

A F F I R M A T I O N S

Affirmations

A 90-DAY DAILY JOURNAL



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*For the agent
who is ready to stop hoping
and start deciding.*

A note before we begin

This collection was built over many years — drawn from mentors, experiences, and moments of personal transformation. None of these affirmations are clever. They are not meant to be. They are simple, true sentences that I have leaned on in the moments where I was not yet the person my goals required.

I have carried these through cold mornings, through long markets, through the year I doubled my listings and the year I almost walked away. They are not magic. They are practice. The same way an athlete drills the same movement until the movement is the body. These affirmations are mental drills.

The version you are holding is rebuilt as a daily ninety-day journal. One affirmation a day, a short note from me, three reflection questions, a morning commitment, and an evening close. It takes ten to fifteen minutes a day. That is all the math required to change your year.

Read each one out loud. Stand up if you can. Mean what you say. Then close the book and go to work.

— *Don*

How to use this book

There is no wrong way to do this. There is also no shortcut. Below is the way I would do it, if I were starting today.

Morning, five minutes:

Open the book to today's spread. Read the affirmation out loud, three times. Stand up. Read it again. Then read the short note from me. Sit with the three reflection questions for one minute each — do not write War and Peace, just answer honestly. Pick the morning commitment. Close the book. Go.

Throughout the day:

Repeat the affirmation when you remember to. At a stoplight. Before a call. After a hard moment. The repetition is the rewrite.

Evening, two minutes:

Open back up. Answer the Tonight prompt. Close the book. That is the day.

If you miss a day, do not start over. Just pick up where you left off. The streak is not the point. The practice is.

The 90-day promise

Ninety days from the morning you start, you will be a measurably different operator. Not because of this book — because of the daily reps you take while reading it. The book is the bell. You are the runner.

Six pillars build on each other. Identity. Authority and selling. Money and abundance. Body and energy. Gratitude. Resilience. Each one is fifteen days of practice. Each one is designed to remove a block, install a belief, and ship you a version of yourself that the next pillar can build on.

On Day 90, you will not be the same person who read Day 1. That is the promise. The work is yours. So is the result.

The roadmap

Pillar ONE · Days 1 – 15

Identity

Who you are, before what you do.

Pillar TWO · Days 16 – 30

Authority & Selling

The craft of being heard.

Pillar THREE · Days 31 – 45

Money & Abundance

Money is a current, not a container.

Pillar FOUR · Days 46 – 60

Body & Energy

The engine that runs everything else.

Pillar FIVE · Days 61 – 75

Gratitude

The multiplier.

Pillar SIX · Days 76 – 90

Resilience

What holds when life breaks.



PILLAR ONE

Identity

Who you are, before what you do.

DAYS 1 — 15



Pillar ONE · Days 1 - 15

Identity

Most agents try to fix their results. The work that actually pays is upstream of that. Before the calls, before the listings, before the conversion rates — there is the person making them. The person who picks up the phone. The person who walks into the listing appointment. The person who gets out of bed at five.

If that person does not believe what they are about to do, no script saves them.

These first fifteen days are about the foundation. Not motivation, not hype — foundation. We are going to install a few short, true sentences about who you are and let them set before we build a single floor on top of them. Read these slow. Read them out loud. Stand up when you say them. The body believes what it rehearses.

When you finish this pillar, you will not have closed any more deals yet. But you will be a person who closes more deals.

"I am the architect of my life. I build its foundation and choose its contents."

FROM DON

Most people live in houses they did not draw. Hand-me-down beliefs, hand-me-down standards, hand-me-down weeks. Today, look at one room of your life and ask whether you actually chose it — or whether it just got handed to you. If you did not draw it, you are allowed to redraw it.

REFLECT

- 01 What part of my life am I living because it was assigned, not chosen?
 - 02 If I were starting from scratch today, would I still pick the same calendar?
 - 03 What is one beam in my foundation that is worth protecting at all costs?
-

COMMIT

One thing on my plate today that I will actually choose, not just accept:

TONIGHT

What did I build today, and what did I let crumble?

"I acknowledge my own self-worth. My confidence is soaring."

FROM DON

Worth is not earned at a closing table. It is not voted on by clients. It is the platform you stand on when you walk into the room. Confidence does not arrive after the next win — it precedes it. Stand on that platform first today, and let the wins match where you are already standing.

REFLECT

- 01 Where am I waiting for proof of my worth before I act like a person who has it?
 - 02 Whose opinion am I letting weigh more than my own?
 - 03 What evidence do I already have, if I am willing to look?
-

COMMIT

One conversation today I will enter from the platform, not for it:

TONIGHT

Where did I act from worth today, and where did I shrink?

"I am a powerhouse. I am indestructible."

FROM DON

Indestructible does not mean nothing hurts. It means nothing finishes you. There is a difference between a setback and an ending, and most people confuse the two. Today, name one thing you have already survived that should have ended you, and remember the body that walked through it is the same body sitting here now.

REFLECT

- 01 What have I already survived that I keep underestimating?
 - 02 Where am I treating a setback like an ending?
 - 03 What does my power feel like in my body when it is online?
-

COMMIT

One challenge today I will meet at full voltage instead of half:

TONIGHT

Where did my power show up, and where did I cut it off at the source?

"I am focused. I am determined. I am powerful."

FROM DON

These three are a sequence, not a list. Focus is what you point at. Determination is what you do when the pointing gets boring. Power is what arrives, almost as a reward, after the first two have done their work. People want power without focus. It does not exist.

REFLECT

- 01 What am I actually focused on today — and what is just noise dressed up as urgency?
 - 02 Where in my week does my determination usually break?
 - 03 What would change if I trusted the sequence and stopped chasing power directly?
-

COMMIT

One thing today I will finish even when it stops being interesting:

TONIGHT

Did I point, push, and arrive — or did I scatter?

"I have been given endless talents which I utilize today."

FROM DON

Most agents are sitting on three or four talents they have never named. Speaking, listening, calming a room, reading a face, telling a story, holding a number in a tense moment. Name yours today. A talent you will not name is a talent you cannot deploy.

REFLECT

- 01 What do people thank me for that I dismiss because it comes easily?
 - 02 Which of my gifts have I been hiding because someone once made me self-conscious about it?
 - 03 What would my best client say I do better than anyone else?
-

COMMIT

One talent I will deliberately use in plain sight today:

TONIGHT

Where did my gift show up, and did I let it?

*I am the architect of my
life. I build its
foundation and choose
its contents.*



"My body is healthy. My mind is brilliant. My soul is tranquil."

FROM DON

Three systems, one operator. When one is loud, the other two pay the price. A tense body writes anxious emails. A scattered mind eats poorly. A restless soul cannot listen. Run a quick check on all three this morning before you touch the phone.

REFLECT

- 01 Which of the three is loudest in me right now, and what is it asking for?
 - 02 What is the smallest thing I could do to settle the loud one in the next ten minutes?
 - 03 What does it cost me when I show up to a client with one of these out of tune?
-

COMMIT

One five-minute practice I will use today to calm the loudest system:

TONIGHT

Which system did I take care of, and which one did I keep ignoring?

"I speak with a confident down swing."

FROM DON

Most agents end statements like questions — voice climbing, hesitant. The down swing is the opposite. Every sentence lands. It is the difference between asking for the appointment and assuming it. Practice on your first three calls today, and listen for the pause that comes after a sentence that means it.

REFLECT

- 01 Where did my voice climb yesterday when it should have landed?
- 02 What am I actually communicating when I sound unsure of my own words?
- 03 Who in my life speaks with quiet authority — what do I notice about how they do it?

COMMIT

One thing I will do differently on my next three calls:

TONIGHT

Where did the down swing show up today, and where did I lose it?

"Happiness is a choice. I choose it on the basis of what I have already accomplished and what I have already been given."

