



THE SOBRIETY GAP: 30-Day Blueprint

A month of structure, not willpower. Four weeks, three pillars, one system, built to take you from knowing to doing.

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30 Day Roadmap



Before you commit to anything, see the whole shape of it. Four weeks, three pillars, one section set aside for the day things don't go as planned. Each week builds on the one before it, but you don't have to move through this in a straight line, if one week is hitting harder than the others, come back to this page and jump to what you actually need.



Day 0: Before Week 1

What This Month Actually Is

You've read the theory before. You already know more about why you drink than most people who've never had the problem. What's been missing isn't information, it's structure, something that tells you exactly what to do, in order, on the days you don't have the energy to figure it out yourself.

That's what this is. Not a willpower challenge. A system, four weeks, three pillars, Emotional Sobriety, Cravings Mastery, Habits Rewiring. Each week builds on the last, but if one week is hitting harder than the others, you can jump to what you need. Structure that bends is still structure.

The Chain

Everything in this Blueprint runs on one idea: a thought leads to a feeling, a feeling leads to a behavior. Not always instantly, not always obviously, but the chain is almost always there if you look for it.



You didn't choose the first link most of the time. The thought just shows up. But the chain isn't fixed after that, you can interrupt it at the feeling, before it ever becomes a behavior. That's most of what the next four weeks teach.

The Commitment

Not a promise to never drink again. A commitment to this month, on purpose, in your own words.

I'm committing to the next 30 days because:

The version of me on Day 30 I'm aiming for:

Come back to this page when a day is hard. You wrote it while clear-headed, for exactly the days when you won't be.

One Line to Remember

You can't fix a problem you can't name. Once you know its true nature, you can work on it.

IMPORTANT MEDICAL & SAFETY NOTICE

The contents of this 30-Day Blueprint are for educational and informational purposes only and do not constitute medical advice, diagnosis, or treatment.

If you currently consume alcohol daily, heavily, or have a history of alcohol dependence, do not stop drinking abruptly without consulting a qualified medical professional.

Quitting alcohol suddenly after prolonged or heavy use can trigger severe, unpredictable, and potentially life-threatening withdrawal symptoms (such as seizures or delirium tremens). Prior to making any changes to your daily routine, dietary habits, or alcohol intake, you must consult your physician or healthcare provider to ensure a safe, medically supervised plan.

By utilizing this program, you acknowledge that you are doing so voluntarily and at your own risk, and that you are solely responsible for your health and medical care.

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Week 1 - Emotional Sobriety



Session 1: The Chain in Practice

The Idea

Day 0 introduced the chain, thought leads to feeling leads to behavior. That's easy to nod along to in the abstract. It's a different thing to find it in your own day.

Somewhere in the last 24 to 48 hours, a moment happened where you felt the pull toward a drink. Not necessarily one where you drank, just one where the pull showed up. That moment has a chain behind it. Today, you find it.

The Action

Walk backward through one real moment:

The behavior or urge: _____
(what almost happened, or did)

The feeling right before it: _____
(tense, tired, embarrassed, restless, whatever it actually was)

The thought right before that: _____
(the sentence running through your head, even half-formed)

Read it start to finish, thought first this time. That's the direction it actually ran, even though you noticed it in reverse.

One Line to Remember

A thought is not a command. You can still choose what happens after it.

Session 2: Naming What's Underneath

The Idea

Yesterday you found a feeling in your chain. Chances are you used a broad word for it, stressed, angry, off. Broad words are where feelings hide, the vaguer the label, the more power it keeps. A feeling you can name precisely is a feeling you can actually do something about.

Part 1: Widen the Vocabulary

Most men default to three or four words for everything, fine, stressed, pissed, tired. Underneath those, there's usually something more specific: embarrassed, dismissed, resentful, on edge, disappointed in yourself, lonely, out of control.

Go back to the feeling you named yesterday. Sit with it for a moment, then answer honestly:

A more specific word for what I actually felt: _____

There's no wrong answer here, just a more honest one than the first word that came up.

