BREAKING BARRIERS BUILDING DREAMS

STACKTOBER

THE OFFICIAL 2026 GUIDE

100 WINS. 31 DAYS. 8 AREAS OF YOUR LIFE.

This is not another month of consuming motivation. It is 31 days of doing the work, keeping your word to yourself, showing up for the people around you, and seeing what you are actually capable of.

100	31	10,000
WINS	DAYS	WINS TOGETHER

PUSH YOURSELF. SEE WHAT YOU'RE CAPABLE OF.

The point is not perfection. The point is to build momentum across the parts of life that actually matter, and finish October knowing you showed up differently.

EARNED NOT GIVEN

WIN PRIZES. WIN AT LIFE.

WHY STACKTOBER EXISTS

Step-tember showed us what happens when people have a simple target and other people beside them. The number mattered. The community mattered more.

STACKTOBER takes that same energy and expands it beyond steps. Your body matters. So does what you eat, what you learn, how you reset, the people you love, what you are building, the people you help, and the things you keep avoiding.

THE LEADERBOARD IS THE GAME.
THE PEOPLE ARE THE POINT.

We are going after 10,000 wins together. Every real action somebody takes moves the whole group forward.

You are not supposed to finish October as the exact same person who started it. Use the month. Push yourself. Get uncomfortable. See what changes when you stop waiting to feel ready and start stacking proof.

THE STANDARD

- Show up.
- Be honest.
- Do what you said you would do.
- Share the hard days too.
- Help somebody beside you keep going.
- Come back tomorrow.

HOW TO WIN

Goal: Stack 100 wins between October 1 and October 31, 2026.

Daily maximum: 8 real wins - one in each category.

Stack Day: 4+ real wins in one day.

Community goal: 10,000 real wins together. Bonus wins do not count toward the community total.

GOLDEN RULES

- One action = one win. No double dipping.
- One win per category per day. A four-hour run is still one BODY win.
- Wins count when you submit your check-in. This challenge runs on honesty.
- Intentional beats incidental. Normal life does not automatically count.
- If you have to stretch the definition, it probably is not a win.
- Proof when it makes sense. Integrity always. A private conversation, prayer or journal entry does not need to become content.
- Do not disappear after a bad day. Use your Minimum Stack and come back.

WHAT DOES NOT AUTOMATICALLY COUNT

Going to work is not automatically PURPOSE. Eating lunch is not automatically FUEL. Being in the same room as your family is not automatically RELATIONSHIPS. Scrolling motivational content is not MIND. A like is not COMMUNITY. Incidental work steps are not BODY.

03 / THE EIGHT

8 WAYS TO WIN

01 BODY	30+ minutes of intentional movement or training.
02 FUEL	Complete the personal nutrition standard you locked in.
03 MIND	Read 10+ pages or complete 20+ minutes of focused learning.
04 RESET	10+ minutes journaling, meditation, prayer, gratitude or reflection.
05 RELATION SHIPS	30+ minutes of intentional, distraction-free connection.
06 PURPOSE	30+ minutes of focused work toward something meaningful you are building.
07 COMMUNITY	One meaningful action that helps, supports or connects with another member.
08 BREAK A BARRIER	Do one meaningful thing you have been avoiding, afraid of or putting off.

Your standards are personal. The category is fixed. What it means for you should be clear before the month starts.

MAKE CONSISTENCY VISIBLE

STACK DAY

4+ real wins = 1 Stack Day. Four wins means you intentionally showed up in at least half of the eight areas.

7-DAY STACK STREAK

Stack 4+ real wins for seven consecutive challenge days and earn +5 bonus wins.

PERFECT STACK

8/8 real wins in one day = Perfect Stack.

UNBREAKABLE WEEK

Seven consecutive 8/8 Perfect Stack days earns +10 bonus wins for that seven-day block, replacing the normal +5 for that same block. It does not stack to +15.

SCORING

REAL WINS + BONUS WINS = TOTAL SCORE.

The leaderboard ranks total score. The 10,000 community target only counts real wins.

MILESTONES

- 25 - MOMENTUM
- 50 - HALFWAY
- 75 - LOCKED IN
- 100 - EARNED

The system recalculates streaks and bonuses if a submitted win is corrected.

THE EASIEST WIN OF THE DAY

COMMUNITY is not scrolling. It is participating.

This was the best part of Step-tember and we are going harder on it in October. Drop your screenshot. Share a win. Share the day that sucked. Comment on somebody else's post. Check on someone. Answer a question. Help somebody keep going.

