



The Hundreds List

HOW ONE INTENTIONAL YEAR CAN
CHANGE EVERYTHING

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An Invitation to Live with Intention

Most people don't struggle because they lack ambition, discipline, or drive. They struggle because time moves faster than intention.

Days fill easily. Weeks pass quickly. Months disappear before we've had a chance to ask whether we are actually living the life we say we want.

The Hundreds List exists to interrupt that drift. It's not a productivity tool, and it's not a rigid system designed to optimize every minute. It's a clarity practice—a way of naming what matters to you.

This book is an invitation to slow the year down just enough to notice it. Not by doing less, but by choosing more deliberately—so you can look back and recognize yourself in the life you lived.

The Year That Changed Everything



In 2017, my life looked exciting from the outside. I had just started a new role. I was traveling around the world, speaking at conferences and events—living out of a suitcase more often than not.

But underneath the momentum was a strange emptiness. Each day felt like a loop: pack my bags, get on a plane, speak, hotel, repeat. It was productive, but it wasn't grounded. It was busy, but it wasn't always meaningful. I wanted to feel more intentional—on the road and off it. I wanted to escape my "Groundhog Day".

Around that time, a dear friend mentioned a tradition they were starting: building a list of novel goals based on their age—thirty goals for thirty years old. It was like a lightbulb. I loved lists. Why not make a list of everything I wanted to do in the next year?

So I started writing. At first it was just ideas on paper—no organization, no rules. Over time, I noticed the goals fell into categories. That's where the idea of pillars came from.

The first version was a poster board nailed to the wall next to my bed. The physical presence of it mattered. It reminded me, daily, that I had agency in how the year would feel.

Eventually I made it digital—partly for privacy, partly for ease. I also started drafting my list in November so I'd have time to noodle on it, discover new ideas, and invite friends and family into it before the year began.

The Hundreds List System

THE CONCEPT IS DECEPTIVELY SIMPLE
WRITE DOWN 100 THINGS YOU WANT TO EXPERIENCE,
ACHIEVE, OR CULTIVATE IN A SINGLE YEAR.

ANYONE CAN COME UP WITH TEN GOALS. MOST
PEOPLE CAN CONJURE A LIST OF TWENTY-FIVE. BUT
BY THE TIME YOU REACH FIFTY, YOU HAVE TO DIG.
YOU HAVE TO MOVE PAST THE "SHOULD" AND START
LISTENING FOR THE "WANTS."

AND SOMEWHERE IN THE 60S, 70S, AND 80S,
SOMETHING SHIFTS. YOU STOP WRITING WHAT
SOUNDS IMPRESSIVE AND START WRITING WHAT
SOUNDS LIKE YOUR ACTUAL LIFE—YOUR ACTUAL JOY.

THAT'S WHY THIS WORKS EVEN WHEN YOU DON'T
LOOK AT THE LIST CONSTANTLY. SIMPLY WRITING IT
DOWN CHANGES WHAT YOU NOTICE. IT CHANGES
WHAT YOU SAY YES TO. IT NUDGES YOUR LIFE
TOWARD ALIGNMENT.

Defining Your Pillars

A LIST OF 100 ITEMS CAN FEEL OVERWHELMING IF IT HAS NO BACKBONE. TO MAKE THIS PRACTICE SUSTAINABLE, WE START WITH PILLARS: THE BIG CATEGORIES THAT DESERVE YOUR ATTENTION.

COMMON PILLARS INCLUDE THINGS LIKE:

FRIENDS & FAMILY

CAREER & FINANCES

HEALTH & WELLNESS

ROMANCE/&PARTNERSHIP

ADVENTURE

ALTRUISM

SPIRITUALITY & RELIGION

YOUR PILLARS ARE NOT JUST LABELS. THEY ARE YOUR VALUES—THE AREAS OF LIFE YOU WANT TO NOURISH, EXPLORE, DEEPEN, OR TRANSFORM IN THE YEAR AHEAD.