Part 2: Find What's Underneath

Some feelings sit on top of another one. Anger is often hurt or fear wearing a louder outfit. Irritation is often exhaustion that hasn't been named. This isn't true every time, but it's true often enough to be worth checking.

Take the word from Part 1 and ask it one more question:

What's underneath that feeling? _____

If nothing comes up, that's fine, not every feeling has a second layer. But when it does, that second layer is usually the one actually driving the chain.

One Line to Remember

The feeling you can name is the feeling you can work with. The one you can't is the one running things.

Session 3: Calming the Body

The Idea

The chain doesn't start in your head as often as it feels like it does. Most of the time, your body reacts first, tight chest, clenched jaw, restless legs, before you've consciously registered a thought at all. If you wait for the thought to make sense of it, you're already several steps into the chain. Catching it in the body is catching it earlier.

Part 1: Locate It

Next time you notice tension, an urge, restlessness, anything, before doing anything about it, just locate it.

Where in my body did I feel it first? _____
(throat, chest, stomach, jaw, shoulders, hands)

Breathe into that spot specifically, four slow breaths, in for four counts, out for six, imagining the breath reaching that exact place. You're not trying to make the sensation disappear. You're just proving to yourself you can locate it instead of being swept up in it.

Part 2: Discharge It

Locating it helps you notice. Discharging it helps you move through it. Today, install a standing practice, not just for emergencies, something you do daily this week regardless of whether anything's triggering you.

Pick one: a 10-minute walk, five minutes of stretching, twenty pushups, anything physical enough to move real energy through your body.

My daily discharge, this week: _____

Do it today, whether or not you feel like you need it. The point isn't just relief in the moment, it's teaching your body that tension has a reliable exit that isn't a drink.

One Line to Remember

Your body reacts before your mind explains it. Meet it there first.

Session 4: Reorganizing Your Environment

The Idea: You've been working on what happens inside you, thoughts, feelings, the body. Today shifts outward. Willpower spends itself fast when it's fighting your own environment all day, a bottle in the cabinet, a habit tied to a specific chair, a group chat that's mostly about drinking. Change what's around you, and you spend less willpower just getting through a normal Tuesday.

Part 1: The Physical Environment

Walk through your own house and your own routine with fresh eyes, like you're auditing someone else's life.

What's within easy reach that makes this harder than it needs to be? *(alcohol in the house, a routine tied to a bar or liquor store on the way home, a glass that's always in the same spot)*

One change I'll make this week: _____

This doesn't have to be dramatic. Moving something out of sight, changing a route home, removing one specific trigger, small changes here save you from relying on willpower later.

Part 2: The Emotional Environment

This one's harder to audit, because it's about people, not objects.

Who or what drains me, or makes this harder, right now? *(a specific person, a group chat, an obligation you keep saying yes to)*

One boundary I can set this week, even a small one: _____

You're not cutting anyone off forever. You're just noticing where you're spending energy you don't have to spare this month, and giving yourself permission to protect some of it

One Line to Remember

You don't need more willpower. You need fewer things fighting you for it.

WEEK 1 CHECKPOINT

Before You Move to Week 2

Stop here for a moment. This was the hardest week of the entire month, not because of any single day, but because you did all of this without yet having the four weeks of practice behind you that Week 4 will have. Everything from here forward gets built on top of what you just did.

Look back, honestly, not to judge how well you did it, just to see it:

You found your chain. You gave a feeling a real name instead of a vague one. You learned where your body holds it before your mind catches up. You made at least one real change to what's around you.

That's not preparation for the work. That already was the work.

The Check-In

What was harder than I expected this week: _____

What I'm already doing differently, even in a small way: _____

Go back and reread what you wrote on Day 0, the reasons you committed to this month, and the version of yourself you were aiming for. Does anything you wrote this week already sound closer to that person than you were seven days ago?

One Line to Remember

You didn't need Week 2 to already be doing something differently. That's the proof this works.

