

66 days. Lock in.

Start on October 28 and Day 66 lands on January 1, 2027. Walk into the new year as a different person.

Inside: why 66 days, your 3 goals, the rules, how to lock down your phone, a 66-day tracker and 9 weekly check-ins.

It's how long a habit takes to stick.

Researchers at University College London (Lally and colleagues, published 2009) followed 96 people building one new daily habit, like a walk before dinner or fruit with lunch. They tracked how long it took until the habit felt automatic, something you do without forcing it.

The typical person hit 95% of full autopilot on Day 66 (the median). Some people got there in 18. Some took 254. Simple habits came faster than hard ones.

The part most people miss: **missing a single day didn't wreck the habit.** What matters is that you come back the next day.

So the deal is simple

66 days is long enough to change who you are, and short enough to see the finish line. If you start October 28, the finish line is New Year's Day.

02 · WHO WALKS INTO 2027?

Write it before you start. Read it when you don't feel like it.

On January 1, I am someone who...

I'm doing this because...

Up to 3 goals. One daily habit each.

Ten goals is zero goals. Pick **up to three things you want to be true by January**, and give each one a small thing you do every day. Small enough to do on your worst day. The goal calculator at aidanholt.ca/lockin shows what it takes per day and per week.

	Goal by Day 66	Every day I will
1	_____	_____
2	_____	_____
3	_____	_____

Mine. 1. Get my focus back: phone locked down to only what I need. 2. Grow my AI business to \$5,000 a month by the end of the year: do the work and help people learn. 3. Get monetized on YouTube before the end of the year: a long-form video every day. Plus, review my goals every day.

04 · THE RULES

1. **Tick one box a day.** On the tracker in this guide, or on the live calendar at aidanholt.ca/lockin.
2. **Never miss twice.** One miss is life. Two is a new habit.
3. **Same time, same place.** Habits stick faster when they're tied to a cue: after coffee, after work, before bed.
4. **Check in every week.** Post your numbers in the Project 66 section of the community, and come to the call Mondays at 8 PM Toronto time.
5. **Don't add goals mid-way.** Finish the 66 first.

Your phone is the hardest part.

Here's the setup I use on my own iPhone. Fifteen minutes, once.

1 A Lock In Focus

Settings > Focus > + > Custom. Name it Lock In. Allow notifications only from the people and apps your work needs. Schedule it for your working hours so it turns on by itself.

2 One clean home screen

In the Focus, under Home Screen, show only one page with your work apps. Move social apps off it so they take effort to find.

3 Grayscale

Settings > Accessibility > Display & Text Size > Color Filters > Grayscale. A grey feed is a boring feed. Use a Shortcuts automation to turn it on when the Focus starts.

4 A hard limit you can't talk yourself out of

Settings > Screen Time > App Limits. Put social, entertainment and games on a daily limit (I use 20 minutes). Turn on Block at End of Limit and have someone else set the Screen Time passcode.

5 Track it

The tracker has a Phone column. Tick it on days you stayed under your limit.

I'm also building an app that does all of this in one tap: the **Lock In app**. It's in testing now. Get on the list at aidanholt.ca/lockin.

Tick a box. Every day.

1 = _____		2 = _____		3 = _____	
Day	Date	1	2	3	Phone
1	Wed Oct 28				
2	Thu Oct 29				
3	Fri Oct 30				
4	Sat Oct 31				
5	Sun Nov 1				
6	Mon Nov 2				
7	Tue Nov 3				
8	Wed Nov 4				
9	Thu Nov 5				
10	Fri Nov 6				
11	Sat Nov 7				
12	Sun Nov 8				
13	Mon Nov 9				
14	Tue Nov 10				
15	Wed Nov 11				
16	Thu Nov 12				
17	Fri Nov 13				
18	Sat Nov 14				
19	Sun Nov 15				
20	Mon Nov 16				
21	Tue Nov 17				
22	Wed Nov 18				
23	Thu Nov 19				
24	Fri Nov 20				
25	Sat Nov 21				
26	Sun Nov 22				
27	Mon Nov 23				
28	Tue Nov 24				
29	Wed Nov 25				
30	Thu Nov 26				
31	Fri Nov 27				
32	Sat Nov 28				
33	Sun Nov 29				

Don't miss twice.

1 = _____		2 = _____		3 = _____	
Day	Date	1	2	3	Phone
34	Mon Nov 30				
35	Tue Dec 1				
36	Wed Dec 2				
37	Thu Dec 3				
38	Fri Dec 4				
39	Sat Dec 5				
40	Sun Dec 6				
41	Mon Dec 7				
42	Tue Dec 8				
43	Wed Dec 9				
44	Thu Dec 10				
45	Fri Dec 11				
46	Sat Dec 12				
47	Sun Dec 13				
48	Mon Dec 14				
49	Tue Dec 15				
50	Wed Dec 16				
51	Thu Dec 17				
52	Fri Dec 18				
53	Sat Dec 19				
54	Sun Dec 20				
55	Mon Dec 21				
56	Tue Dec 22				
57	Wed Dec 23				
58	Thu Dec 24				
59	Fri Dec 25				
60	Sat Dec 26				
61	Sun Dec 27				
62	Mon Dec 28				
63	Tue Dec 29				
64	Wed Dec 30				
65	Thu Dec 31				
66	Fri Jan 1				

Nine check-ins. Post each one in the community.

WEEK 1

Wins:

Missed, and why:

Next week I will:

WEEK 2

Wins:

Missed, and why:

Next week I will:

WEEK 3

Wins:

Missed, and why:

Next week I will:

WEEK 4

Wins:

Missed, and why:

Next week I will:

WEEK 5

Wins:

Missed, and why:

Next week I will:

WEEK 6

Wins:

Missed, and why:

Next week I will:

WEEK 7

Wins:

Missed, and why:

Next week I will:

WEEK 8

Wins:

Missed, and why:

Next week I will:

WEEK 9

Wins:

Missed, and why:

Next week I will:

You made it. Now look back.

What changed?

What runs on autopilot now?

What I'm locking in on next:

Stay accountable

Join the community, post your goals on Day 1, check in every week and come to the Monday 8 PM call. Live calendar, the community link and the Lock In app list:

aidanholt.ca/lockin

Post your Day 1 and your Day 66 and tag **@aidanholt_** on Instagram.

Source: Lally, P., van Jaarsveld, C. H. M., Potts, H. W. W. and Wardle, J. (2010). How are habits formed: Modelling habit formation in the real world. *European Journal of Social Psychology*, 40(6), 998-1009 (online 2009).