your mind catch up about two minutes later, slightly embarrassed.
- 3 **Protect the first ninety minutes**
Phone in another room, not face down. No social media, no email. If you are at your desk by eight you have two to three genuinely productive hours before anyone needs anything from you. Most men give that window away for free, every single day, and then wonder where the time went.

TONIGHT'S NON-
NEGOTIABLE

**PHONE CHARGES IN ANOTHER ROOM.
STARTING TONIGHT.**

WRITE IT DOWN

Tomorrow I get up at _____ and the first thing I do is _____



DAY 2 COMPLETE

3

PITFALL THREE

THE BODY YOU IGNORE

THE PITFALL

"They fail to respect their health. Are you living a healthy lifestyle? Have you taken the time to construct one? Are you challenging yourself physically to grow? Are you aware of what food you should be eating and not eating, specifically for yourself?"

Most men are running a body they have never measured, on fuel they have never counted, with sleep they have never protected. Then they wonder why their focus goes at two in the afternoon and put it down to a character flaw.

Today is not a training programme. It is an audit. You are going to find out where you actually are, in numbers, and the discomfort of writing those numbers down is a large part of the exercise.

Nobody sees this page but you. Photograph it when it is filled in and put it somewhere you will find it on Day 50, because you will not believe the difference and you will want the proof.

THE WORK

- 1 Take the baseline**
Weight, chest, waist, arms, thighs, and a photo you would not post. Today's date next to it. Two minutes of mild unpleasantness that turns into your favourite piece of paper in about eight weeks.
- 2 Fix the three foundations**
Sleep: seven to nine hours, in bed between half nine and half ten. **Water:** the guideline for men is around 3.7 litres of total water a day, and that figure includes what you get from food, so roughly three litres of actual drinking is the practical target. **Protein:** aim for 1.6 to 2 grams per kilo of bodyweight. Two grams per kilo is the number I use and it has never let me down.
- 3 Build one week of food, once**
Not a diet. A repeating week. Pick two breakfasts, three lunches and three dinners you will actually eat, write the shopping list once, and stop making the decision daily. A costed example week is in the Project50 meal template, and it comes in at about £32 a week at UK supermarket prices.

TONIGHT'S NON-
NEGOTIABLE

IN BED BY HALF TEN.
PHONE IS ALREADY IN THE OTHER ROOM.

TODAY'S NUMBERS

Weight _____ Chest _____ Waist _____ Arms _____ Thighs _____ Date _____

☐

DAY 3 COMPLETE

4

PITFALL FOUR

THE MISSING MISSION

THE PITFALL

"They lack a compelling mission that gets them excited for the day and the future. What excites you? What skill can pay you well? What value can you add to the marketplace? What legacy do you wish to leave behind?"

This is the day men message me about a year later.

Everything in the first three days was mechanics. Get up, move, eat, sleep. All of it works and none of it lasts, because rules without a reason are just chores, and no man sustains chores.

You have probably had this backwards. You have been trying to build discipline so that one day you will have earned the right to want something big. It runs the other way. **The mission comes first and the discipline is what it costs.**

Do not polish your answers today. Rough and honest beats neat and false, and rough is something you can actually work with.

THE WORK

- 1 Answer the four questions**
What genuinely excites you? What skill could pay you well? What value can you bring to the marketplace? What legacy do you want to leave behind? Twenty minutes, written by hand, no editing while you write.
- 2 Compress it to one sentence**
One sentence, present tense, specific enough that you would know whether you had done it. "I want to be successful" is not a mission, it is a mood. "I build a business that pays me £8,000 a month so my wife can choose whether she works" is a mission.
- 3 Put it where six-in-the-morning you will see it**
Bathroom mirror, phone lock screen, inside the wardrobe door. The version of you who has to get out of bed in the cold is not the version who wrote it, and he needs reminding what he agreed to.

TODAY'S NON-
NEGOTIABLE

THE MISSION, WRITTEN BY HAND,
AND PUT SOMEWHERE YOU WILL SEE IT AT 6AM.

MY MISSION, ONE SENTENCE



DAY 4 COMPLETE

5

PITFALL FIVE

THE SKILL YOU DO NOT HAVE YET

THE PITFALL

"They are not actively learning and acquiring new skills. What skill can pay you well? What value can you bring to the marketplace?"

Yesterday you wrote a mission. Today we deal with the gap between the man you described and the man currently reading this, because there is always a gap and it is almost always a skill.

