



The 30-Day Challenge

A daily challenge to show up and apply the six lessons and twelve choices of the SIMPLE framework, as taught in the *Tell Me Somethin' Good!* book.

Clint Swindall



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A structured daily practice to reinforce the lessons in Tell Me Somethin' Good!

Welcome!

Welcome to the *Tell Me Somethin' Good!* 30-Day Challenge! I applaud you for taking proactive steps to overcome the negativity in your life. Whether you are personally struggling with negativity or helping someone else deal with their challenge, you are in the right place.

Research shows that we can develop a habit in 21 days. We don't want to take any chances, so we've stretched it to 30 days just to be safe!

For nearly three decades, I have been encouraging audiences around the world to elevate the conversation by challenging others with *Tell Me Somethin' Good!* By incorporating this simple phrase into a broader strategy to overcome negativity, we can have a significant impact on ourselves and those around us.

Here are some things you can do to help make this challenge successful for you:

- (1) If you have not done so yet, read the *Tell Me Somethin' Good!* book in its entirety. Since the brain likes a story and the book is written in the parable format, you'll have the chance to see how the lessons apply in the lives of the book's characters.
- (2) Make your daily effort a priority in your life. Start your day by setting personal goals with this material and end your day by analyzing your progress.
- (3) Don't allow the simplicity of the tasks to keep you from doing them. The secret to the entire process is in the simplicity of the tasks.

The power in this 30-Day Challenge is that it asks you to show up and do something real. The biggest impact comes from a commitment to do it one day, one behavior, and one choice at a time. It's time to get to work. Enjoy the next 30 days on your simple journey to a more positive life!

Enthusiastically,

CLINT SWINDALL

Challenge Pre-Work: A Current View

Before you begin, take a few minutes to assess where you are right now, honestly.

EXERCISEACTIVITY: Where You Are Now → Where You Want to Be

01. Think about the bad stuff you've experienced this week, month, or year. List those items that had the biggest impact on your life.

EXERCISE ACTIVITY:

02. Now, think about your reaction to the bad stuff. How did you process it when it happened?

EXERCISE ACTIVITY:

03. Now, consider what you learned in the *Tell Me Somethin' Good!* book. What is the one thing you believe can have the greatest impact on you?

Challenge Pre-Work: A Personal Assessment

Let's begin with an honest personal assessment. With 10 being the best and 1 being the worst, score yourself on the following six questions.

S	Step Out of the Crud How good are you at avoiding the habit of wallowing around in the crud with constant complaining?	1 2 3 4 5 6 7 8 9 10
I	Initiate Positive Connections How good are you at surrounding yourself with inspiration by initiating relationships with positive people?	1 2 3 4 5 6 7 8 9 10
M	Manage Your Messages How good are you at controlling what information you consume by managing the myriad of messages you receive each day?	1 2 3 4 5 6 7 8 9 10
P	Practice Positive Reframing How good are you at choosing to see challenges more positively by reframing the bad stuff?	1 2 3 4 5 6 7 8 9 10
L	Live with Celebration How good are you at finding and honoring the good things happening in your life before they disappear unnoticed?	1 2 3 4 5 6 7 8 9 10
E	Elevate the Conversation How good are you at elevating the conversation by using the <i>Tell Me Somethin' Good!</i> greeting?	1 2 3 4 5 6 7 8 9 10

WHAT YOUR SCORE MEANS

6–24 — You are at the right place! You have some work to do to overcome the negativity in your life. This 30-Day Challenge will help get you there!

25–42 — You are right about where most people are when it comes to dealing with negativity. Welcome to the 30-Day Challenge!

43–60 — Congratulations on dealing well with the negativity in your life. You can identify some simple ways to get even better!

A “SIMPLE” Approach: A Review of the Six Lessons

Each letter of SIMPLE represents a choice you can make right now to overcome negativity.

S

Step Out of the Crud

We get to choose our reaction when bad stuff happens in our lives. We can choose to process it in a healthy way and move on, or we can choose to wallow around in it.

I

Initiate Positive Connections

One of the most important decisions we make in life is who we choose to be around. Since we become like the people we're around, we need to initiate relationships with positive people.