The Do's and Don'ts of Goal Setting

DON'T WRITE GOALS THAT ONLY "COUNT" AT THE END OF THE YEAR.

EXAMPLE: "GO TO THE GYM 3X PER WEEK." IT'S A GOOD INTENTION—BUT IT BECOMES ALL-OR-NOTHING. IF YOU MISS A FEW WEEKS, YOU FEEL BEHIND, AND YOU CAN'T CHECK ANYTHING OFF UNTIL DECEMBER.

DO TURN RECURRING HABITS INTO MILESTONE GOALS YOU CAN EARN THROUGHOUT THE YEAR. IF YOUR REAL GOAL IS CONSISTENCY, WRITE SOMETHING LIKE:

GO TO THE GYM 50 TIMES, 100 TIMES, 150 TIMES

OR WRITE MONTHLY TARGETS (E.G., 12X PER MONTH) AND ADD MILESTONES THAT LET YOU CELEBRATE PROGRESS AS YOU GO. THE HUNDREDS LIST WORKS BEST WHEN YOU'RE IN MICRO-ACHIEVEMENT MODE—STACKING WINS, BUILDING MOMENTUM, STAYING IN RELATIONSHIP WITH THE GOAL INSTEAD OF POSTPONING THE REWARD.

DO INCLUDE A MIX: EASY WINS, MEDIUM LIFTS, AND A FEW STRETCH GOALS.

DON'T MAKE THE LIST A REFERENDUM ON YOUR WORTH. IT'S A PRACTICE. YOU'RE ALLOWED TO EDIT THE WORDING, ADJUST THE PLAN, AND KEEP THE SPIRIT OF THE GOAL EVEN IF THE DETAILS CHANGE.

Small but Mighty

SOME OF THE MOST MEANINGFUL GOALS LOOK SMALL ON PAPER. ONE YEAR, I WROTE: "LEARN TO MAKE SUSHI." IT SEEMED LIKE A SIMPLE SKILL. BUT AFTER TAKING A CLASS, IT TURNED INTO A RITUAL—BI-ANNUAL "MAKE YOUR OWN SUSHI NIGHTS" WITH FRIENDS, FAMILY, AND COLLEAGUES.

ANOTHER YEAR, I WROTE: "RUN A 5K." I WAS NOT A RUNNER. BUT THAT ONE RACE GAVE ME EVIDENCE: I CAN DO HARD THINGS. THAT SINGLE CHECKMARK BECAME A DOORWAY—TWENTY MORE RACES, AND EVENTUALLY THREE HALF MARATHONS.

THIS IS THE HIDDEN POWER OF THE HUNDREDS LIST: IT HELPS SMALL COURAGE COMPOUND. EASY WINS BUILD TRUST. BRAVE GOALS BUILD MOMENTUM. OVER TIME, YOU BECOME SOMEONE WHO FOLLOWS THROUGH—NOT PERFECTLY, BUT CONSISTENTLY.

A GOOD RULE OF THUMB: MAKE ABOUT 60% OF YOUR LIST DOABLE AND PLAYFUL, AND 40% AMBITIOUS AND STRETCHING. THAT BALANCE KEEPS YOU ENGAGED ALL YEAR LONG.

Living The List

I LOOK AT MY LIST ABOUT ONCE A QUARTER. SOMETIMES MONTHLY. NOT TO PRESSURE MYSELF—MORE LIKE A COMPASS CHECK. IT HELPS ME NOTICE WHERE I'M ALIGNED... AND WHERE I'M DRIFTING.

AND SOMETIMES LIFE INTERVENES. ONE YEAR, I SET A GOAL TO GET A SIX-PACK BY THE END OF THE YEAR—JUST TO PROVE I COULD DO IT ONCE. I WAS ON TRACK UNTIL GRIEF HIT ME HARD. DEPRESSION FOLLOWED. ANXIETY ATTACKS BECAME DAILY. MY TRAINER AND I PAUSED TRAINING SO I COULD FOCUS ON MY MENTAL HEALTH.

