

1: The Minimum Viable Habit (MVH) Worksheet

The ultimate protocol for breaking in heavy leather, raw denim, and waxed canvas.

The Problem with New Jackets

You just bought a beautiful, heavyweight jacket. It looks incredible, but it feels like wearing cardboard armor. Most people try to wear it out for a full 10-hour day, get exhausted by the stiffness, and leave it in the closet forever.

To get that custom-molded, second-skin fit, you don't need *intense* wear—you need *consistent* wear.

The Solution: Your Minimum Viable Habit (MVH)

Your MVH is the absolute easiest, lowest-friction way to wear your jacket daily. The goal is to accumulate time in the garment using your natural body heat to soften the materials, without causing you discomfort or frustration. We are lowering the bar to success so much that it becomes impossible to fail.

Step 1: Choose Your Low-Friction Activity

What is an easy, stationary, or low-movement activity you do every single day at home?
(Check one or write your own)

- Drinking my morning coffee / tea
- Reading a book or the news
- Checking emails in the morning/evening
- Watching a 20-minute YouTube video or TV show episode
- Walking the dog around the block
- **Custom:** _____

Step 2: Set Your Time Limit

Pick a duration that feels ridiculously easy. If it feels like a chore, the time is too long.

- 5 Minutes (Best for ultra-heavy 20oz+ denim or horsehide)
- 10 Minutes
- 15 Minutes (The Sweet Spot)
- 30 Minutes (Best for medium-weight canvas or softer leathers)

Step 3: Define Your MVH

Combine Step 1 and Step 2 to create your official Minimum Viable Habit rule.

My MVH for this 30-day break-in cycle is:

"I will wear my jacket unzipped indoors while I
_____ for exactly _____ minutes."

✗ Bad MVH vs. ✓ Good MVH

✗ Bad MVH: *"I will wear my new 22oz raw denim jacket to work every day." (Why it fails: Too much commitment. What if it's raining? What if your office is hot? What if it pinches your elbows while driving? You will quit by Day 3.)*

✓ Good MVH: *"I will wear my jacket over a t-shirt while I drink my morning coffee for 10 minutes."*

(Why it works: Zero weather dependency. If it gets uncomfortable, you can take it off at minute 11. You still get the "win" for the day.)



The Mission Briefing & Contract

Read this aloud and sign your name to commit to the process.

"My mission is to execute my Minimum Viable Habit every day for 30 days. I understand that the jacket molds to my body only through consistent, daily body heat and micro-movements. I am not aiming for a perfect break-in today; I am aiming for consistency over the next month."

Signature: _____ **Date:** _____