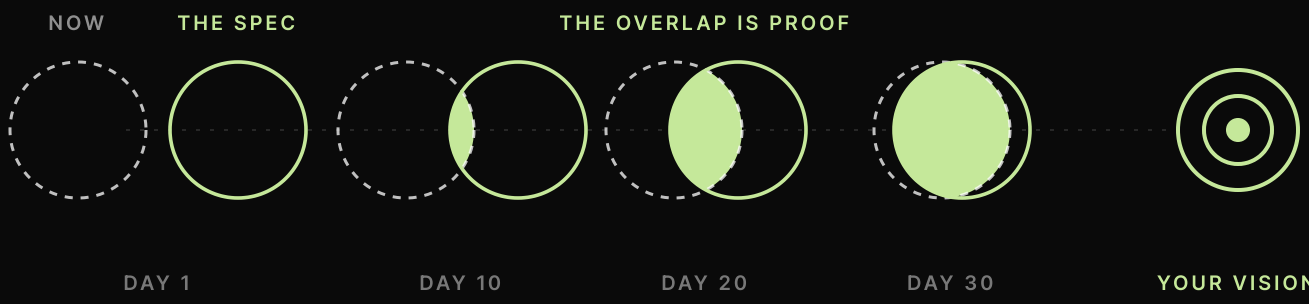
The Identity Builder.

A workbook for turning "someday me" into three sentences a camera could check, then closing the distance one dated line at a time.



HOW THIS KIT WORKS

Write the person down. Then catch yourself being them.

Most "future me" pictures are a mood: calmer, fitter, more together. You can't check a mood, so you can't close the gap to it. This kit swaps the mood for sentences you can check by Friday.

TOOL 1 · PAGES 03–04

The spec sentence

A three-part sentence and five quick tests that throw out the vague ones before they waste a month.

TOOL 2 · PAGE 05

The gap map

Seven parts of a normal Tuesday, now and later, plus a rule for which gap to close first.

TOOL 3 · PAGE 06

The fork

A ten-second check for the moment you're about to do the old thing, at 4 pm or 11 pm.

TOOL 4 · PAGE 07

The proof log

One-line, dated receipts of the new person showing up, and how to read them on Sunday.

THE ORDER

Read once
10 min · pages 03–08

Fill in
20 min · pages 09–10

Do one floor
2 min · tonight

Log it
1 line a day · p. 13

STEP 3 OF THE PLEDGER METHOD

Keep your vision (step 1) and anti-vision (step 2) open next to this. No vision yet? Finish this line and you have enough: "In 12 months, a normal Tuesday for me looks like ___."

ALSO INSIDE

Retirement papers for old labels (p. 10), pocket cards to cut out (p. 11), and fixes for when it stalls (p. 12).

01

The spec sentence.

Picture a camera following the person in your vision through a normal Tuesday. Whatever it films is your spec. Write it in three parts.

I'm someone who

eats a cooked breakfast at the table	on weekdays, before 8	Floor: yogurt and fruit, sitting down
1 · THE ACTION A verb a camera could film. No adjectives.	**2 · THE WHEN** A day, a time, or a trigger.	**3 · THE FLOOR** The bad-day version. Under 5 minutes.

BEFORE AND AFTER

THE MOOD	THE SPEC SENTENCE	THE FLOOR
~~"I'm a morning person."~~	**I'm someone who** is out of bed with the lights on by 6:30 on weekdays.	Feet on the floor by 6:45.
~~"I'm good with money."~~	**I'm someone who** reads my balance every Monday at lunch and moves $40 to savings.	Open the app, read the number.
~~"I'm a writer."~~	**I'm someone who** writes 300 words before opening email on weekdays.	One sentence.
~~"I'm calm in arguments."~~	**I'm someone who** waits until the next morning to answer a message that made me angry.	Draft it in notes. Don't send.
~~"I'm present at home."~~	**I'm someone whose** phone stays in the hallway drawer from 6 to 8 pm.	Phone in another room for dinner.
~~"I'm fit."~~	**I'm someone who** trains for 30 minutes at 7 am on Mon, Wed and Sat.	10 squats next to the bed.

FINDING YOURS · 10 MINUTES

1. Circle every adjective in your vision.
2. For each one, write what the camera films on Tuesday.
3. Keep the three that would change the most. Three, not ten.

WHY A FLOOR

The sentence has to stay true on your worst ordinary day: late, tired, behind. If the full version is the only version, one rough Wednesday makes the whole sentence false, and false sentences get dropped.

01

The five tests.

Every sentence runs through five tests before it goes on your sheet. One fail sends it back for a rewrite. About 20 seconds a sentence.

