



KIND

A JOURNAL

BY *Character
Strong*

THE PRACTICE OF KINDNESS

Sometimes the concept of Kindness feels so big that practicing it or living it with consistency seems nearly impossible. It's like the menu at the Cheesecake Factory - sometimes when there are too many choices, our brain gets overwhelmed and we give up, settle, or avoid it altogether. We might believe in Kindness, but that doesn't mean we are particularly intentional about doing it often or even all that skilled at it.

I believe that Kindness is a key ingredient to a meaningful life. So here is a recipe to put it into practice for at least 30 days. Wouldn't it be profound if every person in the world made Kindness a habit in their daily lives?

Did you know that 45% of our day is built on routine? 45% of our day is habitual - on autopilot. Charles Duhigg, in his book *The Power of Habit*, shares that most habits are created with the same three ingredients: a cue, a routine, and a reward. When we experience a cue (we get home from school or work, we see the fridge, our alarm goes off at 4pm), it begins a routine (we sit down on the couch and turn on the TV, we rummage through the leftovers, we put on our workout clothes). The routine is motivated by a reward (we get to turn our brains off, we get a quick sugar spike, we feel accomplished with getting out the door to our gym).

In order to create a thoughtful habit that sticks around, you gotta get serious about your own cue, routine, reward for these next 30 days. What if, just for the next month, the first thing you dedicated your day to was Kindness? You keep this bad boy next to your bed and, right when you wake up (cue), you write who you are going to commit your Kindness to and you put Kindness into action (routine). The very first choice of your day is doing good for you and the world and you get to reflect on amazing humans and ideas to begin each morning (reward).

Then, before you get under the covers at night (cue), you reflect on your day and your moment of Kindness (routine). The final thing you do before bed is think about the positivity in the world that you created or wanted to create that day (reward).

THE PROCESS IS EASY. WE CALL IT 30 X 1 X 10

30 (DAYS)
1 (PERSON)
10 (MINUTES OF KINDNESS)



Each morning you will:

- 1) Write down who you are giving the Kindness to and why
- 2) Put Kindness into action



Each evening you will:

- 1) Reflect on a more Kind life

PRETTY STRAIGHTFORWARD, RIGHT?

Being a Kind human isn't always this neat and tidy, but I feel like this is certainly a good place to start.

With Love
Houston

Houston Kraft, Co-Founder of CharacterStrong

TRACK YOUR PROGRESS

30 (DAYS) X **1** (PERSON) X **10** (MINUTES OF KINDNESS)

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Day 1

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Day 2

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Day 3

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Day 4

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Day 5

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Day 29

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Day 30

30 (DAYS): DAY 1

"Don't ask yourself what the world needs, ask yourself what makes you come alive. And then go and do that. Because what the world needs is people who have come alive." –Howard Washington Thurman

1 (PERSON): YOURSELF

Why Do You Deserve Kindness Today?:

10 (MINUTES): PUT KINDNESS INTO ACTION

Write out one thing you love about your Past Self, one thing you love about your Present Self, and one thing you love about your Future Self. Put it somewhere you will see daily.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 2

"You've been criticising yourself for years and it hasn't worked. Try approving of yourself and see what happens." –Louise L. Hay

1 (PERSON): YOURSELF

Why Do You Deserve Kindness Today?:

10 (MINUTES): PUT KINDNESS INTO ACTION

Go for a walk and identify 5 things you are grateful for that exist within a 10 minute walk of where you live.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 3

"When you say 'Yes' to others make sure you are not saying 'No' to yourself."
—Paulo Coelho

1 (PERSON): YOURSELF

Why Do You Deserve Kindness Today?:

10 (MINUTES): PUT KINDNESS INTO ACTION

Challenge 3 friends to send you a picture of what they believe will most make you say, "Awwwww."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 4

"Other things may change us, but we start and end with the family."
—Anthony Brandt

1 (PERSON): FAMILY MEMBER

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send a family member a picture of your face smiling and tell them one reason they make you happy.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 5

"You leave home to seek your fortune and, when you get it, you go home and share it with your family." –Anita Baker

1 (PERSON): FAMILY MEMBER

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Write a short, loving note to one family member and hide it in a place that might be hard for them to discover. Text them throughout the day with mysterious hints.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 6

"Call it a clan, call it a network, call it a tribe, call it a family: Whatever you call it, whoever you are, you need one." – Jane Howard

