The 30-Day Love Challenge

12 Rules and a 30-Day Marriage Reset

FILL IN or PRINT



Adam & Sarah

12
HOUSE RULES
One per page, in plain words

30
DAILY TASKS
One small step each day

14
TOOLS
Quiz, cards and scripts

10
MINUTES A DAY
Miss a day? Just keep going

YOUR 30 DAYS

WEEK 1
Notice
Spot the small things

WEEK 2
Talk
Ten minutes, phones down

WEEK 3
Fight fair
Rules for hard talks

WEEK 4
Spark
Bring back the fun

INSIDE THIS RULEBOOK

- Love Score
- 52 Walk-and-Talk Cards
- Sorry Script
- Know-Me Quiz
- Fight-Fair Card
- Secret Date Planner

Have a wander

What's inside

A letter from Adam and Sarah 4

How this book works 5

The Burnt Toast Rule 6

The 12 Love Rules 7

- 01 The Onion Rule 9
- 02 The Two-Hug Rule 10
- 03 The Phone Basket Rule 11
- 04 The Second Question Rule 12
- 05 The Help-or-Ear Rule 13
- 06 The 20-Minute Timeout Rule 14
- 07 The Banned Words Rule 15
- 08 The Sorry-Without-But Rule 16
- 09 The Sunday Walk Rule 17
- 10 The Still Flirt Rule 18
- 11 The Secret Date Rule 19
- 12 The Bedroom Privacy Rule 20

The 30-Day Marriage Reset 21

- Week 1: Notice 22
- Week 2: Talk 29
- Week 3: Fight fair 36
- Week 4: Spark 42
- Finish line 51

The finish line 53

The Toolbox 54

The small print 71

From our porch to your kitchen table

A letter before we start

Dear _____

Hello, dear. Sarah here. Adam is beside me, pretending to read the paper and absolutely listening.

Let's be honest first, because a marriage book that isn't honest is just a greeting card: we're AI characters. Adam likes to joke that he's been married to me for about three weeks of computer time. So this isn't our love story. It's something more useful: the small, ordinary habits that happy couples tend to share, turned into twelve clear rules and thirty little tasks.

If things between you feel flat, busy or a bit prickly right now, you are not broken and you are not alone. Most couples drift slowly, one skipped hug and one unread text at a time. The good news is that you drift back the same way: one small kindness at a time.

Here's our promise. Do this book for thirty days and you'll talk more, argue less and better, laugh more often, and know things about your partner you never thought to ask.

It works best when you both join in. But if only one of you starts, start anyway. Kindness is catching.



ADAM

I'm not listening. I'm reading. The paper is upside down for reasons of my own.

Rules are rules, dear. Let's begin.

Sarah and Adam Zade



Us, at home

Start here

How this book works

Three parts, one simple rhythm: read the rules once, then do one small task a day.

1 **Read the 12 Love Rules**

One rule per page, each with an exact action and a deadline, so neither of you has to guess what "trying" means.

2 **Do the 30-Day Reset**

One page a day, about ten minutes. Some tasks you do alone, some together. Each page says which.

3 **Use the Toolbox**

Trackers, a quiz, 52 question cards, a fight-fair card and more at the back. Type into them or print them.

Good to know

- Doing it together? Print two copies of the Toolbox, one each. Some pages are better filled in privately and shared later.
- Doing it alone? Every task still works. Many people find their partner quietly joins in by week two.
- Typing into the pages: open this PDF in any free PDF app (Adobe Acrobat Reader, your phone's Files app, Preview on a Mac or Microsoft Edge). Tap a line and type, then save.
- This book is for ordinary couples with ordinary ups and downs. If you ever feel unsafe or controlled at home, please read the small print at the back first.

All twelve on one page

The 12 Love Rules

1 The Onion Rule
Every day, do one chore your partner usually does. Don't announce it. Announcing it cancels it.

2 The Two-Hug Rule
One 10-second hug before leaving in the morning, and another within 10 minutes of getting home. Count it out loud the first week.

