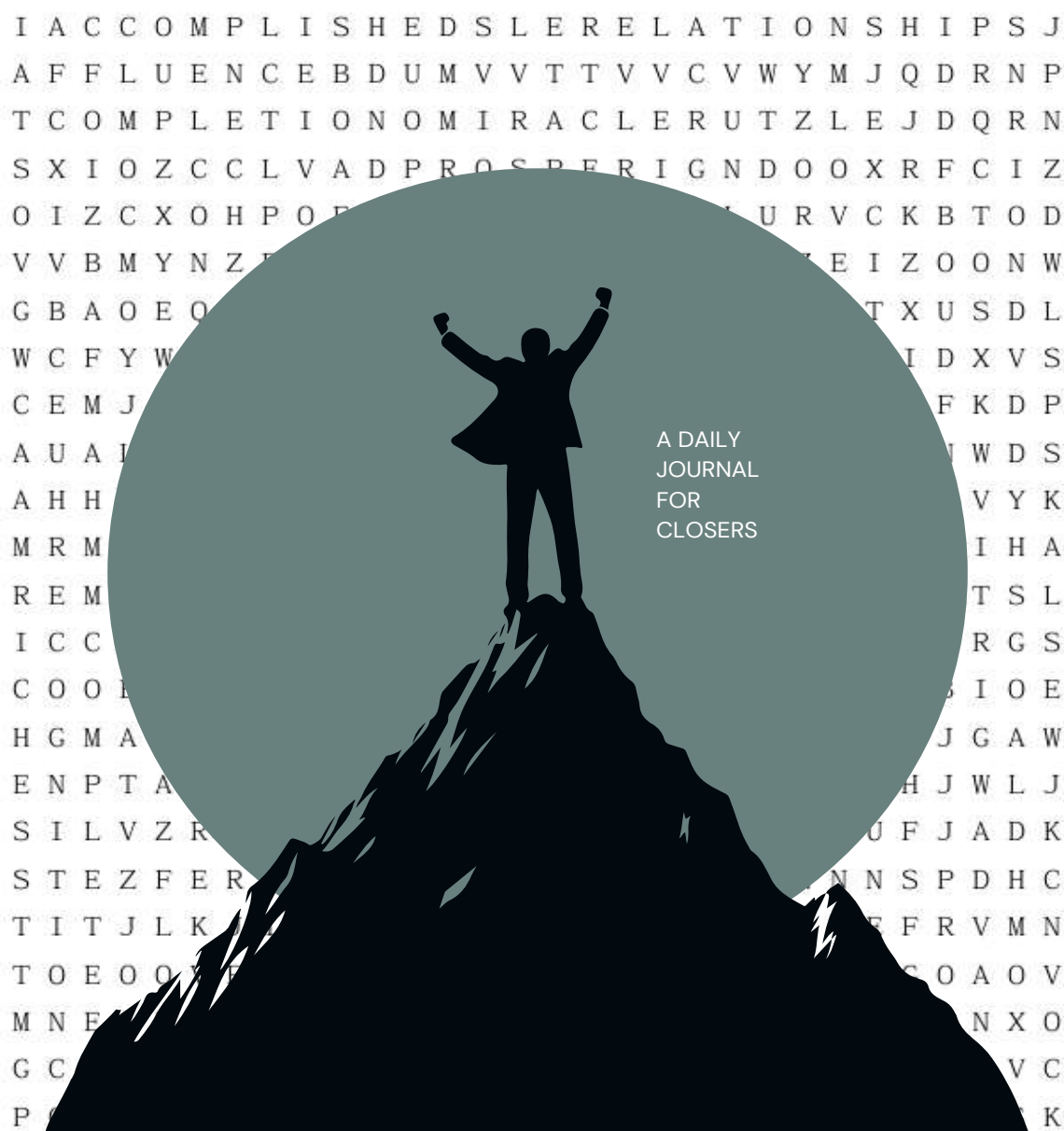




A DAILY
JOURNAL
FOR
CLOSERS

90 DAY CLOSER

BUILD DAILY HABITS.
CRUSH GOALS.