Week 2 - Cravings Mastery



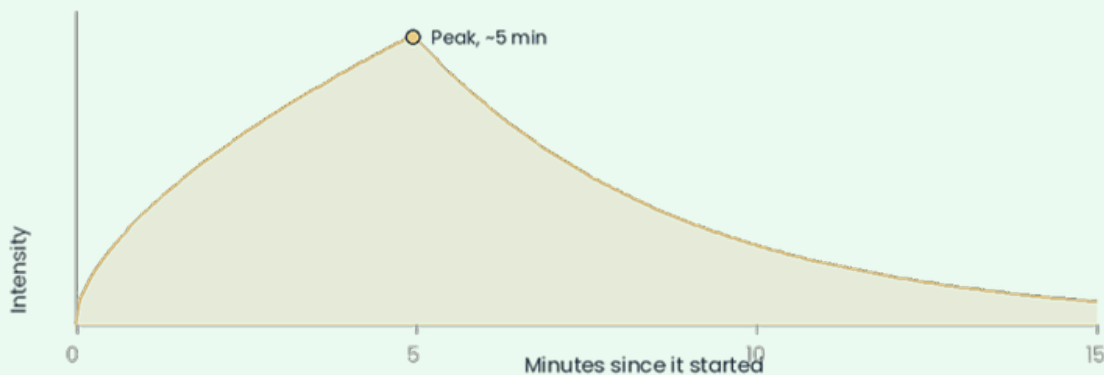
Session 1: Riding the Wave

The Idea

The Reset Toolkit gave you one fact about cravings: they rise, peak, and fall, usually within 10 to 15 minutes, whether you act on them or not. That fact alone helps in the moment. Understanding why it's true helps every time after.

The Wave: How a Craving Actually Moves

It rises, it peaks, it falls, almost always within 15 minutes.



A craving isn't a decision your brain is making. It's closer to a wave of chemical signaling, dopamine and adrenaline spiking together, and like any wave, it has a shape: it builds, it crests, and it breaks. The mistake most men make isn't giving in too early, it's believing the crest is the whole wave, that it'll keep building forever if they don't act. It won't. It can't. That's not how the chemistry works.

The Action

Next time an urge shows up, don't act on it and don't fight it, just watch it, like you're studying it rather than surviving it.

Rate the intensity right when you notice it (1-10): _____

Set a timer for 15 minutes. Don't check your phone otherwise, just wait.

Rate it again when the timer ends: _____

Write down what actually happened, not what you expected to happen:

Do this once this week, even if it feels unnecessary in the moment. You already believe cravings pass. This is where you prove it to yourself with your own data, not just mine.

One Line to Remember

You don't have to win the wave. You just have to watch it break.

Session 2: Your Trigger Map

The Idea

Everyone's triggers cluster around the same handful of categories, stress, certain people, specific times of day, boredom, celebration. Knowing the categories exist doesn't help much. Knowing your own specific ones does. A generic list protects nobody. A personal map does.

Part 1: Build the List

Think back over the last month or two. For each category, get specific, not "stress" but which stress, not "people" but which people.

Time or routine (*a specific hour, a day of the week, a transition like leaving work*)

People (*specific names, not categories*)

Places (*a specific bar, a room in your own house, even a drive*)

Emotional state *(pull this from Week 1, the feeling you already named)*

Events *(celebrations, conflict, a particular kind of bad news)*

Part 2: Rank It

A list treats every trigger equally. Real life doesn't. Look at what you wrote yesterday and find the two or three that actually do the most damage, the ones where, if you're honest, your odds are worst.

My top 3 triggers, ranked:

1. _____
2. _____
3. _____

Hold onto this ranking. Tomorrow's session builds your actual response plan, and it's built around these three specifically, not the full list. A plan for everything is a plan for nothing.

One Line to Remember

A trigger you can name in advance has already lost half its power.

Session 3: The Craving Response Plan

The Idea: You now have your top three triggers, ranked, from your own life. Today, each one gets a specific, pre-decided response, so when it shows up, you're not inventing a plan in the moment. You're just following one you already wrote.

