

THE 21-DAY

GRATITUDE SHIFT JOURNAL



Rewire your brain. Heal your nervous system.
Change your relationship with money.

By Maria Alla

The Maria Alla Method™ | mariaalla.com

This journal belongs to:

My Mirror Score: _____%

My Profile: ■ Amplifier ■ Awakener ■ Transformer

Before You Begin



This journal is designed to work with your daily voice notes. Each morning, listen to the voice note first, then complete the morning prompt. In the evening, come back for the evening reflection. The science note at the top of each page explains WHY you're doing what you're doing — because understanding the mechanism makes the practice stick.

There are no wrong answers. There is no way to do this badly. The only rule is honesty. Write fast. Don't edit. Don't perform. This journal is between you and your nervous system.

A note on discomfort: Some days will feel easy. Some will hit a nerve. That's not a sign something is wrong — it's a sign something is working. The discomfort is old programming meeting new possibility. Let it be uncomfortable. Keep writing.

"The feeling comes first. The money follows."

— Maria Alla

WEEK 1: PERMISSION

This week, we ask your nervous system to soften. To notice. To receive. You don't have to believe in gratitude yet. You just have to show up.



"The feeling comes first. The money follows." — Maria Alla

DAY 1

The First Look

THE SCIENCE: Your medial prefrontal cortex activates when you practise gratitude. Today, we simply ask it to wake up.

■ MORNING PRACTICE

Place your hand on your chest. Say out loud: 'I am safe. I have enough for right now.' Write down how that sentence felt in your body:

■ EVENING REFLECTION

One thing that went right today (it can be tiny):

■ GO DEEPER

What did you notice when you said 'I have enough'? Resistance? Relief? Nothing?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 2

The Smallest Thank You

THE SCIENCE: Gratitude releases dopamine, creating a reward loop. The smaller the thing you're grateful for, the harder your brain has to work to find it — and the stronger the neural pathway.

■ MORNING PRACTICE

Name something you're grateful for that cost nothing:

■ EVENING REFLECTION

Name something your body did for you today without being asked:

■ GO DEEPER

Do you find it easier to be grateful for big things or small things? Why?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 3

The Money Thank You

THE SCIENCE: Financial anxiety activates the amygdala (threat centre). Gratitude about money specifically calms it.

■ MORNING PRACTICE

Write one thing money has made possible in the last 7 days — not a purchase, but an experience or moment of safety:

■ EVENING REFLECTION

What's one financial decision you made recently that you're proud of, even if it was small?

■ GO DEEPER

When you think 'money,' what's the first emotion? Write it without filtering:

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 4

The Inheritance

THE SCIENCE: Psychogenealogy research shows money beliefs are transmitted across at least three generations through behaviour, language, and silence.

■ MORNING PRACTICE

What phrase about money did you hear most growing up? Write it exactly as you remember it:

■ EVENING REFLECTION

If that phrase were a law, what would it forbid you from doing?

■ GO DEEPER

Is this phrase still running your decisions? Be honest.

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 5

The Thank You That's Hard

THE SCIENCE: Gratitude for difficult experiences activates different neural pathways than easy gratitude. It builds resilience through 'redemptive meaning-making.'

■ MORNING PRACTICE

Name one difficult experience that taught you something valuable. Don't force gratitude — just name the lesson:

■ EVENING REFLECTION

What strength do you have today that you wouldn't have without that experience?

■ GO DEEPER

Is there a difference between being grateful FOR the pain and being grateful for what came FROM it?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 6

The Body Check

THE SCIENCE: Gratitude reduces cortisol and increases heart rate variability (HRV). Your body responds to appreciation before your mind catches up.

■ MORNING PRACTICE

Scan your body. Where do you hold tension when you think about money? Name the spot:

■ EVENING REFLECTION

Place your hand there. Say: 'I see you. You can rest.' What shifted?