1 (PERSON): FAMILY MEMBER

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Make a formal invitation to hang out with a parent or guardian. Put together a fancy save the date card. Mark it in your calendar. Commit to doing something you know they will love.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 7

"Our task is not to seek for love, but merely to seek and find all the barriers within yourself that you have built against it." –Rumi

1 (PERSON): EXTENDED FAMILY

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Go back through old photos and find a picture of the two of you. Send it to them and tell them why it's a positive memory for you.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 8

"People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in, their true beauty is revealed only if there is a light from within." –Elisabeth Kubler-Ross

1 (PERSON): EXTENDED FAMILY

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Find a present that this person gave you on a holiday or birthday. Video call them and tell them how much you appreciate it still!



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 9

"The most beautiful discovery true friends make is that they can grow separately without growing apart." –Elisabeth Foley

1 (PERSON): BEST FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Celebrate this person's Quarter or Half or 1/16th birthday for fun. Send them a big happy birthday note or text and plan to make cupcakes or cheesecakes or some kind of cakes with them or for them.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 10

"The greatest moments in life are not concerned with selfish achievements but rather with the things we do for the people we love and esteem." –Walt Disney

1 (PERSON): BEST FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Write two haikus (5 syllables, 7 syllables, 5 syllables). One will just be about this person. One will be about your friendship. Text your masterpieces to them or write them out and give them to your best friend.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 11

"Life is partly what we make it, and partly what it is made by the friends we choose." –Tennessee Williams

1 (PERSON): BEST FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Create a playlist with the top 5 songs that remind you of your friendship and commit to hanging out with your best friend (in person or online), listening to each track, and reminiscing on good times.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 12

"Friendship is born at that moment when one person says to another, 'What! You too? I thought I was the only one.'" -C.S. Lewis

1 (PERSON): FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Create a 5 item bucket list of things that you want to do with this person and then ask them to write another 5. You will then have a Top 10 Friendship Bucket List to accomplish together. Hang it somewhere important or make a shared note on your phone.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 13

"Don't make friends who are comfortable to be with. Make friends who will force you to level yourself up." –Thomas J. Watson

1 (PERSON): FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send a voice message to this person that lasts at least 2 minutes and tries to capture as many good things as possible in a short period of time.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 14

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

—Dale Carnegie

1 (PERSON): FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Call their family and give them a second-hand compliment. Thank them for being great parents or siblings or guardians and show appreciation for how they helped raise such a wonderful human being.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 15

"If you go looking for a friend, you're going to find they're very scarce. If you go out to be a friend, you'll find them everywhere." –Zig Ziglar

1 (PERSON): FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send this friend a message with an odd comparison like, "You remind me of Michelle Obama because..." or, "Have I ever told you that your essence is just like Abraham Lincoln's because..."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 16

"They may forget what you said - but they will never forget how you made them feel." –Maya Angelou

1 (PERSON): FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Go through any old books and find one that you think this person would like. Write a little note on the inside cover about why you're passing it on. If you don't have one on hand, find an excerpt or a poem you can print or share and write a note about why it made you think of this friend.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 17

"Tell me who you walk with, and I'll tell you who you are." –Esmeralda Santiago

1 (PERSON): A PERSON YOU ADMIRE

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send this person a text or a call that sounds something like this: "There is so much negativity in the world, but you have always been _____. I admire you so much for your _____ and am constantly inspired when I think of you doing _____. The world needs way more _____ and a whole lot more You."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 18

"The world is full of magical things patiently waiting for our wits to grow sharper."
—Bertrand Russell

1 (PERSON): A PERSON THAT MAKES YOU LAUGH

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Draw a picture on a small piece of paper that represents a funny memory you have with this person. Text it or post it online so they can see and you can reminisce on the moment and/or how bad of a drawer you are.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 19

"Just don't give up trying to do what you really want to do. Where there is love and inspiration, I don't think you can go wrong." –Ella Fitzgerald

1 (PERSON): A PERSON THAT INSPIRES YOU

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Try something new today based on this person's inspiration. Do it for 10 minutes, take a picture or video or journal about your experience, and (if possible) share with this person about how their life has inspired you to make your life that much better.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 20

"When you stop expecting people to be perfect, you can like them for who they are." –Donald Miller

1 (PERSON): A PERSON YOU DISAGREE WITH

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send this person a text or a call that sounds something like this: "I know we differ in our perspective of _____, but I do appreciate how _____ challenges me to _____."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 21