A few tools worth choosing from, not twenty, just the ones that actually work:

Interrupt physically: Something that changes your state fast, cold water on your face, a hard 2-minute burst of movement, hand pressed flat on something solid.

Delay on purpose: Set a 15-minute timer before you decide anything. You already proved in Session 1 that the wave breaks by then.

Reach out: A specific person you text or call, decided now, not searched for in the moment.

Change the room: Physically leave wherever you are. A different room, outside, the car. Cravings are often tied to a specific place more than people realize.

The Action

Match one response to each of your three triggers from yesterday. Different triggers often need different tools, a stress trigger might call for the physical interrupt, a specific person might call for reaching out to someone else instead.

Trigger 1: _____ → **My response:** _____

Trigger 2: _____ → **My response:** _____

Trigger 3: _____ → **My response:** _____

If "reach out" is one of your responses, name the actual person now, not later:

Who: _____

One Line to Remember

A plan decided now beats a decision made in the moment, every time.

Session 4: Social Situations

The Idea: Cravings in private are hard enough. Cravings in front of other people carry an extra layer, the fear of the question, the toast, the "come on, just one," the explaining. Most men either avoid social situations entirely for 30 days, which isn't sustainable, or walk in with no plan and hope for the best, which usually doesn't hold. There's a third option: walk in already decided.

Part 1: The Event Plan

Think of one social situation coming up in the next two weeks, real, not hypothetical, a dinner, a work happy hour, a family gathering.

What I'll actually order or hold: _____
(decided before you arrive, not chosen under pressure at the bar)

My one-line answer if someone asks why I'm not drinking: _____
(doesn't need to be the whole truth, just something true enough that ends the conversation)

My exit plan, if I need one: _____
(a specific time, a reason ready, your own car or a way to leave)

You likely won't need all three. Having them decided means you're not building a plan under pressure while also managing a conversation.

Part 2: The Old Friends Question

Some people in your life are tied to drinking specifically, not because they're bad friends, just because that's the shape the relationship has always had. This is quieter and harder than a single event, and it doesn't get solved in one Session. But it's worth naming honestly today.

A relationship where drinking is most of what we actually do together:

You don't have to end anything today. Just notice it. What you do with that, distance, a different kind of time together, or nothing yet, is your call, not an assignment.

One Line to Remember

You don't need a perfect answer for every social moment. You need one decided in advance.

IF YOU SLIP

Read This Before You Need It, Not Just After

This section exists because slips happen, not because you're expected to fail, but because pretending they can't happen doesn't prevent them, it just leaves you with no plan when one does. If you're reading this because it already happened, skip straight to The First 24 Hours below. If you're reading it now, ahead of time, even better, that's exactly when a plan actually works.

Two Words Worth Knowing

A lapse is one drink, or one night. It's a single link in the chain that ran all the way to the end.

A relapse is a lapse that gets treated as proof the whole month failed, which turns one bad night into a returned old pattern, not because the first drink made that inevitable, but because the story you told yourself about it did.

The gap between those two isn't the drink. It's what you do in the 24 hours after.

The First 24 Hours

Don't wait for Monday. Not the next chapter, not next week, not "I'll restart when I've figured out what went wrong." The plan restarts the next time you're able to act on it, which is usually within hours, not days.

Trace the chain. Go back to the thought and feeling that came before it, the same way you practiced in Week 1. This isn't about blame, it's information. What was the actual trigger, and was it already on your Week 2 map, or is it a new one worth adding?

Tell one person, today. The person from your Response Plan, or anyone you trust. Not a confession, just the truth, said out loud, before the silence around it has time to turn into shame. Shame is what usually turns a lapse into a longer one.

Reread Day 0. The reasons you committed, the version of yourself you were aiming for. Neither of those became untrue last night.

What Not to Do

Don't restart the whole 30 days from Day 1. You didn't lose the work from Weeks 1 and 2, that's still in you, still true, still yours. You're picking the chain back up, not starting from zero.

One Line to Remember

One link in the chain broke. That's not the same as the whole chain being gone.