M

Manage Your Messages

The amount of information we consume daily is enormous. In order to overcome negativity, we must make proper decisions about what information we will (and will not) consume.

P

Practice Proactive Reframing

Bad stuff is bad stuff because we labeled it bad stuff. Nothing that happens to us has inherent meaning. We give it meaning. If we frame it negative, we can reframe it to something positive.

L

Live with Celebration

Most people wait for something extraordinary to happen before they celebrate. We must develop the habit of noticing ordinary wins so we can celebrate and honor them before they disappear.

E

Elevate the Conversation

Our standard greeting is “How are you?” Nothing good comes from this open-ended question. Instead, we need to elevate the conversation by challenging others with *Tell Me Somethin' Good!*



The Twelve Behaviors Summary

Within each SIMPLE lesson are two specific choices you can practice to overcome negativity.

S Step Out of the Crud	Put it in Perspective	Create a Plan
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I Initiate Positive Connections	Filter the Negative	Prioritize the Positive
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M Manage Your Messages	Seek Positive Input	Unplug the Negative
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P Practice Positive Reframing	Flip the Script	Change the Questions
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L Live with Celebration	Create a Celebration Habit	Spot a Daily Win
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E Elevate the Conversation	Ditch the Empty Greeting	Ask for Somethin' Good
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Daily Activities: Tasks to Incorporate

How to use this page: Below is a list of items you are encouraged to do every day. You can do a few, or as many as you'd like. The more you do, and the more often you do them, the more likely they will become a habit. Commit to doing at least 10 of the 20 items each day.

1 Commit to not consuming any news (TV or online) for the first 15 minutes of your day.

2 Read a positive message (either a book or online) for at least 15 minutes in the morning.

3 Identify one thing to which you are looking forward today.

4 Listen to a positive podcast for at least 15 minutes on your commute to work.

5 Greet at least one person at work today with *"Tell Me Somethin' Good!"*

6 Commit to limiting social media browsing to 30 minutes today.

7 Identify one bad thing during the day you can reframe to "good."

8 Schedule a conversation with one exceptionally positive person.

9 Send a text message to one person telling them how much you appreciate them.

10 Identify a negative person you need to limit your exposure to, and do it.

11 In the middle of a challenge today, ask yourself if it will matter in a week.

12 Find one recurring task that worked well today and create a celebration habit you can repeat.

13 Identify one time today where you consciously resisted the urge to share negativity with others.

14 In the middle of a challenge today, identify a time limit to wallow and keep to your limit.

15 Listen to a positive podcast for at least 15 minutes on your commute home.

16 Greet at least one person at home today with *"Tell Me Somethin' Good!"*

17 Commit to not consuming any news (TV or online) an hour before you go to bed.

18 Read a positive message (either a book or online) for at least 15 minutes before you go to bed.

19 As you wrap up your day, write down three things for which you are exceptionally thankful.

20 Get in bed at a time that allows a minimum of 7 hours of sleep.

End-of-Day Scoring

At the end of each day, circle each completed task (1 point each). Add bonus points for going above and beyond: greeting multiple people, reading longer, catching yourself mid-wallow. Transfer your **Daily Total** to the 30-Day Tracker.

30-Day Tracker

Write your Daily Total in each cell at the end of the day. At the end of 30 days, add your score and see where you fall.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
DAY 7	DAY 8	DAY 9	DAY 10	DAY 11	DAY 12
DAY 13	DAY 14	DAY 15	DAY 16	DAY 17	DAY 18
DAY 19	DAY 20	DAY 21	DAY 22	DAY 23	DAY 24
DAY 25	DAY 26	DAY 27	DAY 28	DAY 29	DAY 30

Add up your score and see where you fall: _____

480–600 — You are a Rockstar! Now, take what you’ve learned and help others overcome negativity!

330–479 — You are contributing to a positive culture at home and work. Great job!

180–329 — You are making progress. Stay focused and continue for another 30 days to increase your score.

If you score 180 or below after 30 days, go back and read *Tell Me Somethin’ Good!* in its entirety, and then start the 30-Day Challenge again!