

HARDANGER BUREAU • A FREE GUIDE

From Seed to Harvest

How to grow towards 10,000 followers and your first offer —
for creators who make people better.


HARDANGER

Bureau



With worksheets and checklists to print

EDITION 1 • 2026



A LETTER FROM THE LOCAL GUIDE

Before you begin

Dear creator,

You do something many people only talk about: you help others live better. Perhaps you show people how to train at home, cook a good meal on a busy Tuesday, find calm when their thoughts won't settle, or hold on to their faith. People keep coming back to you because what you share helps.

This guide is for you if you want to turn that work into something that lasts. Not overnight, and not with tricks. An apple tree in Hardanger takes a few years before it bears fruit, and that is as it should be. The roots come first. Then the growth, then the blossom, and finally the harvest.

My name is Knut André. For more than 20 years I have built websites, webshops and brands, and run social media accounts. At Hardanger Bureau I am the local guide: the one who knows where the trail runs, where the ice holds and where the view is waiting.



You walk the path. I know the terrain.

In these pages I have gathered what I know about the first steps. The guide is free. Write in the margins, print the worksheets, and come back in three months to see how far you have come.

When you are getting close to 10,000 followers and posting at least once a week, and you have a clear niche and an idea for your first offer, I would love to hear from you. Perhaps we will row on together then.

Good luck on your way.

Knut André

THE LOCAL GUIDE • HARDANGER BUREAU

How to use this guide

The guide follows one year in a Hardanger orchard, from the first buds to the harvest. Its four stages are the same ones a business grows through: you put down roots, grow, blossom and harvest.

- ◆ **Take one chapter at a time.** Read it, and do the worksheets before you move on. That is where the change happens.
- ◆ **Print the worksheets.** They are made for a pencil and work well in black and white. Print extra copies of the ones you use every week.
- ◆ **Give it time.** Allow one to two weeks for each stage. Some sheets, like the weekly numbers and the habit tracker, you will use all year.
- ◆ **Start with Roots,** even if you have been at this for a while. A clear niche and a clear promise make everything else easier.

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Pl. I *A young apple tree tied to its stake, with its first buds. Early spring in Hardanger.*

I — STAGE I OF IV

Roots

A tree that will bear fruit for many years needs roots first. Before you chase more followers, you need to know who you are there for, what change you help people make, and how a new visitor can grasp that in five seconds.

I.1 —

Choose a niche you can serve for years

A niche is not a cage. It is an address, so people know where to find you and why they should come back. The clearer the address, the easier it is for the right people to find their way to you.

Your niche lies where three things meet:

- ◆ **What you know.** Education, experience, or something you have lived through yourself.
- ◆ **What you never tire of.** The topic you would happily talk about on an ordinary Tuesday, three years from now.
- ◆ **What people ask you about.** The questions in your comments and inbox show what they need.

“Fitness” is a topic. “Home strength training for busy parents” is a niche. You can always widen it later, but it is hard to grow when nobody quite knows what you stand for.

TEST YOUR NICHE

Can you write 50 post ideas without stopping? Are people already buying books, courses, apps or sessions to solve this problem? If the answer to both is yes, you probably have something to build on.

I.2 —

Who you help

Describe one person, not an audience. Where is she in life? What has she tried before? What stands in her way, and what does she dream of?

Maria is 34 and has two small children. She wants to get stronger, but she only has 20 minutes three evenings a week and no equipment. She has joined a gym twice and given up both times.

When you write or film, you are talking to Maria. That makes your content personal, and the people who are like her recognise themselves and stay.

I.3 —

Your promise in one sentence

Your promise says what change you help people make. It should fit in one sentence, and it should sound like you. A simple formula:

FORMULA

I help **[who]** to **[achieve what]** without **[what stands in the way]**.

- ◆ “I help busy parents get stronger at home, with no equipment and in 20 minutes.”
- ◆ “I help students cook healthy dinners on a tight budget, without spending the whole evening in the kitchen.”

- ◆ “I help Christians with busy lives find ten quiet minutes with God every morning.”

A promise is not a guarantee. Describe what you actually help with, and never promise results you cannot stand behind. That matters most in health, where trust is everything.

EXERCISE

Write three versions of your promise on the “Your niche” worksheet. Read them aloud and pick the one that sounds most like you. Use it in your bio for two weeks, and notice whether the questions you get begin to change.

I.4 —

A profile that says it in five seconds

A new visitor makes up their mind quickly. Your profile has to answer three questions: Who is this? What do I get here? What do I do next?