SAMMIE DABBS

90 Day Closer

A D A I L Y J O U R N A L F O R C L O S E R S

NAME: _____

YEAR: _____

Dedication

"People buy from people..."
– Joe Gonzalez

90 day habits, a daily journal for closer is dedicated to the late Joe Gonzalez.

A coach, CEO and a mentor like no other. Joe left a legacy of mentor moments and strategies that can be used in everyday life and passed down for generations to come.

90 Day Closer

A D A I L Y J O U R N A L F O R C L O S E R S

You are what you THINK about

Daily habits are at the root of who we are and how well we perform. Spend a few minutes every day to level up your mindset and daily habits by going on this 90-day journey **ONE PAGE AT A TIME.**

Winning Image

Elite level athletes have used visualization for decades to put themselves in positions in their minds to perform over and over again, so when that situation actually comes into the game - they are ready. Muhammed Ali, when asked how he could so accurately predict which round he would knock out his opponent in, he replied that it was because he fought the fight in his mind a thousand times before. Athletes like Kobe Bryant and Michael Jordan made game winning shots in their minds thousands of times before they did it on the court.

A great way to practice visualization is to create a Winning Image story. This will be your opportunity to write what the desired outcomes are or what success looks like to you within these 90 days. Write it into existence. Here is how:

Step 1: Choose the GOAL you want to achieve at the end of the next 90 days

Step 2: Write this story as if you have just achieved your GOAL and it is the end of the season. Include the challenges you had to overcome to achieve your goal.

Step 3: Go into detail. Where are you? Who is with you? What is the environment like? What is the energy around you? What feelings are running through you after achieving your goal? The more descriptive, the better. When you write it, FEEL it.

Tips for your daily practice

Flow state is a sort of effortless attention when we are deeply absorbed in our activities, yet there is no feeling of exerting effort. Enter the **Date** at the top of each page so you can go back to days when you were in your *flow state*.

Prime Your Day

Affirmations are a powerful process for shifting your energy to bring more of what you want to happen to you. Each day in the **Affirmations** section write the things you want to affirm in the present tense. **Hot Tip:** Focus on what you're moving towards rather than what you don't want in your performance.

Read your **Winning Image** found at the beginning of the journal every day and *visualize* it as if it is happening. Check the box that you completed this daily habit each day.

Create a challenge for yourself each day by writing out your **Daily Dare**. Determining your **Daily Dare** should be fun or a stretch goal you want to focus on for that day and maybe you dare yourself to do something you wouldn't regularly do. For example, maybe you will do *one more* cold call than required that day.

We gain confidence by committing to ourselves. Write what is **Non-Negotiable** to you in getting to your *Winning Image*. For example: positive self-talk or making all of your outbound calls.

Reflect On Your Day

Some will want to end their day with reflection and others may choose to complete the reflection portion the next day to recap on the day prior. Either way, this section gives you a daily tracking mechanism on your momentum forward. **Hot Tip:** What you track **GROWS!**

Focus on winning each day and write your **Daily Wins** at the bottom of each page.

Tips for your daily practice

Next Level Habits

There are many things that can get us to the “Next Level.” Check off what ***Next Level Habits*** you accomplished that day. Hot Tip: each body responds differently to these habits and you can reflect on what is working or not working for you to achieve optimal performance.

Take an inventory of your day by rating your ***Daily Performance Level***. Did you have good self talk, were you present *in each moment*? The scale goes from lowest on the left to the highest category of “Champion” on the right. Then ***Reflect*** on what could have progressed you into championship level performance for that day.

**What you
track,
GROWS!**

"Success usually comes to those who are too busy to be looking for it."
– Henry David Thoreau

Date 05 / 13 / 2025

PRIME YOUR DAY

Affirmation I am a closer. I create opportunities. I drive results.



Visualize "Winning Image"

Daily Dare

One more cold call
than yesterday

Non Negotiable

Give a compliment
to two teammates

REFLECT ON YOUR DAY

Daily Wins I booked a qualified sales meeting, Completed all
scheduled follow-ups, Overcame a tough objection and
Received a referral or intro to a new prospect.