1 Camera
Could a camera film it happening?
Fails: adjectives, feelings, "be more"

2 Clock
Does it say when, how often, or after what?
Fails: "regularly", "when I can"

3 Floor
Is there a bad-day version under 5 minutes?
Fails: full version only

4 Mine
Fully in your hands? Not a result, not an opinion.
Fails: weights, balances, "seen as"

5 Plain
Could a 12-year-old act on it, no questions asked?
Fails: "optimize", "prioritize"

TRY IT · TICK EVERY TEST EACH SENTENCE PASSES

Answers upside down below

#	THE SENTENCE	1	2	3	4	5	SCORE
01	"I'm a disciplined person."	☐	☐	☐	☐	☐	/ 5
02	"I'm someone who works out more."	☐	☐	☐	☐	☐	/ 5
03	"I'm someone people can count on."	☐	☐	☐	☐	☐	/ 5
04	"I'm someone who has $5,000 saved by June."	☐	☐	☐	☐	☐	/ 5
05	"I'm someone who walks to work on Mon, Wed and Fri."	☐	☐	☐	☐	☐	/ 5
06	"I'm someone who reads 10 pages after dinner on weeknights. Floor: 1 page."	☐	☐	☐	☐	☐	/ 5

FIXING A FAIL · SENTENCE 02

"works out more"

"I'm someone who does a 20-minute workout at 7 am on Mon, Wed and Sat. Floor: 10 squats by the bed."

Now 5 of 5.

THE RULE

Only 5-of-5 sentences go on your sheet (page 09). A 4 is close, and close is how a sentence quietly stays unchecked for a year.

Answers. 01: 0 (an adjective). 02: 2, Camera and Mine ("more" than what?). 03: 0 (an opinion, not an action). 04: 1, Clock (a result, not a thing you do). 05: 4 (no floor). 06: 5, ready to use.

TOOL 2

The gap map.

02

Film a normal Tuesday twice: once now, once 12 months out. Compare the two films, area by area. You don't close every gap at once. You pick the one that drags the others along.

SAMPLE · ONE PERSON'S TUESDAY

Gap 1 tweak · 4 new life **Spill** other rows it helps, 0–6

AREA	NOW, ON CAMERA	IN 12 MONTHS	GAP	SPILL
Mornings	Snoozes to 7:35, 20 min on the phone in bed	Up at 6:30, phone charging in the kitchen	■■■□	**4**
Food	Vending machine lunch at 3 pm	Packed lunch, eaten at 12:30	■■□□	**2**
Money	Checks balance when a card gets declined	Reads balance every Monday, moves $50	■■□□	**1**
Work	Opens email first, hard task waits till 4 pm	First 45 min on the hard task, email at 10	■■■□	**2**
Conflict	Answers a sharp message within a minute	Drafts, sleeps on it, sends in the morning	■■□□	**1**
Phone	Scrolling until 12:30 am	Phone in a drawer from 10 pm	■■■□	**3**
Weekends	Saturday gone by 2 pm, nothing planned	Saturday 9 am: two hours on the goal	■■□□	**2**

PICKING YOUR FIRST GAP

STEP 1

Cross out any gap of 4.

That's a 12-month gap. Rewrite it as the 90-day version first.

→

STEP 2

Circle the highest spill.

Tie? Take the row that happens earliest in the day.

→

STEP 3

Write its spec sentence.

That row gets your first 30 days. Others wait their turn.

IN THE SAMPLE Mornings wins with a spill of 4: getting up at 6:30 with the phone in the kitchen also helps food (time to pack lunch), work (an early start), phone and weekends. Phone is next in line.

TOOL 3

The fork.

03

The spec sheet gets written on a calm Sunday. The choices happen at 4 pm, at 11 pm, in the checkout screen. This is a ten-second check for those moments.