- ◆ **The name field** is searchable on several platforms. Add the word people search for: “Kari | Home Workouts”.
- ◆ **Your bio** has the promise on the first line, an honest credential on the second and one call to action on the third.
- ◆ **The link** goes to one page you control, ideally the sign-up for your email list (chapter III). Every extra choice makes it less likely that anyone clicks at all.
- ◆ **Your profile photo** shows your face, close up and in good light. It is tiny on screen, so keep the background simple.
- ◆ **Pinned posts** are the first thing people see. Pin three: who you are and who you help, your most useful post, and a story that shows what you stand for.

EXAMPLE BIO

Home workouts for busy parents · 20 minutes, no equipment · Personal trainer for nine years · Free weekly plan ↓

I.5 —

Your brand, in small things

A brand is not mainly a logo. It is what people recognise before they see your name. You only need a few deliberate choices:

- ◆ **Three words for your voice**, for example calm, warm and straight to the point. Check your writing against them.
- ◆ **Two or three colours and one or two typefaces** for text on screen and cover images.
- ◆ **Fixed formats**: the same way of opening your videos, the same framing, and recurring series with their own names.

Choose, and stick with your choices for 90 days before you change anything. Recognition comes from repetition, not perfection.

TOPIC 3

Profile check

Look at your profile through a stranger's eyes. Tick what is already in place, and note what you want to change.

- ☐ Your name field has the word people search for, such as “Kari | Home Workouts”. **01**
- ☐ Your username is short, easy to spell and the same on all your platforms. **02**
- ☐ Your profile photo shows your face, close up and in good light. **03**
- ☐ The first line of your bio is your promise: who you help, and with what. **04**
- ☐ Your bio has one honest credential, such as experience, qualifications or how long you have been at it. **05**
- ☐ Your bio ends with one clear call to action, for example “Free weekly plan ↓”. **06**
- ☐ The link goes to one page you control, ideally with a sign-up for your email list. **07**
- ☐ Three pinned posts: who you are, your most useful post and a story that shows what you stand for. **08**
- ☐ Highlights or playlists have names a new visitor understands. **09**
- ☐ A friend who doesn't know the account can tell within five seconds what you offer. **10**

Notes



Pl. II *Young apple trees in fresh green above the fjord. Early summer.*

II — STAGE II OF IV

Growth

Growth comes from what you do again and again, not from one post that takes off. Here you build a system for your content: what you talk about, how you catch attention, how often you post, and how you learn from the numbers without letting them run you.

II.1 —

Three or four content pillars

Content pillars are the fixed themes you keep coming back to. Together they cover your promise, and they make planning much easier. For Kari, who makes home workouts for busy parents, they might look like this:

PILLAR	WHAT IT DOES	EXAMPLE
Exercises	Teaches	“Three exercises for a strong back, at home”
Daily life	Shows it works	“How I fit training in between dinner and bedtime”
Food	Supports the goal	“A 15-minute dinner after an evening session”
Mindset	Motivates	“When you can’t face it: do five minutes”

Teach and show the most; the personal posts build trust. Selling comes later, in perhaps one post in ten.

II.2 —

The first two seconds

The hook is the first thing people see and hear, and it decides whether they stay or scroll on. Patterns that work:

- ◆ **Lead with the result:** “What 20 minutes of training looks like when you have small children.”
- ◆ **Name the person:** “If you train at home with just one kettlebell ...”
- ◆ **Challenge a myth:** “You don’t need to train every day to get stronger.”
- ◆ **Open a loop:** “Almost everyone makes the third mistake.”
- ◆ **Use a specific number:** “Three dinners from one bag of shopping.”

Add movement in the first second and text on screen, as many watch without sound. And deliver what the hook promises: a hook that tricks people costs more trust than it earns.

EXERCISE

Write ten hooks for the same post and pick the best one. Keep the other nine for later posts.

II.3 —

Formats for each platform

Some formats reach new people; others build trust with the people who already follow you. You need both.

- ◆ **Instagram:** Reels to be discovered. Carousels, stories and direct messages to build trust.
- ◆ **TikTok:** Short videos and multi-part series to be discovered. Video replies to comments and lives to build trust.
- ◆ **YouTube:** Shorts to be discovered. Longer videos that answer one question in depth, to build trust.

Platforms change often, so check what works right now. Choose one main platform and get good there before you spread out. One longer recording can become several short clips, a carousel and a newsletter.

