



# The 30 Day Challenge

Created by Richard Fenton & Andrea Waltz  
*The Courage Crafters*

866-GOFORNO ▪ [www.GoForNo.com](http://www.GoForNo.com)

*What level of increased performance could you achieve in the next 30 days if the only thing you did differently was to intentionally increase your failure rate – to hear “NO” more often?*

## Dear High Performer:

Welcome to *The 30 Day Go for No!® Challenge*, a step-by-step process designed to help you do just that; to intentionally increase your failure rate... for the next 30 days... to see what will happen.

Most people respond by saying, *“I know what’s going to happen. I’m going to fail more!”* Well, yes, that’s true; you *will* fail more. But you’re also going to experience more success... and more breakthroughs... than you can imagine! Because *failing your way to success* is the greatest success strategy in the world.

## How the Challenge Works

So, how does the challenge work? Well, in some ways, it works any way you want it to; after all, it’s *your* challenge. Oh! You thought *we* we’re challenging you. Nope. This is about *you* challenging *yourself* to reach new levels of performance and, perhaps, to get outside your comfort zone... a zone that only *you* can define.

This doesn’t mean that there isn’t structure to the challenge. We have created a series of steps for you to follow. But you will be the one who will do all the work!

So are you ready for a challenge?

We hope so – because the challenge starts... right... *now*.

# The Go for No!® 30 Day Challenge!

**Step #1:** Write your more empowering definition of “failure” in the box below.

If you completed the assignments in the **Go for No!® Training Program**, you’ve already created one. If you haven’t, now is the time to do it. Because if you are operating with a definition that suggests failure is a bad thing, something undesirable, then this challenge will be especially hard. So take a moment and write your empowering definition below:

**Failure is...**

**Step #2:** Determine your mechanism for counting and recording the NOs you hear.

Next, you must determine how you will measure, monitor and record the NOs you hear. From our perspective, it doesn’t matter *what* you use to count and record your NOs; it only matters that you have *some form of mechanism* in place. So, if you’re using hash marks on paper or a hand-held counter or a pocketful of beans, just make sure you’re counting the number of NOs you obtain during your day and recording that number.

The reason for this is twofold:

- One, it’s to know how many NOs you’re hearing so you have a baseline from which to challenge yourself to increase the number every day.
- And, two, the mechanism itself will serve as a reminder to challenge yourself!

**Step #3:** Focus on the **QUANTITY** of NOs you’ll be hearing, not the **QUALITY**.

As we stressed in our **Go for No!®** training program, it’s not that the *quality* of your presentations doesn’t matter; *it does!* But that is not our focus here. Our focus is on the quantity of NOs you obtain, because when everything comes out in the wash... **quantity trumps quality.**

As such, what we’re saying here, is don’t spend time trying to practice your presentation or learn new selling skills... at least not right now. All we want you to do right now is create a Quantity-Mindset in terms of the number of NOs you’re going to produce for the next 30 days.

# The Go for No!® 30 Day Challenge!

## **Step #4: Think speed.**

We understand that you have a limited amount of time available to **go for no**. The question is: *do you?*

The goal of the next 30 days is to increase your failure rate... the number of NOs you obtain. To do that you will need to spend more time going for no. But time is a limited and tightly controlled commodity. If we were asking you to spend money, you could dip into your bank account and pull out as much as you needed. But there is no *time account*.

To increase the amount of time you spend *going for no*, you will need to determine what you're going to stop doing to free up the time; things like watching television... or doing needless paperwork... or perhaps even sleep!

Like the gold mining analogy, the goal here is to remove as much dirt (*the NOs*) as you can, as fast as you can, to find the gold (*the YESSES*). And that will require a strategy.

So, what's your *go for no* time strategy? Determine it now. Without a time management strategy, the next 30 days will come and go with a whimper rather than a bang.

## **Step #5: Set goals each week to keep increasing your NOs throughout the challenge.**

Having a specific goal for the number of NOs you're going to obtain during the first 10 days of the challenge isn't important; what's important is that you start (see Step #6) and count and record your NOs (see Step #2).

After the first week, simply use the number of NOs you obtained as a baseline number from which you can set goals for the second week... and so on, until the end of the challenge.

The temptation, of course, will be to ask yourself, "Is this working?" Don't! Wait until the end of the challenge to consider the results.

## **Step #6: START!**

That's right. Simply start. Start going for no everyday... for the next 30 days... as if your life depended on it! Of course, we don't mean it literally. Or do we?

When you think about it, each of us has two lives:

# The Go for No!® 30 Day Challenge!

- The first life is our **physical life**... the one that starts at birth and ends when we stop breathing and go *toes up*.
- Then there's our second life... our **emotional life**... one that is, in many ways, just as real and just as important.

But here's the irony. ***Our built-in desire to protect our physical life gets in the way of our desire to fully live our emotional lives.***

How? Because to protect ourselves physically we have a natural tendency to avoid risk. *Any risk.* But living a *fully developed and fully realized emotional life* is all about risk!

- We're not necessarily talking about climbing mountains or jumping over a bus on a motorcycle (although, for many people, this is exactly the type of "risk" that makes them feel *emotionally alive*). We're talking about the greatest risks of all... failure... embarrassment... rejection... losing your money or perhaps even your house... or finding out that your great idea isn't all that great... or *(just fill in the blank.)*

So, when we say that you should *go for no like your life depends on it*, we're not kidding. Because, in many ways, it does.

## **Step #7: Compare the success you've achieved to your typical results.**

Once the month has come and gone, take a few minutes to look at the results you've achieved and compare them to your typical performance. We think (actually, we know) you'll be amazed.

## **Step #8: Please tell us about your experience!**

Not only would we love to hear from you (perhaps you'll even let us profile your experience on our website?), we'll also send you a **free gift** for taking the time to provide us with your feedback. So, when you've completed your challenge, write us at: [info@goforno.com](mailto:info@goforno.com).

**In the meantime, have a great challenge!**