



Worksheet 1 — The Finish Line Statement

Due before Call 2

You get **one**. Not four. Ninety days buys us a real finish, maybe one big and one small. Everything on this page exists to make you cut.

Step 1 — Dump the candidates

Write down everything you'd *like* to accomplish before December 31. Don't filter yet. Get it out of your head and onto the paper where you can see how absurd the list is.

Candidate

- 1
 - 2
 - 3
 - 4
 - 5
 - 6
-

Step 2 — Run the four filters

Take your top three candidates and put each through all four. **A goal must pass all four or it's out.**

Candidate A: _____

Filter	The question	Pass?
1. The Win Test	If this alone were done on Dec 31, and nothing else changed — is the year a win? (Must be an immediate yes. “Sort of” is a no.)	☐
2. The Finishable Test	Can this actually be <i>finished</i> — or hit a defined milestone — in 90 days? (A direction is not a destination.)	☐
3. The Scoreboard Test	Could a stranger tell you whether you did it, without asking how you <i>feel</i> about it? (Binary or numeric. No adjectives.)	☐
4. The Cost Test	What are you giving up to make room? (If you can’t name the payment, you haven’t chosen.)	☐

Candidate B: _____

Filter	Pass?
1. The Win Test	☐
2. The Finishable Test	☐
3. The Scoreboard Test	☐
4. The Cost Test	☐

Candidate C: _____

Filter	Pass?
1. The Win Test	☐
2. The Finishable Test	☐
3. The Scoreboard Test	☐
4. The Cost Test	☐

Step 3 — Fix the language

Most goals fail Filter 2 or 3 because they’re written as *directions* instead of *destinations*. Rewrite yours.

Instead of...	Write...
Grow my business	Launch the offer and make the first ten sales
Get in shape	Squat 225 — or lose fifteen pounds
Write more	Finish the 30,000-word draft

Instead of...

Get my finances in order

Spend more time with the kids

Write...

Six months of expenses in the bank

Friday night, every week, no exceptions — 12 for 12

My goal, rewritten so a stranger could score it:

Step 4 — Name the payment

Ninety days of real progress is **bought, not found**. It comes out of something you currently do. “I’ll find the time” is not an answer. Nobody finds time. There is only time *taken from something else*.

What I am giving up until January:

When, specifically, does the work happen? (Same hour, same place. Take the decision off the table.)

THE FINISH LINE STATEMENT

Write it out. Both clauses. The second one is the one that makes it real — and the one you'll want to skip.

By December 31, I will have

and to do it, I am giving up

until January.

Signed: _____ Date: _____

Now post it where others can see it. Not because anyone's going to check up on you like a schoolmaster — but because a goal nobody else knows about is a goal you may drop without fanfare in November.