



The 20-Day Competence Challenge

Tracker for readers of It's Not About Luck, It's About Competence

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One move a day. Read the day's entry, do the rep, check the box. The point is not to finish in twenty days. The point is to stop waiting for luck and start stacking reps.

Day	The move	Done
1	Systemizing a unit and scaling it are two skills. Acquire the one you lack, on terms you control, in writing.	☐
2	Know your unit economics better than anyone in your market. It is your weapon when a crisis hits.	☐
3	Turn an attack into a moat: build the capability someone tried to deny you.	☐
4	Carry the risk yourself. Get paid on the value you actually create, not on a leap of faith.	☐
5	Build a teachable system for your key skill instead of relying on charisma.	☐
6	Win on format and a proven control, not on novelty.	☐
7	Find the true, specific fact already written down. Research is the copy.	☐
8	Compete where the incumbents structurally cannot. Climb a track-record ladder.	☐
9	Make the product remarkable enough that using it becomes your advertising.	☐
10	Ship on a fixed public cadence. Treat each launch as a cheap experiment.	☐
11	Do the unscalable thing yourself until you know exactly what to build.	☐
12	Put in deliberate reps in a real-feedback venue. The magic number is a myth; the reps are not.	☐
13	Engineer the skill: a curriculum, a feedback loop, and tougher competition.	☐
14	Run a measured iteration loop and reinvest. What looks viral is a system.	☐
15	Build a new asset valuable enough that the door reopens on your terms.	☐
16	Burned trust? Offer a structure that makes trusting you low-risk, then prove it on small stakes.	☐
17	Rebuild through a channel you own, then negotiate for equity, not a fee.	☐
18	Test willingness to pay with real buyers, not elite enthusiasm.	☐
19	Build the system before the money arrives. A windfall is not a plan.	☐
20	If you cannot verify the demo, it is not proof. Insist on the check.	☐

Twenty boxes checked is not the finish line. It is the habit outliving the challenge. When you get there, tell one person who needs the book.