

EARL NIGHTINGALE'S  
30-DAY  
CHALLENGE

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*Earl Nightingale*

Nightingale's famous thirty-day test has transformed the mindsets—*and lives*—of countless people across the globe, giving them phenomenal levels of financial and professional success, as well as the ultimate form of wealth—an abiding, deep-rooted *joy of life*.

Now it's your turn to implement this life-changing challenge. In thirty days, you will discover more abundance than you could ever have imagined—likely monetary riches, but more importantly, emotional riches like serenity, satisfaction, and gratitude. While the test lasts only a month, it should be repeated again and again until it becomes a part of you.

Nightingale's challenge addresses two facets of the human condition: our core desires as well as our basic fears. As he says, "Each of us wants something, and each of us is afraid of something." This reality undergirds his philosophy of individual achievement, which is grounded in the science of the mind—namely, the notion that thoughts are things, and when you change your thoughts, you change your reality.

Accordingly, the thirty-day test recommends actions that will turn your innermost desire into a concrete goal

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## THE STRANGEST SECRET

and your nagging fears into a new, productive habit. It involves two ongoing processes:

### 1. Goal-making

- Write on a card what it is you want more than anything else—a single, clearly defined goal.
- On the other side, write the following lines from the Sermon on the Mount:

*Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you. For every one that asketh receiveth; and he that seeketh findeth; and to him that knocketh it shall be opened.*

—Matthew 7:7–8 KJV

- Carry this card with you at all times, and periodically take it out and read both sides. Make sure to remain positive about your goal. As Nightingale instructs, “Think about it in a cheerful, relaxed way.” He further advises: “As
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you look at it, remember that you must become what you think about, and since you're thinking about your goal, you realize that soon it will be yours."

## 2. New habit formation

- The second component of the test involves refraining from thinking about your fears—because the rule that “you become what you think about” applies just as much to negative thoughts as it does to positive ones.
- Nightingale instructs: “Each time a fearful or negative thought comes into your consciousness, replace it with a mental picture of your positive and worthwhile goal.”

These two activities—remaining focused on your most desired goal and not succumbing to intrusive negative thoughts—are inherently intertwined. The idea is to maintain a cheerful, relaxed, positive outlook on life while intensively pursuing your dreams. Doing so will not only ensure that you reach your goals; it will also guarantee

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your enjoyment of the process—because as Nightingale repeatedly emphasizes throughout his work, having goals are what give life meaning.

His first rule of living is that “a human being must have something worthwhile toward which he’s working. Without that, everything else—even the most remarkable achievements and all the trappings of worldly success—tend to turn sour.” Nightingale adds: “The moment you decide on a goal to work toward, you’re immediately a successful person.” For him, the journey of pursuing your goals is just as important, if not more important, than the attainment of them. And riches can be found in both the process and the product.

In addition to maintaining a cheerful, positive outlook while reflecting on and taking action to reach your goal, Nightingale recommends giving of yourself more than you’ve ever done before. Work harder at your job than you ever have. Take on extra tasks with a positive attitude, and do your regular duties with a keener eye for detail and commitment to excellence than usual. Add value before expecting returns to manifest, and value will be added unto you. The law of giving and receiving, of sowing and

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*Easy Reaping*

reaping, ensures that you will receive in equal measure that which you contribute: poison for poison, or bounty for bounty; failure for toxic, negative thoughts, or success for positive, peaceful thoughts. In other words, emit thoughts with positive frequencies that will yield a generous harvest of riches.

Note that if at any point in the thirty days, you vocalize a negative thought, you must start over again from that point and go thirty more days.

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STARTING  
YOUR  
30-DAY TEST

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*Ease Day*

**I**n order to begin your thirty-day challenge, you must decide upon a concrete goal to pursue. Nightingale recommends that you choose only one to focus on for this particular test, so you'll have to identify your most desired objective.

Nightingale provides the following questions to help you determine what it is you truly want in life:

1. If you could completely change places with any other person in the world, would you do it, and who would that person be?

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2. If you could work at any job, would that work be different from the work you're doing now?

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## THE STRANGEST SECRET

3. If you could live in any part of the country, would you move from where you're now living, and if so, where?

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4. If you could go back to age twelve and live your life from that point over again, would you do it? And what would you do differently?

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Nightingale notes that most people will answer “no” to all four questions, even when they’re generally dissatisfied with their present lives—which, in his mind, explains their unhappiness. For goals are what give our lives purpose and direction.

Go ahead and think critically upon each one of these questions. Journal about your responses, exploring not only the *who*, *what*, *where*, and *how* questions implied in prompts 1–4, but also the *whys*:

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1. If you would change places with someone, why that particular person? What is it about his or her life that you would like to emulate? Can you identify in one sentence, or even one phrase, what that person has that you desire?

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2. If you would choose a different profession, why that specific career? What qualities about that career make it desirable to you? Are any of these qualities present in your current job that could be further developed? What is your most desired job title and why?

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## THE STRANGEST SECRET

Based on your answers to these questions, rank, on a scale of 1 to 6 (1 being most desired and 6 being least desired), the areas of your life in which you most desire change:

- Wellness
- Finances
- Career
- Location
- Personality
- Relationships

After selecting the department of living upon which you'll focus your thirty-day test from the list above, find the correlating prompt below to help write your concrete goal statement on the front side of your reminder card.

