



A 90-DAY LEADERSHIP INITIATIVE
HELPING · IMPACT · PEOPLE

FINISH STRONG

90-DAY BUSINESS PROGRAM

**THREE 30-DAY SPRINTS. 5 DAILY ACTIONS.
ONE BIG GOAL.**

LED BY

Heidi Whitehair

DON'T COUNT THE DAYS. **MAKE THE DAYS COUNT.**

Ninety days from now you'll have a story to tell about your business. This is where you decide what it says.

• **CONNECT** • **INVITE** • **FOLLOW UP** • **SERVE** • **GROW**



HEIDI WHITEHAIR

b:hip Global Field Leader
Finish Strong Program Lead

**“I DON'T WANT THIS
TRAINING TO
CHANGE HOW YOU
FEEL FOR 48 HOURS.
I WANT IT TO
CHANGE WHAT YOU
DO.”**

A MESSAGE FROM HEIDI

Hey team,

We've all been there. A great training. A full heart. A notebook full of ideas. And by Thursday, nothing in the business has actually changed.

Not this time.

For the next 90 days, in three 30-day sprints, we're going to focus on five things. Connect. Invite. Follow up. Serve. Grow. Five actions. Five possible points. Every single day.

I'm not asking for perfect. I'm asking for consistent. Miss a day? Get back to work the next one. That's the whole rule.

At the end of every sprint I want you to look at what actually happened. Who did you connect with? Who did you help? How many customers did you serve? How many potential partners did you meet? What did you learn? How did you grow? And yes, what happened to your paycheck. Not because I'm promising you a number. Because you'll have earned the right to look.

Here's the truth. I'm not trying to teach you how to win my \$100. I'm trying to teach you how to create **your** next \$100. Then the next \$500. Then the next \$1,000. And beyond.

SHOW UP. DO THE WORK.

HAVE THE CONVERSATION. FOLLOW UP.

SERVE PEOPLE. THEN DO IT AGAIN TOMORROW.

Heidi Whitehair

WHO'S IN?

TRAINING IS WHERE IT STARTS. ACTION IS WHERE IT COUNTS.

90

DAYS

3

30-DAY SPRINTS

5

DAILY ACTIONS

1

BIG GOAL

FINISH STRONG is a 90-day business program built as three 30-day sprints, each scored out of 150 points. Winning a contest isn't the goal. Building the daily behaviors behind a growing business is. And still doing them on day 91.

**PERFECTION IS
NOT THE GOAL.
CONSISTENCY IS.**

FIVE ACTIONS. FIVE POINTS. EVERY DAY.

Complete the full requirement in a category and earn one point. Five categories, five possible points a day. That's it.

Online or in person. Text, call, voice note, coffee.
What matters is that it's real.

01	CONNECT	5 genuine conversations Real, two-way conversations with real people. New or existing. Likes don't count.	1 PT
02	INVITE	2 invitations or shares Share the product, the business or an event. Ask someone to take a look.	1 PT
03	FOLLOW UP	5 follow-ups Anyone you've already talked to who's waiting on you. Or has forgotten they are.	1 PT
04	SERVE	1 customer or team check-in A genuine check-in with no ask attached. How are they doing? How can you help?	1 PT
05	GROW	15 minutes of growth Personal or business. Read, listen, train, practice. Fifteen focused minutes.	1 PT

5 PTS × 30 DAYS = 150

Maximum 5 points per day. Maximum 150 points per sprint.
Every sprint starts fresh at zero.

ALL IN = 1 POINT.

4

CONVERSATIONS

CONNECT

0 POINTS

5

CONVERSATIONS

CONNECT

1 POINT

A point is earned only when the **entire** requirement for that category is complete. No partial points. No rounding up. Four conversations is great work. It isn't a point yet. Go have the fifth.

SIMPLE. MEASURABLE. HONEST.
THAT'S THE POINT.

NO PARTIAL POINTS

MAX 5 POINTS A DAY

MAX 150 PER SPRINT

MISS A DAY? COME BACK TOMORROW



MISS A DAY? COME BACK TOMORROW.

One bad day doesn't erase the work you've already done. Missing Tuesday doesn't mean you failed the challenge. It means Wednesday matters. This is not a streak. It's a practice.