Here is the uncomfortable arithmetic. If your earning power is roughly what it was three years ago, you have not been standing still. Everything around you got more expensive while you stayed the same, so standing still was actually a slow reverse.

The good news is that this is the most solvable pitfall on the list. Not the easiest. The most solvable, because it responds to nothing except hours.

THE WORK

1 Name one skill

One. The one that closes the biggest gap between where you are and the mission you wrote yesterday. Not the most interesting one, not the one your mate is doing. The one that pays.

2 Find the twenty per cent

Every skill has a small core that produces most of the result. Spend thirty minutes finding out what that core is before you spend thirty hours learning the wrong parts. Ask someone who already has the skill what they would learn first if they started again.

3 Put the hour in the diary

Same time, four days a week, in the calendar as a real appointment with a real name. An hour a day, four days a week, is roughly two hundred hours a year. Two hundred focused hours will take you further into a skill than most people get in a decade of meaning to.

TODAY'S NON-
NEGOTIABLE

ONE HOUR ON THE SKILL.
TODAY, NOT FROM MONDAY.

WRITE IT DOWN

The skill is _____. My hour is _____ on _____.



DAY 5 COMPLETE

6

PITFALL SIX

THE CHEAP DOPAMINE

THE PITFALL

"They allow themselves to be a slave to instant gratification. Drugs. Pornography. Alcohol. Food. Gaming. Time stealers."

This is the day men skip. If you are looking for a reason to leave this one until tomorrow, that reaction is the whole diagnosis and you should probably do it now.

Understand what you are actually dealing with. None of the things on that list are the problem. They are the treatment. Every one of them is a fast, reliable way to feel slightly better for a short time, and a man reaches for the treatment because something underneath is uncomfortable.

Which is why willpower alone loses. You cannot out-discipline a need you have not named. **So today has two halves: cut the supply, and find out what you were medicating.**

THE WORK

1 Get the real number

Open your screen time. Weekly average, not today. Write it down here, and then multiply it by fifty-two. That is the figure that tends to land. Most men are somewhere between forty and eighty full days a year.

2 Delete one thing today

Not a scheduled cut-down. Delete the single worst app off the phone today, this evening, while you are reading this. You can reinstall it in thirty seconds, which is the point. The barrier does not need to be high. It only needs to exist at the moment your hand moves before your brain does.

3 Name the itch and give it somewhere to go

Track when you reach. Most men find it is boredom, avoidance of one specific task, loneliness, or the hour after a difficult conversation. Whichever it is, decide now what replaces it. Ten press-ups, ten pages, a walk, a phone call to an actual human. Decide it now, because you will not decide it well in the moment.

TODAY'S NON-
NEGOTIABLE

DELETE ONE APP.
THIS EVENING. NOT FROM MONDAY.

WRITE IT DOWN

Weekly average _____ h/day. That is _____ days a year. When I reach for it, I am usually avoiding

☐ DAY 6 COMPLETE

7

PITFALL SEVEN

THE EMPTY ROOM

THE PITFALL

"They lack accountability from a dedicated group to see them to their goals. Supportive. Common goals. Similar struggles. Mentors and advice. A safe space."

Last one, and it is the one that decides whether the other six survive the month.

Here is something I have watched happen for years. A man can perform discipline beautifully in public. Put him in a gym with other men and he finds two more reps. Put a deadline and a client in front of him and he works through the night.

Then the audience leaves, and a large amount of what he called discipline turns out to have been social pressure wearing a tracksuit. He concludes he is weak. He is not. He simply never built the private version, and the private version is the only one that compounds.

The shortcut is to stop relying on being watched and start choosing who watches. Not for applause. For the specific, unglamorous fact that **somebody would notice if you went quiet.**

THE WORK

1 Tell one man

Today. Send your mission from Day 4 to one man whose opinion you actually care about. Not a broadcast, not a post. One message to one person. It should feel slightly exposing. That feeling is the mechanism working.

2 Set the check-in

Agree a fixed day and time you report to him, weekly, whether it went well or not. Especially when it did not. A check-in you only make on good weeks is not accountability, it is a highlight reel.

3 Get in a room with men doing the same work

One man is a start. A room is better, because on the days your one man is busy the room is still awake. That is what The Brotherhood exists for, and details are on the last page.

TODAY'S NON-
NEGOTIABLE

**SEND THE MESSAGE.
TODAY. BEFORE YOU GO TO BED.**

WRITE IT DOWN

The man is _____. We check in every _____ at _____.