Remember, your goal statement should be **one concise sentence** that clearly defines a **specific** goal. Use one or more of the questions in the category of your choice to formulate your unique goal statement.

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*Ease Design*

## WELLNESS

1. How do you define “health” or “wellness”?

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2. If you imagine yourself living at a peak level of wellness, what does that involve?

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## THE STRANGEST SECRET

3. How does your current lifestyle differ from the lifestyle required for your ideal state of wellness?

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4. What are you willing to sacrifice to reach your wellness goal?

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*Ease Upfit*

— SAMPLE GOAL STATEMENTS —

I desire increased health/wellness in my life, which entails \_\_\_\_\_.

In \_\_\_\_\_ [years/months], I would like to \_\_\_\_\_ [lose \_\_\_\_ pounds; take up \_\_\_\_\_ sport or mindfulness regimen; transition into veganism; etc.].

## THE STRANGEST SECRET

### FINANCES

1. What is the salary that would make you content, comfortable, or overjoyed? Write an exact number.

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2. Do you have any debt that you would like cleared? How much does this debt amount to? In how many years would you like to pay off this balance? How will you feel when you clear this debt?

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*Ease UpLife*

3. How much money would you like to contribute to savings each month? Or what other investments would you like to make?

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4. What large item would you like to purchase? How much is required for you to purchase this item?

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## THE STRANGEST SECRET

5. How much money would you like to give annually or monthly to philanthropic purposes? To what causes would you contribute your funds? Why do you value these causes?

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6. What are you willing to give up to reach your financial goal?

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— SAMPLE GOAL STATEMENTS —

In \_\_\_\_ years, I would like to make  
\_\_\_\_\_ and be able to  
contribute \_\_\_\_\_ annually to charities like  
\_\_\_\_\_ and \_\_\_\_\_.

In \_\_\_\_ years, I would like to pay off \_\_\_\_\_  
in debt and be making \_\_\_\_\_ per year.

I will forgo \_\_\_\_\_ [miscellaneous  
expense] in order to save an extra \_\_\_\_\_  
per month.

I will save \_\_\_\_\_ each month in order to  
buy \_\_\_\_\_ in \_\_\_\_\_ [years/months].

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## THE STRANGEST SECRET

### CAREER

1. What is your dream job and why? Include the specific job title in your description.

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2. Is there a different role in your current company that you would rather have? If so, what? Write the specific job title.

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*Eric Reppel*

3. Do you desire to start your own business? If so, what kind? Why do you value entrepreneurship?

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4. If your dream job is in a different field than your current one, what education or training will be required for you to change professions? Or who could mentor you in your desired industry?

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## THE STRANGEST SECRET

5. In how many years would you like to make this job change?

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6. What are you willing to sacrifice to reach your professional goal?

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— SAMPLE GOAL STATEMENTS —

In \_\_\_\_ years, I would like to be the  
\_\_\_\_\_ at my current company.

In \_\_\_\_ years, I would like to start my own  
\_\_\_\_\_ company because  
\_\_\_\_\_.

In \_\_\_\_\_ years, I would like to switch professions  
to \_\_\_\_\_, which means that I'll need  
to seek training in \_\_\_\_\_.

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## THE STRANGEST SECRET

### LOCATION

1. Where in the world would you most like to live and why?

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2. Can you do your current job in this location, or would you need to change careers? What else would be required to move to this other place?

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*Ease Realty*

3. In what type of home would you most like to live? Describe the specific home type (Cape Cod, colonial, craftsman, etc.; two-story, ranch, split-level, etc.; brick, stucco, etc.) in as much detail as possible.

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4. What are you willing to give up to live in this location?

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## THE STRANGEST SECRET

### — SAMPLE GOAL STATEMENTS —

In \_\_\_\_\_ [years/months], I would like to live in  
\_\_\_\_\_.

In \_\_\_\_\_ [years/months], I will move into a  
\_\_\_\_\_ style house in \_\_\_\_\_ [location].

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## PERSONALITY

1. What are the qualities in other people I most like?  
Which of these qualities could I do better to cultivate?

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2. What personality characteristics would most lend themselves to a happier, more cheerful, more relaxed life?

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3. What am I willing to change about my current life to adopt a more pleasing (both to self and to others) personality?

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## THE STRANGEST SECRET

### — SAMPLE GOAL STATEMENTS —

I intend to become a better version of myself,  
which involves cultivating the following personality  
characteristics:

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Every day, I will remain calm, positive, and grateful,  
approaching each challenge as an opportunity for  
growth and success.





*Ease Reflections*

## RELATIONSHIPS

1. How could my current relationships be improved?

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2. What relationships are currently absent from my life that I would like to cultivate?

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## THE STRANGEST SECRET

3. What am I willing to sacrifice to develop, repair, or improve these relationships?

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*Eric Reppel*

— SAMPLE GOAL STATEMENTS —

In \_\_\_\_ [years/months], I will find my future  
[spouse/partner] by \_\_\_\_\_.

In \_\_\_\_ [years/months], I will strengthen my  
relationship with \_\_\_\_\_, which will require  
\_\_\_\_\_.

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*Earle G. Wright*

**Start today.  
You have nothing to  
lose—but you have  
your whole life  
to win.**

*—Earle G. Wright—*