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**DD** DEVEN DAVIS

A 30-DAY JOURNAL

# THE IDENTITY SHIFT

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30 days to becoming the person investors, partners, and opportunities can't ignore.

**30**

DAILY PROMPTS

**10**

MINUTES / DAY

**4**

IDENTITY PHASES

Deven Davis  
devendavis.com

# The Person Before the Plan

Every strategy in the world is useless in the hands of the wrong person.

I don't mean a bad person. I mean the wrong version of a person. The version that still carries someone else's definition of what they deserve. The version that unconsciously sabotages every good thing that starts to work. The version that knows the right answers but can't seem to act on them — because deep down, their identity hasn't caught up to their ambition.

I know this because I was that person. For five years. You read the story — the basement, 155 pounds, \$37 on my first Black Friday. I didn't lack information. I lacked identity. I didn't believe I was the kind of person who gets to win.

Wallace D. Wattles wrote something over a century ago that changed my life: "There is a thinking stuff from which all things are made... A thought in this substance produces the thing that is imaged by the thought."

Translation: you become what you think about. Not what you wish for. Not what you hope for. What you think about — consistently, deliberately, daily.

This journal is 30 days of deliberate thinking. Ten minutes a day. One prompt. One reflection. One intention. No fluff. No affirmations. No vision boards.

Just the disciplined practice of becoming someone new — one day at a time.

But a word of warning: identity without action is just a nicer version of procrastination. By Day 30, you'll know who you are. The question is — what will you do with that clarity? I'll come back to that.

*"Identity precedes strategy. Who you are determines what you do — and what you do determines what you get."*

# How to Use This Journal

## **ONE PROMPT PER DAY. TEN MINUTES. THIRTY DAYS.**

Do these in order. The 30 days are organized into four phases — Identification, Impression of Increase, The Certain Way, and The Creative Plane. Each phase builds on the last.

Write by hand. Print this out or use a journal alongside it. The act of writing by hand engages a different part of your brain than typing. It slows you down. That's the point.

Don't skip the intention. Every day ends with an intention for the next 24 hours. This is where thinking becomes doing.

If a day hits a nerve — good. That's the shift happening. Don't avoid it. Write through it.

Re-read Day 1 on Day 30. The distance between those two entries is your transformation in ink.

### **The 10X Guarantee:**

If this journal doesn't produce a noticeable shift in how you see yourself within the first week, email [deven@devendavis.com](mailto:deven@devendavis.com) for a full refund. Keep the journal. I don't want your money if this doesn't work for you.

# 1

WEEK ONE · DAYS 1-7

## Identification

Who are you becoming? Before you can build the life, you have to see the person. This week, you form the clear mental image Wattles said was the first step to everything.

# Week 1: Identification

*"The first step toward getting rich is to form a clear and definite mental image of what you want."*

— Wallace D. Wattles

## Day 1: The Vision

DAY 1

10 MINUTES

Close your eyes for sixty seconds. Picture your life three years from now — the version where everything you're working toward has come true. Not a fantasy. A clear mental image.

**Describe that life in detail. What do you see?**

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**What is the person in that vision doing differently than you are today?**

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*Today's intention: I will carry this image with me for the next 24 hours. When I notice myself shrinking, I'll return to it.*

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## Day 2: The Mirror

DAY 2

10 MINUTES

Yesterday was the vision. Today is the truth. Not judgment — forensics. Who are you right now, honestly?

**What are three words that describe who you are TODAY — not who you want to be?**

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**What is one thing you do every day that the person in your Day 1 vision would never do?**

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*Today's intention: I will notice one habit today that belongs to the old version of me — and name it without judging it.*

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## Day 3: The Gap

**DAY 3**

10 MINUTES

The gap between who you are and who you're becoming isn't a failure. It's a map.

**What is the single biggest thing standing between today's you and the person in your vision?**

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**Is that obstacle a belief, a behavior, or an environment?**

- Belief (something I think about myself or the world)
- Behavior (something I do or don't do)
- Environment (the people, places, or systems around me)

*Today's intention: I will take one small action today that the future version of me would take.*

## Day 4: The Pattern

DAY 4

10 MINUTES

Most people don't fail because of a single bad decision. They fail because of a pattern they can't see.

**What is one pattern in your life that keeps repeating — in money, relationships, or work?**

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**When did that pattern start? What was happening in your life?**

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*Today's intention: I will catch this pattern once today and choose differently — even if the different choice is uncomfortable.*

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## Day 5: The Permission

DAY 5

10 MINUTES

Most people are waiting for permission that will never come. From a parent. A partner. A boss. A culture. Wattles didn't wait. He declared.

