

OFFICIAL KICKOFF GUIDE

TRANSFORM IN 21 DAYS.

Your personal kickoff guide for the 21 Day Challenge 2026.

Read it. Print it. Stick it on the fridge.

START

May 12, 2026

END

Jun 1, 2026

FORMAT

Daily · 30 min

LEVEL

Personalized

WELCOME, CHAMPION.

You just made the most important decision of your year: showing up.

Over the next 21 days, you're going to rebuild your relationship with your body, your mind, and your time. We've designed this program around three simple pillars: Move, Fuel, and Recover. Master those, and the results follow.

Here's the deal we're making with each other:

- We give you the structure, the workouts, and the meal plan.
- You give us 30 focused minutes a day, for 21 days.

That's it. No magic, no shortcuts. Just the work.

You've got this. We're rooting for you.

— The 21 Challenge Team



Discipline equals freedom. The next 21 days are an investment in every day that comes after.

— Day 1 mantra

THREE PILLARS. ZERO EXCUSES.

Everything in the program ladders up to one of these three.

01

MOVE

Daily training tailored to your activity level.

- 25 min strength + mobility
- Progressive overload
- No equipment needed

02

FUEL

Eat for energy, not restriction.

- Macro guidance, not calorie counts
- Allergen-aware meal plans
- Simple weekly grocery list

03

RECOVER

Sleep, breathe, repeat.

- 8-min wind-down routine
- Hydration tracker
- One full rest day per week

Your 21-day arc

FOUNDATION

Days 1–7

BUILD

Days 8–14

PEAK

Days 15–21

DAY 1 — MAY 12.

A simple template you'll repeat (with progression) for the next three weeks.

06:30	WAKE Hydrate · 500 ml water with a pinch of salt
06:45	MOVE 25-min strength + mobility flow (video provided)
07:30	FUEL · BREAKFAST Protein-forward bowl from your meal plan
13:00	FUEL · LUNCH Plate method: ½ veg, ¼ protein, ¼ smart carb
17:00	MOVE · WALK 15-min outdoor walk · phone in pocket
19:00	FUEL · DINNER Light protein + greens
21:30	RECOVER 8-min wind-down breathing · screens off
22:00	SLEEP Target: 8 hours · log it tomorrow

PRO TIP

Lay out your workout clothes the night before. Sounds silly, works every time.
Friction is the enemy of consistency. Eliminate it.

21 BOXES TO CHECK.

Print this page. Tick a box every night before bed. Watch the streak grow.

DAY 01 ●	DAY 02 ●	DAY 03 ●	DAY 04 ●	DAY 05 ●	DAY 06 ●	DAY 07 ●
DAY 08 ●	DAY 09 ●	DAY 10 ●	DAY 11 ●	DAY 12 ●	DAY 13 ●	DAY 14 ●
DAY 15 ●	DAY 16 ●	DAY 17 ●	DAY 18 ●	DAY 19 ●	DAY 20 ●	DAY 21 ●

Daily check-in prompts

- Did I move today?
- Did I eat to fuel, not just to cope?
- Did I drink at least 2L of water?
- Did I get to bed before 11pm?
- Did I do one thing that scared me a little?

Phase legend: ● Foundation ● Build ● Peak

FIVE RULES. NON-NEGOTIABLE.

01

SHOW UP DAILY

Even on bad days. Especially on bad days. 10 minutes counts.

02

NO ZERO DAYS

If you miss a workout, do 5 push-ups before bed. Streak intact.

03

EAT REAL FOOD

If your great-grandmother wouldn't recognize it, don't eat it.

04

SLEEP IS TRAINING

Recovery is where the gains happen. Protect your 8 hours.

05

TRUST THE PROCESS

You won't see results in week 1. You'll feel them. That's the point.

SEE YOU ON DAY 1.

Your full daily plan, workout videos, and meal guide land in your inbox on May 11 — the night before kickoff. Until then, rest up.

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