GET YOUR WIN.
THEN HELP SOMEBODY ELSE GET THEIRS.

WHAT COUNTS

- Post your STACKTOBER check-in or screenshot.
- Share a real win, struggle, lesson or update.
- Leave a meaningful comment on another member's post.
- Check in on another member.
- Encourage somebody who is struggling.
- Answer a question or share something genuinely useful.
- Celebrate another person's progress in a real way.

WHAT DOES NOT COUNT

A like. Scrolling. Dropping a throwaway comment just to get the point.

The app organizes the challenge. The community is where people connect.

BUILD YOUR MINIMUM STACK

Pick three categories you can come back to when the day goes sideways.

You will have a bad day this month. Work will blow up. Kids will need you. You will be tired. Something will get missed. The answer is not to disappear for four days because you broke the perfect streak.

Get your Minimum Stack. If you can find a fourth win, save your Stack Day. Check in anyway.

A BAD DAY DOESN'T END THE CHALLENGE.
DISAPPEARING DOES.

BEFORE OCTOBER STARTS

- Choose your three Minimum Stack categories.
- Decide what your FUEL standard actually is.
- Decide what you are building under PURPOSE.
- Name the barrier you have been avoiding.
- Know who you are doing this for.
- Write down who you want to be on October 31.

BODY

The goal is intentional movement, not proving who can destroy themselves the fastest.

WAYS TO EARN IT

- Strength training
- Run or trail run
- Walk with intent
- Bike
- Swim
- Hike
- Yoga or mobility session
- Sport
- Recovery movement if that is what your body actually needs

PUSH YOURSELF

Choose something appropriate to your level, then stop automatically choosing the easiest version. Add the walk. Finish the session. Try the class. Sign up for the thing that scares you a little.

MAKE IT EASIER

- Schedule the session before the day starts.
- Lay out your gear the night before.
- Have a 30-minute fallback workout.
- Invite somebody with you.
- Do not make every session a max-effort day.

Train within your abilities and modify or stop if something does not feel right. STACKTOBER is a challenge, not medical advice.

FUEL

FUEL needs a standard you can actually measure. 'Eat better' is too vague.

EXAMPLES

- Hit your planned calories/macros.
- No fast food for the day.
- No junk food or desserts.
- Hit your protein target.
- Hit your hydration target.
- Follow your meal plan.
- Prep tomorrow's food.
- Choose one personal nutrition rule and keep it.

KEEP THE STANDARD HONEST

Declare it before the challenge so you cannot move the goalposts at 9:30 PM.

MAKE IT EASIER

- Shop before you are hungry.
- Keep simple meals available.
- Prep protein first.
- Know what you are eating before the day gets busy.
- Do not turn one off-plan meal into an off-plan week.

MIND

Read 10+ pages or spend 20+ focused minutes learning something that actually helps you grow.

BOOK RECOMMENDATIONS

ATOMIC HABITS - JAMES CLEAR

Systems, habits and making consistency easier.

THE OBSTACLE IS THE WAY - RYAN HOLIDAY

Using setbacks instead of being owned by them.

MAN'S SEARCH FOR MEANING - VIKTOR E. FRANKL

Purpose, suffering and choosing how you respond.

MEDITATIONS - MARCUS AURELIUS

Perspective, self-command and what is actually in your control.

THE PSYCHOLOGY OF MONEY - MORGAN HOUSEL

Better thinking around money, behavior and long-term decisions.

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE - DALE CARNEGIE

Communication, relationships and dealing with people.

THE WAR OF ART - STEVEN PRESSFIELD

Resistance, procrastination and doing the work.

ESSENTIALISM - GREG MCKEOWN

Doing fewer things better and protecting what matters.

OTHER WAYS TO EARN IT

A course, class, technical skill, language practice, business education or other focused learning can count. Twenty minutes of random clips does not.

RESET

Ten intentional minutes to get out of the noise and back into your own head.

OPTIONS

- Journal without trying to make it sound good.
- Meditate for 10+ minutes.
- Pray.
- Write down what you are grateful for.
- Sit without your phone and think.
- Review the day: what worked, what didn't, what needs to change.
- Take a quiet walk with no podcast or music.

PROMPTS IF YOU DON'T KNOW WHAT TO WRITE

- What am I avoiding right now?
- What did I do well today?
- Where did I break my word to myself?
- Who needs more from me?
- What am I making harder than it needs to be?
- What is tomorrow's most important win?

RELATIONSHIPS

Being near people is not the same as being with them.