**What have you been waiting for permission to pursue?**

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**Who are you waiting to hear it from?**

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*Today's intention: I give myself permission. Today. In writing. Nobody else needs to sign off.*

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## Day 6: The Standard

DAY 6

10 MINUTES

Your standards determine your life. Not your goals — your standards. Goals are what you hope for. Standards are what you refuse to live without.

**What is one standard you've been tolerating that the future version of you would never accept?**

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**What new standard are you setting — starting today?**

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*Today's intention: I will hold this new standard for 24 hours. No exceptions. No negotiations.*

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## Day 7: The Declaration

**DAY 7****10 MINUTES**

One week in. You've seen the vision, faced the mirror, mapped the gap, named the pattern, given yourself permission, and set a new standard. Now declare it.

**Complete this sentence: "I am becoming the kind of person who..."**

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### **Week 1 Reflection:**

Read your entries from Days 1–7. You started the week describing a vision. You're ending it with a declaration. That's not journaling — that's identity work. The shift has already started.

# 2

WEEK TWO · DAYS 8-14

## Impression of Increase

Wattles' most powerful principle: leave every person with the impression that you increased them. This week, you practice becoming the person everyone wants to be around.

## Week 2: Impression of Increase

*"Give every man more in use value than you take from him in cash value; then you are adding to the life of the world by every business transaction."*

— Wallace D. Wattles

### Day 8: The Inventory of Value

DAY 8

10 MINUTES

Most people underestimate what they already have to offer by 80%. Today, you audit your assets — not financial, but human.

**List 5 things you know, can do, or have experienced that other people would find genuinely valuable:**

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*Today's intention: I will use one of these five things to help someone today — without being asked.*

### Day 9: The Gratitude Audit

DAY 9

10 MINUTES

Wattles wrote that gratitude is the first step toward receiving more. Not as mysticism — as psychology. When you notice what's working, you stop sabotaging it.

**Name 10 things in your life right now that are working — that you've been taking for granted:**

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*Today's intention: I will tell one person on this list what they mean to me. Out loud. Today.*

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## Day 10: The Value Question

**DAY 10**

10 MINUTES

This is the question that separates people who get ahead from people who get stuck: "How did I increase someone's life today?"

**Think about yesterday. Name one interaction where you left the other person better than you found them:**

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**Name one interaction where you could have done better:**

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*Today's intention: I will ask "How can I increase this person?" before every meaningful interaction today.*

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## Day 11: The Abundance Check

**DAY 11**

10 MINUTES

Scarcity thinking is the silent killer of generosity. You can't increase others when you believe there isn't enough for you.

**Where in your life are you thinking in scarcity right now? Money? Time? Love? Opportunity?**

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**What would you do differently if you truly believed there was enough?**

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*Today's intention: Every time I catch myself thinking "I can't afford to" (time, money, energy), I'll ask: "What if I could?"*

## Day 12: The Service Lens

DAY 12

10 MINUTES

The people who build wealth with purpose share one trait: they see the world through a service lens. Every problem is an opportunity to create value.

**Name one problem someone in your life is struggling with right now that you could help solve:**

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**What would helping them look like — specifically?**

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*Today's intention: I will reach out to this person and offer help. Not a pitch. Not a transaction. Just help.*

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## Day 13: The Generosity Edge

DAY 13

10 MINUTES

Wattles taught that giving more in use value than you take in cash value is the law of increase. Not charity. Strategy.

**In your work or business, where could you give 10x more value without it costing you anything?**

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**What's stopping you from doing it?**

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*Today's intention: I will over-deliver on one thing today. Not for recognition. Because that's who I'm becoming.*

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## Day 14: The Midpoint Reset



DAY 14

10 MINUTES

You're halfway through. Fourteen days of deliberate thinking. Time to take stock.

**What has shifted in you since Day 1? Be specific:**

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**What still feels stuck or resistant?**

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**Week 2 Reflection:**

Impression of Increase isn't a technique you deploy. It's a way of being. When you leave every room having added something to the people in it, everything — your income, your relationships, your reputation — begins to compound. You're not faking generosity. You're becoming generous. There's a difference.

# 3

WEEK THREE · DAYS 15-21

## The Certain Way

Wattles said there is a “Certain Way” of thinking and acting that produces results.  
This week, you align your daily actions with your identity — and eliminate  
everything that contradicts it.

## Week 3: The Certain Way

*“Act upon your present place with all your heart, and put your whole mind into present action.”*

— Wallace D. Wattles

### Day 15: The Intention

DAY 15

10 MINUTES

Scattered action produces scattered results. What is the ONE thing you’re building right now that matters most?

**My one thing:**

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**Everything else I’ve been giving energy to that isn’t this:**

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*Today’s intention: I will give my one thing my best hour today — before I give anything else my time.*

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### Day 16: The Focus Audit

DAY 16

10 MINUTES

You don’t need more time. You need fewer distractions. What are you tolerating that the person you’re becoming would eliminate?