I DIDN'T GET THE SIX-PACK. BUT I LEARNED SOMETHING MORE IMPORTANT: HOW TO BE HELD BY COMMUNITY. FRIENDS AND FAMILY CAME TOGETHER IN A WAY I WILL NEVER FORGET. I HONORED THE PROGRESS I HAD MADE—AND I ROLLED THE GOAL FORWARD WITHOUT SHAME.

WHEN YOU CAN'T WIN, YOU LEARN.

The Visual Pause

OVER THE YEARS, MY LOVE PILLAR SURPRISED ME THE MOST. FOR A LONG TIME, I TREATED LOVE LIKE AN OUTCOME I COULD ENGINEER—IF I WROTE THE RIGHT GOALS, DID THE RIGHT WORKSHOPS, FOUND THE RIGHT PARTNER, I COULD CONTROL THE RESULT.

EVENTUALLY I REALIZED I CAN'T DICTATE FATE IN LOVE. BUT I CAN FILL THE PILLAR WITH WHAT'S ACTUALLY IN MY CONTROL: BECOMING A BETTER RECEIVER, TREATING MYSELF WITH CARE, BUILDING A LIFE I'M PROUD OF, PRACTICING VULNERABILITY, LEARNING HEALTHIER PATTERNS.

THIS IS WHY I TAKE PHOTOS THROUGHOUT THE YEAR—NOT FOR SOCIAL MEDIA, BUT AS PROOF. PROOF THAT I NOTICED MY LIFE. PROOF THAT I LIVED IT. THESE "VISUAL PAUSES" BECOME A QUIET KIND OF ACCOUNTABILITY: EVIDENCE OF ALIGNMENT.

YOU ARE ALLOWED TO CHANGE THE LIST. THERE ARE NO HARD RULES.

THIS IS YOUR LIFE.

What Success ACTUALLY Looks Like

MOST GOAL SYSTEMS ARE BUILT AROUND ALL-OR-NOTHING THINKING. YOU EITHER "WIN" THE YEAR OR YOU FAIL IT.

THE HUNDREDS LIST REJECTS THAT PREMISE ENTIRELY.

MOST YEARS, I COMPLETE BETWEEN FORTY AND SIXTY ITEMS. IF YOUR GOALS ARE LARGE AND AUDACIOUS, FORTY PERCENT IS A WIN. IF MANY ARE SMALL AND PLAYFUL, SIXTY PERCENT IS A WIN.

SUCCESS IS NOT COMPLETION. SUCCESS IS ALIGNMENT—BEING ABLE TO LOOK BACK AND RECOGNIZE YOURSELF IN THE YEAR YOU LIVED.

A YEAR FROM NOW, YOU WON'T REMEMBER EVERY DAY. BUT YOU WILL REMEMBER HOW IT FELT TO CHOOSE DELIBERATELY.

Create Your Own Hundreds List

IF THIS STIRRED SOMETHING IN YOU—A DESIRE FOR MORE ALIVENESS, MORE INTENTION, MORE PROOF THAT YOU CAN SHAPE YOUR YEAR—DON'T LET IT DRIFT BACK INTO "SOMEDAY."

THE HUNDREDS LIST WORKS BEST WHEN IT MOVES FROM INSPIRATION TO PAPER. WHEN YOU GIVE YOUR DESIRES STRUCTURE. WHEN YOU TURN VAGUE HOPES INTO MILESTONES YOU CAN ACTUALLY EARN.

DOWNLOAD THE STEP-BY-STEP HUNDREDS LIST WORKBOOK TO BUILD YOUR PILLARS, WRITE GOALS THAT LADDER INTO MILESTONES, AND CREATE A LIST YOU'LL BE EXCITED TO LIVE.

START SMALL IF YOU WANT. TWENTY GOALS. THIRTY-FIVE. ONE HUNDRED.

NOW IS THE TIME TO START.