WAYS TO EARN IT

- Phone-away dinner with your family.
- Date with your partner.
- Play with your kids without multitasking.
- Call your parents.
- Have the conversation you have been avoiding.
- Go for a walk with somebody and actually talk.
- Ask somebody how they are doing and stay long enough to hear the answer.
- Make time for a friend you keep saying you need to see.

PUSH YOURSELF

If somebody important to you keeps getting the leftovers after work, training and your phone, change that this month.

PURPOSE

PURPOSE is focused work on something meaningful you are building. Your job can count when you intentionally move something important forward. Simply clocking in does not.

EXAMPLES

- Build the business.
- Apply for the job.
- Work on a certification.
- Create the thing.
- Fix the finances.
- Write the proposal.
- Make the sales calls.
- Finish the project.
- Plan the move.
- Work on a meaningful personal goal.

THE 30-MINUTE RULE

Give it 30 focused minutes without bouncing between your phone, inbox and everything else. Some days 30 minutes will turn into three hours. The win starts with showing up.

BREAK A BARRIER

This one should make you hesitate a little.

EXAMPLES

- Make the call.
- Ask for help.
- Book the appointment.
- Sign up for the race.
- Apply for the opportunity.
- Have the hard conversation.
- Publish the thing.
- Walk into the gym.
- Set the boundary.
- Ask the question.
- Start the project you keep talking about.
- Do the first real step toward something you have been afraid to try.

DO NOT PICK 31 FAKE HARD THINGS.
USE THIS CATEGORY TO MOVE.

Some barriers take more than one day. That is fine. The win is a meaningful action that actually moves you through it.

WIN PRIZES. WIN AT LIFE.

Competition makes this more fun. Prizes matter. But the biggest win is what you build while chasing them.

STACKTOBER CHAMPION

Highest official total score. Headline prize package plus challenge recognition.

COMMUNITY MVP

Recognition for the person who consistently made the community better and helped other people keep showing up.

BREAKTHROUGH AWARD

For a meaningful personal change or story that comes out of the month - body, relationships, business, confidence, consistency, sobriety, purpose or another real breakthrough.

100 CLUB

Reach the official 100-win standard and earn STACKTOBER finisher recognition.

EARNED ISSUE

STACKTOBER earned-only gear/recognition is built around one idea: you cannot buy what has to be earned. Final prize packages, sponsor additions and earned-item details will be announced in the community.

Prize details may be updated as sponsor and reward packages are finalized. Challenge scoring standards do not change with prize additions.

WHAT TO DO EVERY DAY

- 1. Do the work.
- 2. Open Earned Not Given.
- 3. Check off the wins you actually earned.
- 4. Add your note/photo where it makes sense.
- 5. Submit your check-in.
- 6. Share your screenshot in the community.
- 7. Find somebody else and leave them something real.
- 8. Come back tomorrow.

USE THE LEADERBOARD

Chase somebody. Protect your streak. Try to take first. Stack a Perfect Day. Have fun with it.

BUT REMEMBER

COMPETE TO WIN.
COLLABORATE TO ACHIEVE.

If you are leading the leaderboard and have not helped one person beside you have a better month, you missed part of what we are building.

OCTOBER 1 - 31, 2026

START AT ZERO.

Everybody starts in the same place.

Your past month does not score points. Your intentions do not score points. What you do next does.

GET THE FIRST WIN.
THEN ANOTHER.
HELP SOMEBODY BESIDE YOU GET THEIRS.

100 wins is close enough to be possible and far enough away that you are going to have to work for it.

Do not spend October watching everybody else change.

Lock in your stack. Push yourself. See what you're capable of.

100 WINS. 31 DAYS.
10,000 WINS TOGETHER.

PEOPLE NEED PEOPLE.
EARNED NOT GIVEN.

WORKBOOK / 01

DESIGN YOUR STACK

Get clear before you start. Type directly into this PDF or print it and write it out.
Your standards should be clear enough that you know whether you earned the win.

MY NAME

WHY I'M DOING STACKTOBER

THE AREA I MOST WANT TO IMPROVE

THE PERSON I WANT TO BE ON OCTOBER 31

ONE THING I WANT TO PROVE TO MYSELF

WORKBOOK / 02

YOUR OCTOBER

100 wins is the scoreboard. What do you actually want those wins to change?

BODY / HEALTH

RELATIONSHIPS / FAMILY

PURPOSE / WORK / MONEY

MIND / PERSONAL GROWTH

COMMUNITY / PEOPLE

WORKBOOK / 03

LOCK YOUR STANDARDS

Do not move the goalposts at the end of the day. Define the win now.

