

# THE JANUARY CRASH SURVIVAL KIT



*How to keep moving without burning out*

If January feels heavier than expected, you're not broken. You're responding to pressure, exhaustion, and biology — not failure. There's no right order. Take what helps. Leave what doesn't!



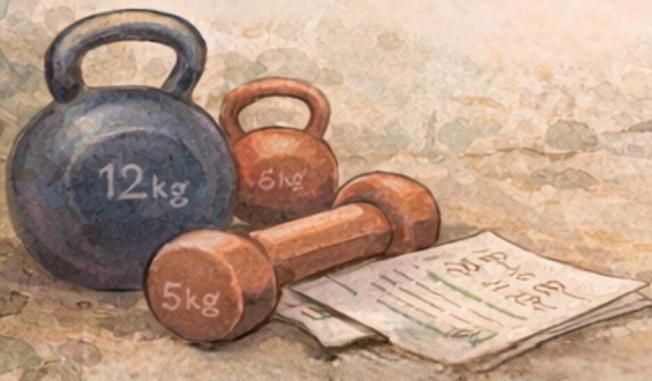
## The January Crash Explained

What's actually happening in your brain? If you started January with big plans, high motivation, and a sudden urge to “sort your life out”— only to feel exhausted, stuck, or numb a few weeks later, you've experienced what I call the January Crash.

From a psychology and neuroscience perspective, this happens because:

- **Dopamine drops:** December is full of novelty, treats, routine breaks, and stimulation. When January arrives, dopamine — the chemical linked to motivation — dips sharply.
- **Stress hormones stay high:** Financial pressure, family stress, disrupted sleep, and emotional overload don't reset on January 1st. Cortisol often remains elevated.
- **Expectations skyrocket:** “New year, new me” culture adds pressure at the exact moment your nervous system is already tired.

For neurodivergent, burnt-out, or trauma-experienced nervous systems, this crash often hits harder and lasts longer.



# The Tortoise Strategy

## A slow, steady alternative to burnout

The problem isn't your goals. The problem is the strategy you've been taught to use to reach them. The Tortoise Strategy replaces intensity with consistency and pressure with safety.

Instead of asking: "How can I do more, faster?"

We ask: "What's the smallest step I could take without overwhelming my nervous system?"

## Slow progress is not failure!!

It's how your brain relearns that action is safe.

This strategy works because the nervous system responds to repeated safe experiences, not force or motivation speeches.

### The Micro Wins Method

Building momentum without pressure

Big goals often trigger avoidance.

Micro wins do the opposite.

A micro win is an action so small it feels almost too easy. If it feels impressive, it's too big.

Examples:

- Putting your trainers on (not going to the gym)
- Opening a document (not finishing the task)
- Stepping outside for 2 minutes
- Writing one sentence

Micro wins work because they:

- reduce threat
- create dopamine through completion
- build trust between you and your nervous system
- Momentum doesn't come from pushing harder.
- It comes from finishing safely.

### The Permission Reset

January does not have to be productive.

Rest can be strategic.

Recovery can be progress.

You don't need a fresh start.

You don't need to punish yourself into change.

You only need a way forward that doesn't cost your health.





# The Micro Wins Planner



## A gentle way to move forward without burnout

This printable helps you break goals into tiny, manageable steps. Instead of chasing big outcomes, you'll focus on micro wins — actions so small they feel safe to start, even on low-energy days.

### 1. The Big Thing (no pressure)

What is the thing you feel you 'should' be doing? Write it as it comes.


### 2. Strip the pressure

Rewrite the goal without deadlines, outcomes, or expectations.


### 3. Your Micro Win

Choose ONE action that feels almost too easy.

My micro win is:
When will I do it?
Where will I do it?

### 4. Stop early on purpose

Decide when you will stop so your brain links action with safety.

I will stop after:
How I want to feel when I stop: