

GOODWILL GENERATOR

What Is the Goodwill Generator?

The Goodwill Generator is a simple but powerful exercise to strengthen your relationship. It is doing 2 positive things daily to generate positive energy and connection. For the next 7 days, you'll commit to making two intentional acts each day to show your partner that you love, value, or appreciate them. These small actions go beyond what you might already be doing and are designed to make a noticeable impact.

Why this matters?

You might already be doing some of these things, but when you intentionally do them twice a day, every day, it creates positive momentum. Think of your relationship like a bank account: each positive action is a deposit, and over time, these deposits build a rich reserve of goodwill and connection. You may start to see changes in just 7 days, but we recommend continuing for 30 days to fully experience the benefits.

HOW TO DO THE DAILY DOUBLE?

1 Commit

For the next 7 days, twice a day, do something that clearly shows love, value, or appreciation to your partner.

2 Be Intentional

These actions should be above and beyond what you're already doing—whether it's a thoughtful text, an unexpected chore, or a kind word.

3 Stay Consistent

Consistency is key. These small, daily actions create a foundation of positivity that strengthens your bond over time.

HERE ARE SOME EASY IDEAS TO GET STARTED:

COMPLIMENT	Tell them how great they look in an outfit.
TEXT	Send a loving or playful message during the day.
TIDY UP	Pick up your clutter before bed.
COOK	Make a special meal just for them.
GIVE SPACE	Let them enjoy some “me time.”
CAR CARE	Wash their car or fill it with gas.
MASSAGE	Offer a foot or back massage.
CHORES	Do the dishes if it’s not your usual task.
PUBLIC PRAISE	Compliment them in front of others (super impactful).
BE ON TIME	Show up on time if punctuality isn’t your thing.

WHY THIS WORKS?

Your brain can’t be appreciative and angry, fearful, or resentful at the same time—it’s like trying to breathe in and out simultaneously. By focusing on positive actions, you shift the dynamic in your relationship, creating a cycle of goodwill that builds over time.

OTHER WAYS TO STAY POSITIVE



- 1 Listen Calmly.** Hear difficult comments without reacting.
- 2 Slow Down.** Recap what you're hearing to ease the pace.
- 3 Show Compassion.** Be understanding in tough situations.
- 4 Ask First.** Before giving advice, ask if they want it.
- 5 Use Humor.** Lighten the mood with humor your partner enjoys.
- 6 Ask Questions.** Get curious about their perspective before reacting.
- 7 Breathe.** Take a deep breath instead of snapping at their habits.
- 8 Express Appreciation.** Send a quick text or email expressing gratitude.
- 9 Take a Break.** If things are spiraling, suggest a time-out.
- 10 Apologize.** Own your part in any conflict.

OTHER WAYS TO STAY POSITIVE

- 11 Go the Extra Mile.** Do something thoughtful that's not your usual task.
- 12 Shift Your Focus.** When a negative thought arises, switch to what you appreciate.
- 13 Mind Your Manners.** Use "please" and "thank you" today.
- 14 Eye Contact.** Make better eye contact during conversations.
- 15 Positive Tone.** Keep your voice calm during difficult talks.
- 16 Set Expectations.** Let your partner know how you'd like them to respond before starting a tough conversation.
- 17 Find the Good.** Notice something positive in your partner and share it.
- 18 Be Curious.** Ask questions about their perspectives and reality.
- 19 Take Initiative.** Do something you know they'd value but don't usually do.
- 20 Aspire to Be.** Before a tough discussion, focus on being patient, curious, and understanding.