Week 3 - Habits Rewiring



Session 1: What the Slot Was Really For

The Idea

Back in the 7-Day Reset, you refilled one time slot, the specific time of day your drinking usually started. That was a fast fix for one moment. This week goes deeper: not just what fills that slot, but what the drink was actually doing for you there, because a replacement that doesn't do the same job quietly fails within a few weeks.

A drink after work usually isn't really about the drink. It's a signal to your nervous system that the workday is over. A drink at a family gathering might be less about the alcohol and more about permission to relax around people who exhaust you. The slot has a function. Fill it with something that doesn't perform that function, and you'll find yourself back at the old one within a month.

Part 1: Find the Function

Go back to the slot you already identified, work transition, evening wind-down, whatever it was.

What was the drink actually doing for me there? *(marking the end of work, permission to relax, something to do with my hands, a reward, an escape from a specific person or feeling)*

Be honest even if the answer feels small. "Something to do with my hands" is a real function. So is "permission."

Part 2: Match the Function, Not Just the Slot

Now find a replacement that does that same job, not just something to do instead, something that performs the actual function you named yesterday.

If the function was marking the transition: a short walk, changing clothes the moment you're home, a specific song.

If the function was permission to relax: a non-alcoholic ritual drink, five minutes alone before rejoining the house.

If the function was something for your hands: a hobby with real physical engagement, cooking, an instrument, working on something with your hands.

My replacement, matched to the actual function: _____

One Line to Remember

A replacement that skips the function you were actually chasing doesn't last. Match the job, not just the moment.

Session 2: Designing the Replacement Routine

The Idea

Session 1 gave you one matched replacement for one slot. That's a start, but one new habit standing alone in an otherwise unchanged day tends to erode, it's easy to skip once, then skip again. A routine, several small things in a row that reinforce each other, holds up better than any single habit on its own.

Part 1: Map the Whole Transition

Most drinking isn't really tied to one instant, it's tied to a transition, work ending, the kids going to bed, the weekend starting. Pick the transition that matters most to you and map what actually happens in it, start to finish, as it looks right now.

The transition: _____

(leaving work, the house going quiet, Friday evening starting)

What currently happens, step by step, from start to the drink: _____

Seeing it written out as a sequence, rather than one moment, usually reveals more decision points than it felt like there were.

Part 2: Rebuild the Sequence

Now rebuild that same sequence, step by step, replacing the parts that led toward a drink with your own version, using what you already know: the function each step served, from Session 1, and the replacement that matched it.

My new sequence, step by step:

1. _____
2. _____
3. _____
4. _____

It doesn't need to be elaborate. Three or four steps is a routine. Twenty is a plan nobody follows. Run this sequence today, exactly as written, even if part of you thinks you don't need it yet.

One Line to Remember

One new habit is easy to skip. A sequence carries its own momentum.

Session 3: Protecting the New Routine

The Idea

A routine that only survives on easy days isn't really a routine yet, it's a habit you've only tested in ideal conditions. Real life doesn't hold still for 30 days. Travel happens, a brutal week at work happens, the routine gets interrupted, and what you do with that interruption matters more than the routine itself.

Part 1: Name the Threats

Think ahead, not abstractly, specifically, over the remaining weeks of this month and beyond.

What's most likely to knock my new sequence off track? *(travel, a stressful work stretch, a schedule change, being a guest in someone else's house)*

My plan when that happens: *(a scaled-down version of the sequence, not skipping it entirely)*

The goal isn't a routine that never breaks. It's a routine with a fallback version, so a disruption doesn't have to mean starting over.

Part 2: The One Broken Day Rule

Here's what usually actually ends a new routine: not the disruption itself, but the story told about it. One missed day becomes "I've already failed," which becomes not bothering with day two either.

If I miss a day of the sequence, my rule is: *(write it now, so it already exists before you need it)*

A reasonable version: tomorrow, I do the sequence again, exactly as written, no penalty added, no extra makeup required, the routine just continues.

One Line to Remember

A missed day breaks a streak. It doesn't break the routine, unless you decide it does.