FROM DON

Happiness as a feeling is unreliable. Happiness as a decision is portable. You can carry it into a hard call. You can carry it into a slow market. The trick is to anchor it in what is already true rather than what you are still chasing.

REFLECT

- 01 What am I actually waiting for before I let myself be happy?
 - 02 What in my life is already worth being happy about, that I have stopped seeing?
 - 03 Who in my life would notice if I showed up genuinely happy today?
-

COMMIT

One moment today I will choose happiness on purpose, not by accident:

TONIGHT

When did I choose it today, and what made the choice easier?

"I am superior to negative thoughts and low actions."

FROM DON

Superior does not mean above other people. It means above the smaller versions of yourself. The negative thought is not a stranger — it is a former version of you who never grew up. Today, when one shows up, do not argue with it. Outrank it.

REFLECT

- 01 What is the negative thought that runs me most often, and how old does it sound?
 - 02 Where am I tolerating a low action that does not match my standards?
 - 03 What does the version of me that is two years ahead think about my current bar?
-

COMMIT

One low action I will simply not engage in today, no debate:

TONIGHT

Where did I outrank the smaller version of me?

"I choose to be in the present."

FROM DON

The phone you are about to make a call on, the conversation you are about to have, the body sitting in the chair — they are all happening here. The past is rehearsal and the future is rehearsal. Only the present is the show. Most agents waste the show.

REFLECT

- 01 Where am I most often pulled out of the present — backward into regret or forward into worry?
 - 02 What does the present moment have for me that my mental future never will?
 - 03 Who am I likely to skim past today because I am busy thinking about somebody else?
-

COMMIT

One conversation today I will be fully inside, not half-watching:

TONIGHT

Where did I show up, and where did I disappear into my own head?

"My thoughts control my words. My words control my actions. My actions create my results."

FROM DON

Run it backward when you are stuck. The result you do not like — trace it to the action that built it, the words that justified it, and the thought that started it. The thought is where the change has to happen. Everything else is downstream weather.

REFLECT

- 01 What result in my life would I like to change?
 - 02 What action keeps producing it?
 - 03 What thought, when I trace it back honestly, is at the head of that chain?
-

COMMIT

One thought I will catch and replace today, by name:

TONIGHT

Did I catch it? What did I replace it with?

"I am guided in my every step by a Spirit who leads me toward what I must know and do."

FROM DON

You do not have to call it Spirit. Call it your higher self, your gut, your conscience, the inner voice you have always had. The point is the practice of listening. Most days the answer is already there. We just out-talk it.

REFLECT

- 01 Where in my life have I already been guided, even when I did not see it at the time?
 - 02 What is the inner voice trying to tell me right now that I keep talking over?
 - 03 What would it take to trust it for the next twenty-four hours?
-

COMMIT

One decision today I will pause on long enough to hear the answer underneath:

TONIGHT

Did I listen, and what came up when I did?

*I radiate confidence
and conviction.*



"I am a worthy person. I have a divine right to experience happiness and to have positive things happen in my life."

FROM DON

There is a quiet voice in many high performers that whispers: the good things are running out, do not get used to them. That voice is a thief. It steals the win at the moment of the win. Today, accept that good things showing up in your life are normal, not a glitch.

REFLECT

- 01 Where am I bracing for the good thing to be taken back?
 - 02 What positive thing has shown up recently that I have not actually let myself enjoy?
 - 03 What would change if I assumed I was supposed to receive it?
-

COMMIT

One good thing today I will let myself enjoy without flinching:

TONIGHT

Did I receive what showed up, or push it back?

"I radiate confidence and conviction."

FROM DON

Conviction is the close cousin of confidence with a sharper edge. Confidence says I can. Conviction says I will, and the way I am about to do it is correct. Clients can feel the difference within ninety seconds. So can you.

REFLECT

- 01 Where in my work am I confident but not yet convicted?
 - 02 What would I say to a client if I had zero doubt about my recommendation?
 - 03 Whose conviction do I admire, and what do they do that I do not yet?
-

COMMIT

One recommendation today I will make with full conviction, not hedged:

TONIGHT

Did I hedge, or did I land it?

"I live a fun, focused, grateful, joyful, level-ten life every day."

FROM DON

All four words are doing work. Fun is the antidote to grim hustle. Focused is the antidote to scattered. Grateful is the multiplier. Joyful is the byproduct of the first three lined up. Level ten is not a peak — it is the floor you decide to live on. End of pillar one. Tomorrow, we go to work.

REFLECT

- 01 Which of the four — fun, focused, grateful, joyful — is hardest for me to claim?
 - 02 What does a level-ten version of today actually look like?
 - 03 What floor am I currently living on, and what would I have to leave behind to move up?
-

COMMIT

One thing I will do today that only the level-ten version of me would do:

TONIGHT

What floor did I live on today?



PILLAR TWO

Authority & Selling

The craft of being heard.

DAYS 16 — 30



Pillar TWO · Days 16 - 30

Authority & Selling

You can have all the right beliefs and still go broke. Identity without craft is journaling. Craft without identity is hustle. This pillar is the craft.

Everything in here is something I have used myself, watched my best agents use, and seen fail in the hands of people who skipped the basics. Scripts and dialogues. The down swing. The pause. The three-call open. The ask.

These are not gimmicks. They are the difference between hoping the phone rings and being the reason it does. Read each affirmation. Then go and try the technique inside it. The reps are the lesson.

"I am the master of scripts and dialogues."

FROM DON

The agents who hate scripts are usually the ones who tried them once, sounded stiff, and quit. Mastery does not look like a robot reading lines. It looks like a jazz musician who knows the song so well they can riff. Get past the awkward middle, and the script disappears into your voice.

REFLECT

- 01 What script have I been avoiding because I do not yet sound natural saying it?
 - 02 How many reps would it actually take to make it mine?
 - 03 Who is one agent I admire who clearly has theirs locked in — what do they sound like?
-

COMMIT

One script I will run, out loud, ten times before my first call today:

TONIGHT

Did the script disappear into my voice, or did it still sound borrowed?

"I am a great listener. I probe, I dig, and I always ask the next question."

FROM DON

The average agent waits to talk. The great ones wait to understand. The next question is where the listing lives. Most agents stop at the surface answer because the silence after it is uncomfortable. Sit in the silence. Ask one more.

REFLECT

- 01 When was the last time I asked a follow-up that surprised the prospect with how well I was paying attention?
 - 02 What discomfort am I avoiding when I move on too quickly?
 - 03 What is one open question I want to add to my standard rotation this week?
-

COMMIT

One conversation today where I will ask at least one more question than feels comfortable:

TONIGHT

What did I learn that the surface answer would have hidden?

"I focus on giving approval to everyone I meet."

FROM DON

People can feel within seconds whether you are evaluating them or accepting them. The agents who book the most appointments are not the smoothest talkers — they are the ones who walk in already approving of the person across from them. Approval is contagious. So is its opposite.

REFLECT

- 01 Where am I evaluating before I am approving?
 - 02 What about my best clients made it easy for me to like them — could I extend that to a stranger?
 - 03 What does someone giving me their approval feel like, and what shifts when I get it?
-

COMMIT

One person today I will deliberately approve of within the first thirty seconds:

TONIGHT

Did they feel it? Did I?

"I listen for my prospect's motivation and use it to set the appointment."

FROM DON

Every prospect has a reason. Few of them volunteer it on the first ask. Your job is not to convince — your job is to find the reason that already exists and reflect it back so cleanly that the appointment is the obvious next step. No motivation, no appointment. No appointment, no listing.

REFLECT

- 01 What is my standard question for surfacing motivation, and how often does it actually work?
 - 02 Where am I selling features when I should be mining for the why?
 - 03 What is the quietest signal I tend to miss in a first conversation?
-

COMMIT

One prospect today whose motivation I will not leave the call without:

TONIGHT

Did I find the why, and did I use it?

"I speak in a way that creates trust and rapport."