**Name 3 distractions you tolerate daily (apps, habits, conversations, commitments):**

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**Which one will you eliminate — starting today?**

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*Today's intention: I will remove this distraction for 24 hours and notice what fills the space.*

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## Day 17: The Faith Test

DAY 17

10 MINUTES

Wattles taught that acting in the Certain Way requires acting with faith — not blind faith, but the conviction that comes from a clear vision held firmly in mind.

**What would you do today if you KNEW — with absolute certainty — that it would work?**

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**What's the only reason you're not doing it?**

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*Today's intention: I will act as if it's going to work. For one day. Just to see what happens.*

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## Day 18: The Efficiency Audit

DAY 18

10 MINUTES

The Certain Way is efficient. No wasted motion. No busy-work disguised as productivity. Every action moves toward the clear mental image.

**Yesterday, how many hours did you spend on things that moved you toward your vision?**

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**How many hours on things that didn't?**

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**What is one thing you did yesterday that felt productive but wasn't?**

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*Today's intention: I will track my time today in 30-minute blocks. No judgment. Just data.*

## Day 19: The Environment

DAY 19

10 MINUTES

Your environment is either building your identity or eroding it. The space you work in, the room you sleep in, the desk you sit at — they all whisper a story about who you are.

**Does your physical space reflect the person you're becoming? What doesn't match?**

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**What is one change you can make to your environment today that signals your new identity?**

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*Today's intention: I will make this one change. Today. Not this weekend. Today.*

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## Day 20: The Network

DAY 20

10 MINUTES

You are the average of the five people you spend the most time with. Not in a cliché way — in a neurological way. Your brain mirrors the patterns of the people around you.

**Name the 5 people you spend the most time with. Are they going where you want to go?**

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**Who is ONE person you need to spend more time with? One you need to spend less time with?**

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*Today's intention: I will reach out to the person I need to be closer to. One message. One call. Today.*

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## Day 21: The Progress Review

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DAY 21

10 MINUTES

Three weeks in. Twenty-one days of deliberate thinking and intentional action. The Certain Way isn't about perfection — it's about consistency.

**What have you actually DONE in the last 21 days that the version of you from Day 1 wouldn't have done?**

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**What's one area where you're still falling back into old patterns?**

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**Week 3 Reflection:**

The Certain Way is both simple and demanding. Simple because the formula is clear: hold the vision, act with faith, give full effort to present action. Demanding because the world will try to pull you back into scattered thinking every single day. You've practiced for 21 days. The question isn't whether you can do it. It's whether you'll keep doing it. The last week decides.

# 4

WEEK FOUR · DAYS 22-28

## The Creative Plane

You are not here to compete for what already exists. You are here to create what doesn't. This week, you build.

## Week 4: The Creative Plane

*"You must get rid of the thought of competition. You are to create, not to compete for what is already created."*

— Wallace D. Wattles

### Day 22: The Creation

DAY 22

10 MINUTES

Competition asks "How do I get a bigger piece of the pie?" Creation asks "What pie can only I make?"

**What can only YOU create — based on your unique combination of skills, experiences, and perspective?**

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*Today's intention: I will spend 30 minutes today creating something — anything — instead of consuming.*

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### Day 23: The Competition Purge

DAY 23

10 MINUTES

Where have you been competing instead of creating? Comparing yourself to others is competitive thinking. Building something new is creative thinking.

**Who have you been comparing yourself to? What has it cost you?**

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**What would you build if you stopped watching what they're doing?**

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*Today's intention: I will unfollow, mute, or distance myself from one source of comparison today.*

## Day 24: The Leverage Point

DAY 24

10 MINUTES

Archimedes said give him a lever long enough and he'd move the world. You have one skill, one experience, one unique advantage that — fully deployed — changes everything.

**What is your lever? The one thing that, if you went all-in on it, would accelerate everything else?**

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**What percentage of your time are you currently giving to it?**

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*Today's intention: I will double the time I give to my lever this week. Starting today.*

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## Day 25: The \$33 Question

DAY 25

10 MINUTES

\$1,000 a month. That's \$33 a day. Not a fantasy. A math problem. And math problems have solutions.

**How will you earn your next \$33? Be specific — the skill, the person, the offer:**

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**When will you take the first action? (Not "soon" — a date and time.)**

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*Today's intention: I will take one concrete step toward earning \$33 before I go to sleep tonight.*

## Day 26: The Investment in Self

DAY 26

10 MINUTES

The highest-return investment you'll ever make is in yourself. Not stocks. Not real estate. You.

