

75 Day Hard
BUSINESS EDITION

The exact process I used to build my own: from my real goals to a daily list I check off every single day. Use it to build yours.

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75 DAYS · EVERY ITEM · EVERY DAY · NO MISSED DAYS

START HERE

Why I made a *business* 75 Hard

I've helped hundreds of clients scale past multi-six figures, and I've made over $6 million in my own business. So I know what needs to get done.

But it's so easy to fall into the habit of finding excuses and reasons why those things can wait until tomorrow.

I want to enter a really big growth season in my business this year. So I'm putting in the work and getting rid of my excuses. When you do that, it gets so much easier and becomes a habit. And it pays off. I know it will for you too.

1 **75 days in a row.**
Not 75 days "this quarter." Seventy-five days, back to back.

2 **Every item, every day.**
A day only counts when everything on your list is checked off.

3 **Miss a day? Back to Day 1.**
No "I'll make it up tomorrow." That's the whole point.

4 **Your list is built from YOUR goals.**
Not mine, not a template. The next pages walk you through exactly how I built mine.

STEP ONE

1 Get honest about *your goals*

Before anything else, I wrote down what I actually want from the next few months. Not what sounds good. What I want.

MINE

- A monthly income goal
- Clients paying higher rates
- 700 brand-new people on my email list every month
- Getting into a real flow with content

Your goals for the next 75 days:

If you hit these, what changes for you?

Why is this worth doing, even when you don't feel like it? Because that way of approaching your business is going to have to go.

STEP TWO

2 What would have to happen *every day?*

Then I asked myself one question: **what would need to happen every single day for those goals to actually be possible?** Not someday. Every day.

MINE

- New people need to find me every day, so I need lead-gen content and a freebie worth signing up for
- I need to reach people who don't follow me yet (trial reels)
- I need to invite people to buy every day (stories + email)
- I need to get rid of any reasons these pieces of content don't get done, like not having a good picture to use or not being able to think of what to say

Most of mine is content, because content is how I make money. Yours might be sales calls, outreach, or pitching. Follow the money in YOUR business.

For my goals to happen, every day I need to...

- [ ]
- [ ]
- [ ]
- [ ]
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- [ ]

STEP THREE

3 Turn it into *actions* you can check off

"Post more" isn't something you can check off. "Post one carousel to Instagram" is. Every item on your list should be so specific that at the end of the day it's either done or it isn't.

VAGUE	CHECKABLE
~~Post more content~~	1 lead-gen carousel to IG + Facebook
~~Grow my reach~~	2 trial reels (1 yap video, 1 b-roll version of my carousel)
~~Sell more~~	1 invite in stories + 1 daily email
~~Show up more~~	At least 2 Facebook one-liner posts

My daily actions (make each one checkable):

- [ ]
- [ ]
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- [ ]
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- [ ]
- [ ]
- [ ]
- [ ]

Every piece, *explained*

Here's what's actually on my list and what each one does for my business.

CONTENT	WHAT IT IS	WHY I DO IT
Lead-gen carousel IG + FACEBOOK	A carousel that gives some sort of value and ends by pointing people to my freebie or low-ticket offers.	It brings brand-new people onto my email list every single day.
Trial reel: yap INSTAGRAM	Me talking to the camera about one idea. Trial reels show to people who don't follow me yet.	Reach. It puts me in front of new people without my followers seeing the same thing twice.
Trial reel: b-roll INSTAGRAM	The carousel's words laid over b-roll clips.	A second shot at reach with the same idea. No new writing.
Stories INSTAGRAM	BTS: what my day really looks like. Riff: my take on something. Invite: a direct ask to buy or join.	It keeps the people who already follow me warm, connected and buying.
Daily email MY LIST	I reuse my story riff + pitch as a sales email.	My list is where the sales happen. Showing up there every day keeps me top of mind.
FB one-liners FACEBOOK, AT LEAST 2	One line celebrating a win, with a pitch to my freebie or offer in the comments.	Proof without a big post. People see results happening all the time.

I film everything in one block in the morning (stories, b-roll, yap and selfies), so the posting part of my day is mostly pressing publish.

STEP FOUR

4 Name what *gets in the way*

I looked at what actually stops me from getting it done. Not in theory. On a normal Tuesday.

MINE

- Having way too much fun building things in Claude
- Answering clients first thing
- Scrolling
- Not loving how I looked that day, so I didn't want to film
- Sitting down to post with no idea what I was going to say (that's why I start every day with pen-to-paper ideation)

Then I turned it into one rule that sits above everything else:

MY RULE

Done before Claude, clients or scrolling.

What gets in my way:

My rule: done before...

STEP FIVE

5 Getting ready and moving my body *is* part of the work

I know if I'm not feeling good, I let that distract me from the really good things I have to say.

Moving my body makes me feel accomplished. And doing my hair and makeup and putting on a cute outfit makes me actually excited to take b-roll and photos and talk on camera.

What helps me feel like HER:

STEP SIX

6 Turn it into a *routine*

A list is good. A list with a time attached is better. I mapped every item to a part of my day, including the parts that aren't work, so nothing has to be decided in the moment.

5:30am
WALKING PAD

- Pen and paper: write out the angle for each piece of content going out
- Energetic hygiene journaling: goal · resistance · declarations · ideas

6:30–8:30am
NOT WORK

Morning routine with my kids

8:30–10am
GET READY + FILM

- Get ready: hair, makeup, cute outfit
- Film: stories · b-roll · talking video · selfies

All day
POST IT

- Lead-gen carousel to Instagram + Facebook
- Trial reels: yap video + b-roll version of carousel
- Daily email
- Stories: behind the scenes · riff · invite
- At least 2 Facebook one-liner posts

Mornings are for making. The rest of the day is for posting.

BEFORE YOU BUILD YOURS

I've seen other people talking about starting podcasts, YouTube, Threads and TikTok. I decided to just get really consistent on the couple of platforms I'm already on. Depending on how long you've been in business and where you already create, your list may be shorter or longer than mine.

If you're doing this to actually increase visibility and make more money, my best advice: **aim to do what you're already doing better, more efficiently and more consistently**, instead of getting as much done as you possibly can. You want to finish the challenge, and you want it to be something you can sustain.

YOUR TURN

My 75 Day Hard: *Business Edition*

MY RULE: DONE BEFORE…

Day 1 date: _____ Day 75 date: _____

TIME BLOCK

TIME BLOCK

TIME BLOCK

TIME BLOCK

THE TRACKER

Fill a square *every day*

Only fill it in when every item is done. Miss a day? Start a fresh sheet at Day 1.

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
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75					

MY SECRET WEAPON

Find tools that *remove the mental load*

While I'm doing this challenge, I'm prioritizing any tool that makes it easier. My favorite is my hook app, The Content Vault.

It already knows everything about me: my story, my client results, my hot takes. It takes 170 proven hooks and turns them into endless content ideas that are perfect for me.

It's doing the same thing for my clients, who are getting thousands of views on their content when before they only got a few hundred. In all niches: business, fitness, legal, relationships and beyond.

GET THE CONTENT VAULT