Never Skip Twice: The Two-Day Rule

THE BIG IDEA

You will miss a day. That is fine. The rule is simple: never miss two days in a row. One miss is human. Two is the start of a slide.

Part 1: The rule

One rule. No exceptions to it, and no guilt about the first miss.

01 **Pick the one habit that makes everything else easier.**
Waking early, working out, showing up on time. Something you will commit to for the long haul.

02 **Write today's date under it.**
Day 1 is today. Now you can see how long the streak runs.

03 **Miss one day? Let it go.**
One missed day is human. Do not turn it into a story about who you are.

04 **Miss two? That is the warning.**
Two missed days starts a downward spiral. Day three is the day you show up, no debate.

05 **Keep it the only rule.**
Do not add ten others. Never miss two days in a row, and the rest gets easier to keep.

Part 2: Why it works

It stops small slips from growing into big ones.

01 **Collapse is really slow drift.**
People do not wake up 30 pounds heavier. The slide started long before, and they had no rule to stop it.

02 **It removes the decision.**
When there is nothing to decide, there is nothing to quit. Day three is already settled.

03 **Ugly counts early.**
Days 1 to 90 are about survival. Just show up. Even walking into the gym and walking out counts.

04 **Celebrate the milestones.**
Mark day 90, day 365 and day 1,000. Skipping the celebration turns the streak into a treadmill.

05 **Time does the heavy lifting.**
It is not about doing more. It is about doing it for longer. Be patient with results, impatient with actions.

> "When there's nothing to decide anymore, there's nothing to quit."
>
> Dan Martell

DO THIS WEEK

- ☐ Pick one habit that would make your week easier, like a daily follow-up call or a morning numbers check.
- ☐ Write today's date on it and put it on your calendar every day.
- ☐ If you miss a day, mark day two as the must-do. Tell one person to check on you.

Ask daily: Did I do it yesterday? If not, today is not optional.