**If money and time were unlimited, what skill or knowledge would you invest in developing?**

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**Now: what's the \$7–\$50 version of that investment you can make THIS WEEK?**

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*Today's intention: I will make one investment in myself today — a book, a course, a conversation with someone who knows more than me.*

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## Day 27: The Impact Metric

DAY 27

10 MINUTES

Income without impact is just a paycheck. The person you're becoming doesn't just earn — they matter.

**How will you know your work is making a difference? What's the one metric that tells you?**

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**Name one person whose life has already been better because of something you did this month:**

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*Today's intention: I will do one thing today that moves my impact metric forward — not my income, my impact.*

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## Day 28: The Integration

DAY 28

10 MINUTES

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Income. Impact. Identity. These aren't three separate things. They're one thread. The person you're becoming earns because they create value, creates value because they have purpose, and has purpose because they know who they are.

**Write one sentence that connects your income, your impact, and your identity:**

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**Week 4 Reflection:**

The Creative Plane isn't a destination you arrive at. It's a way of operating. When you create instead of compete, invest in yourself instead of compare, and measure impact alongside income — you're living on the Creative Plane. And the Creative Plane is where wealth with purpose gets built.

# 30

THE FINAL DAYS · DAYS 29-30

## The Culmination

Twenty-eight days of becoming. Two days of declaring. This is where you seal the shift.

# The Culmination

## Day 29: The Letter to My Future Self

DAY 29

15 MINUTES

One year from today. Write a letter to that person — the one who has lived 365 days on the other side of this shift.

**Dear Future Me,**

**When I started this journal 29 days ago, I was...**

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**The biggest thing that shifted was...**

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**By the time you read this, I expect you to have...**

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**The one promise I'm making to you is...**

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**Signed:**

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**Date:**

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## Day 30: The Clean Slate Declaration

DAY 30

15 MINUTES

You made it. Thirty days. Not of journaling. Of becoming.

### MY IDENTITY DECLARATION

*I, \_\_\_\_\_, on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, declare the following:*

**I am:**

\_\_\_\_\_  
\_\_\_\_\_

**I create:**

\_\_\_\_\_  
\_\_\_\_\_

**I give:**

\_\_\_\_\_  
\_\_\_\_\_

**I build:**

\_\_\_\_\_  
\_\_\_\_\_

**I refuse:**

\_\_\_\_\_  
\_\_\_\_\_

**I know:**

\_\_\_\_\_  
\_\_\_\_\_

**I am not the person who started this journal. I am the person who finished it. And  
I am just getting started.**

**Signature:**

\_\_\_\_\_

**Date:**

\_\_\_\_\_

*Print this page. Post it where you'll see it every morning. Read it aloud for 30 more days. The first 30 days built the identity. The next 30 embed it.*

## The Shift Is Done. The Build Starts Now.

Remember what I said at the beginning? Identity without action is just a nicer version of procrastination.

You've spent 30 days becoming someone new. You know who you are. You have the declaration on your wall. Now the question: what will you build with that identity?

### WHERE YOU ARE ON THE FINDER'S JOURNEY:

Believe 'Earn 'Invest 'Converge.

You've done the belief work. You've rebuilt your identity from the inside out. Now you earn — not as the old version of you, but as the person you just declared yourself to be.

### The Side Hustle Shortlist — Your Identity in Action

12 proven paths to your first \$1K/month — plus 15 AI prompts to launch this week. The identity work gave you the who. The Shortlist gives you the how.

#### What's inside:

- 12 curated paths with startup costs, time to first dollar, and difficulty ratings (\$47 value)
- The Skill Audit — match your existing skills to the right path (\$19 value)
- 15 ready-to-use AI prompts for Discovery, Launch, First Client, and Scale (\$29 value)
- The \$1K Action Plan — fill-in worksheet with your 48-hour launch deadline (\$19 value)

**Total value: \$114. Your investment: \$7.**

*The No-Brainer Guarantee: If the Shortlist doesn't save you 10+ hours of research in the first week, full refund. Keep the guide.*

**Get the Side Hustle Shortlist** [devendavis.com/buy/side-hustle-shortlist](https://devendavis.com/buy/side-hustle-shortlist)

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Follow @deven.r.davis on Instagram. Free content, live Q&As, and a community of Finders who've decided "enough" isn't enough.

## About the Author

Deven Davis is the Co-Founder of Ivystone Capital, an impact venture fund bridging institutional capital and grassroots innovation. \$500M+ in startup growth revenue. 400+ family office relationships. Two books. Keynotes worldwide.

He didn't come from money. He came from conviction. Today he teaches Finders, Founders, and Funders how to build wealth with purpose — using the same Wattles principles that rebuilt his own life.

@deven.r.davis on Instagram

devendavis.com

*“The desire for increase is inherent in all nature; it is the fundamental impulse of the universe.”*

— Wallace D. Wattles, *The Science of Getting Rich*

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