



0% Effort, 100% Return
Follow your Joy to experience outrageous success!
- Amina Makhdoom

30 Day Joy Challenge Information and Instructions

First, the fun part, choose a goal that you want occur in your life within the next thirty days. A goal that is SO BIG that if it happened in the next 30 days, you would know without a doubt what I am saying is true. Some example of BIG goals include, making \$x to pay off all of my debt (make sure the number is BIG), weighing x pounds (make it your dream weight), spending 10 quality hours each week with my children with no distractions and full of energy, rekindling my marriage to be full of romance and quality time, the 10 items on my to do list that have been on my list for month getting done easily and effortlessly. Whatever you choose, I want it to seem out of reach to you – not totally impossible, just out of the realm of your current reality.

Then, do one thing every single day that brings you pure joy. It may be eating a cupcake, leaving work 30 minutes early for no reason, asking someone else to pick up or drop off your kids from practice, ordering pizza one night for dinner, or something else that seems “irresponsible” to you at this moment, but would allow you a true break. Do one thing for you each day. It could be not doing something you do because you “should”. For example, if you work out regularly because you “should”, skip it! If you are eating healthy because you “should”, take a day, a week or even the entire month off and just eat whatever sounds good. I know what I am saying may seem CRAZY, but crazy is what is going to get you results. If you were going to get there doing what you are doing today, you would have gotten there already. Getting the life of your dreams involves you doing something completely different, some may even say, crazy.

“Follow your bliss and the universe will open doors for you where there were only walls.”
— Joseph Campbell



Detailed Instructions:

1. Clearly state one goal that you would love to see huge progress on in the next 30 days.
 - a. Be very specific. Have someone review it and tell you what they understood your goal to be.
 - b. Write it down!
 - c. Check to ensure it is not a “should” goal. If when you read this goal, you feel sad, it is not the right goal!! If you feel happy and free, it is the right goal. Remember – the entire goal of life, is finding your JOY!
2. Do one thing that brings you joy every day for the next 30 days. Each day, do not skip a day. But, you can do more than one a day 😊. You have some options on what you do:
 - a. You can add one joyous activity to your life (for example, sleeping in, going for a walk, taking a dance class, or my favorite, or taking quiet time for yourself.
 - b. Or, you can remove one “should” activity each day (for example, I should stay late at work to complete this, I should attend this optional meeting, I should cook dinner (vs order out, go out, etc), or I should work out (vs. laying on the couch!)
 - c. Or, **BONUS**, you can remove a “should” activity and replace it with a “joyful” activity. For example, skip the gym and take a nap instead.
3. Journal daily (3-5 minutes) on what you did for yourself that day and the feelings that came up when you either do not do what you think you “should” or when you did (or thought of doing) something that makes you truly happy. These feelings of discomfort are what have been stopping you all along.
4. **As for the goal, do not think about it at all for 30 days.** Write it down and forget about it. If something comes up that would help you progress towards that goal, and it brings you JOY to do it, then do it (chances are it will not feel like “effort” anyways). Otherwise, just put the goal out of your mind for 30 days. The point is to show you how by putting in no effort (zero percent) that you can and will get 100% return on what you really want. This is your chance to really test this theory out, and hopefully, change how you *achieve* from now on!

You can't have a happy ending to an un-happy journey.

- Abraham, Ester Hicks

Once you have your goal, immediately start on doing one thing for yourself each day. Here is the challenge that will likely occur as you start taking wonderful care of yourself... you will start having some strong feelings and the little voice in your head will start talking bringing up feelings. These may be feelings of guilt, not being good enough, being selfish or the painful “who are you to want...”. This is GREAT! Here is why... these are the EXACT THINGS that have stopped you from achieving what you wanted earlier. These are the messages that are holding you back. I want you to write down as many of these as you can catch. **And, when you write these down and look at them (i.e., shine a light on the monster), they tend to lose their power. Some of them actually become funny when you write it down. For example, “who are you to take care of yourself and rest”? Um, the person who is responsible for my health and mental well being... that’s who!** And, maybe most importantly, you will see how the entire world keeps turning even if you miss the PTA meeting, burn the brownies, or skip a meeting. And, once you realize that, you can go easier on yourself. When you go easier on yourself, you will bring more ease into your life, and once you have more ease, you will get the biggest returns you have ever seen – Promise!

The key ingredient for this to work is JOY! Choose to do something that genuinely makes you happy, not something that “should” make you happy. For example, let’s say you love to paint and decided as part of the challenge that you will sign up for a painting class because that brings you joy. But the day of the class, you do not feel like going (because there is something else you would rather do, or you are too tired), what should you do? If you said, skip the class you love, you guessed correctly! Once a day, indulge yourself, treat yourself, love yourself, act as if you are the MOST IMPORTANT person in your life and that making you happy is your most important life responsibility. When you do, you will see huge leaps towards your dream.

On a deeper level, this works because when you create in a state of joy, you create more amazing things, easier! Now, more than ever, the world needs your heart, your love, your joy – that is how we will create an amazing world community. We can’t get there if you are too exhausted to share your joy and light with the world. So, go easy on yourself. Do less, rest more, take walks, smile, laugh, be happy and know that you are “accomplishing” so much more by doing those things than you could possibly ever imagine. Then, allow the magical force of the world to easily, effortlessly, bring your biggest dreams to you!

People rarely succeed unless they have fun in what they are doing.”

— Dale Carnegie