

## HOW BESTU WORKS

*30 days. Small steps. A system you can take with you.*

### After you purchase

You'll receive payment confirmation and, by email, all updates about BESTU. As soon as the first group is confirmed, you'll receive the final start date and instructions for accessing the platform.

From that moment, your place in BESTU is confirmed. You'll have access to the 30-day program and, at no additional cost, to updates, additions, and new content that I decide to include in the BESTU program you purchased. Any new standalone products, programs, services, consultations, events, subscriptions, or separate offers may instead be offered separately for a fee.

If I do not reach the number of participants needed to launch the first edition and create the experience I want to offer, you'll receive a full refund of the amount you paid.

### When BESTU starts

BESTU starts together: Day 1 is shared with your group.

To create an organized, active, shared experience, BESTU has two start dates each month: the 1st and the 15th. When you join, your place is reserved in the next available start date.

On Day 1, you'll begin together with the other people in your group. From there, the program continues day by day through Day 30. If you miss a day, you don't lose your place and you haven't failed: simply continue from where you left off, at your own pace.

### Where you'll find BESTU

BESTU will live inside Circle, the platform that hosts both the program and the community.

Before your start date, you'll receive an email with the link and instructions to set up your access. Once you're in, you'll find everything in one place: each day of the program, the content, daily actions, questions, comments, and the BESTU community spaces.

- On your computer: access BESTU directly from your browser. Nothing needs to be installed.
- On your phone: access BESTU through the Circle app. Before you begin, you'll receive instructions for installing the app, signing in, and, if you choose, turning on notifications.

### Notifications: let BESTU remember for you

On your phone, you can turn on the notifications available through the platform. That way, when there's a relevant update or activity, you can receive an alert directly on your phone.

You'll always be able to manage your preferences. The goal isn't to fill your phone with notifications — it's to make BESTU easier to remember without turning it into one more thing on your to-do list.

### **What you'll see inside**

The program is organized day by day: Day 1, Day 2, Day 3... all the way through Day 30.

Each day has its own content, a small mission, and a question worth taking a few minutes to think about.

Under each day, you'll find comments specifically related to that topic. You can ask a question, share how it went, talk about a challenge or a small discovery, connect with people going through that same step with you, and also read the experiences of people who have already been there.

The community won't be one giant conversation where everything gets mixed together. Each topic has its own space. And participating is always your choice: write a lot, write a little, or simply read.

### **What happens each day**

For 30 days, you'll have one new step. The idea is simple: spend a few minutes learning something useful, then experiment with one small action in your everyday life.

- A short piece of content you can read in about 5–10 minutes. Simple, practical information you can actually use.
- One small daily action. Small enough to be genuinely doable, useful enough to make you want to repeat it.
- A question that shifts your perspective. It helps you look more closely at your habits and understand what works for you. Pen and paper are best: research suggests that handwriting can support deeper processing and may help learning and memory. That's why I recommend keeping a small journal throughout your 30 days.
- One step at a time. You don't have to do everything at once, and you don't have to be perfect.

**READ → DO → REFLECT → CHECK IT OFF → SHARE, IF YOU WANT TO**

### **Your 30-day checklist**

At the beginning of the program, you'll receive a printable checklist to use throughout the 30 days. Put it on your fridge or somewhere you'll see it often.

Each day, you can check off the small milestones you reached and the actions you were able to bring into your day.

At a glance, you'll be able to see your progress across the month, how consistently you're following the program, and everything you're building one step at a time.

**The checklist isn't there to judge how "good" you've been. It's there to make something we often overlook visible: consistency adding up, and the progress that comes with it.**

### **Your space and the community**

Each day, you'll be able to write directly in the space dedicated to that day and, if you want, share experiences, challenges, ideas, and small wins with the people going through BESTU alongside you and with the wider community.

Sharing is always optional. Take part as much or as little as you like, or experience BESTU as a completely personal journey.