Next Level Habits:



Breath Work



8+ Glasses of Water



Proper Nutrition



7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

I didn't close a deal and I could have done my breathwork

"Success usually comes to those who are too busy to be looking for it."
– Henry David Thoreau

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
☐ Proper Nutrition

- ☐ 8+ Glasses of Water
☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"The secret of getting ahead is getting started."
– Mark Twain*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
| ☐ Proper Nutrition | ☐ 7+ Hours of Sleep |

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Do not wait to strike till the iron is hot; but make it hot by striking."
– William Butler Yeats

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
| ☐ Proper Nutrition | ☐ 7+ Hours of Sleep |

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Don't watch the clock; do what it does. Keep going."
– Sam Levenson

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
| ☐ Proper Nutrition | ☐ 7+ Hours of Sleep |

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Opportunities don't happen. You create them."
– Chris Grosser

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
| ☐ Proper Nutrition | ☐ 7+ Hours of Sleep |

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is not in what you have, but who you are."
– Bo Bennett

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
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| ☐ Proper Nutrition | ☐ 7+ Hours of Sleep |

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Every strike brings me closer to the next home run."
– Babe Ruth

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
☐ Proper Nutrition

- ☐ 8+ Glasses of Water
☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"Business opportunities are like buses, there's always another one coming."
– Richard Branson*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
☐ Proper Nutrition

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"If you're not a risk taker, you should get the hell out of business."
– Ray Kroc

Date / /

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Fortune favors the bold." – Latin Proverb

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

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- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"Don't be afraid to give up the good to go for the great."
– John D. Rockefeller*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is walking from failure to failure with no loss of enthusiasm."
– Winston Churchill

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"It's not about ideas. It's about making ideas happen."
– Scott Belsky*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
| ☐ Proper Nutrition | ☐ 7+ Hours of Sleep |

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Sales are contingent upon the attitude of the salesman – not the attitude of the prospect." – W. Clement Stone

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
☐ Proper Nutrition

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☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"What would you do if you weren't afraid?" – Sheryl Sandberg

Date / /

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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- ☐ Proper Nutrition
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"Chase the vision, not the money. The money will end up following you."
– Tony Hsieh*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"There's no shortage of remarkable ideas, what's missing is the will to execute them."
– Seth Godin

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

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REFLECT ON YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"A goal without a plan is just a wish." – Antoine de Saint-Exupéry

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Act as if what you do makes a difference. It does." – William James

Date / /

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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- ☐ Proper Nutrition
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Your time is limited, so don't waste it living someone else's life."
– Steve Jobs

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

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Daily Wins _____

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|--|---|
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Make a customer, not a sale." – Katherine Barchetti

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"In the middle of difficulty lies opportunity." – Albert Einstein

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

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- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is not final; failure is not fatal: it is the courage to continue that counts."
– Winston Churchill

Date / /

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
- ☐ 8+ Glasses of Water
- ☐ Proper Nutrition
- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Energy and persistence conquer all things." – Benjamin Franklin

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
☐ Proper Nutrition

- ☐ 8+ Glasses of Water
☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Strive not to be a success, but rather to be of value." – Albert Einstein

Date / /

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
- ☐ 8+ Glasses of Water
- ☐ Proper Nutrition
- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Dream big. Start small. Act now." – Robin Sharma

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"High expectations are the key to everything." – Sam Walton

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
- ☐ Proper Nutrition

- ☐ 8+ Glasses of Water
- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Do one thing every day that scares you." – Eleanor Roosevelt

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"To succeed in sales, simply talk to lots of people every day. And here's what's exciting: There are lots of people!" – Jim Rohn

Date / /

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
- ☐ 8+ Glasses of Water
- ☐ Proper Nutrition
- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"The only place where success comes before work is in the dictionary."
– Vidal Sassoon*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Next Level Habits:

- ☐ Breath Work
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☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Fall seven times, stand up eight." – Japanese Proverb

Date ____ / ____ / ____

PRIME YOUR DAY

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☐ Visualize "Winning Image"

Daily Dare

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Don't limit your challenges. Challenge your limits." – Jerry Dunn