ONE DAY DOESN'T DEFINE YOU. THE COMEBACK COUNTS.

NOTHING FANCY. JUST THE THINGS THAT WORK.

01 CONNECT

Business starts with people.

Every customer and every partner you'll ever have starts as a conversation. Have more of them.

02 INVITE

People can't say yes to something they never see.

Your job isn't to decide for them. It's to give them the chance to decide.

03 FOLLOW UP

The opportunity usually lives in the follow-up.

Most people stop after one touch. Be the person who follows up.

04 SERVE

People remember how you made them feel.

A customer who feels cared for stays. A team member who feels seen keeps going.

05 GROW

Your business grows as you grow.

Fifteen minutes a day compounds. So does skipping it.

ACTIVITY BEFORE OUTCOME.
SMALL ACTIONS. REPEATED.

These are activities designed to support your business growth. What they produce depends on you.

WHERE WILL YOU LAND EACH SPRINT?

140–150

POINTS

**FINISH STRONG
CHAMPION**

“You were nearly unstoppable.”

3 ENTRIES INTO
THE PRIZE DRAWING**125–139**

POINTS

MOMENTUM MAKER

“You demonstrated serious consistency.”

QUALIFIES FOR
THE PRIZE DRAWING**100–124**

POINTS

FINISHER

“You showed up and built momentum.”

RECOGNIZED ON THE
FINAL FINISH STRONG
FRIDAY**0–99**

POINTS

BUILDING THE HABIT

“Every point is a rep. Keep going.”

YOUR BASELINE FOR
THE NEXT SPRINT

Levels are earned per 30-day sprint, and every sprint starts at zero. Nobody scores below the line here. Under 100 points means you now know exactly what your activity looks like, and what to change. That's awareness. That's where every strong habit begins.

