

YOUR PERSONAL ACTION BOOK

# Finish What You Start

Break the start-then-abandon cycle for good.



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# Your 90 days at a glance

Every goal and its checkpoints on one timeline — so you can see how the next 90 days fit together, not as separate plans.

**DAY 30** **Craft.** Cut the scope to a defined, written v1

**Learning.** Chosen one subject and held a daily rhythm for two weeks

**DAY 60** **Craft.** Built the core of v1 and it runs end to end

**Learning.** Reached the halfway point and applied it at least once

**DAY 90** **Craft.** Shipped v1 to first real users

**Learning.** Finished it and used it in something real

## MID-POINT CHECK-IN · AROUND DAY 45

Halfway through, take five minutes and answer these honestly:

1. **What's actually working?** Do more of it.
2. **What's not?** Shrink it until it's easy, or drop it.
3. **What's the one thing** you'll fix for the second half?

# Ship the thing

*Cut scope to a real first version and get it in front of people.*

## THE CHALLENGE

My project is stalled — I keep not shipping

## WHY IT MATTERS

A shipped v1 teaches you more than a perfect plan ever will.

## HOW THE PLAN UNFOLDS

**Week 1** Do your first actions and start your keystone habits. The only goal this week is to begin.

**Weeks 2–4** Make the routine automatic and repeatable, working toward: Cut the scope to a defined, written v1.

**Month 2–3** Turn the routine into a result you can point to, working toward: Shipped v1 to first real users.

## MILESTONES

**DAY 30** Cut the scope to a defined, written v1

**DAY 60** Built the core of v1 and it runs end to end

**DAY 90** Shipped v1 to first real users

## KEYSTONE HABITS

### Daily ship session

After my morning coffee, I will spend 45 minutes moving the project forward.

### End-of-day next step

Before I stop working, I will write down the single next action.

## YOUR FIRST ACTIONS

**Define the smallest v1**  
Strip the idea to the one thing it must do, and cut the rest.

**Block daily build time**  
Protect a recurring 45-minute slot purely for shipping.

**Set a public ship date**

Tell someone when it launches so the deadline is real.

**TRACK IT · FIRST TWO WEEKS**

Check a box each day you do the habit. Copy it for the weeks after.

**Daily ship session**

**End-of-day next step**

**IF-THEN PLAN**

**When** I want to keep polishing, **then** I ask 'is this good enough to ship?' and if yes, I ship.

**When** the day job eats my time, **then** I protect one 45-minute block before work.

**When** the scope feels huge, **then** I cut one feature instead of adding one.

## LEARNING

# Actually finish what I start learning

*Commit to one subject and a steady rhythm until you can use it.*

### THE CHALLENGE

I start learning things but never finish

### WHY IT MATTERS

Depth in one thing beats a graveyard of half-started courses.

### HOW THE PLAN UNFOLDS

- Week 1** Do your first actions and start your keystone habits. The only goal this week is to begin.
- Weeks 2–4** Make the routine automatic and repeatable, working toward: Chosen one subject and held a daily rhythm for two weeks.
- Month 2–3** Turn the routine into a result you can point to, working toward: Finished it and used it in something real.

### MILESTONES

- DAY 30** Chosen one subject and held a daily rhythm for two weeks
- DAY 60** Reached the halfway point and applied it at least once
- DAY 90** Finished it and used it in something real

### KEYSTONE HABITS

#### Daily learning block

After dinner, I will study my subject for 25 minutes.

#### Learn by doing

After each lesson, I will apply one thing immediately.

### YOUR FIRST ACTIONS

- Pick one subject only**  
Choose a single topic and park the rest until it's done.
- Schedule a daily block**  
Protect a short, consistent slot for focused study.

**Plan how you'll apply it**

Decide on a small project where you'll use the new skill.

**TRACK IT · FIRST TWO WEEKS**

Check a box each day you do the habit. Copy it for the weeks after.

**Daily learning block**

**Learn by doing**

**IF-THEN PLAN**

**When** I only consume, never apply, **then** I build something tiny with each lesson.

**When** I'm just dabbling, **then** I follow one structured path start to finish.

**When** a new topic tempts me, **then** I add it to a someday list and finish the current one.