"My father didn't tell me how to live; he lived and let me watch him do it."
—Anonymous

1 (PERSON): A ROLE MODEL YOU KNOW PERSONALLY

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Give this person a call and let them know these 3 things: 1) Why your life has been made better because of them, 2) What you've learned from being around them, and 3) How you will continue to improve because of their incredible-ness.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 22

"When you see a role model, what you see is a person who has the courage to be who you wish you could be. Stop wishing and just be." –Anonymous

1 (PERSON): A ROLE MODEL YOU'VE NEVER MET

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Write out the 3 things you most admire about this person. Below each thing, write how you will choose to practice this thing or live it out in your own life. Share about this person with one other friend so they can be inspired, too!



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 23

"All human beings are my neighbors. We share the same planet." –Ana Monnar

1 (PERSON): A NEIGHBOR

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Create an I.O.U. card for a neighbor you know that has your name, a way to contact you, and a silly offer that says you'd be up for giving your time to help with. Maybe it's to watch their dog, pluck some weeds, or bring over some extra milk when they've poured cereal and realized they were out.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 24

"Public service is about serving all the people, including the ones who are not like you." –Constance Wu

1 (PERSON): PUBLIC SERVANT

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Find your local police or fire department twitter or facebook and tag them in a gratitude post.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 25

"A stranger is simply a friend you have not met yet." –Yes Theory

1 (PERSON): STRANGER

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Write a short, anonymous poem about why the world is beautiful and why everyone deserves kindness and post it in a public space.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 26

"You treat a disease, you win, you lose. You treat a person, I guarantee you, you'll win, no matter what the outcome." –Patch Adams

1 (PERSON): SOMEONE WHO WORKS IN HEALTHCARE

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send a message or post online for someone who works in healthcare that sounds like this: "I know there are days where you feel exhausted and that this work is really hard. I just want to remind you that you are _____ and that you bring _____ to people every day. You are a hero to me because _____."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 27

"Many men can make a fortune but very few can build a family." – J.S. Bryan

1 (PERSON): FAMILY

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Write a post on social media about this person and pretend it is National ____ Day (Uncle, Second Cousin, Great Grandma). Share why you're proud to have this person as a part of your family.



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 28

"I'm convinced that probably everyone you meet is fighting a battle you know nothing about. It's just one more reason to always try to be kind." –Yolanda Hadid

1 (PERSON): BEST FRIEND

Who Are They: _____

Why Do They Deserve Kindness: _____

What's Your Favorite Thing About This Person? _____

10 (MINUTES): PUT KINDNESS INTO ACTION

Send this person 5-7 pictures of all your worst face angles with a caption like, "You're the only person in the world I would trust to send these to. Thanks for loving me from all angles."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 29

"For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone."

—Audrey Hepburn

1 (PERSON): YOURSELF

Why Do You Deserve Kindness Today?:

10 (MINUTES): PUT KINDNESS INTO ACTION

Spend 10 minutes disconnected and in silence. Close your eyes and picture your favorite moments from this past month related to Kindness. Hold each moment in gratitude. Breath deeply and say, out loud, "I've done good for myself, for my friends, for my family, and for the world."



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

30 (DAYS): DAY 30

"To be nobody but yourself in a world which is doing its best day and night to make you like everybody else means to fight the hardest battle which any human being can fight and never stop fighting." –E.E. Cummings

1 (PERSON): YOURSELF

Why Do You Deserve Kindness Today?:

10 (MINUTES): PUT KINDNESS INTO ACTION

Film a video of yourself (or write a post) reminiscing about this past month and the things you've learned, the people you've made smile, and the most powerful moments of Kindness you have shared with yourself and others. Share this for others to see and be inspired! (Or, just keep it to yourself and have it for a rainy, tough day to reinspire you).



Did you do it? ☐ YES! ☐ NOT YET

If yes, what did you learn? If not yet, what got in the way?

FINAL REFLECTIONS

YOU FINISHED!

OR, PERHAPS, YOU'RE JUST GETTING STARTED.

The world needs us to prioritize Kindness in our daily lives. Every day, we have the ability to practice Kindness alongside all the other things we try to get better at or give our time to. Kindness will never be commonplace in our communities until it becomes habitual in our heart.

So, let's get to work.

With Love
Olivia

*We would love to hear some of the stories that came from your 30 day journey.
Share your stories using #deepkindness on Twitter, Facebook, or Instagram so
we can share with the world.*



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