■ GO DEEPER

How does your body feel different on days when you practise gratitude versus days when you don't?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 7

Week 1 Review

THE SCIENCE: Neural pathways strengthen through repetition. After 7 days, the gratitude circuit is forming but not yet automatic.

■ MORNING PRACTICE

Read back your entries from this week. What pattern do you notice?

■ EVENING REFLECTION

Write a one-sentence letter to yourself that captures what this week revealed:

■ GO DEEPER

On a scale of 1–10, how easy is gratitude becoming? No judgement.

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

WEEK 2: PATTERN INTERRUPT

This week, we go deeper. We trace your money beliefs back to the women who raised you. We make the invisible visible. And we begin to choose differently.



"The feeling comes first. The money follows." — Maria Alla

DAY 8

The Money Map Begins

THE SCIENCE: Your financial behaviours are 80% inherited programme and 20% conscious choice. This week, we make the invisible visible.

■ MORNING PRACTICE

Write your mother's (or primary caregiver's) biggest fear about money:

■ EVENING REFLECTION

Do you carry that same fear? Where does it show up in your life?

■ GO DEEPER

Can you be grateful for her protection, even if the fear no longer serves you?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 9

The Second Generation

THE SCIENCE: Generational patterns often skip a generation — your grandmother's money trauma may show up in you more than in your mother.

■ MORNING PRACTICE

What do you know about your grandmother's relationship with money? Write what you know or sense:

■ EVENING REFLECTION

What pattern connects all three of you — grandmother, mother, you?

■ GO DEEPER

Are you the one who breaks this pattern? Write what that means to you.

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 10

The Rewrite

THE SCIENCE: Neuroplasticity works in both directions. You can weaken old pathways by consciously creating new ones. This requires repetition AND emotion.

■ MORNING PRACTICE

Take your inherited money belief from Day 4. Write the opposite — what you CHOOSE to believe instead:

■ EVENING REFLECTION

Say your new belief out loud three times. How does it feel? Awkward? Powerful? Fake? All responses are valid.

■ GO DEEPER

What would change in your business this month if you truly believed your new statement?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 11

The Gratitude Letter

THE SCIENCE: Expressing gratitude to a specific person activates oxytocin production, deepening trust and connection. Written gratitude lasts longer than spoken.

■ MORNING PRACTICE

Write a short letter of gratitude to someone who helped you with money — a mentor, partner, client, or friend. You don't have to send it:

■ EVENING REFLECTION

How did writing that letter change your energy today?

■ GO DEEPER

Who in your life deserves to hear 'thank you' and hasn't?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 12

The Money Conversation

THE SCIENCE: Grant & Gino's research showed that a simple 'thank you' doubled voluntary effort. Gratitude is the highest-ROI leadership tool.

■ MORNING PRACTICE

If you run a business: thank one client or team member today for something specific. If you don't: thank someone who contributes to your financial wellbeing.

■ EVENING REFLECTION

What was their response? What did you feel?

■ GO DEEPER

Is it easier to give money or give thanks? Why?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 13

The Mirror

THE SCIENCE: Self-gratitude activates the same reward centres as receiving gratitude from others. Most women find it the hardest form.

■ MORNING PRACTICE

Write three things you appreciate about yourself as a money earner / wealth builder. Don't deflect. Own it:

■ EVENING REFLECTION

Which of the three was hardest to write? Why?

■ GO DEEPER

If your daughter wrote this list about herself in 20 years, what would you want on it?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 14

Week 2 Review

THE SCIENCE: You've now completed the pattern interrupt phase. Your brain has new data competing with old programming. The conflict you may feel is normal — it means change is happening.

■ MORNING PRACTICE

Re-read your Week 2 entries. What surprised you most?

■ EVENING REFLECTION

Complete: 'Before this week, I believed _____. Now I'm starting to see _____.'