FROM DON

Trust is not a personality trait. It is a stack of small, observable behaviors. Showing up on time. Saying what you mean. Not over-promising. Following up when you said you would. Most agents try to win trust with charm. The pros build it with reliability.

REFLECT

- 01 What is the smallest reliability I keep dropping that would change everything if I picked it up?
 - 02 Who in my life trusts me unreasonably, and what did I do to earn that?
 - 03 Where am I leaning on charm to cover for inconsistency?
-

COMMIT

One small reliability today I will not skip, no matter how small it seems:

TONIGHT

Did I do what I said I would?

*I focus on giving
approval to everyone I
meet.*



"I contact my center of influence and past clients on a daily basis."

FROM DON

Most of your future business is sitting in a list you already have. Not a stranger. Not a lead. Someone who already knows you. The agents who win at this do not contact those people once a quarter when they need something. They stay in front of them, lightly, every week, forever.

REFLECT

- 01 How many people in my database have I not spoken to in the last ninety days?
 - 02 What stops me from reaching out to someone for no reason at all?
 - 03 What would happen if every past client heard from me, briefly, this month?
-

COMMIT

Five people from my database I will reach out to today, with no agenda:

TONIGHT

Who did I reconnect with, and what came up?

"I create energy while I prospect. I do not wait for it."

FROM DON

Energy is not a mood you wait on. It is a state you build, on purpose, before you pick up the phone. Stand up. Move. Music if it helps. The voice on the other end can hear your posture. They can hear whether you actually want to be on this call.

REFLECT

- 01 What is my pre-prospecting ritual, and is it actually building anything?
 - 02 Where in my prospecting hour does my energy reliably collapse?
 - 03 What would change if I treated the first three calls as warm-up, on purpose?
-

COMMIT

One thing I will do in the five minutes before my prospecting block today:

TONIGHT

Did I bring energy, or did I leak it?

"I visualize setting appointments — and I set them."

FROM DON

Before the call, see the call. See the prospect agreeing. See yourself writing down the time. This is not magical thinking. It is the same mental rehearsal every elite athlete uses. The body tends to deliver what the mind has already practiced.

REFLECT

- 01 What do I usually rehearse on the way into a prospecting block — success or failure?
 - 02 What does the appointment-set call actually sound like, start to finish, when it goes well?
 - 03 What would change if I ran the win in my head before I dialed?
-

COMMIT

One sixty-second visualization I will run before my prospecting block today:

TONIGHT

Did the visualization match the day, or did one drift from the other?

"I constantly ask my friends and family, 'Who do you know that would like to list and sell real estate in the next thirty days?'"

FROM DON

The single most underused referral question in the business. It is specific, it is timed, and it is hard to be vague back. Most agents ask, 'Let me know if you hear of anyone.' That is not an ask — that is a hope. This is the ask.

REFLECT

- 01 Who is in my life who has not yet been asked this exact question?
 - 02 What story am I telling myself about why asking would be awkward?
 - 03 What is the worst that could realistically happen if I asked five people this week?
-

COMMIT

Three specific people I will ask this exact question today:

TONIGHT

Did I ask, and what did I learn?

"I am proud to be a real estate professional."

FROM DON

There is an apologetic version of this work that creeps into our voice when we forget what we actually do. We do not push houses. We help families through the largest financial decision of their lives. Stand inside that, and the way you talk about your work changes overnight.

REFLECT

- 01 Where do I downplay what I do, and why?
 - 02 What story do I tell about a client I genuinely helped?
 - 03 What would change if I introduced myself with full pride at the next event?
-

COMMIT

One conversation today where I will introduce myself with full pride, not apology:

TONIGHT

Did pride show in my voice, or did I shrink the work?

"I use two phones with ease, and I track every number."

FROM DON

Two phones is not about being fancy. It is about not waiting around between calls. The number that beats most agents is the gap. Track your dials, contacts, conversations, and appointments daily. The number you do not measure is the one that stops moving.

REFLECT

- 01 What is my current ratio of dials to conversations to appointments — do I actually know it?
 - 02 Where in my prospecting hour am I bleeding minutes between calls?
 - 03 What would tighten if I tracked it on paper instead of guessing?
-

COMMIT

One number I will track honestly today, even if the number is bad:

TONIGHT

What did the number tell me?

"I call and knock doors around my listings and sales every day."

FROM DON

Every closed sale is a free conversation starter for ten more. The just-listed and just-sold call is the most natural prospecting call in the business. You are not selling. You are letting the neighbors know what is happening on their street. Most agents skip this. The pros never do.

REFLECT

- 01 What sale or listing of mine could be a doorway into ten more conversations this week?
 - 02 What story am I telling myself about why people do not want to hear from me?
 - 03 What is the actual experience of the neighbors I do reach — are they bothered, or interested?
-

COMMIT

One listing or sale of mine I will use as a reason to talk to ten neighbors today:

TONIGHT

What did I learn from the doors?

*I create energy while I
prospect. I do not wait
for it.*



"I am the master of handling For Sale By Owner objections."

FROM DON

FSBOs are not enemies. They are people who have decided to do hard work themselves, and they will hit a wall. Your job is to be the person already standing at the wall, calmly, when they arrive. Run the objections in your sleep. They are predictable. Your composure is the differentiator.

REFLECT

- 01 Which FSBO objection still rattles me, and why?
 - 02 What is my actual answer to it — written down, sharpened?
 - 03 What is the moment in a FSBO call where I tend to lose authority?
-

COMMIT

One FSBO objection I will rehearse out loud, ten reps, today:

TONIGHT

Did the rep show up when I needed it?

"I am the master of handling expired listing objections."

FROM DON

An expired listing is a wound. The seller tried, paid, hoped, and got nothing. Walk in with a sales pitch and you become the next agent who did not listen. Walk in with empathy and a real plan, and you become the agent they wish they had hired the first time.

REFLECT

- 01 How often do I open an expired call by listening rather than pitching?
 - 02 What is the unspoken thing the seller wants me to acknowledge before I propose anything?
 - 03 What is the strongest evidence I can offer that this time will be different?
-

COMMIT

One expired today where I will lead with empathy before any proposal:

TONIGHT

Did I listen first, or did I jump to selling?

"I love to set two, three, even four-plus appointments every day."

FROM DON

Notice the verb — love. Not tolerate, not endure, not power through. Love. The agents who book at this rate are not gritting their teeth. They have built a relationship with the activity itself, separate from the outcome. Today, end of pillar two. Find the part of the set you actually love.

REFLECT

- 01 What part of setting an appointment, when it is going well, do I genuinely enjoy?
 - 02 Where did I lose the love, and what story did I replace it with?
 - 03 What would prospecting feel like if I dropped the resistance and just did it?
-

COMMIT

One appointment I will set today with the goal of enjoying the set itself:

TONIGHT

Did I love it, even briefly? When?



PILLAR THREE

Money & Abundance

Money is a current, not a container.

DAYS 31 — 45



Pillar THREE · Days 31 - 45

Money & Abundance

Most of what we believe about money was installed before we were old enough to question it. Watch your parents at the kitchen table. Watch your first boss flinch when a client paid late. The story you carry is not yours — it is theirs. And it is running you.

This pillar is a careful rewrite. We are not pretending to be rich. We are not denying the math. We are loosening the grip just enough that money can move through you instead of getting trapped in a story you stopped writing.

Read these out loud, even the ones that feel uncomfortable. The discomfort is a tell. That is exactly where the rewrite needs to go.

"Money flows easily to me and into my life."

FROM DON

Money is a current, not a container. The agents who struggle treat it like a bucket they have to fill — anxious, gripping. The ones who attract it stay open-handed and stay in motion. Your job today is not to chase a check. It is to keep doing the work that lets the current run through you.

REFLECT

- 01 Where am I gripping instead of moving?
 - 02 What did I do this week that made me a more useful person to pay?
 - 03 What expense do I keep treating like a problem instead of an investment?
-

COMMIT

One income-producing activity I will finish before noon:

TONIGHT

Where did money flow toward me today, and what was I doing when it did?

