



DO THE THING

Start a Podcast



CHALLENGE



HEY IT'S STACEY LAUREN!



Since exiting my business, I've filled my time traveling and exploring new interests. And like most entrepreneurs, I'm fascinated and inspired by other people's stories. **I host a podcast that encourages listeners to "Do The Thing" while they go after what's on their hearts, fulfill their fantasies, and beat all odds to make the world a better place.**

A journey's first step is the most difficult—but it's also the most critical.

Each episode showcases the story of people who've stepped outside their comfort zones to transform their dreams into reality. And no, they didn't rely on sheer luck. **They all use a proven formula to get what they want out of life.** Through countless interviews, studies, and programs, I've identified the key pieces that all successful people follow. **Show by show, I unveil how guests follow the Do The Thing formula to face their fears, overcome obstacles, and achieve what they once deemed impossible.** You can do this too!

By applying the Do The Thing formula in your own life, you can do anything!

This challenge was inspired by a dare that was given in the Do The Thing Dating Dare challenge. Adam the CallCast Founder dared the participants to start their own podcast.

I have gotten so much out of having my own and I want others to have the same experience of connecting with others!

This challenge is for anyone that has wanted to start a podcast, but has been held back by time or wanting perfection. It's also for anyone that has never even considered starting a podcast but is looking for a vehicle to drive their journey of personal growth!



*Thank you for being
here!*

DO THE THING

THE DO THE THING FORMULA

Whether it's dating, health goals, starting a new business or really anything in between... **these are the common principles that people have in common that help them achieve success!**

DO THE THING =

Identify your "why"

Mindset

Goals

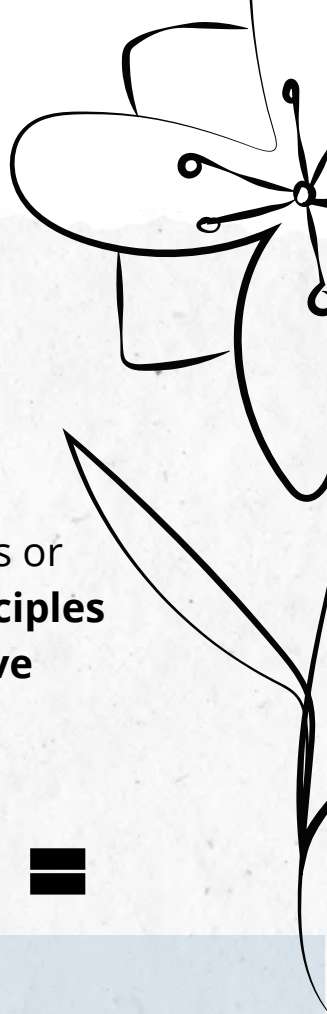
Accountability

My people

Education

$$\begin{aligned} & u^2x + (-u+v)y + (5u+2v)z - 5u+v=0 \quad (2u+v)x + (-u+v)y + (5u+2v)z - 5 \\ & = x_1+mt, y = y_1+nt, z_1 = z+pt \quad x = x_1+mt, y = y_1+nt, z_1 = z+ \\ & = mz+a, y = nz+b \quad \frac{x-a}{m} = \frac{y-b}{n} = \frac{z}{1} \quad x = mz+a, y = nz+b \quad \frac{x-a}{m} \\ & (x+c)^2+y^2 = 4a - 4a\sqrt{(x-c)^2+y^2} + (x-c)^2+y^2 \quad (x+c)^2+y^2 = 4a - 4a\sqrt{(x-c)^2+y^2} \\ & \lim \left(\frac{1}{x} - \frac{1}{e^x-1} \right) = \lim \frac{e^x-1-x}{(x-1)^2} = 1 \quad \lim \left(\frac{1}{x} - \frac{1}{e^x-1} \right) = \lim \frac{e^x}{e^x-1} \end{aligned}$$

DO THE THING



WARNING



Challenge Participants WILL Experience the Following Side Effects:

