

the season of you

SEASON STARTER WORKBOOK

A 13-week framework to get unstuck and get it done

Name:

Season Goal:

Start Date:

End Date:



welcome

Whether you just finished your first sprint and you're ready to go deeper, you're a current client building out your full season, or this is the first time you've picked up anything from The Season of You — I'm glad you're here.

This workbook is the full operating system. Thirteen weeks. One anchor goal. A complete framework for running your personal life with the same intentionality you bring to your work.

You're not lazy. You're not undisciplined. You've just been running on a system that was never designed for this. This workbook is the redesign.

Here's what you're going to do: pick one goal that matters. Build a set of binary daily guidelines that drive it. Track your behavior, not your feelings. Run a weekly Scouting Report to find the friction and fix it. And at the end of 13 weeks, you're going to have more data about yourself than most people collect in a lifetime.

What you do with it is completely up to you.
Let's build your season.



You don't have a motivation problem.
You have a system problem.

the diagnostic

Before you pick a goal, you have to know where you're starting. Look at these five life areas. Which area of your life is currently the most unsettled?

Start Here:

When picking the focus of your season, you should focus on the area of your life that's actually causing the most friction right now.

Look at these five areas. Which one is costing you the most energy? Where is the gap between where you are and where you want to be the widest?

Body

Sleep, movement, nutrition, physical capacity

Is your body currently supporting the life you want to live, or is it a constraint?

Mind

Mental clarity, focus, stress, emotional regulation

Are you operating with a clear head, or is mental noise running the show?

Soul

Purpose, creativity, joy, the things that make you feel like yourself

Are you doing anything that fills you up, or are you running on empty?

Work

Career, side projects, creative work, professional growth

Are you executing on the things that actually move the needle, or are you just busy?

Relationships

Partners, friends, community, family

Are you present with the people who matter, or are you giving them your leftovers?

Which life area needs your attention the most in the next 90 days?

step 1: the anchor goal

Your Anchor Goal is the single most important thing you want to accomplish this season. It is the one thing that, if you actually did it, would change how you feel about everything else.

Not a list. Not a theme. One goal.

The mistake most people make is choosing a goal based on what they think they should want. Stop. What do you actually want right now? What project needs to get finished? What habit needs to get started? What area of your life is quietly costing you the most energy?

Your Anchor Goal lives in one of the five domains from your Diagnostic. It is specific enough that you'll know when you've done it. You get one. Choose carefully.

My Anchor Goal for this season is:

The Anchor Goal Test

Is it specific?

Not "get fit" — "run a 5K without stopping."

Yes No

Is it measurable?

Can you prove you did it at the end of 13 weeks?

Yes No

Is it entirely within your control?

Yes No

If you answered No to any of these questions, refine your goal further.

step 2: the binary guidelines

Your Anchor Goal is the destination. Your guidelines are the daily inputs that get you there. You need a maximum of two guidelines. Less is better.

The Three Rules for Guidelines

1. Binary.

At the end of the day, you either did it or you didn't. Yes or no.

2. Small.

The guideline is the floor, not the ceiling. You'll usually do more, but the guideline protects the habit on the days you don't want to do it.

3. Unambiguous.

The guideline needs to be clearly defined to reduce decision fatigue and not allow your brain any wiggle room in deciding if you completed it or not.

Bad Guidelines vs. Good Guidelines

Instead of this...	Write this...
Eat better	Eat 30g of protein before noon
Exercise more	Walk for 30 minutes
Read more	Read for 20 minutes before bed
Spend less	No unplanned purchase > \$20

step 3: guideline matrix

Guideline 1

Is it binary? <i>Can you answer yes/no if you did it?</i>	Is it small enough for your worst day? <i>Could you complete if your inbox exploded?</i>
Yes Not yet; rewrite it	Yes Not yet; rewrite it

Guideline 2

Is it binary? <i>Can you answer yes/no if you did it?</i>	Is it small enough for your worst day? <i>Could you complete if your inbox exploded?</i>
Yes Not yet; rewrite it	Yes Not yet; rewrite it

guideline matrix example

Anchor Goal

Finish the first draft of my book in 90 days.

Guideline 1 (Primary Action)

Write 500 words a day.

Is it binary? <i>Can you answer yes/no if you did it?</i>	Is it small enough for your worst day? <i>Could you complete if your inbox exploded?</i>
☒ Yes ☐ Not yet; rewrite it	☒ Yes ☐ Not yet; rewrite it

Guideline 2 (Support Action)

Phone stays on Do Not Disturb until AM writing is over.

