

As Seen on AP News: Los Angeles Life Coach Launches 30-Day Global Level Up Challenge for 2026

Creator of viral self-awareness game invites participants worldwide to break their patterns in the new year

LOS ANGELES, CA, UNITED STATES, December 31, 2025 /EINPresswire.com/ -- Following his recent feature on AP News, [Arthur Palyan](#), named Best Life Coach California 2025, announces the "[Global Level Up Challenge](#)" — a free 30-day program designed to help participants identify and break recurring life patterns starting January 1, 2026.

The challenge builds on the momentum of Palyan's viral "Level Up" game, which uses the [7 Levels of Self](#) framework to help users recognize unconscious patterns in just 60 seconds a day.

"Most people set New Year's resolutions without understanding the patterns that caused them to fail last year," says Palyan. "This challenge changes that. You can't change what you can't see."

****How the Challenge Works:****

- Play the free Level Up game daily (60 seconds)
- Track patterns across 7 life levels: Individual, Family, Groups, Community, Society, World, and Generations
- Join a global community of participants committed to self-awareness
- Access free weekly integration sessions throughout January

The challenge is completely free with no app download required. Participants can join from any device at [100levelup.com](#).

Palyan's approach differs from traditional self-help by focusing on pattern recognition rather



than motivation. "Willpower fades. Awareness compounds," he explains.

The 7 Levels of Self framework has helped thousands identify core wounds including people-pleasing, codependency, and inherited family patterns — issues that often sabotage New Year's goals before February arrives.

****To join the Global Level Up Challenge:****

Visit: <https://100levelup.com>

****For the full 7 Levels framework:****

Visit: <https://levelsofself.com>

****ABOUT ARTHUR PALYAN / LEVEL UP****

Arthur Palyan is the creator of the 7 Levels of Self framework and founder of Level Up, a transformational self-awareness platform. Named Best Life Coach California 2025, Palyan's work has been featured on AP News, Google News, and 100+ media outlets nationwide.

His free gamified tool, Level Up, helps users identify and break recurring life patterns in 60 seconds a day. The platform addresses core wounds including addiction, abuse, people-pleasing, and codependency through pattern recognition rather than traditional motivation-based approaches.

With a background spanning finance and 10+ years of transformational work — including Landmark, MITT, Insight Seminars, and Ancestral Medicine — Palyan developed the 7 Levels of Self framework to help people see the patterns that run their lives across seven dimensions: Individual, Family, Groups, Community, Society, World, and Generations.

****As Seen On:**** AP News, Google News, Yahoo, Bing, and 100+ news outlets

****Play Level Up:**** <https://100levelup.com>

****Learn the Framework:**** <https://levelsofself.com>

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Level Up | 7 Levels of Self

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