

RISKY DISCIPLINE RESOURCE

THE NEVER ZERO PROTOCOL

NEVER LET A BAD DAY
BECOME A ZERO DAY.



CLARITY. DISCIPLINE. CONSISTENCY. EXECUTION.



— THE NEVER ZERO PROTOCOL —

THE DANGER OF ZERO

**ZERO DAYS DON'T JUST
HURT TODAY.
THEY CHANGE WHO YOU
BECOME TOMORROW.**

One zero day teaches your mind
that quitting is an option.
It weakens your standard.
It breaks momentum.
It compounds fast.
Soon, what was "one day"
becomes your new normal.



ZERO
BREAKS THE
CHAIN.



ZERO
TEACHES YOUR
MIND TO QUIT.



ZERO
KILLS YOUR
MOMENTUM.



ZERO
MAKES THE NEXT
ONE EASIER.

BAD DAYS ARE ALLOWED. ZERO DAYS ARE NOT.



**YOU DON'T HAVE TO BE PERFECT.
YOU DO HAVE TO STAY IN THE FIGHT.**

ZERO BREAKS THE CHAIN. SOMETHING KEEPS IT ALIVE.

DEFINE YOUR MINIMUMS

LOW STANDARDS CREATE
ZERO DAYS.
HIGH STANDARDS
CREATE MOMENTUM.

Your minimums are the non-negotiables.
They protect your discipline when
motivation disappears.
They keep you moving when life
tries to pull you backward.
Set your floor high enough
that staying consistent
becomes your new normal.



YOUR FLOOR
SETS YOUR
FUTURE.



BE SPECIFIC
VAGUE
MINIMUMS
DON'T COUNT.



REPEAT DAILY
CONSISTENCY
COMES FROM
REPETITION.



RAISE IT OFTEN
GROWTH
DEMANDS A
HIGHER FLOOR.



YOU DON'T RISE TO YOUR GOALS.
YOU FALL TO YOUR STANDARDS.

HIGHER MINIMUMS. **STRONGER YOU.** NO EXCUSES.

— THE NEVER ZERO PROTOCOL —

THE THREE-LEVEL PROTOCOL

**ZERO IS NOT THE ENEMY.
LOSING FOCUS IS.
THIS PROTOCOL KEEPS YOU
STACKING ZERO DAYS AND
BUILDING WHO YOU BECOME.**

When life gets messy, this protocol
keeps you from slipping.
Three levels.
Always one you can execute.
No excuses. No negotiation.
Just the next zero day.



LEVEL 1 **FOUNDATION**

Non-negotiables.
The minimum you do
no matter what.
Protect your baseline.



LEVEL 2 **MOMENTUM**

Core actions.
The work that builds
discipline, progress,
and results.



LEVEL 3 **GROWTH**

High-level actions.
The work that creates
breakthroughs and
separates you.



CHOOSE YOUR LEVEL.
EXECUTE IT. EVERY DAY.

THREE LEVELS. ENDLESS CONSISTENCY. ZERO EXCUSES.

CLARITY. • DISCIPLINE. • CONSISTENCY. • EXECUTION.

THE EMERGENCY MENU

WHEN YOUR DAY HITS THE FAN,
YOU DON'T NEED MOTIVATION.
YOU NEED OPTIONS.
THIS MENU KEEPS YOU IN THE GAME
AND MOVING FORWARD.

You can't always control what happens.
But you can control how you respond.
These are go-to plays for the days
when everything feels off.
Use one. Do the work.
Save the day.



MOVE YOUR BODY

Walk. Lift. Stretch.
Move the stress
out and reset
your mind.



WRITE IT OUT

Dump the noise.
Clarity starts
when it's out of
your head.



FOCUS ON ONE THING

Pick one task.
Block out the rest.
Finish it. Feel the
momentum.



RESET YOUR MIND

Breathe. Step back.
Regulate. Don't let
emotion make
decisions.



TAKE IMMEDIATE ACTION

Do something
now. Any action
breaks the spiral
and builds you.