*"I am a money magnet. Money flows into my life
effortlessly."*

FROM DON

Magnets do not chase. They attract by what they are made of. The agents who repel money do it accidentally, with anxious energy on every call, with apologetic pricing, with overworking instead of creating value. Today, audit what you are made of when you are working.

REFLECT

- 01 What energy do I bring to money conversations — and what does it actually attract?
 - 02 Where am I working hard but creating little value?
 - 03 What would change if I assumed money was already on its way to me?
-

COMMIT

One pricing or value conversation today I will hold without apology:

TONIGHT

Did I attract, or did I push?

"Abundance and prosperity are my birthright. I have them."

FROM DON

Birthright does not mean entitled. It means inherent. You do not have to earn the right to receive — you have to be willing to. Most agents are not blocked by skill. They are blocked by a quiet belief that they do not deserve the level above the one they are on.

REFLECT

- 01 What income or lifestyle am I quietly convinced is for other people, not for me?
 - 02 Where did I learn that abundance was rationed?
 - 03 What would shift if I accepted that I am allowed to have what I am working for?
-

COMMIT

One thing I have been postponing because of an old story about deserving:

TONIGHT

Did I claim, or did I shrink?

"Today I receive my prosperity from both expected and unexpected sources."

FROM DON

We get tunnel-vision on the channels we know. The closing this month, the referral from that client. Money has more avenues than we predict. Stay alert for the unexpected one — the old contact, the side opportunity, the unsolicited introduction. Receive does not mean wait. It means notice.

REFLECT

- 01 What unexpected income or opportunity have I missed because I was not looking sideways?
 - 02 Who in my network might be sitting on something that would help me, if I asked?
 - 03 Where am I being narrow when I could be open?
-

COMMIT

One unexpected source of opportunity I will explore today:

TONIGHT

Did anything show up sideways, and did I notice it?

"I am paid generously for the value I create."

FROM DON

Generously is the key word. Not adequately. Not fairly. Generously. The agents who under-earn often have a ceiling baked into their language. Listen to how you talk about your fees, your hours, your worth. The market generally pays you what you ask for, plus or minus your conviction.

REFLECT

- 01 Where is my pricing, my fee, or my ask shaped by what I think is reasonable rather than what reflects the value?
 - 02 What would I charge if I had zero scarcity in my mind?
 - 03 Where in my work am I delivering far more than I am being paid for?
-

COMMIT

One conversation today where I will state my value without softening it:

TONIGHT

Did I name the value, or did I discount it on the way out?

*Money flows easily to
me and into my life.*



"I have abundance to share and to spare."

FROM DON

There is a tightness that comes from operating in scarcity. Your generosity drops. Your tipping gets stingy. Your referrals get protective. Then you wonder why the well stops giving. Today, act from surplus on something small. The system rewards openness.

REFLECT

- 01 Where am I tightening up out of scarcity, even though it is unnecessary?
 - 02 Who could I help today without it costing me anything material?
 - 03 What is one small generosity I could practice on purpose?
-

COMMIT

One generosity today I will practice deliberately:

TONIGHT

How did giving feel, and what did I notice afterward?

"I let go of all resistance to prosperity. It comes to me naturally."

FROM DON

Resistance is sneaky. It looks like working harder. It looks like over-preparing. It looks like fixing what is not broken. Real receiving requires a softer hand than most high-output people are used to. Today, do less and notice what shows up anyway.

REFLECT

- 01 Where am I overworking as a form of control?
 - 02 What would happen if I stopped pushing on this thing for a single day?
 - 03 What is the difference between effort and resistance in my work?
-

COMMIT

One thing today I will deliberately not push on, just to see:

TONIGHT

What flowed when I stopped gripping?

"When I open my mailbox, there is always a check for me."

FROM DON

This one sounds magical. It is not. It is a posture. The agents who quietly expect good news in the mail tend to take more action that produces good news in the mail. The expectation is upstream of the result. Most people have it inverted.

REFLECT

- 01 What do I usually expect when I check the mail, the email, or the bank?
 - 02 Where else in my life does the expectation create the outcome?
 - 03 What would change if I quietly assumed good news was on the way?
-

COMMIT

One opening today — email, mail, account — I will approach expecting good news:

TONIGHT

What showed up, and how did my posture meet it?

"I am generous with the money I have, knowing more is always coming."

FROM DON

Stinginess and abundance cannot share an address. The tip, the donation, the lunch you pick up — these are not the cause of wealth, but they are evidence of the operating system that produces it. Live like more is always coming, and you will tend to act in ways that make it true.

REFLECT

- 01 Where is my generosity smaller than my actual capacity?
- 02 What does my tipping or giving say about my underlying belief about money?
- 03 What would change if I gave one level above my comfort this week?

COMMIT

One act of generosity today, one level above my default:

TONIGHT

What did giving teach me about my own capacity?

"I am full of money-making ideas."

FROM DON

Ideas are not rare. Captured ideas are. Most agents have three good revenue ideas a week and lose every one of them because they never wrote them down. Carry a way to capture. Today, look at every interaction as raw material.

REFLECT

- 01 Where do my best ideas usually show up — driving, walking, talking?
 - 02 How many ideas have I lost in the last month because I did not capture them?
 - 03 What is one idea sitting in my notes right now that I have not acted on?
-

COMMIT

One idea I will write down and act on, even imperfectly, today:

TONIGHT

Did I capture, and did I move?

*"Opportunities and advantages come with each door that
I open."*

FROM DON

Open doors do not mean force them. It means stop walking past the ones that are already cracked. The conversation you have been postponing. The call you have been editing in your head. The ask you have been softening. Walk through one today.

REFLECT

- 01 What door have I been walking past for weeks?
 - 02 What advantage might be on the other side of it?
 - 03 What would I do today if I knew the next door was the right one?
-

COMMIT

One door I have been postponing that I will walk through today:

TONIGHT

What was on the other side, even if it was small?

"Success and good fortune flow toward me in a river of abundance."

FROM DON

Rivers do not run because we ask them to. They run because we point ourselves at them. Today, point at one. A community, a relationship, a daily activity that already produces results. Quit splashing in puddles. Stand in the river.

REFLECT

- 01 Where in my life is there an actual current of opportunity I am underusing?
 - 02 Which puddle have I been mistaking for a river?
 - 03 What would change if I committed to one stream for a quarter?
-

COMMIT

One stream — one community, channel, or system — I will fully enter today:

TONIGHT

Did I splash, or did I stand in something real?

*I am paid generously
for the value I create.*



"Money and I are friends. Our friendship will never fall apart."

FROM DON

Most people relate to money the way they relate to a difficult parent. Anxious, performative, eager to please, quietly resentful. Try this on instead: money is a long, warm friendship. You speak about it kindly. You do not dread the conversations. You take care of it because you respect it.

REFLECT

- 01 What is my actual relationship with money — anxious, avoidant, antagonistic?
 - 02 Where would I have to soften my language to befriend it?
 - 03 What would change if I treated my finances the way I treat a good friendship?
-

COMMIT

One financial conversation or task today I will approach with warmth, not dread:

TONIGHT

Did the relationship shift, even slightly?

"My money consciousness is always increasing."

FROM DON

Consciousness here means awareness. Not greed. The agents who grow financially are the ones who pay attention. They know their numbers. They know their leaks. They know what their next level requires. The unaware do not move because they are not looking.

REFLECT

- 01 What number in my business or my finances am I avoiding looking at?
 - 02 What would I learn if I sat with my actual data for thirty minutes?
 - 03 Where is my awareness lower than my income deserves?
-

COMMIT

One number I will look at today, honestly, even if it is uncomfortable:

TONIGHT

What did the number tell me, and what is the next move?

"I surrender to my higher good."