☐

DAY 7 COMPLETE

NOW NOBODY IS WATCHING

Seven days done. Go back to page three and score the seven again in the Day 8 column, then compare the totals. Most men drop somewhere between six and twelve points, and the drop is almost never where they expected it.

Now the honest part.

Everything you did this week, you did with a book in your hand telling you what to do next. That is real, and it is also the easy version. There was structure, and structure is a kind of company.

Today there is no page. No non-negotiable printed in a box. Nobody notices if you sleep in tomorrow.

Day 8 is where resets usually die. Not day thirty, not day forty-five. Day 8, quietly, when the scaffolding comes down and it is just you and your word.

SO HERE IS WHAT HAPPENS NEXT

YOU RUN YOUR FIFTY

Seven days proves you can. Fifty days changes who you are, and the difference between the two is not intensity. It is that fifty days is long enough for the man doing it to stop thinking of it as something he is doing, and start thinking of it as something he is.

Turn the page. Seven habits, fifty squares, and one rule for the day you break the streak.

SEVEN HABITS, FIFTY SQUARES

These are the seven daily non-negotiables. Not seven new things to start. Seven things you have already practised one at a time over the last week, now run together, every day, for fifty days.

- 1

Up early. No snooze, feet on the floor.
- 3

Read ten pages. Paper, not a screen.
- 5

Drink the water. Three litres, tracked.
- 7

No cheap dopamine. You know which one.

- 2

Train the body. Something every day.
- 4

Eat to the plan you already wrote.
- 6

Journal. Reflect, plan, improve.
- Tick a square only on days you did all seven.

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50

HEAVY SQUARES ARE MILESTONES: DAY 3, 7, 14, 21, 30, 50

THE RULE FOR THE DAY YOU BREAK IT

NEVER MISS TWICE

You will miss a day. Everyone does, and the missed day is not what ends a fifty. What ends it is the story you tell yourself the morning after, the one that says you have ruined it now so you may as well start again in January.

One missed day is an event. Two in a row is a decision. Do not make the decision.

RESOURCES

THE SHELF, AND WHERE YOU GO NEXT

Ten pages a day is one of the seven habits. These are the ten books I hand every man who asks. Read them in roughly this order.

- | | | | |
|---|--|----|---|
| 1 | As A Man Thinketh
James Allen | 6 | The Miracle Morning
Hal Elrod |
| 2 | Think And Grow Rich
Napoleon Hill | 7 | Deep Work
Cal Newport |
| 3 | Mindset
Carol Dweck | 8 | The Four Agreements
Don Miguel Ruiz |
| 4 | The Power Of Positive Thinking
Norman Vincent Peale | 9 | The 7 Habits Of Highly Effective People
Stephen R. Covey |
| 5 | The Compound Effect
Darren Hardy | 10 | The Alchemist
Paulo Coelho |

WHERE THIS SITS

You have the self-guided version. If you want the parts a book cannot give you, which is other men and someone asking you direct questions, here is the rest of it.

WHAT	WHAT IT GIVES YOU	PRICE
The Reset You are here	Seven days, self-guided. The system on paper, yours for life.	£37
The Brotherhood	The room. Daily habit tracker, 50-day heatmap, body stats, journal, leaderboard, milestone badges at day 3, 7, 14, 21, 30 and 50, and men posting every morning.	£10/mo
The 5-Day Challenge	Five nights live with me. Mindset, health audit, mission, habit stack, the elite standard. Templates, recordings and the community. VIP adds a second hour nightly, custom plans and coaching calls.	£197 VIP £297

YOUR CODE

FREEDOM · 30 DAYS FREE IN THE BROTHERHOOD

Because Day 8 is the one that counts, and it is easier in a room. p50c.com/community

ONE LAST THING

NOBODY CLAPS FOR THE TUESDAY

Most men can perform discipline. We are very good at doing hard things when someone is watching, and there is nothing wrong with that.

But nobody claps for six in the morning on a wet Tuesday. Nobody is impressed by the third glass of water, or the ten pages you read instead of the second episode, or the app you deleted and did not reinstall.

That is exactly where the man gets made. Everything anyone ever sees is downstream of it.

You have seven days of evidence now. Not motivation, and not a feeling. Evidence, which is a far more useful thing to own, because it is still there on the mornings the feeling is not.

Do not downgrade your dreams to match your reality. Upgrade your belief to match your vision.

Now go and run your fifty.

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THE RESET · FIRST EDITION · PRICES CHECKED AUGUST 2026