



# 30 DAY GRATITUDE CHALLENGE

**Simple, powerful,  
life-changing:  
one card at a time.**

[www.MrThankYou.com](http://www.MrThankYou.com)

A man with a beard and blue sweater is sitting on a wooden crate, smiling. He is wearing a light blue V-neck sweater over a white collared shirt. He has a beard and is looking directly at the camera. The background is a plain, light-colored wall.

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# Most people underestimate the power of a single thank you card.

One handwritten note can heal a wound, rekindle a relationship, or remind someone that they matter.

But life gets busy. Good intentions often stay just that — intentions.

The 30-Day Gratitude Challenge is your chance to change that.

It's not about being perfect. It's about being present.

We invite you to commit to writing at least one thank you card each day for the next 30 days.



## Why?

Because gratitude is a keystone habit. A small, simple practice that has the power to transform how you feel, how you lead, and how you connect with the people around you.

# STEP ONE:

## Build Your Gratitude List (Shoot for 100–150 names)

Start by brainstorming the people who have made a difference in your life — both past and present. Use these three buckets to jog your memory:



### Life-Changers

- Parents, grandparents, siblings, spouse/partner
- Teachers, coaches, mentors, spiritual leaders
- Friends who have supported you through challenges



### Professional Relationships

- Top clients and loyal customers
- Team members, employees, coworkers
- Managers, business partners, or referral partners
- Vendors and service providers who go above and beyond



### Everyday Heroes

- Your favorite barista, mail carrier, or dry cleaner
- The neighbor who always lends a hand
- The server who remembers your name and your order

**Tip:** Don't rush the list. Spend a little time reflecting. Keep the door open for inspiration throughout the challenge — you might think of new people as the days go on.

# STEP TWO:

## Write Legendary Thank You Notes

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Not sure what to say? Use the ABC's of a Legendary Thank You Note as your guide:

### A - Attitude

Highlight the character of the person. Are they patient, generous, courageous, kind, reliable?

### B - Behavior

Acknowledge what they did that mattered. What actions did they take that helped, inspired, or supported you or others?

### C - Challenges

Recognize what they may have sacrificed or endured — and still showed up with love, strength, or service.



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"Thank you for showing up for me when it wasn't easy. I know you were juggling so much, and yet you still made the time..."

# STEP THREE:

## Track Your Progress (See it. Say it. Share it.)

In the Mr. Thank You Community, we have a simple motto:

**See it.  
Say it.  
Share it.**

## Here's what that means for your 30-Day Gratitude Challenge:

- See it – Notice the good. Pay attention to the people making a difference.
- Say it – Put it into words. Write the card. Send the note. Make the call.
- Share it – Let your journey inspire others.

**We encourage you to log in daily (or at least weekly) to the Mr. Thank You Community and share:**

- Photos of the cards you're sending
- Stories of how it felt (for you or the recipient)
- Lessons learned, challenges faced, or creative takeaways

Your shares will motivate others into action and spark creativity. And on the days when your energy or inspiration feels low — you might just find the encouragement you need from someone else in the community. When your 30-day challenge is complete, the journey doesn't have to end. You're always welcome to keep showing up, sharing your progress, and being part of the conversation on the main community channel.

Because gratitude isn't just a challenge.

It's a way of life.

# STEP FOUR:

## Celebrate Your Commitment

Decide now:

- How many cards per day? (1, 3, 5, or your own number)
- What will completing this challenge mean to you?
- How will you celebrate your success? (Nice dinner? Massage? Concert tickets? You deserve to honor your follow-through.)



Accountability helps ensure follow-through — who can you invite to join you or help keep you on track?



# A Note on Responses (or Lack of Them)

Some people will respond with heartfelt thanks. Some won't say anything at all. Either way, remember: gratitude is a gift given freely, not a transaction expecting return. Stay rooted in the spirit of giving, not getting.

## Need a Little Help Getting Started?

We've included a few sample card templates to make it easy. Whether it's:

- A thank you to a former teacher
- An appreciation note to a client
- A card to your barista who always remembers your order
- A letter of amends to heal a strained relationship
- Or even a note to yourself to honor your own journey...