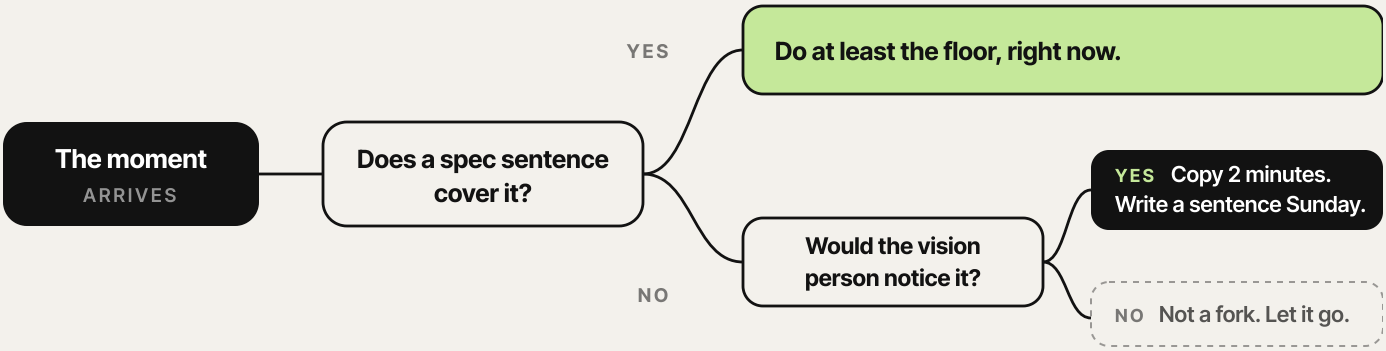
1 · NAME IT
Three words. "Couch after work."

2 · REPLAY
Put your spec person in this spot. Watch only their hands.

3 · COPY
Do the first two minutes of what they did.

4 · THEN DECIDE
Choose the rest freely. Usually it's already chosen.

PICK YOUR PATH



AREA	THE MOMENT	AUTOPILOT	THEIR FIRST TWO MINUTES
Mornings	Alarm at 6:30, the room is cold	Snooze, phone	Feet down, lights on, kettle on.
Food	3:45 pm, craving something sweet	Vending machine	Refill the water bottle, eat the packed apple.
Money	$85 sitting in an online cart	Checkout	Move it all to a list called "in 7 days".
Conflict	A comment at dinner stings	Snap back	Ask one question: "What did you mean?"
Work	Hard task open, an email pings	Read the email	Do not disturb on. Write the task's next line.
Phone	11 pm, in bed, phone in hand	Open the feed	Plug it in across the room. Alarm set there.
Weekends	Saturday 10 am, nothing booked	Couch, a show	Shoes on, goal's first task in the bag.

RUN ONE NOW · A MOMENT FROM THIS WEEK

The moment, in three words _____

My autopilot _____

Their first two minutes _____

TOOL 4

The proof log.

04

Each day the spec person shows up, write one line. Not a diary. A receipt: four parts, under a minute, written the same day.

TUE 14	fed the starter	6:40 am, before coffee	photo of the jar
DATE	WHAT YOU DID past tense, a verb	THE DETAIL a time, a number or a place	THE PROOF photo, file, or "none"

WEAK ENTRY	WHY IT'S WEAK	STRONG ENTRY
"Ate healthy."	No action, no detail.	**Wed 15** · cooked eggs and spinach, ate at the table at 7:10.
"Worked on the business."	Could mean anything, even an hour of browsing.	**Thu 16** · emailed 2 market organizers, both replies saved.
"Felt unstoppable today!"	A mood, not a receipt.	**Fri 17** · phone in the drawer at 9:02 pm, read 14 pages.
"Didn't overspend."	Things you didn't do are hard to film.	**Sat 18** · moved 3 cart items ($64) to the 7-day list.

THE PROOF LADDER · AIM FOR 3

1. Remembered, never written
2. Written the same day
3. **Written with a time or number**
4. Level 3, plus a photo or file

SUNDAY COUNT · 3 MINUTES

For each sentence: entries vs. times it was due.
All, or all but one: keep it as is.
About half: shrink the floor until it's easy.
Zero, two weeks running: rewrite it and rerun the five tests.

FLOORS COUNT A floor-only day is a full entry. Write it the same way, with "floor" at the end. The plain lines are the ones to look for: a log of ordinary Tuesdays says more than one big Saturday.

YOUR TURN · REWRITE EACH ONE AS A RECEIPT FROM YOUR OWN WEEK

"Was productive." _____

"Good day with the kids." _____

"Stayed off my phone." _____

ALL FOUR TOOLS, FILLED IN

Ava's first week.

HER VISION, STEP 1
Selling sourdough at the Saturday market by next September.

TOOL 2 · FIRST GAP
Mornings (gap 3, spill 4)

LABEL RETIRED
~~"I'm not a morning person."~~

TOOL 1 · HER SPEC SHEET, ALL 5 OF 5

S1	I'm someone who feeds the starter and bakes a test loaf before 8 am on Wednesdays and Sundays.	Floor: feed the starter.
S2	I'm someone who packs lunch Monday to Thursday and moves $60 to the stall fund on Friday at lunch.	Floor: pack anything, even crackers.
S3	I'm someone whose phone charges in the kitchen from 10 pm on weeknights.	Floor: phone out of the bedroom.