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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- ☐ 8+ Glasses of Water
☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"Discipline is the bridge between goals and accomplishment."
– Jim Rohn*

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Next Level Habits:

- ☐ Breath Work
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- ☐ 8+ Glasses of Water
☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success isn't just about what you accomplish in your life; it's about what you inspire others to do." – Unknown

Date / /

PRIME YOUR DAY

Affirmation

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins

Next Level Habits:

- ☐ Breath Work
- ☐ 8+ Glasses of Water
- ☐ Proper Nutrition
- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Learn the rules like a pro, so you can break them like an artist." – Pablo Picasso

Date ____ / ____ / ____

PRIME YOUR DAY

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☐ **Visualize "Winning Image"**

Daily Dare

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Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Ambition is the path to success. Persistence is the vehicle you arrive in." – Bill Bradley

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

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Next Level Habits:

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☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"A satisfied customer is the best business strategy of all." – Michael LeBoeuf

Date / /

PRIME YOUR DAY

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Next Level Habits:

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- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"If you're going through hell, keep going." – Winston Churchill

Date ____ / ____ / ____

PRIME YOUR DAY

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REFLECT ON YOUR DAY

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Next Level Habits:

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- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is when the checks don't bounce." – Andy Warhol

Date / /

PRIME YOUR DAY

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Daily Wins _____

Next Level Habits:

- ☐ Breath Work
- ☐ 8+ Glasses of Water
- ☐ Proper Nutrition
- ☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Be so good they can't ignore you." – Steve Martin

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- | | |
|--|---|
| ☐ Breath Work | ☐ 8+ Glasses of Water |
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success doesn't come to you. You go to it." – Marva Collins

Date ____ / ____ / ____

PRIME YOUR DAY

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"The way to get started is to quit talking and begin doing." – Walt Disney

Date / /

PRIME YOUR DAY

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Daily Dare

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"If you cannot do great things, do small things in a great way." – Napoleon Hill

Date / /

PRIME YOUR DAY

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REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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- ☐ Proper Nutrition
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You miss 100% of the shots you don't take." – Wayne Gretzky

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

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Next Level Habits:

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☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"If everything seems under control, you're not going fast enough."
– Mario Andretti

Date / /

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is how high you bounce when you hit bottom." – George S. Patton

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
☐ Proper Nutrition

- ☐ 8+ Glasses of Water
☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Work like someone is trying to take it away from you 24/7." – Mark Cuban

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ **Visualize "Winning Image"**

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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☐ 7+ Hours of Sleep

Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Big shots are only little shots who keep shooting." – Christopher Morley

Date / /

PRIME YOUR DAY

Affirmation

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Quality is more important than quantity. One home run is much better than two doubles." – Steve Jobs

Date / /

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☐ Visualize "Winning Image"

Daily Dare

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Whatever you are, be a good one." – Abraham Lincoln

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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| ☐ Breath Work | ☐ 8+ Glasses of Water |
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure." – Colin Powell

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Sell the problem you solve, not the product." – Unknown

Date ____ / ____ / ____

PRIME YOUR DAY

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☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"A person who never made a mistake never tried anything new." – Albert Einstein

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You can't build a reputation on what you are going to do." – Henry Ford

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Don't find customers for your products, find products for your customers."
– Seth Godin

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Sometimes you win, sometimes you learn." – John C. Maxwell

Date / /

PRIME YOUR DAY

Affirmation _____

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Daily Dare

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Do not be embarrassed by your failures, learn from them and start again."
– Richard Branson

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Life is 10% what happens to us and 90% how we react to it."
– Charles R. Swindoll

Date / /

PRIME YOUR DAY

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Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"People do not buy goods and services. They buy relations, stories, and magic."
– Seth Godin

Date / /

PRIME YOUR DAY

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☐ Visualize "Winning Image"

Daily Dare

Non Negotiable

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"A goal is a dream with a deadline." – Napoleon Hill

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Next Level Habits:

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|--|---|
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Start where you are. Use what you have. Do what you can." – Arthur Ashe

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

☐ Visualize "Winning Image"

Daily Dare

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REFLECT ON YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You don't close a sale, you open a relationship if you want to build a long-term, successful enterprise." – Patricia Fripp