FROM DON

Surrender is not a loss of agency. It is the choice to stop forcing an outcome that was never the point. The end of pillar three. Sometimes the abundance you wanted came in a different shape. Today, accept the shape. Tomorrow we move to the body.

REFLECT

- 01 What outcome have I been forcing that may not be the real win?
 - 02 What would happen if I surrendered the timeline and kept the work?
 - 03 What does my higher good look like, if I am willing to imagine it?
-

COMMIT

One outcome I will hold loosely today while I keep doing the work:

TONIGHT

Where did surrender feel like strength, not weakness?



PILLAR FOUR

Body & Energy

The engine that runs everything else.

DAYS 46 — 60



Pillar FOUR · Days 46 – 60

Body & Energy

I have never met a high-performing agent who treated their body like a rental car. The numbers do not work. You cannot make calls at level ten with a level four body. You cannot hold space for a nervous seller while you are bracing against your own fatigue.

This pillar is not a diet. It is not a workout plan. It is a fifteen-day reset of how you talk to yourself about food, water, sleep, and movement.

Notice the language in these affirmations. Notice how often the word fuel shows up. That is the shift. Food becomes fuel. Water becomes medicine. Movement becomes input. The body responds to what you tell it the body is for.

"I eat for fuel, health, and energy."

FROM DON

The first reframe of this pillar. Food is not entertainment, not comfort, not punishment. It is fuel. The body you take into a listing presentation tomorrow was built by what you ate today. Notice that and you start eating differently — without forcing a single rule.

REFLECT

- 01 What did I eat in the last twenty-four hours, and was any of it actually fuel?
 - 02 Where did I eat for emotional reasons disguised as hunger?
 - 03 What would tomorrow morning feel like if I had eaten well today?
-

COMMIT

One meal today I will choose specifically because it is fuel:

TONIGHT

Did I fuel, or did I numb?

"When I am comfortably full, I avoid more food."

FROM DON

Most over-eating happens in the last ten percent of the meal, the part where the body has already said enough. Train the pause. The fork down between bites. The willingness to leave food on a plate. Comfort is the cue to stop.

REFLECT

- 01 Where in a meal does my hand usually keep moving past full?
 - 02 What feeling is the extra food covering for?
 - 03 What would change if I left twenty percent on every plate this week?
-

COMMIT

One meal today where I will stop at comfortably full, no negotiation:

TONIGHT

Did I stop, and how did the next hour feel?

"Fresh vegetables feel and taste good in my mouth."

FROM DON

Notice the wording — feel as well as taste. The body responds to fresh food in real time. The crunch, the temperature, the lightness afterward. Most people who say they do not like vegetables are actually saying they have not eaten them prepared well. Fix the preparation, change the verdict.

REFLECT

- 01 What vegetable have I written off without giving it a fair preparation?
 - 02 When I do eat fresh, how does my body actually feel an hour later?
 - 03 What would my plate look like if half of it had to be fresh?
-

COMMIT

One meal today that is at least half fresh vegetables:

TONIGHT

How did the body respond, honestly?

"Water is my favorite drink."

FROM DON

The body is mostly water. Dehydration looks like fatigue, hunger, irritability, brain fog — all the symptoms we usually try to fix with caffeine or food. Drink water before you reach for any of those. Half the time, the answer was thirst.

REFLECT

- 01 How much water do I actually drink in a day, honestly?
 - 02 What symptom do I usually treat with food or caffeine that might be thirst?
 - 03 What would change if I started every morning with sixteen ounces of water?
-

COMMIT

One glass of water before the first coffee or meal today:

TONIGHT

Did hydration change anything I noticed?

"I easily replace foods containing refined sugar with natural foods."

FROM DON

Refined sugar is a short loan with high interest. Energy now, crash later. Natural sweetness — fruit, honey, real things — runs on a slower clock and treats the body better. Easy is the operative word. No white-knuckle abstaining. Just replacement.

REFLECT

- 01 Where in my day does refined sugar reliably show up?
 - 02 What is the real cost of the post-sugar crash on my work?
 - 03 What is one natural swap I could make today without willpower?
-

COMMIT

One refined-sugar moment today I will swap for a natural alternative:

TONIGHT

Did the swap hold, and how was the afternoon different?

*I eat for fuel, health,
and energy.*



"I forgive myself for eating the wrong foods, and I let it go."

FROM DON

The food story is not a single meal. It is the meal after the off-track meal. Most people fall off and stay off because of the guilt. Forgive fast. Eat well at the next meal. Compounding works on consistency, not perfection.

REFLECT

- 01 Where am I still punishing myself for a meal or week from the past?
 - 02 How quickly do I usually recover after an off-plan meal — minutes, days, weeks?
 - 03 What would change if I treated the next meal as the only one that mattered?
-

COMMIT

One off-plan meal I will fully forgive today and not carry into the next one:

TONIGHT

Did I let it go, or did I drag it forward?

"Eating and emotional comfort are separate for me."

FROM DON

Food was the first thing many of us were given when we were upset. The wiring is old and deep. You do not have to break the wire — you have to add another option. A walk. A call. A breath. Five minutes of any of those can interrupt the autopilot.

REFLECT

- 01 What feeling most often sends me to food, and what is it really asking for?
 - 02 What is one non-food comfort that has actually worked for me before?
 - 03 What would change if I waited five minutes before the emotional snack?
-

COMMIT

One non-food comfort I will reach for today instead of the snack:

TONIGHT

Did the substitute work, even partially?

"I am allowed to decline food, and I do so in total peace."

FROM DON

Most overeating in social situations is politeness, not appetite. You can pass on the dessert. You can leave food on the plate. You can say no thank you without explanation. The relationship is not damaged by your boundary — it is respected.

REFLECT

- 01 Where do I overeat to be polite, even when I am full?
 - 02 What story am I telling about what other people will think if I decline?
 - 03 What is a clean, kind way to say no thank you that I could practice?
-

COMMIT

One social food situation today where I will decline cleanly, no apology:

TONIGHT

Did I decline, and was it actually as awkward as I expected?

"I accept healthy eating as a way of life."

FROM DON

Diets end. Lifestyles compound. The phrase way of life does the work. You are not on a plan. You are not doing a thirty-day reset. You are simply someone who eats this way now. The identity does the discipline so willpower does not have to.

REFLECT

- 01 Where am I still living inside a diet mentality — start dates, end dates, restart cycles?
 - 02 What would shift if I dropped the project framing entirely?
 - 03 What does someone who simply eats this way sound like when they talk about food?
-

COMMIT

One way I will talk about food today as a permanent identity, not a project:

TONIGHT

Did the language hold, or did I slip into project mode?

"I am moving toward my ideal weight every day, without effort."

FROM DON

Without effort does not mean without action. It means without strain. The trying-to-lose-weight mindset is exhausting. Replace it with the steady-process mindset and the body finds its line over months, not days. The ideal weight is the byproduct of the way of life, not the target of the diet.

REFLECT

- 01 Where am I straining for a result the body actually wants to give me?
 - 02 What is the cost to my mood, my work, and my mind when I obsess over the scale?
 - 03 What would change if I tracked behaviors instead of weight for the next month?
-

COMMIT

One behavior I will track today instead of the scale:

TONIGHT

Did I trust the process, or did I check the result?

"I love my body. I take good care of it by eating correctly."

FROM DON

The body is the only one you get for the entire trip. Not a problem to manage. Not a project to fix. A long-term partner. Speak to it that way and the eating gets easier. Resentment makes for ugly meals. Love makes for thoughtful ones.

REFLECT

- 01 Where in my self-talk do I speak to my body like an adversary?
 - 02 What does it mean to feed someone you love?
 - 03 What would my plate look like if love were the operating principle?
-

COMMIT

One meal today I will feed my body the way I would feed someone I love:

TONIGHT

Did the love show up on the plate?

"Water is medicine. I drink it on schedule."