TOOL 2 · HER TOP FOUR ROWS

AREA	NOW → IN 12 MONTHS	GAP	SPILL
Mornings	Snooze to 7:40 → up 6:30, starter fed	**3**	**4**
Phone	Bed scroll to 12:30 → kitchen at 10	**3**	**3**
Food	Lunch out 4 days → packed Mon to Thu	**2**	**2**
Weekends	Errands → market visit, 3 stalls noted	**2**	**1**

TOOL 3 · ONE FORK, THURSDAY 12:15

1 Name it: "split takeout again"
2 Replay: spec Ava eats the bowl she packed
3 Copy: microwaved it, sat down
4 Decide: told the team "Friday, I'm in"

Covered by S2, so the floor was the minimum.

ENTRIES
8

HER SUNDAY COUNT
S1 2 of 2 · S2 4 of 5 · S3 2 of 5. S1 and S2 stay. S3 is at about half, so it changes.

TOOL 4 · HER PROOF LOG, 6 OF 8 ENTRIES

DATE	ENTRY	S	LEVEL
Mon 6	`phone on the kitchen charger 10:04 pm · photo`	3	4
Tue 7	`phone in hallway 11:15 pm, not kitchen · floor`	3	3
Wed 8	`fed starter 6:41, loaf #1 out 7:55, too dense · photo`	1	4
Thu 9	`ate packed rice bowl, passed on split takeout · none`	2	3
Fri 10	`moved $60 to stall fund 12:20 · screenshot`	2	4
Sun 12	`loaf #2, 15 min longer rise, better crumb · photo`	1	4

WHAT THE LOG SHOWED
All three S3 misses were nights she got home after 10. The sentence assumed she'd be in the kitchen by then.

WEEK TWO CHANGE
S3 now says "by 10 pm, or within 10 minutes of getting home if later". Tests rerun: 5 of 5.

My spec sheet.

TOOLS 1 + 2

Sentence 1 ☐ CAMERA ☐ CLOCK ☐ FLOOR ☐ MINE ☐ PLAIN

I'm someone who _____

WHEN _____

FLOOR _____

Sentence 2 ☐ CAMERA ☐ CLOCK ☐ FLOOR ☐ MINE ☐ PLAIN

I'm someone who _____

WHEN _____

FLOOR _____

Sentence 3 ☐ CAMERA ☐ CLOCK ☐ FLOOR ☐ MINE ☐ PLAIN

I'm someone who _____

WHEN _____

FLOOR _____

TOOL 2 · MY GAP MAP (A NORMAL TUESDAY)

AREA	NOW	IN 12 MONTHS	GAP	SPILL
Mornings			☐☐☐☐	/6
Food			☐☐☐☐	/6
Money			☐☐☐☐	/6
Work			☐☐☐☐	/6
Conflict			☐☐☐☐	/6
Phone			☐☐☐☐	/6
Weekends			☐☐☐☐	/6

MY FIRST GAP (HIGHEST SPILL, GAP 2 OR 3)

STARTING DATE · DAY 1 ON PAGE 13

Retirement papers.

FOR OLD LABELS

An old label is a sentence about yourself that you stopped checking years ago: "I'm not a morning person", "I'm bad with money", "I'm not sporty". Fill in one form per label. Most fall apart at line 3.

FORM 1 · NOTICE OF RETIREMENT

LABEL NO. 1

The old label: "I'm ... _____

1 · Last clearly true (year, where) _____

2 · Something it stopped lately _____

3 · Dated times I already did the opposite

DATE _____ DATE _____ DATE _____

4 · Its replacement (a spec sentence) _____

RETIRED

COLOR ME IN

RETIRED ON _____ SIGNED _____

FORM 2 · NOTICE OF RETIREMENT

LABEL NO. 2

The old label: "I'm ... _____

1 · Last clearly true (year, where) _____

2 · Something it stopped lately _____

3 · Dated times I already did the opposite

DATE _____ DATE _____ DATE _____

4 · Its replacement (a spec sentence) _____

RETIRED

COLOR ME IN

RETIRED ON _____ SIGNED _____

STUCK ON LINE 3? THE QUESTION THAT USUALLY BREAKS THE LABEL

"I'm not a morning person."	When did you last get up early for something you wanted, like a flight or a trip?
"I'm bad with money."	Which bill have you paid on time every month for a year?
"I'm not sporty."	When did you last walk for 30 minutes just because you wanted to?
"I never finish anything."	What have you finished in the last 30 days, even something small?

LINE 1 IS OLD?
Older than 3 years means it describes a different life. Say so in the margin.

LINE 3 IS EMPTY?
Do the replacement's floor this week and write that date in.

IT SHOWS UP AGAIN
Answer with the replacement's floor, done right then. Then log it.

