



Why the **first** 30 days

A client decides in the first month whether this is a habit or a phase. You cannot make them train. You can make three things easy: knowing what happens next, being seen, and getting a first win. Every message below does one of those three.

The rule for all of it: short, one question at most, and no guilt. A client who feels judged goes quiet.

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Part 2. The 30-day sequence