**CONSISTENCY CREATES MOMENTUM.
MOMENTUM CHANGES BUSINESSES.**

**“I’M NOT TRYING TO TEACH YOU
HOW TO WIN MY \$100.
I’M TRYING TO TEACH YOU HOW TO
CREATE YOUR NEXT \$100.”**

YOUR NEXT

\$100

YOUR NEXT

\$500

YOUR NEXT

\$1,000

AND

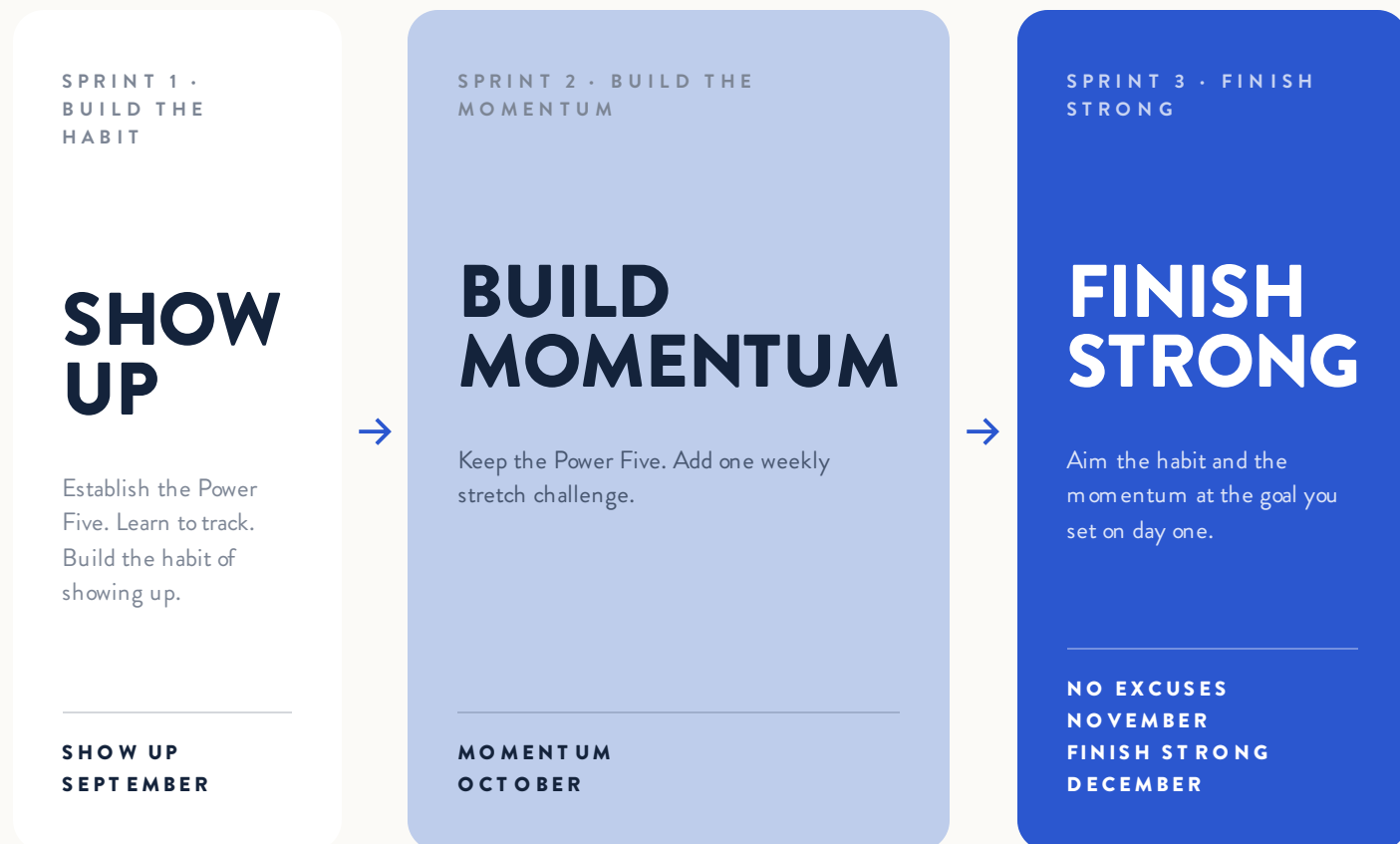
BEYOND

The drawing is fun. It isn't the point. The point is the behaviors behind your business, and the fact that on day 31 you'll still have them. Prizes get spent. Habits keep paying attention to you.

**YOUR BUSINESS DOESN'T NEED MORE WISHING.
IT NEEDS MORE DOING.**

These figures are personal business goals, not earnings projections or promises. The Power Five are activities designed to support your business growth. Your results depend on your individual effort, skills, experience, time devoted to the business and other circumstances.

THREE SPRINTS. ONE GOAL.



FINISH STRONG is 90 days long, built as three 30-day sprints. One sprint builds a habit. Three in a row build a business. Same five actions, rising intensity, and one goal you write down on day one and refuse to lose sight of. Each sprint is scored on its own. Each one makes the next one easier.

**SHOW UP. STRETCH. FINISH.
FINISH WHAT YOU STARTED.**

SPRINT 1 OF 3

BUILD THE HABIT**SHOW
UP.****OBJECTIVE • CONSISTENCY**

Establish the Daily Power Five. Learn to track your activity honestly. Build the habit of showing up, especially on the days you don't feel like it. Those are the days the habit is actually made.

THE MONTH**SHOW UP
SEPTEMBER**

**SHOW UP.
DO THE WORK.
HAVE THE CONVERSATION.**

BUILD THE MOMENTUM

STRETCH.

OBJECTIVE • MOMENTUM

Keep the Daily Power Five exactly as they are. Then add one **weekly stretch challenge**: one thing that's slightly outside your comfort zone and squarely inside your business. Pick it on Monday. Post it on Finish Strong Friday.

THE MONTH

MOMENTUM
OCTOBER

Same points. Same tracker. The stretch is the bonus, not the excuse.

WEEKLY STRETCH CHALLENGE IDEAS • PICK ONE PER WEEK

- | | | | |
|----|---|----|--|
| 01 | Reconnect with 10 old contacts | 02 | Ask three customers for a referral |
| 03 | Reconnect with previous customers | 04 | Go live or post a video |
| 05 | Invite the person you've been afraid to ask | 06 | Follow up with the people you've been avoiding |
| 07 | Reconnect with former business contacts | 08 | Your own. Write it down. Do it. |

BE THE PERSON WHO FOLLOWS UP.

