



STARTER KIT

KOI 12-Week Planner

Plan your life one cycle at a time.



12-Week Planner

STARTER KIT

If found, please return to:

Name _____

Phone _____

Email _____

Cycle start date _____

Why *12 weeks?*

Twelve weeks is long enough to make real progress and short enough to keep a sense of urgency — an ideal period to build new habits. This planner follows the same process athletes use to reach their goals.

Successful athletes share one trait: **discipline** — the capacity to do what you don't want to do in order to achieve what you want.

How to set your goals

Start with your vision board. Dream big and write down everything you wish for: a new home, a trip to paradise, your first savings milestone, a new skill — whatever your heart tells you.

Your 12-week goals are significant accomplishments that move you toward that vision. They don't have to be the final achievement — just clear proof that you are on the right path. Choose **one to three**, and write down **why** each one matters and how you will **reward** yourself.

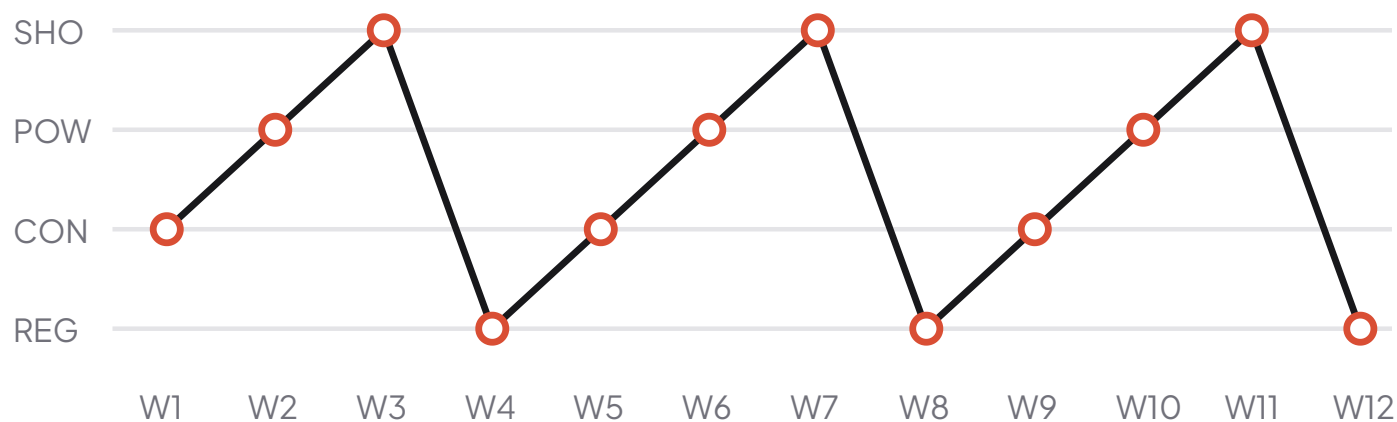
Review your goals constantly

At the start of each week, review how the past week went and prepare the next one. During the review, notice how balanced your life was: take a moment to score each area. That awareness gradually leads to a more balanced life.

The 12-week *rhythm*

New habits and results stick when you vary the intensity of your training. Here, the intensity is your focus and dedication. Each week has a phase:

- **Control** — a normal week. The workload is challenging but very likely to be achieved. Follow the plan with small adjustments.
- **Power** — increase your dedication. No missed dates, no re-planning, no excuses. Raise the bar a little above a Control week.
- **Shock** — your peak. Goals so challenging you might almost fail. This is the week to prove yourself.
- **Regeneration** — focus on personal and spiritual goals, your relationships and rewarding yourself for recent wins. Breathe and revisit your long-term goals.



More important than achieving your goals is enjoying the ride.

Your *daily* ritual

Every evening, sort tomorrow's tasks into four groups:

- **Must do** — non-negotiable. Keep it to three items at most.
- **Should do** — important, but it can move if the day demands it.
- **Could do** — nice to have.
- **Won't do** — a conscious decision not to do it now. That is power, not procrastination.

Every morning, choose the one goal that would make the day worth it, then block time for your Must tasks on the schedule (6am–9pm). Anything without a day yet goes to the **backlog** column.

Habit tracker

Track the activities you want to turn into habits. Mark each day you practiced them. When you do something regularly, it becomes a habit — and stops feeling like effort.

Target habit	M	T	W	T	F	S	S
	☐	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐	☐

At the end of each day, mark how you felt. Patterns appear faster than you think.

My Vision Board

Cycle _____

People I want to spend time with

Places I want to visit

Things I want to have

Experiences I want to have

What I want to learn

What I want to build

Legacy I want to leave

Who I want to become

Goal 1

Why it matters

Reward

Key actions

Goal 2

Why it matters

Reward

Key actions

Goal 3

Why it matters

Reward

Key actions

My 12-Week Rhythm

Suggested pattern — adjust it to your season of life.

Week	Dates	Phase	Main goal
W1		Control	
W2		Power	
W3		Shock	
W4		Regeneration	
W5		Control	
W6		Power	
W7		Shock	
W8		Regeneration	
W9		Control	
W10		Power	
W11		Shock	
W12		Regeneration	



Brainstorm / Mind Map



YOUR FIRST WEEK

Print & repeat

The next pages are one full week: a weekly review, a week summary and one day (priorities + schedule). Print the day pages seven times — or as many as you need.

“A journey of a thousand miles begins with a single step.”

— Lao Tzu

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
Personal Development	1	2	3	4	5	6	7	8	9	10
Health & Fitness	1	2	3	4	5	6	7	8	9	10
Finance	1	2	3	4	5	6	7	8	9	10
Fun & Recreation	1	2	3	4	5	6	7	8	9	10
Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

___ / ___

M T W T F S S

Week main goal _____

Goal of the day _____

Must do

☐☐☐☐

Should do

☐☐☐☐

Could do

☐☐☐☐

Won't do

☐☐☐☐

Schedule



To-do backlog

6am

☐

7am

☐

8am

☐

9am

☐

10am

☐

11am

☐

12pm

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1pm

☐

2pm

☐

3pm

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4pm

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5pm

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6pm

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7pm

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8pm

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9pm

☐☐☐☐☐☐☐☐☐☐

What went well?

What blocked me?

[illegible]



Prefer *digital?*

Continue your cycle in the KOI Planner app — the same method, with reminders, a backlog that never loses a task, calendar sync, focus blocks and a personal AI assistant.



koiplanner.app

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