We've got you covered with examples to spark your words.

Are you ready to make gratitude a habit? Let's go.





# Define Your 30 Day Gratitude Challenge

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I am committed to writing (circle one):

1 - 3 - 5 \_\_\_\_\_ (other) thank you cards every day for the next 30 days.

**This is important to me because:**

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**I will reward myself for completing my 30 day challenge by:**

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Buy yourself a nice dinner, get a massage, get some concert tickets. While you will receive many positive benefits from making gratitude a habit, it's important to celebrate our accomplishments and give us something to look forward to.

**(OPTIONAL) If I miss a day I will (insert pain or consequence here):**

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We do things because they bring us closer to pleasure, or away from pain. While this is optional to include a consequence, it might help you stay on track.

**I will be accountable to:**

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It is a proven fact that accountability helps us stay on track. You might have a friend who wants to go through this 30-day challenge with you, or you may simply plan to announce it on the Mr. Thank You community Facebook page. Either way, accountability can help you follow through.

# List:

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You’ve probably already thought of several people you want to write your cards to. Below is an opportunity to document and expound on that list. Keep in mind that it’s also a great idea to be open to inspiration through out the day of who you might want to appreciate. Here are some thought joggers: family, friends, old friends from years past, people who have positively impacted your life coaches, teachers, mentors, leaders, managers, bosses, co-workers, bosses, employees, clients. *People who have inspired you-authors, business owners, actors, actresses, founders of organizations you believe in.*

1 <input type="checkbox"/>	31 <input type="checkbox"/>	61 <input type="checkbox"/>
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3 <input type="checkbox"/>	33 <input type="checkbox"/>	63 <input type="checkbox"/>
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29 <input type="checkbox"/>	59 <input type="checkbox"/>	89 <input type="checkbox"/>
30 <input type="checkbox"/>	60 <input type="checkbox"/>	90 <input type="checkbox"/>

# List (Continued):

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96 <input type="checkbox"/>	126 <input type="checkbox"/>	146 <input type="checkbox"/>
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118 <input type="checkbox"/>	138 <input type="checkbox"/>	
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120 <input type="checkbox"/>		

**Share your cards in the Mr.  
Thank You Community**

Visit [www.MrThankYou.com](http://www.MrThankYou.com) to get started



# Thank You Cards:

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*"Why accept a gift that you aren't willing to thank someone for giving you?"*

This is a quote from a woman I met after my TEDx speech in Traverse City Michigan. She came up to tell me that she was known in her community for writing a lot of thank you cards. It was an important practice for her to write thank you cards to anyone who gave her a gift, did something nice for her, or invited her to a party.

What is so important in the art of appreciating people for their generosity, is that you are honoring their efforts and encouraging them to repeat this activity with you and others. When we ignore appreciating people, we can have the opposite affect.

Have you ever invested a lot of time or money in a gift for someone only to have that person say nothing in return? How did that feel? The bigger impact here is that, as we stack up experiences of people who never said, "thank you" we become less inclined to be generous.

We start to think, "Will they even care if I did this for them?" and we start holding back our desire to give.

This is why the mere act of saying thank you is so important. It inspires people to continue being generous.

## **Here are some simple formatting ideas on how to write a thank you card:**

- Start by simply acknowledging what they did, said, made, or purchased for you.
- Note why you appreciate it.
- Share a possible time or opportunity you plan to use it, or the future benefit you believe it will bring.
- Acknowledge how much you appreciate the relationship.

*\*Below are two simple examples:*

### **(for an awesome t-shirt at a birthday gift)**

Angela,  
Thank you for going out of your way to find me that awesome t-shirt for my birthday. You know one of my favorite things is to wear "clothing that says something" and what you picked out for me is an article I will wear proudly. I've always appreciate our friendship and your willingness to think outside the box. Grateful for you!