II.4 —

A rhythm you can keep

Posting three times a week for a year beats posting every day for a month. Once a week is the floor; three to five gives you more chances to be discovered, as long as you can keep it up.

- ◆ **Batch your work.** A fixed slot for planning, one day to film and one to edit.
- ◆ **Keep an idea bank.** Note ideas on your phone the moment they come. Every question from a follower is an idea.
- ◆ **Make series.** Fixed formats, like “Monday Session” or “Dinner of the Week”, make it easier for you and for your audience.
- ◆ **Keep something in reserve.** Three to five finished posts in stock will save you when you fall ill or life takes over.

II.5 —

The numbers that matter

Likes are nice, but they tell you little. Look at these instead:

- ◆ **Saves:** the post was useful enough that people want to come back to it.
- ◆ **Shares:** people want others to see it, which is the strongest sign that you are reaching new people.
- ◆ **Watch time:** if many people drop off after three seconds, work on the hook.
- ◆ **Profile visits:** interest in you, not just in the post.
- ◆ **New followers from the post:** which posts actually make people stay.

ENGAGEMENT RATE

$(\text{likes} + \text{comments} + \text{saves} + \text{shares}) \div \text{reach} \times 100$. Compare yourself with yourself over time, not with others.

II.6 —

A 20-minute weekly review

Same time every week, for example on Sunday evening:

- 1 Fill in your weekly numbers.
- 2 Which post did best, and why? The topic, the hook or the format?
- 3 Which did worst? What would you do differently?
- 4 What will you repeat next week, and what will you stop doing?
- 5 Plan next week in the calendar. After twelve weeks, you will see a pattern.

90-day content plan

One line per week. Choose the pillar and format first, write the hook when you plan the week, and tick it off once the post is out.

Week	Pillar	Format	Hook	Posted ✓
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				

Notes

30-day posting calendar

One idea a day, even on the days you don't post. The idea bank matters as much as the posting itself.

Day	Idea	Format	✓
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			

Weekly numbers

Fill it in on the same day each week. Compare yourself with yourself: look for the direction over several weeks, not at any single week.

Week	Followers	Saves	Shares	Profile visits	Best post
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

What I learned, and what I will repeat next week



Pl. III *Apple trees in full blossom, with bees and petals in the air. May in Hardanger.*

III ——— STAGE III OF IV

Blossom

Blossom is when people stop just watching your content and start to trust you. Trust grows in conversations: in the comments, in messages and in collaborations with others. And it grows best where no algorithm stands between you and them.

III.1 —

Trust is built in small things

Nobody trusts an account. People trust a person they have come to know over time. That takes no grand gestures, only that you can be relied on:

- ◆ **Show up when you said you would.** A steady rhythm is a small promise you keep every week.
- ◆ **Show the path, not just the destination.** Share the process, including what didn't go to plan.
- ◆ **Give generously.** When you share the best of what you know, people don't lose interest in you. They see that you can help.
- ◆ **Be honest about your limits.** In health and fitness, saying "this is one to take up with your doctor" is a sign of strength.
- ◆ **Say what you stand for,** and what you would never recommend. It makes you easier to trust.

III.2 —

Reply well, in your own voice

The comments and your inbox are where followers become a community. People remember the ones who reply well.

- ◆ **Reply early.** The conversation is at its liveliest in the first hour after you post.
- ◆ **Reply to the person, not the comment.** Use their name and ask a question back.
- ◆ **Write the way you talk.** Canned replies are spotted at once. Your voice is what people came for.
- ◆ **Turn good questions into content.** Answer with a video, and mention the person who asked if they are happy for you to.
- ◆ **Set boundaries.** You don't have to answer everything. Hide or block abuse without getting drawn into it.

The "20 minutes a day" routine at the end of this chapter turns all this into a habit rather than a chore.

III.3 —

Collaborations that make sense

A collaboration puts you in front of an audience that already trusts someone else. It is a good way to win new followers who actually fit.

- ◆ **Look for creators your own size** in a niche next to yours: fitness and food, faith and mental health, sport and nutrition.
- ◆ **Suggest something specific:** a joint live, a shared post, a one-week challenge or a guest spot in each other's newsletters.
- ◆ **Make it easy to say yes.** Propose a date, a format and who does what.