FROM DON

On schedule is the upgrade. Most people drink reactively, when thirsty. By the time you are thirsty, you are already behind. Set anchors — wake up, before lunch, mid-afternoon, dinner, before bed — and the math takes care of itself.

REFLECT

- 01 Where in my day do I usually forget about water entirely?
 - 02 What anchor could I attach my drinking schedule to?
 - 03 What changes when I am hydrated through the afternoon, specifically?
-

COMMIT

One hydration anchor I will set today and not skip:

TONIGHT

Did the anchor hold, and how was the afternoon?

*I move my body every
day. Movement creates
energy.*



"I move my body every day. Movement creates energy."

FROM DON

Movement is not exercise. Exercise is one shape of it. A walk is movement. Stairs are movement. Standing during a long call is movement. The point is the daily yes, in any form, every single day. Energy follows motion. Always has.

REFLECT

- 01 What is my floor — the smallest amount of movement I will guarantee, no matter the day?
 - 02 Where could I add motion to a moment that is currently still?
 - 03 What does a fully sedentary day cost me by evening?
-

COMMIT

One non-negotiable movement block today, even if small:

TONIGHT

Did I move, and how did energy respond?

"I rest deeply, and I wake fully restored."

FROM DON

Sleep is when the body negotiates with itself. Repair, memory, hormones, mood. Most agents undersleep on purpose and call it discipline. It is not. It is theft from tomorrow. Earlier bedtime, calmer wind-down, darker room. Boring fixes, big results.

REFLECT

- 01 Where am I underselling sleep as a competitive disadvantage instead of an advantage?
 - 02 What is one small change in my evening that would buy me an hour of better sleep?
 - 03 What does my best-rested self look like at work?
-

COMMIT

One change to my wind-down tonight to honor the sleep:

TONIGHT

Did I protect tonight's sleep with my evening choices?

"I am healthy and strong. I live life to the fullest."

FROM DON

End of pillar four. Health is the platform for everything we have built so far. Identity needs energy to hold. Selling needs a body that does not crumble at three p.m. Money mindset is harder to maintain when you are exhausted. Today, take a beat and notice how your body has responded to fifteen days of attention.

REFLECT

- 01 What is genuinely better in my body than fifteen days ago?
 - 02 What is one practice from this pillar I want to keep forever?
 - 03 What does living life to the fullest actually look like in my body?
-

COMMIT

One health practice from this pillar I will commit to keeping after this book ends:

TONIGHT

What did the body teach me over the last two weeks?



PILLAR FIVE

Gratitude

The multiplier.

DAYS 61 — 75



Pillar FIVE · Days 61 - 75

Gratitude

Every single high-output person I have ever coached has had one thing in common. They notice. They notice the cup of coffee, the second chance, the sun, the fact that their body got out of bed unprompted. They notice without being asked.

Gratitude is not a feeling. It is a habit of attention. It changes the calls you make, the way you negotiate, the patience you have with your spouse, and the speed at which you recover when something goes sideways.

Spend two weeks training the muscle. By Day 75, you will not need to be reminded.

"Through gratitude, my world expands."

FROM DON

Gratitude is not a feeling you wait for. It is a muscle you flex. The more often you point at something specific and say thank you for it, the more your eyes start finding things on their own. I have never met a bitter, grateful person. The two cannot share a body.

REFLECT

- 01 Who showed up for me this week that I have not acknowledged out loud?
 - 02 What part of my body, my work, or my life keeps working without my notice?
 - 03 Where am I rehearsing complaints I could be retiring instead?
-

COMMIT

One specific person I will thank today, by name, in a sentence:

TONIGHT

What surprised me with goodness today?

"I give thanks continually as I move through each day."

FROM DON

Gratitude as a single morning practice is fine. Gratitude as a continual rhythm is transformational. A breath of thanks before the call. A nod of thanks at the green light. A whisper of thanks when the kid says something funny. The whole day becomes a thread.

REFLECT

- 01 How often during a normal day do I actually pause to notice something good?
 - 02 What anchor moments could I attach a quick gratitude to?
 - 03 What would a day made of small thanks feel like by sunset?
-

COMMIT

One small moment per hour today I will pause and silently say thank you:

TONIGHT

Did the thread hold, even at the worst hour?

*"I am thankful for the people who run my home with me,
and the way they hold things together."*

FROM DON

The home behind the work is doing the heavy lifting most days. The partner, the kids, the family — they keep the lights on so you can chase the goal. Saying thank you out loud, specifically, is an investment with the highest return in your life. They are not paid. They are loved.

REFLECT

- 01 Who at home has been carrying weight I have stopped noticing?
 - 02 When was the last time I thanked them specifically, not generally?
 - 03 What would change at home if I made specific gratitude a daily habit?
-

COMMIT

One specific thank-you I will say at home today, out loud, with detail:

TONIGHT

Did they hear it, and what shifted in the room?

*"I am grateful that my body operates effortlessly. I am
breathed by my Creator."*

FROM DON

You did not start your heart this morning. You did not remember to breathe. You did not aim your liver. The body is doing thousands of jobs you never asked for and never thanked it for. Today, just notice. Then say thank you. The body does respond to it.

REFLECT

- 01 Which part of my body do I criticize most often, and what has it actually done for me?
 - 02 When did I last say thank you to the body for showing up, despite everything?
 - 03 What would it feel like to live one day with no complaint about my body?
-

COMMIT

One part of my body I will silently thank today for doing its job:

TONIGHT

Did the thank-you change how I treated it?

*"I am grateful for the sun as it warms my skin and
brightens my life."*

FROM DON

Free, daily, indispensable, and most of us walk past it for the entire workday. Step outside for two minutes. Feel the sun. Acknowledge it. There is no part of you that does not respond to that simple act. The mood, the eyes, the spine — all answer.

REFLECT

- 01 How many minutes of sunlight have I had today, honestly?
 - 02 What changes in me, physically, after even a few minutes outside?
 - 03 Where could I trade an indoor moment for a sunlit one?
-

COMMIT

One five-minute sun break I will take today, on purpose:

TONIGHT

Did the sun change the shape of the day?

*Through gratitude, my
world expands.*



"I am grateful that I can think — and that I have free will to use those thoughts to change my life as I choose."

FROM DON

Most of human history was lived without this combination. To think and to act on it, freely. Most people who have it never use it. They run on autopilot. Today, exercise the gift. Pick something small and change it just because you can.

REFLECT

- 01 Where in my life am I running on autopilot rather than choice?
 - 02 What is one small change I could make today simply because I can?
 - 03 What does the gift of free will actually mean in my morning, my words, my walk?
-

COMMIT

One small change I will make today on purpose, just to feel the choice:

TONIGHT

Did the autopilot break, even briefly?

"I am blessed with an incredible family, wonderful friends, and amazing clients."

FROM DON

Notice the order. Family, friends, clients. The income comes after the relationships, not before. Most agents accidentally invert this and wonder why their work feels hollow. The blessing comes from the people. The work is the privilege of getting to serve them.

REFLECT

- 01 Where have I let work tilt the order of family, friends, and clients?
- 02 Who in any of those circles needs a sign of being blessed today?
- 03 What would change if I treated the work as the way I serve the people, not the other way around?

COMMIT

One person from each circle I will reach out to today, briefly, just to honor them:

TONIGHT

Did the order feel right today?

"I clearly see all there is to be grateful for in life."

FROM DON

Most of what we want, we already have, in some smaller form. The goal is not to manufacture more gratitude — it is to stop walking past the gratitude that is already in plain sight. Look around the room you are in right now. Half of it is the answer to a previous prayer.

REFLECT

- 01 What in this room or this day is the answer to something I prayed for two years ago?
 - 02 Where am I chasing more, while ignoring what I already have?
 - 03 What is one ordinary thing today that, if it were taken, I would mourn?
-

COMMIT

One ordinary thing in my life today I will see with new eyes:

TONIGHT

What did I see that I had stopped seeing?

"I am grateful for the storms. They make me stronger."