- **Finding your inner voice** - Having a podcast will help you get to know yourself. As you talk to others or yourself you'll feel the veil of superficiality lift! It's time to dig deep within ourselves to learn who we are and what our interests are. There is a lot of self exploration we all could be doing and I'm excited to be a part of yours!
- **You will connect with others in a meaningful way**- Talking to others pushes you outside your comfort zone, where the magic happens. You'll learn things about a person you might not have in a standard conversation. You also start to form a large network of connections you might not have before! You start to meet new people you might not have before and honor that person by giving them a vehicle to share their story.
- **Ideas will spark!** - What do I want to know more about? What is something I don't know anything about? Who do I know that I want to know deeper? Who inspires me? As you think about these questions to come up with podcast episode topics, you start to understand yourself at a deeper level. Watch yourself bloom as you get to know yourself and others at a deeper level.
- **You will be following your inner curiosity**- Do all your days blend together? Instead of repeating Groundhog Day, a podcast teaches you to explore and question other things the world has to offer. You might discover a new hobby interest, or hear stories that change your worldview! The podcast is the vehicle to learn about yourself, to connect to other people - it opens the world up to you.
- **You're going to become a better listener** - Having a podcast leads you to deeper connections and patience. I'm going to teach you how to have more meaningful conversations through the lens of a podcast!

DO THE THING

THE CHALLENGE

Every day for the next 5 weeks, we challenge you to write down or record an idea you can explore on your podcast.

WEEK #1

DAY 1: Talk to neighbor about her job

DAY 2: How JAN started her company

DAY 2: How to be a good partner

DAY 4: How to train your dog

DAY 5: Why van Gogh is the best artist

DAY 6: Top 10 health foods I eat

DAY 7: Why you should exercise daily

explore your mind first

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WEEKLY DARES



Every week there will be a new dare to try to achieve which will bring you closer to understanding yourself and starting your own podcast!

Each new dare will help you along your podcast journey by teaching you all of the things you'll need to know about starting a podcast and lead you further down the path of self exploration!

Remember, always keep an open mind & push yourself to try new things!

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BONUS EPISODES



As a BONUS challenge to yourself, reach for having **3 episodes** recorded by the end of the challenge!

You'll have 35 ideas to explore in your test episodes by the end of the challenge.

You'll notice an increase in your confidence and comfort level with each recording so this is a really fun step! We can't wait to hear what you have to say!

Just push record and see what happens!

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JOIN THE COMMUNITY

The entire challenge will be hosted in our private Facebook Group! Click to join below



[JOIN THE FB GROUP](#)

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POST YOUR PLEDGE



Alright, now that you understand how fun this challenge will be, it's time to post your pledge!

Studies show that you are 65% more likely to achieve your goal if you share it with others.

Which is why we challenge you to print out the next page, write your name on your card, post it in the Facebook group & introduce yourself!

This is a critical first step so don't skip it!



make the commitment for yourself

DO THE THING

YOUR PLEDGE CARD

I,

ACCEPT THE

DO THE THING

Start a Podcast



CHALLENGE

DO THE THING

CREATE YOUR PODCAST INSPIRATION

**WRITE YOUR
DAILY
TOPICS
(feel free to
record these
instead if you
want to
challenge
yourself
further!)**

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Start a Podcast
CHALLENGE

MY NAME: *stacey*
START DATE: *01/23*
BONUS EPISODES:

WRITE ONE THING YOU COULD TALK ABOUT ON A PODCAST EVERY DAY:

WEEK #1

THIS WEEK'S DARE *Mindset week*

DAY 1: *Talk to neighbor about her job*
DAY 2: *How Jan started her company*
DAY 3: *How to be a good partner*
DAY 4: *How to train your dog*
DAY 5: *Why Van Gogh is the best artist*
DAY 6: *Top 10 health foods I eat*
DAY 7: *Why you should exercise daily*

WEEK #2

THIS WEEK'S DARE *Tech week*

DAY 8: *Ask my old coach for an interview*
DAY 9: *Talk about my favorite memory with my dad*
DAY 10: *Share how I overcame imposter syndrome*
DAY 11: *My morning routine*
DAY 12: *Interview my cousin about her work*
DAY 13: *Share my new favorite hobby*
DAY 14: *How to sleep better*

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**CHECK OFF WHEN
YOU RECORD
EACH BONUS EPISODE**



**Keep track of the
weekly dares**

*you'll have a list of 35 episode
ideas by the end of the challenge!*



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Start a Podcast

CHALLENGE

MY NAME:

START DATE:

BONUS EPISODES:



WRITE ONE THING YOU COULD TALK ABOUT ON A PODCAST EVERY DAY:

WEEK #1

THIS WEEK'S DARE Mindset week

DAY 1:

DAY 2:

DAY 3:

DAY 4:

DAY 5:

DAY 6:

DAY 7:

WEEK #2

THIS WEEK'S DARE Tech week

DAY 8:

DAY 9:

DAY 10:

DAY 11:

DAY 12:

DAY 13:

DAY 14:

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WEEK #3

THIS WEEK'S DARE

Your Intro Episode

DAY 15:

DAY 16:

DAY 17:

DAY 18:

DAY 19:

DAY 20:

DAY 21:

WEEK #4

THIS WEEK'S DARE

Podcast Anywhere

DAY 22:

DAY 23:

DAY 24:

DAY 25:

DAY 26:

DAY 27:

DAY 28:

WEEK #5

THIS WEEK'S DARE

Vision Week

DAY 29:

DAY 30:

DAY 31:

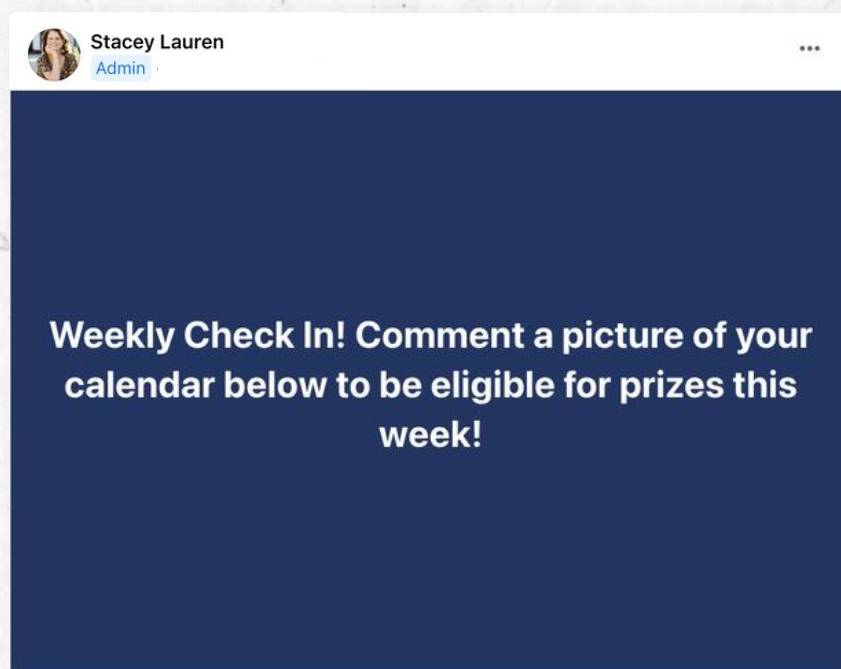
DAY 32:

DAY 33:

DAY 34:

DAY 35:

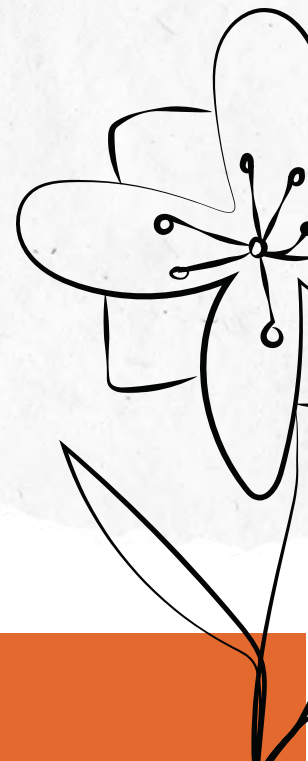
WEEKLY ACCOUNTABILITY



Every week there will be a **Weekly Check In Post** for you to comment a picture of your calendar.

This will **help you stay accountable AND submit yourself for prizes** for completing the challenge & dares that week!

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WEEKLY LIVE MEETINGS

The super fun part!

Join us **every week** to check in, share your accomplishments & say hi!



At each weekly live we will:

- Announce the winners of that week
- Have surprise guest experts
- Announce the new weekly mission
- & more!

i can't wait to see you each week!

DO THE THING

LET'S TALK PRIZES



Because what's a challenge without prizes?
Every week, new winners will be selected!

THE VISIONARY

Every week we will select a winner who wrote down a topic each day and shared their calendar on the accountability post

WEEKLY DARE DOER

Every week a winner will be selected from someone who completes the weekly dares & shares their experience with the group!

THE DO THE THING PODCAST CHAMPION

At the end of the challenge, the community will VOTE on the member they feel like embodied the Do The Thing mentality & inspired them throughout the challenge - for a single GRAND CHAMPION of the challenge!

DO THE THING

GET READY TO PARTY

THE DO THE THING START A PODCAST CHALLENGE KICKOFF

Kick off the challenge with us at our FIRST live video of the challenge! Come learn more about the challenge, ask questions & meet new friends!

YOU DID THE THING! END OF CHALLENGE CELEBRATION

This is where we celebrate YOU & your accomplishment of completing the challenge! There will be several categories of winners & the announcement of the grand champion!