EXAMPLE MESSAGE

Hi Sara. I have been following your food content for a while, especially your packed-lunch series. I make home workouts for busy parents, and many of my followers ask about simple meals after training. Would you be up for a joint live in February? Twenty minutes where you cook a quick dinner and I show a short session. I will take care of the practical side.

III.4 —

Start your email list from day one

It is tempting to think email can wait until you are bigger. But the sooner you start, the better. A platform can change its algorithm, close an account or fall out of fashion. Your email list does not depend on any algorithm: when you send, it lands in the inbox of people who asked to hear from you. And once you have an offer, it is often where your first customers come from.

- 1 **Make a simple free resource** that solves one small problem: a checklist, a weekly plan or a mini-guide.
- 2 **Set up a sign-up page** with one headline, three bullet points and one email field.
- 3 **Ask for consent.** In Norway, the EU, the UK and many other places, you need consent before you send marketing by email. Use a separate tick box that is not ticked in advance, and put an unsubscribe link in every email.
- 4 **Send a welcome email** that delivers the resource and says what is coming next.
- 5 **Keep a steady rhythm**, for example every other week: one tip, one story, one link.

EXERCISE

Write down three free resources you could make in a single evening. Choose the one that answers the question you get most often, and make it this week.

20 minutes a day

A fixed routine for your conversations, ideally right after you post. Set a timer for 20 minutes and stop when it rings.

- ☐ Reply to new comments on today's post, in your own words. **01**
- ☐ Ask a follow-up question to at least three of the people who commented. **02**
- ☐ Answer direct messages from the people you help: short, warm and personal. **03**
- ☐ Leave thoughtful comments on five accounts in your niche. **04**
- ☐ Comment on the posts of two creators you would like to collaborate with. **05**
- ☐ Share something from a follower in your stories, after asking their permission. **06**
- ☐ Write down the questions you were asked today. They are tomorrow's content. **07**
- ☐ Thank someone by name: a new follower, someone who shared or someone who asked. **08**

Questions I was asked today

Build your email list

Eight steps from zero to a list that grows. You don't need many subscribers to begin, just the first few.

- ☐ Choose an email tool with a free plan, sign-up forms and an unsubscribe link. **01**
- ☐ Make a free resource that solves one small problem: a checklist, a weekly plan or a mini-guide. **02**
- ☐ Set up a sign-up page with one headline, three bullet points and one email field. **03**
- ☐ Ask for consent to your newsletter with a separate tick box that is not ticked in advance. **04**
- ☐ Write a welcome email that delivers the resource and says what comes next. **05**
- ☐ Put the link in your bio and in a pinned post. **06**
- ☐ Mention the list in your content at least once a week, with one reason to sign up. **07**
- ☐ Send a short email on a steady rhythm, for example every other week, and keep to it. **08**

Ideas for the free resource



Pl. IV *Red apples in golden late-summer light above the fjord. Harvest time.*

IV ——— **STAGE IV OF IV**

Harvest

Harvest is when the trust you have built becomes something people want to pay for. That does not mean selling everything to everyone. It means finding one offer that solves one problem for the people you already help, and testing it before you spend months making it.

IV.1 —

Find the offer in the questions you get

Your first offer is often hidden in the questions you get again and again. Go through the comments and messages from the last 30 days. What do people ask for help with? Where do they get stuck? Common first offers for creators who make people better:

- ◆ **A programme** of four to eight weeks for training, nutrition or habits, run digitally or with group follow-up.
- ◆ **A digital resource:** an e-book, a plan, templates or a recipe collection.
- ◆ **Coaching**, one to one or in a small group.
- ◆ **A membership** with new content every month. It works best when you already have a steady rhythm.

Start with whatever is easiest to deliver well. A small offer that gets delivered teaches you more than a big one that never gets finished.

IV.2 —

Test before you build

- ◆ **Ask.** Run a poll in your stories: “Would a four-week home workout plan help you?” A yes in a poll is not a purchase, but it is a signal.
- ◆ **Talk to five followers**, for fifteen minutes each. What have they tried? What was missing? What would make it worth the money?
- ◆ **Write the sales copy first.** If you cannot say in a few sentences who the offer is for and what changes for them, it is not ready yet.

IV.3 —

Pre-sales

The best test is someone paying. A pre-sale can look like this:

- 1 Describe the offer, what is included and when it starts.
- 2 Give a limited founding group, for example 10 to 20 people, a lower price as thanks for being early.
- 3 Set a minimum and a deadline: “Sign-up closes on Sunday. If fewer than ten people join, everyone gets their money back.”
- 4 Build the first version together with the founding group, and improve it with what they tell you.