FROM DON

This one is harder, and that is the point. The seasons of difficulty produced the person you are. The deals that fell through, the relationships that ended, the slow years — they did the work. Saying thank you for them is not denial. It is honesty about what shaped you.

REFLECT

- 01 What hard season of my life produced the most growth in me, in hindsight?
 - 02 What current storm might I look back on this way in five years?
 - 03 What is the difference between thanking the storm and pretending it did not hurt?
-

COMMIT

One past hardship I will silently thank today for the person it built:

TONIGHT

Did gratitude for the storm change how I sat with today's wind?

*"I am grateful for the mentors who shaped me — named
and unnamed."*

FROM DON

You did not get here alone. The named mentors — coaches, parents, bosses, friends. And the unnamed — the offhand sentence from a stranger, the book chapter that changed your week, the example you watched without permission. Honor both groups today.

REFLECT

- 01 Who is one named mentor I have not thanked recently?
 - 02 Who is an unnamed mentor — someone I quietly learned from without ever telling them?
 - 03 What would it cost to send a real, specific thank-you note this week?
-

COMMIT

One mentor — named or unnamed — I will thank today, in writing:

TONIGHT

Did I send it, and what did I say?

"Today is rich with opportunities, and I open my heart to receive them."

FROM DON

Opportunities tend to show up at the speed of openness. The closed posture — anxious, defended, rushed — sees fewer of them. The open posture — slower, present, willing — sees more. Walk into today expecting to receive, and you will start counting the things that arrive.

REFLECT

- 01 What is my default posture when I walk into the day — closed or open?
 - 02 What opportunity from yesterday did I almost miss because I was in a hurry?
 - 03 What would change if I assumed today had something for me?
-

COMMIT

One way I will walk into today expecting good — slower, more open:

TONIGHT

What arrived because I was open enough to see it?

"Gratitude brings me into a harmonious relationship with the good in everyone who surrounds me."

FROM DON

There is good in almost everyone. Some of it is hidden. Gratitude is the practice of looking for it. When you find it, you say so. The relationship shifts. The room shifts. People act, mostly, the way they are seen. Grateful people are surrounded by better behavior.

REFLECT

- 01 Whose good have I been overlooking because we have been irritating each other?
 - 02 What good in them, even small, could I deliberately speak to this week?
 - 03 What changes in me when I look for the good first?
-

COMMIT

One person today I will deliberately see the good in, and tell them:

TONIGHT

Did the relationship shift, even slightly?

*Today is rich with
opportunities, and I
open my heart to
receive them.*



*"I acknowledge the blessings I have received in my life
with gratitude."*

FROM DON

There is a difference between feeling grateful and acknowledging gratitude. The acknowledgment makes it real. Out loud. In writing. To the person. To yourself. The unspoken thank-you barely counts. The spoken one becomes the foundation of the next blessing.

REFLECT

- 01 What blessing in my life have I felt grateful for but never acknowledged out loud?
 - 02 Who deserves to hear the acknowledgment from me, specifically?
 - 03 What would be different in my home or my work if my gratitude were more visible?
-

COMMIT

One blessing I will acknowledge today, out loud or in writing, by name:

TONIGHT

Did the acknowledgment land, and how did I feel after?

"I start, stay, and end my day in a state of eternal gratitude."

FROM DON

Three checkpoints. Start — before the phone, before the news, before the to-do list. Stay — anchored to small noticings throughout the day. End — one specific thank-you before sleep. The state holds because the structure holds it.

REFLECT

- 01 Which of the three checkpoints do I drop most often?
 - 02 What is one specific structure I could put in place to hold each one?
 - 03 What does my best-state day look like from start to finish?
-

COMMIT

One structure I will set today to hold the state at all three checkpoints:

TONIGHT

Did I start, stay, and end inside it?

"I treat today like the gift it is — because it is one."

FROM DON

End of pillar five. We will not get this day again. Not because of dramatic clichés, but because of math. There are a finite number, and we are inside one of them. Today is not preparation for a better one. Today is the one.

REFLECT

- 01 Where am I treating today as a draft for some future, better day?
- 02 What would I do differently if I knew this day were a gift, not a rehearsal?
- 03 What part of today would I want to remember in five years?

COMMIT

One thing I will do today simply because today is the gift, not the prep:

TONIGHT

Did I open the gift, or did I keep it on the shelf?



PILLAR SIX

Resilience

What holds when life breaks.

DAYS 76 — 90



Pillar SIX · Days 76 - 90

Resilience

If the program ended at gratitude, it would be incomplete. Because eventually — and it will not be far off — something will break. A deal. A relationship. A diagnosis. A friend.

This last pillar is the one I leaned on hardest myself. The affirmations here come from years of watching people come through grief, betrayal, failure, and loss without disappearing. They do not pretend it does not hurt. They give you a way to keep walking while it does.

If you are reading this on a good day, save these in your bones. You will need them on the bad ones.

*"Everything that is happening now is happening for my
ultimate good."*

FROM DON

Not most things. Everything. This is the hardest belief in the book to hold during the actual storm. You are not asked to see how. You are asked to trust that the how will eventually reveal itself, and that whatever is here is part of the design, even if the design is invisible.

REFLECT

- 01 What current difficulty would I rather not be inside right now?
 - 02 Where in my past did a difficulty I hated turn out to be the doorway?
 - 03 What would change if I trusted the design today, even without seeing it?
-

COMMIT

One difficulty today I will trust, even without understanding it yet:

TONIGHT

Did the trust hold, and what did I notice?

"My ability to conquer challenges is limitless. My potential to succeed is infinite."

FROM DON

Limitless is a strong word. Use it anyway. The brain reaches for evidence in the direction of the words you speak. Tell it you are limited, and it will assemble the case. Tell it you are limitless, and it will quietly start building toward that, too.

REFLECT

- 01 What limit have I assumed without ever testing it?
 - 02 Where in my past have I exceeded what I previously thought possible?
 - 03 What would I attempt this week if I genuinely believed there was no ceiling?
-

COMMIT

One thing today I will do as if the ceiling were not there:

TONIGHT

Did the ceiling move, even an inch?

"I forgive those who have harmed me in my past, and I peacefully detach from them."

FROM DON

Forgiveness is not for them. It is for the part of you that is still tied to a story that ended years ago. Detach does not mean re-engage or reconcile. It means cut the rope you have been holding by yourself, while they have been doing fine without it.

REFLECT

- 01 Whose grip on me am I still feeding by refusing to forgive?
 - 02 What would my life look like if I cut the rope and walked forward?
 - 03 What is the difference between forgiving and condoning?
-

COMMIT

One person I will forgive today, silently, just to set myself free:

TONIGHT

Did the rope feel different in my hand?

"A river of compassion washes through me. It replaces my anger with love."

FROM DON

Anger is a temporary fire. Compassion is the river that puts it out. You can choose which one runs the day. Notice — compassion does not mean agreement. It means you see the human inside the conflict. Angry people cannot do that. Compassionate ones can.

REFLECT

- 01 Where am I holding anger that has stopped being useful?
 - 02 What would compassion look like in that situation, without changing the underlying boundary?
 - 03 Who is the human inside the conflict I have been seeing as a problem?
-

COMMIT

One conflict today I will approach with compassion first, position second:

TONIGHT

Did the river do its work?

"In my sadness, I love myself."

FROM DON

Sadness is not a malfunction. It is the proof you cared. The trick is not to escape it — it is to keep loving yourself while you are inside it. The version of you who is sad needs the most warmth, not the most criticism. Be the friend you would want.

REFLECT

- 01 How do I usually treat myself when I am sad — kind, or critical?
 - 02 What would change if the sad version of me received the same compassion I give a friend?
 - 03 What does loving myself, specifically, look like during a hard week?
-

COMMIT

One way I will be kind to myself today, even if everything is fine:

TONIGHT

Was the kindness visible, even to me?