DO THE THING

SPECIAL THANKS

As this challenge was developed, we had several experts help build what it is today! For that, I would love to give a special thanks to these incredible ladies:

DR. NANCY DE ANDRADE

Dr. Nancy De Andrade is a Holistic Life Coach with a doctorate in Psychology and an adjunct professor of Psychology at National University. She intuitively merges spirituality and psychology to provide her clients guidance and education towards attaining self-mastery and tapping into Life's flow.

[VISIT HER WEBSITE](#)



KATE ERIKSON

Kate Erickson is the heartbeat at Entrepreneurs On Fire, an award winning podcast where John Lee Dumas interviews inspiring Entrepreneurs who are truly ON FIRE. She is also the host of Kate's Take, and co-host of Nicole & Kate Can Relate. Her goal: to help entrepreneurs achieve financial and lifestyle freedom.

[VISIT HER WEBSITE](#)

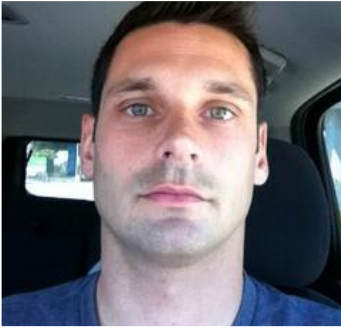
BETSY PAKE

Betsy is a Master Mindset coach, board-certified trainer of NLP and Hypnotherapy and founder of The Alchemy institute. As a best selling author, speaker, and host of the popular podcast, The Art of Living Big, Betsy creates opportunities to shift your mindset and change your life.

[VISIT HER WEBSITE](#)



DO THE THING



ADAM WEBBER

Adam is the brains behind CallCast.co! The principles that guide him are: be a good person, care about people and your community, make things better, be curious, be adventurous, give people a chance, work hard, design, iterate, keep building, have fun and "follow your bliss".

[VISIT HIS WEBSITE](#)

NIAMAH ASHONG

Niiamah Ashong is a Sherpa to Outliers and Difference Leaders who are dedicated to "Use What Makes You Different to Make Your Difference". He's a co-creator of in World of Difference Movement and founder of the Outlier's Edge.

[VISIT HIS WEBSITE](#)



GREGORY RUSSELL BENEDIKT

Gregory is a professional life coach. His goal is to poke, prod, support, and encourage people to live their dream life and not waste it burdened by others' expectations of how they should be living.

[VISIT HIS WEBSITE](#)

ANDRÉS GAMBOA BARRERA

Andrés Gamboa Barrera is the creator and host of the Pony Tales Podcast and founder of Unicorn Podcasts, a podcasting production and consulting company. In addition to being a published author, Andrés loves to make people laugh as a stand-up comedian.

[VISIT HIS WEBSITE](#)



JOSH THOMAS

Josh is the host of the Do Zone; as well as a 15+ year, battle-hardened entrepreneur and small business consultant. He has spent his entire career constantly chasing after the ultimate balance of time and value.

[VISIT HIS WEBSITE](#)

DO THE THING

FAQS

Q. HOW DO I ENTER THE CHALLENGE?

To officially join the challenge there are two steps:

1. Register on our [website here](#)
2. Post your pledge & introduce yourself to the group!

Q. WHAT IF I END UP NOT LIKING IT?

If you decide a podcast just isn't for you. Stop. This challenge is all about trying new things and seeing what works for you. There are no long term commitments. Just show up, have fun & give it a try for at least 35 days!

Q. WHAT IF I CAN'T PRINT THE CALENDAR?

There are several solutions! You can write on it digitally, using your phone. Or you don't have to use the official calendar included in this packet to participate. Simply grab a notepad, write your daily podcast topics.

The goal is to keep track & share your calendar with the group to help us all stay accountable!

DO THE THING

FAQS

Q. HOW DO I WIN PRIZES?

We will be following along everyone's journeys throughout these next 5 weeks & will be rewarding those who are showing up, sharing progress on their podcast & doing the thing!

Q. DO I HAVE TO POST EVERY DAY?

We understand that life gets busy! Show up & share your progress when you can. Just remember, that you get what you give in life. So the more involved you can be, the more value you will receive.

Q. WHAT SHOULD I POST?

Anything you'd like! We want to see your progress on your podcast and the topics you're picking out but you can also post anything that inspires you! You can use voice memos, link to other podcasts, quotes, etc!

DO THE THING



Activate your INNER voice to
free your thoughts!