COURAGE IS A BUSINESS SKILL.

SPRINT 3 OF 3

FINISH STRONG

FINISH.

OBJECTIVE • THE GOAL

You've got the habit. You've got the momentum. Now aim it. Go back to the goal you wrote down on day one and drive at it deliberately, daily, all the way to the line. No excuses. No coasting. Finish what you started.

THE MONTHS

**NO EXCUSES NOVEMBER
FINISH STRONG DECEMBER**

**YOU DON'T NEED A PERFECT 30 DAYS.
YOU NEED 30 DAYS OF INTENTION.**

FINISH STRONG FRIDAY

REFLECT • CELEBRATE • RESET • REFOCUS

Every Friday of every sprint, post your numbers in the team group. Not to impress anyone. To own your week, celebrate the wins, and decide what next week looks like before it starts.

POINTS THIS WEEK

_____ / 35

TOTAL POINTS SO FAR

_____ / 150

NEW CUSTOMERS

NEW BUSINESS PARTNERS

MY BIGGEST WIN

Big or small. Yours counts.

SOMETHING I LEARNED

MY FOCUS NEXT WEEK

Week 4 runs 9 days (days 22–30), so its maximum is 45 points.
Screenshot this page or copy the prompts into your post.

#FINISHSTRONGFRIDAY

THERE'S MORE THAN ONE WAY TO WIN.

The leaderboard tells one story. It isn't the only one. Every week we recognize **behavior**, not just results, so a brand-new builder can be celebrated right alongside a top producer.

Nominate teammates in the group.
Leaders announce on Finish Strong Friday.

01

CONSISTENCY ROCKSTAR

Shows up again and again. And again.

02

BIGGEST COMEBACK

Had a rough day or a rough week, and came back stronger.

03

FOLLOW-UP ROCKSTAR

Exceptional follow-up discipline. The person who never leaves anyone hanging.

04

CUSTOMER CARE ROCKSTAR

Went above and beyond to serve customers.

05

COURAGE AWARD

Did something uncomfortable that moved their business forward.

06

MOST IMPROVED

Meaningful growth in activity or consistency, wherever they started.

CELEBRATE BEHAVIOR. RESULTS FOLLOW.

MY SPRINT TRACKER

MY ONE BIG GOAL FOR THESE 90 DAYS

SPRINT

START DATE

FINISH DATE

1 2 3

☐ Mark a box only when the full requirement is done. 5 conversations · 2 invites · 5 follow-ups · 1 check-in · 15 minutes **Daily total** = boxes marked

WEEK 1 · DAYS 1-7

MAX 35 POINTS · RUNNING MAX 35

DAY	CONNECT	INVITE	FOLLOW UP	SERVE	GROW	DAILY TOTAL	RUNNING TOTAL
Day 01	☐	☐	☐	☐	☐	/ 5	/ 5
Day 02	☐	☐	☐	☐	☐	/ 5	/ 10
Day 03	☐	☐	☐	☐	☐	/ 5	/ 15
Day 04	☐	☐	☐	☐	☐	/ 5	/ 20
Day 05	☐	☐	☐	☐	☐	/ 5	/ 25
Day 06	☐	☐	☐	☐	☐	/ 5	/ 30
Day 07	☐	☐	☐	☐	☐	/ 5	/ 35
WEEK 1 TOTAL POST IT ON FINISH STRONG FRIDAY						/ 35	/ 35

WEEK 2 · DAYS 8-14

MAX 35 POINTS · RUNNING MAX 70

DAY	CONNECT	INVITE	FOLLOW UP	SERVE	GROW	DAILY TOTAL	RUNNING TOTAL
Day 08	☐	☐	☐	☐	☐	/ 5	/ 40
Day 09	☐	☐	☐	☐	☐	/ 5	/ 45
Day 10	☐	☐	☐	☐	☐	/ 5	/ 50
Day 11	☐	☐	☐	☐	☐	/ 5	/ 55
Day 12	☐	☐	☐	☐	☐	/ 5	/ 60
Day 13	☐	☐	☐	☐	☐	/ 5	/ 65
Day 14	☐	☐	☐	☐	☐	/ 5	/ 70
WEEK 2 TOTAL POST IT ON FINISH STRONG FRIDAY						/ 35	/ 70

Missed a day? Leave it blank and keep going. The next box is the one that matters.