-John

### **(for a great job-offer introduction)**

Hey Tony,  
Just wanted to say thanks again for introducing me to Jim — the meeting went great, and they offered me the job! I really appreciate you vouching for me. If there's ever anything I can do for you or someone you need an intro to, I'm happy to help. Also, grabbed you a gift card to your favorite spot — take the wifey out on me. Really grateful for our friendship, man.

- Nick

# Acknowledgement and Appreciation cards:

One of the greatest unexpressed needs in the world is for people to be seen, valued, and respected.

The origins of the word appreciate is the latin word "appretiare" which literally means to appraise or set the value of a thing. Before we ever sell an item of high value, we get an "appraisal" where we hire someone to take stock and tell us what something is worth.

The appraiser has a list of questions that they run through in order to establish an appropriate value. How do we do that for another human being? *Curiosity is the precursor to appreciation. You can appreciate anyone if you ask the right questions.*

What are their goals?  
What are their values?  
What are their struggles?  
What do they deal with?

What is great or unique about this person?  
What does this person do you want to encourage and or see more of?

Most people are in their own heads about themselves. When we take the time to value and appreciate people, we are essentially handing them over an appraisal of how great and valuable they are to us and to the world.

These are some of my favorite cards to write because they are so unexpected, and thus tremendously impactful to whoever you give them to.

What to say? Because there are so many variations of how to write these cards, I included one to give you a taste.

**(for an old teacher who inspired you)**

Mrs. Arnette,

You may or may not remember me, but you taught my Freshman English class at Eastern Prep high school. I wasn't exactly your best student, but I have to tell you that your class changed my life. Before coming in to your class I hated reading. I avoided it like the plague. But you found such interesting books that weren't on the normal "assigned reading list" for high school kids that it actually opened my eyes to a world bigger than I knew possible. Another thing I needed to bring up is, one day I forgot to turn in a paper because...honestly, I forgot it was even due. While I wanted an "exception" or a "make up", you stuck to your guns and gave me a zero. In that moment I was really angry. But it taught me a valuable lesson that life doesn't give you "exceptions" when you don't do the work. It made me more responsible, and drove me to be better. I don't know how often you get letters from students like this (but I'll guess it's not enough). Whether you hear it from everyone or not, you've made a real difference on this planet... especially to me.

Sincerely, Jack Hansin P.S. Here's my email if you'd like to stay in touch:

# Note to Self: (Version 1)

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There are two variations of these types of letters to write.

One is in-line with the cards above where you take the time to truly appreciate who you are, what you have been through, where you have come from, and who you are becoming.

Don't be bashful. We are our own worst critics and it's not often that we take the time to highlight our growth and contributions.

**Here is an example:**

Angie,

Wow...here we are. 38 years old and you're not dead. Had you asked me if I thought that was possible ten years ago, I wouldn't believe you. We've been and gone through so much together. The marriage...the divorce. The jobs...oh all the jobs. Remember when you didn't think ANYONE would hire you? Well here you are. Running your own business like you always dreamed. While you lost your first love, you found someone who was such a better fit for who you are becoming. You even have 2 kids...seriously the universe let you have two kids, on your own. And while they make you crazy, you wouldn't have it any other way. You are on track to have your greatest income earning year yet. The best part is next year will probably be even better. Sure you aren't at the weight you were in high school, but you look great. You feel great. You actually love yourself for who you are. Remember how worried you use to be about what everyone thought of you back in high school. Remember how good it felt go to the 20 year reunion and to see how many people have changed, while others stayed the same. You grew. You changed. You are unrecognizable. I am so damn proud of you for where you are. Of course your not perfect. Nobody is. But you know what...every day, little by little, you're getting better and better.

Peace out,  
Angie 2.0



# Peace Cards

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Does anyone really love apologizing? Not exactly a topic people think about mastering in their life time. -Rather than talking about this from the stand point of an apology, we will reference the topic as “taking responsibility.”

Responsibility is not about accepting fault. ***Responsibility is about taking ownership of life working at a high level for both you and others.***

During my year long gratitude journey, I came across an interesting challenge of, “how do I bring gratitude to painful or challenging experiences?”

