

The 12-Week Habit Challenge

A week-by-week plan for building one training habit that survives a bad week. No app required — though True North automates the whole thing when it launches.

How this works

You are not trying to get fit in 12 weeks. You are trying to become a person who trains most weeks, indefinitely. Those are different goals and this plan optimises for the second one.

The rule: pick a minimum session so small it feels almost pointless — 10 minutes, two exercises. That is your floor. On good days you do more. On bad days you do the floor. You never do nothing.

The metric: at the end of each week, write down how many days you trained out of 7. Add it to a running total. You are aiming for a 28-day rate above 70% — not a streak.

Weeks 1–4 · Establish the floor

Goal: train 4 days a week, every week, at or above your minimum session. Weight and intensity do not matter yet. Showing up is the only target.

Week	Target days	Session	Focus
1	4	Minimum only (10–15 min)	Prove the floor is doable
2	4	Minimum, add 1 set if easy	Same time of day each session
3	4	Minimum + optional 10 min	Notice which day you skip and why
4	4	Minimum + optional 10 min	Review: what was your 28-day rate?

Weeks 5–8 · Add load

Goal: keep the 4-day rate, now add progressive overload. Each week, add a little weight or one rep to your main movements. If the rate drops below 70%, stop adding load and hold.

Week	Target days	Session	Focus
5	4	Full session (30–45 min)	Pick 4–5 core lifts, log every set

6	4	Full + small weight increase	Add 2.5kg where last week felt easy
7	4–5	Full session	Optional 5th day if rate is above 80%
8	4	Full session, then a deload	Cut volume 40% for 3 days, then review

Weeks 9–12 • Make it automatic

Goal: stop thinking about it. The session should feel like brushing your teeth — not a decision, just something you do. Test the habit by deliberately having one bad week and watching whether you come back without drama.

Week	Target days	Session	Focus
9	4–5	Full session	Progressive overload resumes
10	4–5	Full session	Plan sessions a week ahead
11	3–4	Whatever fits	The "hard week" — protect the floor only
12	4–5	Full session	Prove you bounced back. Review 12-week rate.

Weekly log

Photocopy this or redraw it. One row per week.

Wk	M	T	W	T	F	S	S	Days /7	28-day rate

If you fall off

You will. Everyone does. The only move that matters is the next session. Not "start over Monday" — the next session, today or tomorrow, at the floor. A 12-week plan you complete at 75% consistency beats a perfect plan you quit in week 5.

☐ You're on the True North launch list. We'll email you once when the beta opens — planned for Q1 2026 — and nothing else.

Questions: hello@trynorthapps.com · trynorthapps.com/true-north