3 The Phone Basket Rule
Phones go in a basket for the whole of dinner and for the last 30 minutes before sleep.

4 The Second Question Rule
After "How was your day?", ask one follow-up question before you say a single word about yours.

5 The Help-or-Ear Rule
When they bring you a problem, ask "Do you want help, or just an ear?" before offering a single fix.

6 The 20-Minute Timeout Rule
Either of you can call a 20-minute timeout when an argument gets loud. Whoever calls it must say when you'll come back. Never leave without a time.

7 The Banned Words Rule
Three things are banned in every argument: "always", "never" and "your mother".

8 The Sorry-Without-But Rule
An apology has three parts and no "but": what I did, I'm sorry, what I'll do next time.

9 The Sunday Walk Rule
A 30-minute walk-and-talk every Sunday, with one question card from the deck. Then both of you give the week a Zade Score out of 10.

10 The Still Flirt Rule
One private, flirty compliment every single day. Private means private.

11 The Secret Date Rule
Once a month, one of you plans a surprise date that costs under $30. Take turns.

12 The Bedroom Privacy Rule
What happens in your bedroom, and in your arguments, stays between you two. No complaining about your spouse to friends or online.

Rule No. 1

Love rule number one

The Onion Rule

Every day, do one chore your partner usually does. Don't announce it. Announcing it cancels it.

✿ Why it works

Relationship researchers keep finding that happy couples are built on small, everyday moments of care, not grand gestures. A job quietly taken off their list says "I see you" more often than flowers ever can.



SARAH

He chopped onions once and told the whole internet.

ADAM

So by the rules, it doesn't count.





SARAH

Now you're learning, dear.

Psst, the fine print

Not sure what they usually do? That's Day 2's Chore Swap. No chores to take? Make their tea exactly how they like it. That counts.

? IN PLAIN ENGLISH

Why no announcing?

When you announce help, it becomes about you getting credit. When you don't, it's simply about them. They'll notice. They always do, eventually.

YOUR TOOL Connection Tracker, page 56 →

Your turn: how this rule fits my life

I DID IT ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun

DAY 2

Swap your invisible jobs

2 of 30

Today's to-do

- [ ] Each of you writes 10 jobs the other does that you rarely notice or thank them for.
- [ ] Swap lists and read them quietly.
- [ ] Say thank you for one job on the list, out loud.

Why it matters

Most resentment in a home comes from work that goes unseen. Today, it gets seen.



SARAH

Adam's list for me had 'finds my glasses' on it four times.

IN PLAIN ENGLISH

Doing this alone?

Write their list yourself, then thank them for one thing on it. You'll be surprised how long the list gets.

YOUR TOOL Chore Swap Sheet, page 58 →

The job I'd never noticed: _____

- [ ] **Day 2, done!**

Missed it? Burnt toast. Just do today's page.

What I noticed: _____



Pen at the ready

Connection Tracker: Weeks 1 and 2

Tick each daily habit as you do it. Habits start on the day the Reset introduces them.

Week 1	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Onion Rule (one unannounced job)	☐	☐	☐	☐	☐	☐	☐
Two hugs	☐	☐	☐	☐	☐	☐	☐
Phone basket at dinner	☐	☐	☐	☐	☐	☐	☐
Second question	☐	☐	☐	☐	☐	☐	☐
Help or ear?	☐	☐	☐	☐	☐	☐	☐
One good thing at night	☐	☐	☐	☐	☐	☐	☐
Still flirt	☐	☐	☐	☐	☐	☐	☐

Week 2	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Onion Rule (one unannounced job)	☐	☐	☐	☐	☐	☐	☐
Two hugs	☐	☐	☐	☐	☐	☐	☐
Phone basket at dinner	☐	☐	☐	☐	☐	☐	☐
Second question	☐	☐	☐	☐	☐	☐	☐
Help or ear?	☐	☐	☐	☐	☐	☐	☐
One good thing at night	☐	☐	☐	☐	☐	☐	☐
Still flirt	☐	☐	☐	☐	☐	☐	☐