Is it binary? <i>Can you answer yes/no if you did it?</i>	Is it small enough for your worst day? <i>Could you complete if your inbox exploded?</i>
☒ Yes ☐ Not yet; rewrite it	☒ Yes ☐ Not yet; rewrite it

step 4: the floor

The Floor is the minimum viable version of your guideline. It’s not the goal — it’s the promise you will not break, even on your worst day.

Your guideline is what you do when things are normal. Your Floor is what you do when you’re exhausted, traveling, sick, or everything is on fire. The Floor keeps the streak alive when the full version isn’t possible.

“Walk for 30 minutes” is the guideline. “Put on shoes and step outside” is the Floor.

Guideline 1 Floor

Guideline 2 Floor

the pressure test

Before you lock in your guidelines, run them through one more filter. Picture your worst version of a normal day. You're exhausted, someone needs something from you, and the day already went sideways. Can you still hit the Floor on both guidelines?

If yes, they're built right. If you hesitate on either one, the guideline is still too big. Scale it back until the answer is yes, even on that day.

Guideline 1 Floor

Can you hit the Floor on your worst day?

Yes

Not yet; scale it back

Guideline 2 Floor

Can you hit the Floor on your worst day?

Yes

Not yet; scale it back

how this works

How The Next 13 Weeks Will Work

Every day, place a checkmark or leave the box blank for each input. That’s it. You aren’t tracking your feelings. You are not writing a journal entry. You are collecting data.

At the end of each week, you’ll run a Scouting Report: a weekly review that turns your data into a smarter plan for the following week.

The Five Domains of Friction

When you miss a day, find your domain.

Environment

Your physical or digital setup is making the behavior harder than it needs to be

Boundaries

An external demand on your time or energy is overriding your plan

Fuel

Sleep, nutrition, or movement is depleted and your capacity is paying the price

Re-entry

A missed day becomes a missed week because you don’t have a plan for getting back on track

Clarity

You’re doing too much; the friction of deciding what matters most zaps your energy before you start

Find your domain.
Fix the system.
Keep going.

the scouting report explained

Here’s what a good Scouting Report looks like:

Example

Goal: Run a 5K without stopping.

Input 1: Put on running shoes and go outside for 10 minutes every day.

Week 1 result: 5 out of 7 days.

What worked:
Morning runs before I checked my phone.

What created friction:
Thursday evening — I was tired and talked myself out of it.

What I’m adjusting:
Moving Thursday to morning.
Removing the decision.

What I learned:
I don’t fail on hard days. I fail on low-stakes days when I think I can skip just once and get back on track tomorrow. Thursday felt optional. It wasn’t.

Floor for next week:
Shoes on, outside, 5 minutes. That’s it. If I do more, great. But 5 minutes is the promise I can always keep.



the 90-day arc

part 1 (days 1-45)

A 90-day Season has four distinct phases. Knowing which phase you're in changes what you do next. Use your Weekly Scouting Report every Sunday to identify which friction domain is active and adjust before the next week begins.

Days 1-14: The Honeymoon

Motivation is high. The system feels exciting. The danger here is over-performing your guidelines and burning out before the work gets hard. Your job in this phase is not to maximize. It is to establish the habit at exactly the level you designed it. Stop when the guideline is met. Trust the architecture.

What is your rule for stopping when the guideline is met?

Which friction domain is most likely to show up first for you?

Days 15-45: The Messy Middle

The novelty wears off. The results aren't visible yet. This is where most Seasons end — not because the system broke, but because the feeling of progress disappeared. Your job in this phase is to reward the input, not the outcome. You don't control the result. You control whether you did the work.

How will you acknowledge consistent effort during this phase, separate from results?

**What will you tell yourself on Day 30 when you want to quit?
Write it now, while you still believe it.**

the 90-day arc

part 2 (days 46-90)

The second half of your Season is where you break through or bail. The phases shift, the feelings shift, but the system doesn't. Your only job is to keep running the Scouting Report and making small adjustments. The data will tell you what to do.

Days 46-75: The Grind

The habit is established. It feels boring. That's not a problem, that's the goal. Boring means the behavior has become the baseline. Your job in this phase is to stay engaged with the data, not the feeling. Run your Scouting Reports.

Look for patterns. Make small adjustments.

Don't blow up the system because it stopped feeling exciting.

What will you do to stay connected to the purpose of this season when the work feels invisible?

Days 76-90: The Close

The finish line is visible. The danger is coasting, assuming you've already won and letting the guidelines slip. You haven't won yet.

Finish the season you designed.

How will you ensure you finish strong in the final two weeks?