Be clear about what people get and when, and keep your word. That is how you look after the trust you have built.

IV.4 —

Simple pricing

- ◆ **Start from the value to the customer**, not from your hours.
- ◆ **Count the costs:** platform, payment fees, materials and the time it takes to deliver.

- ◆ **Choose one price and one version.** Tiers can come later.
- ◆ **Avoid the lowest price on the market.** It often attracts the least committed buyers.

HOW TO USE THE PRICING SHEET

A four-week programme at 99, with 4 in costs per sale and 8 sales a month, gives $(99 - 4) \times 8 = 760$, in whatever currency you sell in. The example only shows how the sheet works. It is not a forecast of what you will earn.

IV.5 —

What sponsors look for

Brands pay for trust and fit, not just for follower counts. They look for:

- ◆ **An audience that resembles their customers.**
- ◆ **Engagement:** saves, shares and real conversations in the comments.
- ◆ **Quality and reliability:** that you deliver what was agreed, on time.
- ◆ **That you actually use and like the product.** Your audience can tell the difference.

When you get in touch, keep it short: who you are and who you help, why this brand in particular, one concrete idea, your key numbers and what you propose. Attach your media kit.

LABEL THE ADVERTISING

If a brand pays you, gives you free products or other perks, or pays you commission on discount codes or links, the post is advertising. Label it clearly as an ad at the very start of the post, so it is seen before people read or watch on. Use the platform's own paid-partnership label as well. Regulators publish guidance on this, such as the FTC in the US, the ASA in the UK and Forbrukertilsynet in Norway.

Say no to brands you would not recommend to a friend. A bad partnership can cost more than it pays.

IV.6 —

Your media kit

A media kit is one or two pages, as a PDF or a web page, that answers a partner's questions before they ask them. The checklist at the end of this chapter shows what to include. Update the numbers every month, and always add the date.

Your first offer

Take your answers from the questions people actually ask you. A small offer that gets delivered beats a big one that never gets finished.

The problem I solve

The offer in one sentence

FORMAT	PRICE	PRE-SALE GOAL

One line per offer. Cost is what you pay per sale (platform, payment fees, materials). Total is price minus cost, times sales per month.

[illegible]

What has to be true for these numbers to hold?

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.

Media kit

One or two pages that answer a partner's questions before they ask them. Update the numbers every month, with the date.

-
- | | | |
|--------------------------|---|----|
| ☐ | A short introduction: who you are and who you help, in three or four sentences. | 01 |
|--------------------------|---|----|
-
- | | | |
|--------------------------|---|----|
| ☐ | A good photo of you, and three to six examples of your content. | 02 |
|--------------------------|---|----|
-
- | | | |
|--------------------------|--|----|
| ☐ | Followers per platform, with the date. | 03 |
|--------------------------|--|----|
-
- | | | |
|--------------------------|---|----|
| ☐ | Engagement: average reach, saves and shares per post. | 04 |
|--------------------------|---|----|
-
- | | | |
|--------------------------|--|----|
| ☐ | Audience: age, gender and countries or cities, from your insights. | 05 |
|--------------------------|--|----|
-
- | | | |
|--------------------------|---|----|
| ☐ | Past partnerships, or three partnership ideas if you have none yet. | 06 |
|--------------------------|---|----|
-
- | | | |
|--------------------------|---|----|
| ☐ | What you offer: formats, quantities and what is included. | 07 |
|--------------------------|---|----|
-
- | | | |
|--------------------------|--|----|
| ☐ | How you label advertising, and which industries you don't work with. | 08 |
|--------------------------|--|----|
-
- | | | |
|--------------------------|---|----|
| ☐ | Contact details and a link to your profile. | 09 |
|--------------------------|---|----|
-

Notes



Pl.V Boats glide across the fjord in the evening light. The harvest is in.

V — NEXT STEP

Ready for Hardanger?

Hardanger Bureau builds and runs the business behind creators who make people better. You are the face and the voice. We are the crew. Here is what we look for, and what happens when you are ready.

V.1 —

What we look for

We work with creators when four things are in place:

- ◆ **10,000+ followers on your main platform.**
- ◆ **You post at least once a week.**
- ◆ **A clear niche**, ideally among those who make people better: health, fitness, food, faith, mental wellbeing, self-help or sport.
- ◆ **An idea for a first offer**, even if it is not fully thought through.

