THE 66-DAY CHALLENGE

66 days. *One promise.*

Why 66?

In a 2009 University College London study, people took a median of 66 days to make a new daily habit feel automatic. Some took 18 days, some 254, and missing a single day didn't set anyone back.

I promise that I will _____

DAY 1 _____ DAY 66 _____

Tick a box on every day you keep your promise. Missed one? Leave it blank and keep going. One gap doesn't undo the days before it.

DAYS 1–22 *It's new. Keep it small.*

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22 CHECK-IN

DAYS 23–44 *The hard middle. Never miss twice.*

23	24	25	26	27	28	29	30	31	32	33
34	35	36	37	38	39	40	41	42	43	44 CHECK-IN

DAYS 45–66 *It's starting to stick.*

45	46	47	48	49	50	51	52	53	54	55
56	57	58	59	60	61	62	63	64	65	66 FINISH

DAY 22 CHECK-IN

What's getting easier?

DAY 44 CHECK-IN

What almost stopped you?

DAY 66

What feels automatic now?

Safar

Prefer photo proof? *Track it in Safar.*

One photo for every day you keep your promise, a streak that counts itself, and a reel of your 66 days. For iPhone, iPad and Android.

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