Week 4 - Identity Integration

Session 1: The Self-Image Question

The Idea

Back in Week 1, you found the chain: thought, feeling, behavior. There's a layer underneath all three that hasn't been named yet, the story you carry about who you have to be. "The guy who can handle it." "The one who never asks for help." "The one who's earned this." The story can also be quite negative "I can't do this." "There is something fundamentally wrong with me". That story isn't random, it usually came from somewhere, and it's been quietly running the whole month underneath everything else you've done.

Part 1: Where It Came From

This isn't about blame, it's about noticing the source, because a self-image with a known origin is easier to question than one that just feels like a fact about you.

The role I feel I have to play is: _____
(provider, the strong one, the guy who never cracks, the one who holds it together for everyone else)

The thought that gives me a lot of worry and anxiety:

(I will fail, no one cares about me, I am not good enough, I'll never succeed)

Where I think this idea about myself came from:

Where I think this worry comes from:

(a parent, a job, a specific moment you were praised or punished for exactly this)

Part 2: What's Actually True

Some of that self-image is real and worth keeping. Some of it is a story that's outlived its usefulness, or one that was never fully true to begin with. Today, sort it.

What's actually true about my role, and worth keeping:

What's actually true about what I worry the most:

What's just a story I've been performing:

Look at that second line. That's the part that's been quietly deciding your behavior without your permission, the same way an unnamed feeling ran the chain back in Week 1. Naming it does the same work here that it did there.

One Line to Remember

You didn't choose the story you inherited. You get to choose the one you keep telling.

Session 2: Who You're Becoming vs. Who You Were

The Idea

Session 1 named the story you've been performing. A story doesn't get replaced by deciding to think differently, that's just a new sentence competing with an old, well-practiced one. It gets replaced by evidence, specific proof that a different version of you is already, actually, doing things. You have three weeks of that evidence sitting in this Blueprint. Today, you use it.

Part 1: The Evidence

Go back through the last three weeks, not to reread everything, just to pull four or five concrete things you actually did. Not intentions, not feelings, things you did.

Four things I actually did this month:

1. _____
2. _____
3. _____
4. _____

(a chain you traced, a trigger you named and planned for, a routine you rebuilt, a person you told the truth to, a slip you recovered from within a day instead of a month)

Part 2: The New Sentence

Put the old story next to the new evidence and let them argue it out.

The old story said I was: _____
(pulled from session 1)

What I actually did this month says I'm someone who: _____

That second line isn't aspiration. It's not who you're hoping to become. It's already true, you have four pieces of evidence for it sitting above. The only thing left is deciding to believe the data over the story.

One Line to Remember

You don't have to hope you're capable of this. You already have a month of proof.

Session 3: Look Back, Look Ahead

The Idea: Thirty days ago you wrote two lines on the commitment page: why you were doing this, and who you were aiming to become. You've read that page more than once since then, probably on a day it was hard. Read it one more time now, but differently, not for encouragement this time, as a comparison.

The Comparison

What I wrote on Day 0, the version of me I was aiming for: *(go back and reread it)*

Where I actually am today, honestly: _____

You won't be a finished, permanently different person. That was never the promise. What you'll likely find is closer to this: the chain that used to run automatically now has visible links. The story that used to run unquestioned has been named. That's not nothing, that's the actual mechanism this whole month was built to install.

What This Month Was, and What's Actually Next

Four weeks ago you had two tools, seven days of proof you could follow through, and five tools for the moments that used to feel unmanageable. Now you have a full system: the chain, your specific triggers, a rebuilt routine, a plan for when it breaks, and a truer story about who you actually are underneath the one you inherited.

Here's the honest part. A system you run alone has a ceiling, not because the system is wrong, but because you're still the only person checking your own blind spots. The next 30 days, and the ones after that, go further with someone in the conversation who isn't you.

That's what the strategy session is for. Not a sales call, a real conversation about where you actually are after this month and what closing the rest of the gap looks like for you specifically.

→ [Book a free strategy session](#)

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