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, the instructions to access your private BESTU area. Your place will automatically be assigned to the first Monday of the month following your purchase.

Your access is active from the moment you sign up: in your private area you'll find all the useful information, your start date and the preparation content. You'll have access to the 30-day programme, as well as any updates, additions and new content included in the BESTU programme you purchased, at no extra cost. Any future standalone products, programmes, services, consultations, events, subscriptions or offers may instead be offered separately for a fee.

Before Day 1, you won't simply be waiting: you'll find a short preparation phase with content, questions and small steps designed to help you notice where you're starting from, clarify what you want to bring into the journey and arrive at the first Monday already engaged in the BESTU experience.

When BESTU starts

BESTU starts together: Day 1 is shared with the people in your same start group.

BESTU starts on the first Monday of every month. No matter which day you purchase, your place is assigned to the first Monday of the following month. This gives you time to access your private area, read the initial information and prepare at your own pace.

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

Where you'll find BESTU

BESTU lives in your private area: a dedicated space where you'll find the journey, the content, the questions, the daily activities and the community discussion spaces.

After your purchase, you'll receive all the instructions you need to access it by email. Once inside, you'll immediately see your start date, the preparation content and all the useful information. From Day 1, the 30-day journey will progressively open in the same space.

- On a computer or tablet: you can access your private area using the link and instructions you receive by email.
- On your phone: you can access the same BESTU space and, when available, choose whether to enable notifications.

Notifications: BESTU can remind you

On your phone, you can enable the notifications available in your BESTU space. That way, when there is new content or relevant activity, you can receive a reminder directly on your phone.

You'll still be able to manage your preferences: the aim is not to fill your day with notifications, but to make it easier to remember the journey without turning it into another obligation.

What you'll see when you enter

Before the start, you'll see your start date and preparation content. From Day 1, the journey will be organised day by day: Day 1, Day 2, Day 3… all the way to Day 30.

Each day will have its main content, one small action and a question to pause with for a few minutes. When planned, short reminders, prompts or additional insights may also appear during the day.

Under each day, you'll find a space for comments specifically related to that topic. You can ask a question, share how it went, talk about a difficulty or a small discovery, and connect with people who are experiencing that same stage with you.

The community won't be one big conversation where everything gets mixed together: each topic has its own space. Taking part is always your choice: you can write a lot, a little, or simply read.

What happens each day

For 30 days, you'll have a new step. The idea is simple: a few minutes to understand something useful, one small action to try in your day, and a space to notice what actually happens in your life.

- One main piece of content to read in about 5–10 minutes. Simple, practical and applicable information; when planned, you may also receive brief reminders or additional insights during the day.
- One small daily action. Small enough to actually do, useful enough to want to repeat.
- One question that shifts your perspective. To help you observe your habits more clearly and understand what works for you. **Pen and paper are best:** research suggests that handwriting can encourage deeper processing and may support learning and memory. That's why I recommend keeping a small journal throughout the 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 → MARK IT → SHARE, IF YOU WANT

Your 30-day checklist

At the beginning of the journey, you'll receive a printable checklist to accompany you throughout the 30 days. Put it on the fridge or somewhere you'll see it easily.

Each day, you can mark the small milestones you reached and the actions you managed to bring into your day.

This gives you an at-a-glance view of your progress across the month, how you're moving through the journey and everything you're building, one step at a time.

The checklist isn't there to measure how "good" you've been. It's there to make visible something we often miss: consistency building up over time, and the improvements that come with it.

Your space and the community

Every day, you can write directly in the space dedicated to that day and, if you want, share experiences, difficulties, ideas and small wins with the people going through BESTU alongside you and with the community.

Sharing is always optional. You can take part in the community as much as you like, or experience BESTU as a completely personal journey.

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

What we'll explore

BESTU works on the foundations that influence your energy, wellbeing and ability to take care of yourself every day: nutrition, movement, sleep, stress management, attention, emotions and habits.

It won't be a collection of rules to follow word for word. It will be a journey designed to turn useful information into simple, sustainable behaviours.

Simple actions, but each of us is different

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

BESTU, however, is not a substitute for advice from a doctor or another healthcare professional.

If you have a medical condition, a particular physical condition, are undergoing treatment, or have doubts about whether a specific suggestion is suitable for you, you can show the content to your doctor or healthcare 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 body is part of the journey.

How the 30 days are built

The actions are added gradually. In the first few days, you might work on something very simple, such as making it easier to remember to drink water. Over the following days, other small behaviours linked to the different foundations will be introduced.

The point is not to accumulate thirty tasks. The point is to understand which small changes genuinely work in your life and, day by day, build a personal system that requires less and less willpower.

What if I miss a day?

Pick it up again the next day without guilt and without thinking you've ruined the journey.

BESTU is not a competition, and there is no perfect streak to protect. Missing one day does not erase what you've already done. Instead, try asking yourself what led you to miss it: not enough time? Tiredness? Did you forget? Was the action too difficult?

Don't judge yourself: use the information. Understanding what got in your way will help you make the next step easier.

How much time does it take?

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

Some actions will take only a few seconds; others will 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 your private area and how the journey works.

If the answer you're looking for isn't there, BESTU support will be available for questions about access, the private area and how the journey works.

For personal medical, health or treatment-related questions, your doctor or healthcare professional remains the right point of reference.

Most importantly: these 30 days are yours

You can think of BESTU as a journey, a challenge with yourself, an act of self-care, an opportunity. Or simply as a gift you decided to give yourself.

Thirty days in which, every day, you give yourself a few minutes to take care of you too.

Not to become perfect. Not to prove anything to anyone. Not to add one more thing to the list of things you "should" do.

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

Some days will be easy. Others less so. And perhaps one of the most important things you'll discover won't be how disciplined you are, but that you can miss a day, begin again and keep going anyway.

BESTU is not a test to pass. It's time you have chosen to dedicate to yourself.

At the end of the 30 days

The goal is not to reach Day 30 still depending on motivation.

The goal is to get there knowing yourself a little better, with a set of tools, habits and small systems that can keep working even 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

With your BESTU access, you'll receive, at no extra cost, any updates, additions and new content included in the BESTU programme you purchased. This does not include any future standalone products, programmes, services, consultations, events, subscriptions or offers, which may be developed and offered separately for a fee. If these first steps spark your curiosity, you'll also find selected books, podcasts, authors, educators, websites and other resources in your private area to explore the topics that matter most to you in greater depth.

BESTU doesn't want to have all the answers. It wants to help you find the right questions and the right sources to keep going.

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

Supplements, technologies, advanced strategies and optimisation can have a place, but they **cannot replace foundations that are missing**.

First, we build the foundations. Then, if you want, you can explore further, personalise and optimise.

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, build the person you want to become.

Your body and mind will be with you for your whole life.
Learning how to take care of them is one of the most important gifts you can give yourself.

BESTU starts here. Foundations first, optimisation later.