**30 days to see it, write it, and live it. Because noticing your own progress is part of change.**

### **What we'll explore**

BESTU focuses on the foundations that shape your energy, well-being, and ability to take care of yourself every day: nutrition, movement, sleep, stress management, attention, emotions, and habits.

This isn't a collection of rules you have to follow perfectly. It's a program designed to turn useful information into simple, sustainable behaviors.

### **Simple actions – but everyone is different**

BESTU's actions are designed to be simple, progressive, and manageable for most people in everyday life.

BESTU, however, is not a substitute for advice from a doctor or another qualified health care professional.

If you have a medical condition, a specific physical limitation, are receiving treatment, or aren't sure whether a particular suggestion is appropriate for you, you can share the content with your doctor or health care professional and decide together how to adapt it to your situation.

**You don't have to do something just because it appears in BESTU. Learning to listen to your own body is part of the program.**

### **How the 30 days build**

The actions are introduced gradually. In the first few days, you might work on something very simple, like making it easier to remember to drink water. As the days go on, you'll add other small behaviors connected to the different foundations.

The goal isn't to collect 30 tasks. It's to discover which small changes actually work in your life and, day by day, build a personal system that depends less and less on willpower.

### **What if I miss a day?**

Pick it back up the next day — without guilt and without telling yourself you ruined the program.

BESTU isn't a competition, and there's no perfect streak to protect. Missing one day doesn't erase what you've already done. Instead, get curious about what happened: not enough time? Too tired? Did you forget? Was the action too difficult?

**Don't judge yourself — use the information. Understanding what got in your way helps you make the next step easier.**

### **How much time does it take?**

The daily part is intentionally short: usually 5–10 minutes of reading, plus the practical action you bring into your day.

Some actions take only a few seconds. Others simply become a different way of doing something you already do. BESTU is designed to fit into the life you already have — not take it over.

### **FAQ and support**

Inside BESTU, you'll find an FAQ section with answers to the most common questions about using the platform and how the program works.

If the answer you need isn't there, BESTU support will be available for questions about access, the platform, and how the program works.

For personal medical, health, or treatment-related questions, your doctor or qualified health care professional remains your point of reference.

### **Most importantly: these 30 days are yours**

Think of BESTU as a program, a personal challenge, an act of self-care, an opportunity — or simply a gift you've decided to give yourself.

Thirty days to give yourself a few minutes every day — just for you.

Not to become perfect. Not to prove anything to anyone else. Not to add one more thing to the list of things you “should” be doing.

**But to see what happens when, for 30 days, you start keeping small promises you make to yourself.**

Some days will feel easy. Others won't. And maybe one of the most important things you'll discover isn't how disciplined you are, but that you can miss a day, start again, and keep going.

**BESTU isn't a test you have to pass. It's time you've chosen to give yourself.**

### **At the end of the 30 days**

The goal isn't to reach Day 30 still relying on motivation.

The goal is to get there knowing yourself a little better, with tools, habits, and small systems that can keep working for you long after BESTU.

**You don't need to become a different person in 30 days.**

**You need to start building a different way of taking care of yourself.**

### **Your access doesn't end on Day 30**

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BESTU doesn't aim to have all the answers. It aims to help you find better questions and trustworthy sources so you can keep learning.

Together, we'll start with the basics. Nutrition, movement, sleep, stress management, and everyday habits are the foundations everything else is built on.

Supplements, technology, advanced strategies, and optimization can all have a place — but they can't replace missing foundations.

First, we build the foundations. Then, if you want, you can go deeper, personalize, and optimize.

Because you don't need to start with the most sophisticated things. You need to start with the things that matter most.

And from there, one small step at a time, you can build the person you want to become.

Your body and mind will be with you for your entire life.

Learning how to take care of them is one of the most important gifts you can give yourself.

**BESTU starts here. Foundations first. Optimization second.**