01 BODY

30+ minutes intentional movement or training.

WHAT WILL YOUR BODY WIN USUALLY LOOK LIKE?

WHAT WILL MAKE IT EASIER TO DO?

02 FUEL

Complete the nutrition commitment you locked in.

WHAT EXACT FUEL STANDARD ARE YOU KEEPING?

HOW WILL YOU SET YOURSELF UP TO HIT IT?

WORKBOOK / 04

LOCK YOUR STANDARDS

Do not move the goalposts at the end of the day. Define the win now.

03 MIND

10+ pages or 20+ minutes focused learning.

WHAT WILL YOU READ OR LEARN THIS MONTH?

WHEN WILL YOU NORMALLY DO IT?

04 RESET

10+ minutes journal, meditate, pray, gratitude or reflection.

HOW WILL YOU RESET?

WHEN ARE YOU MOST LIKELY TO ACTUALLY DO IT?

WORKBOOK / 05

LOCK YOUR STANDARDS

Do not move the goalposts at the end of the day. Define the win now.

05 RELATIONSHIPS

30+ minutes intentional, distraction-free connection.

WHO NEEDS MORE INTENTIONAL TIME FROM YOU?

WHAT WILL MEANINGFUL CONNECTION LOOK LIKE?

06 PURPOSE

30+ focused minutes moving something meaningful forward.

WHAT ARE YOU ACTUALLY BUILDING?

WHAT WORK WILL COUNT AS A PURPOSE WIN?

WORKBOOK / 06

LOCK YOUR STANDARDS

Do not move the goalposts at the end of the day. Define the win now.

07 COMMUNITY

One meaningful action that helps, supports or connects.

HOW WILL YOU SHOW UP FOR THE PEOPLE BESIDE YOU?

WHO CAN YOU HELP, ENCOURAGE OR CONNECT WITH?

08 BREAK A BARRIER

One meaningful action toward something you have avoided.

WHAT ARE YOU AVOIDING RIGHT NOW?

WHAT IS THE FIRST REAL ACTION YOU CAN TAKE?

WORKBOOK / 07

BUILD YOUR MINIMUM STACK

Pick three wins you come back to when the day goes sideways.
If you can find a fourth, save your Stack Day.

- [ ] BODY
- [ ] FUEL
- [ ] MIND
- [ ] RESET
- [ ] RELATIONSHIPS
- [ ] PURPOSE
- [ ] COMMUNITY
- [ ] BREAK A BARRIER

WHEN THE DAY GOES SIDEWAYS, MY PLAN IS:

THE FOURTH WIN I CAN USUALLY FIND:

WORKBOOK / 08

BREAK THE BARRIER

Pick something real. Use this category to move, not to manufacture fake hard things.

THE THING I HAVE BEEN AVOIDING

WHY I KEEP PUTTING IT OFF

THE FIRST ACTION I WILL TAKE

THE PEOPLE I AM DOING THIS FOR

WORKBOOK / 09

YOUR PLAN TO 100

100 wins is about 3.23 wins a day. Build a plan that survives real life.

MY NORMAL-DAY TARGET

MY STRETCH-DAY TARGET

THE TIME I WILL CHECK IN

WHAT USUALLY KNOCKS ME OFF TRACK?

WHAT WILL I DO INSTEAD OF DISAPPEARING?

WHO CAN HOLD ME ACCOUNTABLE?

WHAT WILL I DO IF I MISS A DAY?

WORKBOOK / 10

MY STACK

Fill this out after the workbook. Screenshot it. Keep it somewhere you will see it.

MY REASON FOR DOING STACKTOBER

THE AREA I MOST WANT TO IMPROVE

THE BARRIER I AM COMMITTED TO BREAKING

THE PERSON / PEOPLE I AM DOING THIS FOR

THE PERSON I WANT TO BE ON OCTOBER 31

MY THREE MINIMUM STACK WINS

WORKBOOK / 11

LOCK IT IN

You do not need a perfect month. You do need to stop negotiating with every promise you make to yourself.

I AM GOING AFTER 100 WINS.
I WILL CHECK IN HONESTLY.
I WILL KEEP SHOWING UP.
I WILL SUPPORT THE PEOPLE BESIDE ME.
I WILL FINISH WHAT I STARTED.

☐ I'M IN.

NAME

DATE

100 WINS. 31 DAYS.

10,000 WINS TOGETHER.

EARNED NOT GIVEN