



Resource 1
**STOP
HIDING**

The Exposure Protocol + 7-Day
Challenge

*Spartan philosophy, built in the black-ops lab of business.
Pick one arena. Ship before you feel ready. Do it for 7 days.*

RYAN HANLEY



FINDING PEAK

Quick Start — Read This Once

- 1 Pick **ONE arena** you've been hiding in.
- 2 Choose **ONE daily exposure rep** — measurable, 10–20 minutes.
- 3 Add **stakes** — accountability + consequence.
- 4 **Ship before you feel ready.** Do it for 7 days.

The protocol is simple. **The execution is the whole thing.**

1

STEP ONE — THE EXPOSURE PROTOCOL

Name The Arena

 BODY MONEY MARRIAGE BUSINESS CREATIVE WORK DISCIPLINE / TIME

MY ARENA

START DATE

2

STEP TWO — THE EXPOSURE PROTOCOL

Choose One Daily Exposure Rep

This must be specific enough that you can't hide inside the wording. Vague reps die. Specific reps get done.

MY REP (DAILY)

MINIMUM VERSION (WHEN LIFE HITS)

MEASUREMENT (TIME / NUMBER)

3

STEP THREE — THE EXPOSURE PROTOCOL

Add Stakes

Private goals die in private. You make this real with consequences. No stakes = no accountability = no change.

ACCOUNTABILITY PERSON

.....

HOW I'LL PROVE IT EACH DAY (TEXT / SCREENSHOT / VOICE NOTE)

.....

CONSEQUENCE IF I MISS

.....

OPTIONAL REWARD IF I COMPLETE ALL 7 DAYS

.....

4

STEP FOUR — THE EXPOSURE PROTOCOL

Ship Before You Feel Ready

- I measure **completion** , not mood.
- I do the rep **before comfort** — before scrolling, email, or distractions.
- I don't **edit the truth down** to stay likable.
- **Imperfect shipped** beats perfect planned. Every time.



THE CHALLENGE

The 7-Day Stop Hiding Challenge

DAY
1

Define your arena + rep + stakes. Then do the rep. Don't overthink. Go.

DAY
2

Do the rep sloppy. No polishing. No editing. Ship the imperfect version.

DAY
3

Do the rep when you don't want to. This is the day the pattern gets made.

DAY
4

Do the rep when you feel behind. Especially then. That's the whole point.

DAY
5


Do the rep when you feel embarrassed. Exposure requires discomfort. Lean in.

DAY
6

Do the rep when you feel numb. No emotion required. Just completion.

DAY
7

Do the rep publicly — or with maximum exposure. Then write a 3-sentence reflection on what changed.


TRACK YOUR PROGRESS

Daily Tracker

DAY	DATE	REP DONE?	PROOF SENT?	NOTES
1		<input type="checkbox"/>	<input type="checkbox"/>	
2		<input type="checkbox"/>	<input type="checkbox"/>	
3		<input type="checkbox"/>	<input type="checkbox"/>	
4		<input type="checkbox"/>	<input type="checkbox"/>	
5		<input type="checkbox"/>	<input type="checkbox"/>	
6		<input type="checkbox"/>	<input type="checkbox"/>	
7		<input type="checkbox"/>	<input type="checkbox"/>	

Examples of Exposure Reps — Steal One

Voice

Publish one unedited take. Send one honest message.
State one clear opinion without softening it.

Body

30 minutes training, no exceptions. 10-minute minimum version when life is in the way.

Money

Track spending daily. Do one revenue action — an ask, a pitch, a follow-up — before noon.

Business

10 outbound messages. One uncomfortable decision made before noon without overthinking it.

Reminder

If you miss a day, you restart. You're not chasing perfection — you're building a pattern. The restart is part of the protocol. Do it without drama and go again.

7 DAYS. ONE REP. NO EXCUSES. THE COMPOUNDING IS REAL.

I'll leave you with this



SHIP BEFORE
YOU FEEL
READY.

||

Get the fuck after it.

THIS IS THE WAY. — HANLEY

JOIN 15,000+ LEADERS BUILDING WHAT AI CAN'T
REPLACE

ryanhanley.com/subscribe