PRINT ME · CUT ON THE DASHES

Pocket cards.

Copy each spec sentence onto a card and keep it where its moment happens: the nightstand, the wallet, the fridge door. The fork cards go wherever you tend to stall.

S1 SPEC CARD

I'M _____

_____

WHEN _____

FLOOR _____

LIVES _____

S2 SPEC CARD

I'M _____

_____

WHEN _____

FLOOR _____

LIVES _____

S3 SPEC CARD

I'M _____

_____

WHEN _____

FLOOR _____

LIVES _____

FORK CARD 10 SECONDS

1 **Name it** in three words.

2 **Replay** the spec person here. Hands only.

3 **Copy** their first two minutes.

4 **Then decide** the rest.

Did the copy? That's an entry. Write it on page 13 tonight.

FORK CARD · PATHS CUPBOARD DOOR

COVERED Do at least the floor, now.

NOT COVERED Would the vision person notice? Copy 2 minutes, write a sentence Sunday.

UNNOTICED Not a fork. Let it go.

RETIRED LABEL WALLET

I USED TO SAY _____

_____

SINCE _____

I HAVE _____

Write a date in "since" and a count in "I have": "fed the starter 9 times".

When it stalls, find the row.

WHAT YOU NOTICE	WHAT'S USUALLY BEHIND IT	THE FIX
My sentences keep sliding back to "healthy" or "focused".	You're describing how they feel, not what they do.	Ask what the camera films at 7:15 am. Write only that.
I wrote nine sentences and kept none.	Nine fronts at once, so none got a full week.	Three at most. Start with one: the first-gap row from page 09.
I only ever do the floor.	That's fine early on. It might also be a floor that's too comfortable.	After 10 floor days in a row, raise the floor one small step.
Writing the log feels like bragging.	You're writing highlights instead of receipts.	Date, verb, time, proof. No adjectives, no exclamation marks.
I missed two days and stopped logging.	Blank days look like a verdict.	The tracker has no square for a miss. The next entry goes in the next square.
The future me on my sheet sounds like someone I'd dislike.	Some lines were borrowed from other people's highlight reels.	Delete any line you'd only keep because it sounds impressive.
Every gap on my map is a 4.	The future column is month 12, not month 3.	Rewrite the future column as what the camera sees 90 days out.
In the moment, I can't picture what they'd do.	No sentence covers that moment yet.	Take the "not covered" path on page 06 and write the sentence Sunday.
The old label is back, word for word.	It's quicker than the new sentence.	Keep the retired-label card on you. Do the replacement's floor on the spot.

THE RESET RULE

A full week with no entries? Don't rewrite everything. Keep one sentence, halve its floor, and write tomorrow's entry before you sleep.

PRINT ME · ONE ENTRY A SQUARE

30 days of proof.

DAY 1 WAS _____

Write each entry the same day: what you did and the detail. Tick which sentence it proves. Skipped a day? Leave no gap: the next entry takes the next square. Lime squares are milestones.

01 S1 S2 S3	02 S1 S2 S3	03 S1 S2 S3	04 S1 S2 S3	05 S1 S2 S3
06 S1 S2 S3	07 COUNT S1 S2 S3	08 S1 S2 S3	09 S1 S2 S3	10 S1 S2 S3
11 S1 S2 S3	12 S1 S2 S3	13 S1 S2 S3	14 RAISE S1 S2 S3	15 S1 S2 S3
16 S1 S2 S3	17 S1 S2 S3	18 S1 S2 S3	19 S1 S2 S3	20 S1 S2 S3
21 RETIRE S1 S2 S3	22 S1 S2 S3	23 S1 S2 S3	24 S1 S2 S3	25 S1 S2 S3
26 S1 S2 S3	27 S1 S2 S3	28 S1 S2 S3	29 S1 S2 S3	30 REWRITE S1 S2 S3

MILESTONES · COLOR IN THE BADGE WHEN YOU REACH IT

7 **DAY 7 · COUNT**
Do the Sunday count. Mark any sentence at half or less.

14 **DAY 14 · RAISE**
Raise the floor on your easiest sentence.

21 **DAY 21 · RETIRE**
Finish one form on page 10 using this log.

30 **DAY 30 · REWRITE**
Rerun the five tests. Pick the next gap.

Write one sentence. Do its floor tonight.

Turn to page 09 and write sentence 1 for your first gap. Run the five tests. Do its floor before bed, then write entry 01 on page 13. Under ten minutes, start to finish.

Pledger keeps your goal, your week and every dated photo check-in in one place.

usepledger.com

Next in The Pledger Method: comment **SMART** on any @usepledger post for The Goal Builder.