SHOW UP. DO THE WORK.

DAYS 15–30

☐ Mark a box only when the full requirement is done. 5 conversations · 2 invites · 5 follow-ups · 1 check-in · 15 minutes **Week 4** runs 9 days · max 45

WEEK 3 • DAYS 15–21

MAX 35 POINTS • RUNNING MAX 105

DAY	CONNECT	INVITE	FOLLOW UP	SERVE	GROW	DAILY TOTAL	RUNNING TOTAL
Day 15	☐	☐	☐	☐	☐	/ 5	/ 75
Day 16	☐	☐	☐	☐	☐	/ 5	/ 80
Day 17	☐	☐	☐	☐	☐	/ 5	/ 85
Day 18	☐	☐	☐	☐	☐	/ 5	/ 90
Day 19	☐	☐	☐	☐	☐	/ 5	/ 95
Day 20	☐	☐	☐	☐	☐	/ 5	/ 100
Day 21	☐	☐	☐	☐	☐	/ 5	/ 105
WEEK 3 TOTAL POST IT ON FINISH STRONG FRIDAY						/ 35	/ 105

WEEK 4 • DAYS 22–30

MAX 45 POINTS • RUNNING MAX 150

DAY	CONNECT	INVITE	FOLLOW UP	SERVE	GROW	DAILY TOTAL	RUNNING TOTAL
Day 22	☐	☐	☐	☐	☐	/ 5	/ 110
Day 23	☐	☐	☐	☐	☐	/ 5	/ 115
Day 24	☐	☐	☐	☐	☐	/ 5	/ 120
Day 25	☐	☐	☐	☐	☐	/ 5	/ 125
Day 26	☐	☐	☐	☐	☐	/ 5	/ 130
Day 27	☐	☐	☐	☐	☐	/ 5	/ 135
Day 28	☐	☐	☐	☐	☐	/ 5	/ 140
Day 29	☐	☐	☐	☐	☐	/ 5	/ 145
Day 30	☐	☐	☐	☐	☐	/ 5	/ 150
WEEK 4 TOTAL THEN COMPLETE MY SPRINT RESULTS						/ 45	/ 150

Final score: 140–150 Finish Strong Champion · 125–139 Momentum Maker · 100–124 Finisher · 0–99 Building the Habit

FINISH WHAT YOU STARTED.

MY SPRINT RESULTS

SPRINT • CIRCLE ONE **1 2 3**

Now look at what actually happened. Not what you hoped, not what you meant to do. What happened. This is your record, and every line of it is yours.

FINAL POINTS _____ / 150	NEW CUSTOMERS _____	NEW BUSINESS PARTNERS _____
VOLUME _____	INCOME EARNED \$ _____	MY LEVEL ☐ CHAMPION ☐ MOMENTUM MAKER ☐ FINISHER ☐ BUILDING THE HABIT

MY 90-DAY TOTAL Sprint 1 _____ + Sprint 2 _____ + Sprint 3 _____ = _____ / 450

MY BIGGEST WIN

THE HABIT I BUILT

WHAT I WILL DO NEXT

Income and volume are your own recorded results, entered by you. Earnings are not guaranteed. Individual results vary and depend on factors including individual effort, skills, experience, time devoted to the business and other circumstances. The Power Five are activities designed to support your business growth; completing them does not guarantee any specific outcome.

**THEN DO IT AGAIN.
THE NEXT SPRINT STARTS
MONDAY.**



FINISH STRONG.

**90 DAYS. THREE SPRINTS.
5 DAILY ACTIONS. ONE BIG GOAL.**

**IT STARTS WITH ONE CONVERSATION.
HAVE IT TODAY.**

HELPING • IMPACT • PEOPLE

FINISH STRONG is a 90-day b:hip Global field leadership initiative led by Heidi Whitehair, built as three 30-day sprints. Earnings are not guaranteed. Individual results vary and depend on factors including individual effort, skills, experience, time devoted to the business and other circumstances. Prize drawing details, eligibility and dates are shared in the team group.

Heidi Whitehair