*Everything that is
happening now is
happening for my
ultimate good.*



"Grieving takes time. I am patient with my healing."

FROM DON

Grief is non-linear. You can think you are through it and then a song shows up and you are back at the start. That is not a setback. That is the shape of healing. Patience is the gift you give yourself in the middle of it. Hurry will not work here.

REFLECT

- 01 What loss am I still healing from, even if I thought I was done?
 - 02 Where am I rushing the healing because I am uncomfortable with the timeline?
 - 03 What does patient self-treatment actually look like for me?
-

COMMIT

One way I will be patient with my own healing today:

TONIGHT

Did patience feel like weakness or wisdom?

"I choose love. I choose to heal."

FROM DON

Healing is not always automatic. Sometimes it requires a choice, even when bitterness or numbness is easier. The choice is small and daily. The choice is to keep your heart open instead of closing it for protection. Love is the more dangerous and more rewarding option.

REFLECT

- 01 Where am I closing my heart in the name of protection?
 - 02 What is the cost of staying closed long-term?
 - 03 What does choosing love, specifically, look like in this situation?
-

COMMIT

One small choice toward healing I will make today, even if it is uncomfortable:

TONIGHT

Did love or fear run the day?

"I have lived. I have loved. I give and receive love today."

FROM DON

Even in the middle of grief, there is a today still happening. Other people are still here. Other moments are still arriving. The honor of the people you have loved and lost is to keep loving the ones in front of you. They would want that. So would you.

REFLECT

- 01 Who is in front of me right now who needs my love, even on a hard day?
 - 02 Where am I withholding love because of the loss of someone else?
 - 03 What would the person I am grieving want me to do with my heart today?
-

COMMIT

One act of love I will give and one I will receive today, on purpose:

TONIGHT

Did love move in both directions?

"I will feel my grief, but I will not wallow in it."

FROM DON

There is a line between feeling and wallowing. Feeling moves through you. Wallowing keeps you in. Cry. Be angry. Be exhausted. Then keep walking. Movement matters in grief — the body, the days, the next breath. Stillness is permission for the wave to pull you under.

REFLECT

- 01 Where am I wallowing instead of feeling?
 - 02 What is the smallest forward step I could take today, without abandoning the feeling?
 - 03 What does walking through grief look like for me, specifically?
-

COMMIT

One small forward step I will take today, even while the feeling is still here:

TONIGHT

Did I move, even an inch?

"I am discovering new strengths within myself."

FROM DON

Hardship reveals what was always there. Patience you did not know you had. A capacity to keep going you would not have predicted. The strength was not built in the storm. It was discovered. The storm just took the wrapper off.

REFLECT

- 01 What strength has this season already shown me that I did not know was there?
 - 02 Where am I still underestimating myself in the middle of this?
 - 03 Who in my life would say I have grown, even if I cannot see it yet?
-

COMMIT

One strength I will use today, deliberately, that this season uncovered:

TONIGHT

Did I lean on it, and how did it hold?

"My obstacles are moving out of my way. My path is carved toward greatness."

FROM DON

Obstacles can be teachers, but they can also overstay. Today, give the universe permission to move them. Then act as if the path were clear. Action is what tells the universe you are ready for the next stretch of road.

REFLECT

- 01 What obstacle am I still treating as permanent that may be ready to move?
 - 02 What would I do today if the path were already clear?
 - 03 Where am I waiting for permission instead of giving it to myself?
-

COMMIT

One action I will take today as if the path were already open:

TONIGHT

Did the action come before the permission?

"I feel my angels holding me today."

FROM DON

Call them what you like. Angels, ancestors, the people who loved you and left, the part of yourself that has lived through every other hard moment. The point is — you are not alone in this. The held feeling is available the second you let it in.

REFLECT

- 01 Who in my life, present or past, do I feel held by?
 - 02 What would change if I sat for two minutes today and let myself feel held?
 - 03 When have I been held, in the past, in a way I almost missed at the time?
-

COMMIT

One two-minute pause today where I let myself feel held:

TONIGHT

Did the held feeling arrive, even briefly?

*All around me,
circumstances are
conspiring in my favor.*



"I am at peace with all that has happened, all that is happening, and all that will happen."

FROM DON

All three tenses. Peace with the past that cannot be edited. Peace with the present that is unfolding faster than we can read it. Peace with a future we cannot fully see. This sentence is the prayer of the people who have come through the worst and stayed soft.

REFLECT

- 01 Which tense — past, present, or future — costs me the most peace?
 - 02 What would shift if I made peace with that one tense today?
 - 03 What does soft strength look like in someone I admire who has come through hard things?
-

COMMIT

One tense I will make peace with today, even if briefly:

TONIGHT

Where did peace arrive, and what did I have to give up to receive it?

"All around me, circumstances are conspiring in my favor."

FROM DON

This belief sounds naive until it works. Then it sounds like the only sensible posture for a life. The world is not against you. The traffic, the no, the delay, the closed door — they are working with the next yes you have not seen yet. Trust the conspiracy.

REFLECT

- 01 What recent no or delay might be conspiring with a future yes I have not seen?
 - 02 Where would I act differently today if I trusted the conspiracy?
 - 03 What is the cost of assuming the world is against me?
-

COMMIT

One closed door today I will reframe as part of the conspiracy in my favor:

TONIGHT

Did the reframe hold, and what came of it?

"I am a gladiator. Winter is my time. This is my time."

FROM DON

Day ninety. You started this book a different person. The version of you reading these words now is the proof that the work works. Whatever season you are in — winter or summer, slow or full — this is the one you have. Stop waiting for a better one. Walk into the arena. The work continues, but the practice is yours forever.

REFLECT

- 01 Who am I, ninety days later, that I was not on Day 1?
 - 02 What practice from this book has earned a permanent place in my life?
 - 03 What is the next ninety days for, now that the foundation is built?
-

COMMIT

One practice from this book I will carry forward, every day, from here on:

TONIGHT

What did I become, and what comes next?

After Day 90

So now what.

Most people who finish a ninety-day program close the book, set it on the shelf, and quietly drift back to who they were on Day 1 inside of a month. The reps stop. The voice gets quieter. The old patterns reassert themselves. That is not the design here.

Here is what I would do, in order, on Day 91.

1. Pick three.

Of the ninety affirmations in this book, three of them did the most work for you. Find them. Underline them. Tape them somewhere visible. Those are your daily three for the next year.

2. Start over.

The book is not a one-time pass. The second read hits differently. The third even more. Each pass picks up things the previous one missed because you were not yet ready to see them. Day 1 again, with the version of you who finished Day 90, will surprise you.

3. Teach one.

Hand this to one person who needs it. An agent on your team, a friend, your kid, your spouse. Watching someone else go through the work seals it in you. The teacher learns more than the student. Always has.

One last thing

Thank you for showing up for ninety days.

Most people do not. Most people buy the book, read the first three days, and leave. The fact that you are reading this page means you are not most people. That alone tells you something true about who you are.

I hope these affirmations carry you through every season ahead — the slow ones, the loud ones, the ones that surprise you with how good they are, and the ones that surprise you with how hard. Come back to them. Lean on them. Make them yours.

This is your time.

— *Don*

About Don Jacks

Don Jacks is a real estate and business performance coach based in North Orange County, California. He has spent more than thirty years inside every aspect of the real estate business and the last fifteen coaching agents and business owners through the prospecting habits, scripts and dialogues, and mindset shifts that quietly separate the people who make a living from the people who build a life.

He coaches the everyday craft — the calls before sunrise, the down swing, the way you walk into a listing appointment, the way you talk to yourself on a slow week. The ninety affirmations in this book are the same ones he has used himself, every morning, for the years that built the career.

His first book, *The View from Within: Legacy & Resilience*, is available on Amazon. This one is the daily companion — the morning reps that turn the reflection into a built life. He hopes they earn a place together on your nightstand.

Don Jacks

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Scan for more resources, or to schedule time to speak with Don directly.



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