Date / /

PRIME YOUR DAY

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REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Great things are not done by impulse, but by a series of small things brought together." – Vincent Van Gogh

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is achieved and maintained by those who try and keep trying."
– W. Clement Stone

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Dare

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Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"The best way to predict the future is to create it." – Peter Drucker

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Dare

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You can't cross the sea merely by standing and staring at the water."
– Rabindranath Tagore

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You don't have to be great to start, but you have to start to be great."
– Zig Ziglar

Date / /

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Always deliver more than expected." – Larry Page

Date / /

PRIME YOUR DAY

Affirmation _____

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REFLECT ON YOUR DAY

Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Either you run the day, or the day runs you." – Jim Rohn

Date ____ / ____ / ____

PRIME YOUR DAY

Affirmation _____

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Daily Dare

Non Negotiable

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Innovation distinguishes between a leader and a follower."
– Steve Jobs

Date ____ / ____ / ____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is liking yourself, liking what you do, and liking how you do it."
– Maya Angelou

Date / /

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Hard work beats talent when talent doesn't work hard." – Tim Notke

Date / /

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"In sales, a referral is the key to the door of resistance." – Bo Bennett

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Dare

Non Negotiable

REFLECT ON YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"The difference between try and triumph is a little 'umph'."
– Marvin Phillips

Date ____ / ____ / ____

PRIME YOUR DAY

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Obsessed is just a word the lazy use to describe the dedicated."
– Russell Warren

Date / /

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"There is only one way to avoid criticism: do nothing, say nothing, and be nothing." – Aristotle

Date / /

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Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success is never owned; it is rented, and the rent is due every day." – Rory Vaden

Date / /

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

*"The only limit to our realization of tomorrow will be our doubts of today."
– Franklin D. Roosevelt*

Date _____ / _____ / _____

PRIME YOUR DAY

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Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success isn't owned. It's leased. And rent is due every day." – J.J. Watt

Date / /

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Daily Wins

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You can't deposit excuses." – Grant Cardone

Date / /

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Daily Wins _____

Next Level Habits:

- ☐ Breath Work
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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected." – Steve Jobs

Date / /

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Hustle beats talent when talent doesn't hustle." – Ross Simmonds

Date / /

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Daily Wins _____

Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"If you're not selling, you're being sold." – Unknown

Date / /

PRIME YOUR DAY

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Daily Wins _____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"You can have results or excuses, not both." – Arnold Schwarzenegger

Date ____ / ____ / ____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Success doesn't happen overnight. Keep your hustle consistent." – Unknown

Date / /

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Stay afraid, but do it anyway." – Carrie Fisher

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Next Level Habits:

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Courage is resistance to fear, mastery of fear – not absence of fear." – Mark Twain

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Don't lower your expectations to meet your performance. Raise your performance to meet your expectations." – Ralph Marston

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"The harder you work, the luckier you get." – Gary Player

Date ____ / ____ / ____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Keep showing up. That's the secret." – Unknown

Date ____ / ____ / ____

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Daily Performance Level



Reflect: How could I have moved closer to a championship level performance today?

"Confidence is built when you commit. Habit tracking allows you to recommit daily. Commit to yourself first, and everything follows."

– Sammie Dabbs

Champions are built daily.

The 90 Day Habits Athlete Journal is your daily tool for building the mindset, habits, and confidence of high-performing athletes. Rooted in gratitude, intentional reflection, and mental visualization, this journal helps you track progress, stay focused, and develop the mental edge needed to perform at your best—on and off the field.

Visualize your success with the Winning Image exercise, reflect on daily wins, set stretch goals with your Daily Dare, and lock in what's Non-Negotiable to your performance. Because what you track grows—and every day is a chance to get better.

**Train your mind. Elevate your game. One page,
one habit, one win at a time.**



Sammie Dabbs

is a go-to-market leader with 12+ years in workplace solutions and employment screening, driving growth through enterprise partnerships. A former SAPAA President and DATIA board member, she holds an MBA from the University of Redlands and played Division I softball at Cal State Fullerton.