How will you celebrate on Day 91? Plan it now.

week 1 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 1 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 2 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 2 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 3 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7
Weekly Total		/ 14

week 3 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 4 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 4 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 5 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 5 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 6 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 6 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

midpoint check-in: the constraint pivot

You're halfway through this 13-week season. Look at your tracker data from the last six weeks. This is the moment most people quit. They realize they set the wrong goal, or the daily guidelines are too hard, or life got in the way. They feel like they failed, so they abandon the season entirely.

We don't abandon seasons in The Season of You. We run a Constraint Pivot.

A Constraint Pivot is what happens when you assess what your system can actually produce given your current reality, and you adjust the target accordingly. It's not giving up. It's recalibrating.

Look at your data and answer honestly:

Are your daily guidelines actually sustainable for the next seven weeks?

Yes. The system is working. Keep going.

No. The friction is too high. I need a Constraint Pivot.

If you checked No, pivot right now:

- If your original guideline was "Write for 60 minutes," pivot to "Write for 15 minutes."
- If your guideline was "Cook dinner every night," pivot to "Cook dinner three nights a week."

Find the new path to done.

Lower the ceiling, protect the floor, and finish the season.

My adjusted guidelines for Weeks 7–13 are:

Guideline 1

Guideline 2

You're halfway there.

While you're in the middle of your season, the podcast goes deeper on everything in this workbook — the science behind why your old system kept failing, and the mechanics behind why this one works.

Episodes worth queuing up right now:

You Don't Need More Goals. You Need One Anchor.

The episode that explains why picking one goal — and only one — is the whole game. Start here if you haven't already.

Why Vague Goals Are Garbage (The Binary Rule and The Floor)

The deep dive behind your daily guidelines. Why binary beats flexible, and how to build a Floor that actually holds on your worst days.

The Weekly Scouting Report (How to Fail Properly)

What to do with a bad week. How to read your data, find the root cause, and adjust without quitting.

New episodes every week.



ericafiguresitout.com/podcast

week 7 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 7 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 8 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 8 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 9 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 9 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 10 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 10 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 11 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 11 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 12 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 12 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

week 13 tracker

Guideline 1

Guideline 2

DAY	#1	#2
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Weekly Total	/ 7	/ 7

Weekly Total / 14

week 13 scouting report

Five Questions

1. What worked this week?
2. What created friction?
Be specific — time of day, energy level, environment, other people?
3. What am I adjusting for next week?
4. What did I learn about myself this week?
*Look at your data. What is the root cause of the days you missed?
Is there a pattern?*
5. What is my Floor for next week?
The absolute minimum viable action you will take on your worst day to keep the promise to yourself.

post-season reflection

You did it. 90 days. Look back at your data.

The Anchor Goal

Did you hit it?

Yes Partially No (and I know why)

What was the biggest win of this season?

Which of the Five Domains was your biggest friction point this season?

Environment Re-entry Fuel
Boundaries Clarity

What system or habit are you taking with you into the next season?

What would you tell yourself on Day 1 of the next season, knowing what you know now?

In what ways do you want your next season to feel different?

closing out your season

You did it.

Not perfectly. Not without missing days or adjusting guidelines or wondering somewhere around Week 7 if any of it was actually working. But you ran the system for 13 weeks. You collected data. You made adjustments. You finished.

That’s not nothing. That’s actually everything.

Most people don’t finish. Not because they’re lazy or undisciplined — but because they never had a system that could survive a bad week. You built one. And now you know what it feels like to run it all the way through.

Take the data you collected. Take the patterns you found. Take the questions you answered on that last page. That’s your blueprint for what comes next.

Your next season starts whenever you’re ready.

Love you. Miss you. Rooting for you.



You just ran 13 weeks of data on yourself.

You know which friction domain causes you the most trouble. You know what your Floor actually is. You know the difference between a week where the system held and a week where it didn't.

That data is worth something. The question is what you do with it next.

1:1 Coaching takes the same DMAIC framework that makes you effective at work and builds it around the goals that actually matter to you — with a coach who already knows your friction domains, direct feedback on your Weekly Tracker, and real support when your system breaks, not just when it's convenient.

1:1 spots are limited.

[Book a FREE Discovery Call](#)

to see if it's a fit for your next season.

the season of you

You just gathered 13 weeks of data on yourself.

You know your friction domains. You know your Floor. What breaks your system and what keeps it running.

1:1 Coaching is the next step. We'll use the same DMA-IC framework that makes you effective at work and build it around the goals that actually matter to you with direct support along the way.

1:1 spots are limited.

[Book a FREE Discovery Call](#)

to see if it's a fit for your next season.