YOU DON'T NEED THE PERFECT PLAN.
YOU NEED A PLAY THAT WORKS.

PREPARE THE PLAYS. **EXECUTE THE PLAY.** WIN THE DAY.

THE RECOVERY RULE

YOU WILL SLIP.
YOU WILL MISS A DAY.
YOU WILL LOSE FOCUS.
THE RECOVERY RULE
MAKES SURE YOU
DON'T STAY DOWN.

The goal isn't perfection.
It's never missing twice.
One bad day doesn't break you.
Two in a row starts a new habit.
Recover fast. Reset faster.
Protect your momentum
like your future depends on it—
because it does.



RESET FAST SAME DAY

The moment you slip,
you reset the same day.
No drama. No guilt.
Just a decision.



FALL FORWARD NOT BACK

Don't waste energy
beating yourself up.
Use the slip as data
and move forward.



PROTECT THE STREAK

Never miss twice.
That's the line.
One slip is a glitch.
Two is a choice.



DEFEND YOUR STANDARD

Your standard
doesn't change
because of a bad day.
You do.



REBUILD MOMENTUM

Small wins
stack back up.
Get moving and
the momentum
returns.



ONE BAD DAY DOESN'T DEFINE YOU.
HOW YOU RECOVER DOES.

RECOVER FAST. **RESET.** MOVE FORWARD. **NEVER ZERO TWICE.**

THE 14-DAY **NEVER ZERO** CHAIN

14 DAYS.

14 LINKS.

ONE UNBREAKABLE CHAIN.

The Never Zero Chain is how you take back control.

Each day you complete your Non-Negotiable, you earn a link.

Miss a day, the chain breaks. Start over.

**DON'T BREAK THE CHAIN.
BUILD THE MAN.**



HOW IT WORKS



PICK YOUR NON-NEGOTIABLE

Choose the one daily action that matters most right now.



COMPLETE IT EVERY DAY

Do your Non-Negotiable.
No excuses.
No zero days.



EARN THE LINK MARK YOUR DAY

Fill in the box.
Build the chain.
One day at a time.



DON'T BREAK THE CHAIN

If you miss a day, the chain breaks.
Start over at Day 1.



14 DAYS OF CONSISTENCY

Complete the chain.
Prove it to yourself.
Become the man.



DISCIPLINE ISN'T ABOUT MOTIVATION.
IT'S ABOUT KEEPING A PROMISE TO YOUR FUTURE SELF.

ONE DAY. ONE LINK. ONE CHAIN. **NEVER ZERO.** BECOME THE MAN.

PROTECT THE CHAIN

YOUR FUTURE IS BUILT
ONE LINK AT A TIME.

The Chain you build through
the 14-Day Never Zero Protocol
is your foundation.

Every day you complete
your Non-Negotiable,
you create a link.

Every link makes you stronger.
Every break makes you weaker.

Guard your Chain like your
life depends on it—because
it does.



THE CHAIN IS BUILT IN SILENCE.
BUT IT'S **PROTECTED** IN AWARENESS.

Stay focused. Stay consistent.
Stay committed to your Non-Negotiable.

- ✓ Distractions will come.
- ✓ Motivation will fade.
- ✓ Excuses will try to win.
- ✓ Don't let them break the Chain.
- ✓ **You're stronger than that.**

HOW TO PROTECT YOUR CHAIN



KNOW YOUR WHY

Remember why
you started.
Let that pull you
forward.



ELIMINATE WEAK LINKS

Cut habits, people,
and environments
that pull you off
your path.



GUARD YOUR FOCUS

Protect your time,
energy, and attention
like your mission
depends on it.



DEFEND YOUR DAILY

Never skip your
Non-Negotiable.
One day at a time.
No exceptions.



STRENGTHEN THE CHAIN

Each completed day
makes you tougher,
more disciplined, and
more unstoppable.



PROTECT THE CHAIN TODAY.
IT'S PROTECTING THE LIFE YOU'RE BUILDING.