The number says nothing about your worth. It is the point where there is usually enough trust and reach to build a business that holds. Until then, the work in this guide matters most, and you can do it yourself.

V.2 —

How we work together

In Tidemand and Gude's painting *Bridal Procession on the Hardangerfjord*, the bride and groom sit in the boat while the crew rows. That is how we work too: you are the one people come for, and we take care of the rest. The timeline is a guide. We set the actual dates together in your plan.

- ◆ **Roots, weeks 1-2.** We go through your account, your audience and your niche, and find the offer that fits you and them.
- ◆ **Growth, weeks 3-8.** We build the website, shop, product, email and a content system that all work together.
- ◆ **Blossom, weeks 9-12.** We launch, with content that leads to sales, the first pitches to sponsors and a growing email list.
- ◆ **Harvest, after that.** We handle operations, customer service, fulfilment and numbers, and scale what works.

You stay the face and the voice, and you answer comments and messages yourself, in your own words. There is no upfront cost. We share the revenue under an agreement we settle before we begin, and we only earn when you earn.

Hardanger Bureau is me, Knut André, plus a team of AI tools. I work with a small number of creators at a time, so each of them gets my full attention.

V.3 —

How to book a call

- 1 Go to hardanger.co and choose "Book a free call".
- 2 Answer five short questions about your account.
- 3 Pick a time. The call takes 30 minutes, is free and commits you to nothing. We look at your account together, and you get honest advice either way.

Would you rather write? Email post@hardanger.co. We reply within one working day.

Not there yet? Keep working through the guide, and reply to the email it came with when you near 10,000. I would be glad to hear how it is going.

When you can tick all five, we would love to hear from you.

- ## What I want to talk about on the call

[illegible]

28



Pl. VI *A blossoming branch above the fjord. Great things grow from small ones.*

VI ——— **ALL THE WAY**

Goals and habits

A year is long enough to change a great deal, and short enough to plan. Here you break the dream down into something you can do this week.

VI.1

From one year to one week

- 1 **The vision, one year ahead.** Write as if it is a year from today and things have gone well. How many people do you reach? What do you offer? What does an ordinary week look like? Write in the present tense, in your own words.
- 2 **The goals, 90 days ahead.** Choose at most three measurable goals that move you towards the vision. Put an effort goal next to every outcome goal: you don't fully control "reach 10,000 followers", but you do control "post three times a week for twelve weeks", and that is what gets you there.
- 3 **The actions, this week.** Write small, concrete actions with a time: "Tuesday, 8 pm: film three short videos."

Review the plan for 20 minutes every week, and spend an hour every 90 days setting new goals.

EXAMPLE

Vision: "I help busy parents train at home. Every week I share three sessions, I have an email list of people who train with me, and four times a year I run a four-week programme."

90 days: post three times a week (effort), 300 new people on the email list (outcome), pre-sell the programme to a founding group of ten (outcome).

This week: Tuesday at 8 pm, film three short videos. Thursday, write the welcome email. Sunday, fill in the weekly numbers and plan next week.

VI.2

Habits that carry you

Growth is mostly habits: posting, replying, noting down ideas and sending the newsletter.

- ◆ **Choose a few.** Three to five habits are enough. Tick them off in the habit tracker.
- ◆ **Make them small enough for a bad day.** "Write down one idea" beats "make three posts".
- ◆ **Tie them to something you already do.** After your morning coffee: 20 minutes of replies.
- ◆ **Never miss twice.** Missing one day is human. Two days in a row is the start of a new habit.
- ◆ **Measure over months.** One week says little. Three months say a lot.



An apple tree does not bear fruit in its first spring. But whoever plants, tends and waits will see a harvest.

GOOD LUCK ON YOUR WAY

One year, 90 days, one week

Write the vision in the present tense, as if the year has already passed. Then choose at most three goals for the next 90 days, and break them down into this week's actions.

A year from now ...

90-day goals

Goal	Target	Deadline

This week

Action	When	✓

Write down three to five small habits and tick off every day you keep them. Miss a day, and pick it up the next. Never miss twice.

[illegible]

The month, and my reward when it is full

[illegible]



WHEN YOU ARE READY

You walk the path. I know the terrain.

Once you have reached 10,000 followers on your main platform, are posting at least once a week, and have a clear niche and an idea for your first offer, I would be glad to talk. The call is free, takes 30 minutes and commits you to nothing.

BOOK A FREE CALL

hardanger.co

post@hardanger.co

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