■ GO DEEPER

What do you want to carry forward? What are you ready to leave behind?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

WEEK 3: MULTIPLICATION

This week, gratitude becomes a tool. For wealth. For decisions. For legacy. You've rewired the foundation. Now we build on it.



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DAY 15

The Evidence List

THE SCIENCE: DeSteno's research: grateful people show more patience in financial decisions. Patience = wealth. Today we prove to your brain that abundance already exists.

■ MORNING PRACTICE

Write 10 pieces of evidence that abundance is present in your life right now. Go fast. Don't filter:

■ EVENING REFLECTION

Which one surprised you? Which one were you resisting?

■ GO DEEPER

Does writing this list change how you feel about your next financial decision?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 16

The Decision Test

THE SCIENCE: Grateful people experience less 'temporal discounting' — they choose larger future rewards over smaller immediate ones. This is the mechanism of wealth building.

■ MORNING PRACTICE

Think of a financial decision you're currently facing. Write it here:

■ EVENING REFLECTION

Now ask: 'Am I deciding from abundance or from scarcity?' Write what you notice:

■ GO DEEPER

What would your decision be if you felt completely safe and grateful right now?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 17

The Price of Undervaluing

THE SCIENCE: Tsang's research: gratitude is negatively correlated with materialism. Grateful people need less and create more.

■ MORNING PRACTICE

Name one way you've undervalued yourself, your time, or your work in the past month:

■ EVENING REFLECTION

Rewrite that situation as if you truly valued yourself. What changes?

■ GO DEEPER

Is undervaluing yourself a pattern? Where did it start?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 18

The Legacy Letter

THE SCIENCE: Gratitude for the future (prospective gratitude) activates the same neural pathways as present gratitude but adds motivation and goal-directed behaviour.

■ MORNING PRACTICE

Write a letter to your future self, one year from now. Begin with: 'I'm grateful that you...'

■ EVENING REFLECTION

Now write what your future self would say back to you today:

■ GO DEEPER

Does your future self feel like a stranger or like someone you're becoming?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 19

The Children's Inheritance

THE SCIENCE: Bono & Froh's research: grateful children are 20% more likely to volunteer and show higher GPAs. The most powerful way to teach gratitude is to model it.

■ MORNING PRACTICE

If a child in your life copied your current relationship with money and gratitude, what would they learn?

■ EVENING REFLECTION

What do you want them to learn instead? Write the one lesson:

■ GO DEEPER

Are you living that lesson yet? What's the gap?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 20

The Declaration

THE SCIENCE: Public commitments activate the brain's consistency drive. When you declare something out loud, your brain works to make it true.

■ MORNING PRACTICE

Write a one-sentence declaration about your relationship with gratitude and money. This is your new truth:

■ EVENING REFLECTION

Say it out loud to someone — a partner, friend, or your WhatsApp group. What happened?

■ GO DEEPER

Does saying it out loud feel different from writing it? Where do you feel it in your body?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

DAY 21

The Completion

THE SCIENCE: You've spent 21 days rewiring your brain. Neural pathways formed in 21 days become habits in 66 days. You've built the foundation. Now it's about consistency.

■ MORNING PRACTICE

Re-read your Day 1 entry. Then write: what has shifted?

■ EVENING REFLECTION

What's the single most important thing you've learned about yourself in these 21 days?

■ GO DEEPER

What will you do tomorrow — Day 22 — to keep this going?

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Today's gratitude level: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

YOU COMPLETED THE 21 DAYS.



Read that again. You showed up for yourself for 21 consecutive days. Most people don't make it past Day 3. You did the work. You sat with the discomfort. You wrote things you've never written. You looked in The Mirror and didn't look away.

Your Day 1 score: _____

Your Day 21 score: _____

The one sentence that captures my 21-day shift:

What's Next?

Neural pathways formed in 21 days become habits in 66 days. You've built the foundation. If you're ready to go to the root — to understand WHY your money patterns exist at the generational level and rewrite them — The Maria Alla Method™ was designed for exactly this moment.

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