There was a specific client that I used to be close with and, as what happens sometimes in life and business, things didn’t end well. We both were at odds with each other for months. **Everything changed the moment I decided the relationship was more important than being right.**

A thank you card didn’t seem appropriate, so I decided to visit my favorite stationary store for ideas. I found a rubber stamp with a *peace symbol* on it. “Perfect”, I thought. I proceeded to stamp some blank stationary with that symbol and wrote the below note.

While there were things I could have “blamed” her for in the breakdown, I simply took responsibility for what there was for me to take responsibility for. Own what I could own. Nothing more. The result was that the client immediately reached back out to me to rekindle our friendship and was ready to move beyond our breakdown.

No relationship is perfect. What I learned was that, ***whoever takes the highest level of responsibility in a relationship, has the power to transform or change that relationship.*** I wrote 20 or so of these cards, and it changed my life.

Who do you need to make an amends with? Who’s relationship do you miss being a part of? Or what relationship just bothers you that you are ready to have a break through in? Try it out.

- Own what you can own.
- Reference how you value the relationship above all else
- AVOID: passive aggressiveness, or alluding to “OK, I apologized...now it’s your turn.”
- Give up the need to hear back. They may respond, they may not. Not everything can be repaired in a single letter, but you’d be surprised about the positive impact that it can have.

## Peace Cards (Continued)

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Here is my example of the card I wrote to that client:

*Jennifer,*

*Several months ago, we were handling an order for you and were unable to honor the delivery date you were expecting. Please forgive me. We didn't communicate what we needed and that put you in a tough spot at the last minute. I consider you such a good client and friend that it pains me we haven't talked in almost a year. I am not reaching out to ask for your business, but merely to ask for your forgiveness. You are such a great person and mom; I am grateful to have met you. I wish you the best in business and life this year. If there's anything I can do for you, please let me know. Take care Jennifer.*

*-John Israel*

# What's Next?

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Once you've completed your 30 day challenge, it's important to think about: what's next?

There are 2 pathways that people go after their 30 day challenge.

1) 30 days was good enough. Maybe you got all you needed to get out of these thirty and you're ready to move on. If that's you, that's awesome. We're grateful you had the courage, willingness, and openness to do something that truly makes a difference in the world.

2) You want to continue the habit. You've seen the benefit. You have a streak going. Why stop now?  
-Habits can change our life because they change how we live our life. They adjust our focus. They transform our thinking. They grow our self-perception.  
-Take a moment and imagine what your life would be like if, every day, you made it a point to express love, gratitude, and appreciation with those around you (that doesn't even need to be through a thank you card btw). How might that affect your family? Your community? Your career? The world?

Before you psych yourself out that you need to commit to writing thank you cards every day forever, just think of the next milestone.

Can you go another 30 days? Can you go 6 months? Can you go an entire year? Share your commitment on our Mr. Thank You Community page and go for it. We are happy to support you.

Also, if you haven't yet, make sure to pick up a copy of the Mr. Thank You Project on Amazon. If you'd like to purchase a bulk order of books for your clients, employees, or organization- email us at: [admin@mrthankyou.com](mailto:admin@mrthankyou.com)



## **BONUS!!! - COMMUNAL GRATITUDE EXPERIENCE:**

Around the world, communities have gotten together and created their own Mr. Thank You Projects. Companies have created workshops where everyone gets together and writes thank you cards to clients, fellow employees, and family. Churches have organized to write thank you cards to visiting guests, or to homeless people with "blessing bags", or to prison inmates. Teachers and students have collaborated in thanking long term faculty, or writing cards to parents, coaches and mentors. The compounding effect of getting an entire community to express gratitude has the ability to change the culture to one of love, respect, and empathy.

If you'd like to do something like this, we'd love to hear about it. Share the story on our Facebook page, and or email us if you have any questions on best practices. [admin@MrThankYou.com](mailto:admin@MrThankYou.com) **PAGE 15**



# WITH GRATITUDE, *John Israel*



Founder of the Mr. Thank You Project