Hello, it’s Marie, and I have a question for you. Do you come up with lots of new projects and new ideas and all kinds of things you want to do, but after the initial excitement wears off, you struggle to finish what you start? If you’re creative and you’re ambitious, I’ll bet the answer is likely “yes.”

Whether you’re trying to get yourself back in shape or you want to write more consistently, or you want to just totally transform your life with a program like this — most of us have no trouble kickstarting something that’s new and a big change in our lives.

I mean, all of that initial excitement, what it can do is it can pump us up and it has us feeling pretty, pretty, confident. In fact, when things start to go well in those first few days, we might even catch this tiny little glimmer of hope and begin to think, “Oh my goodness, I think this time is different. THIS time, I’m actually going to stick with this thing! I am going to FOLLOW through.

And then, of course, you know what happens right? Life throws you a curveball. You hit some kind of bump in the road. Maybe something happens that’s just completely outside of your control – like you get sick, or someone in your family gets sick, or you just get tired and think, “you know what I’m just gonna take a little break, no big deal. I’m going to get back on track in just a few days.”

But then what happens, you know this right ... a few days turns into few weeks and then a few weeks turns into a few months and before you know it, it is the “Same as it ever was. Same as it ever was. Letting the days go by ...” You know that song and you know what I’m talking about.

You see ... no matter how enthusiastic we are at the beginning of any new project or life change, there’s one crucial habit that makes all the difference in the world: follow-through, and the ability to finish what we start.

And that is why I am so excited to welcome you to the Follow-Through Formula. So this is a quick and powerful training program to help you decide what’s most important, to eliminate what’s not and to make doing the work that you need to do as effortless as possible.

I can tell you without hesitation that THIS ability — the ability to focus on what matters, to finish what I start — this has been invaluable to me as a creative, as a business owner and quite frankly, as a human.

Here’s how this program works: I’m going to suggest you work through one video per day. Now these videos are quick to digest, but each lesson does require that you do some focused thinking.
and some writing and, most importantly - you must take decisive action. And while all the
concepts are pretty straightforward, that doesn’t mean the process will be easy. Especially in
today’s culture where so many creatives have become really addicted to distraction.

What I mean is that far too many people have have allowed technology to really normalize
incessantly checking their phones and email and social media. And I gotta tell you. When you
do that long enough, you’ve essentially trained your brain to underperform. Meaning you likely
struggle from a lack of focus, perhaps an inability to concentrate for long periods of time, and this
near constant feeling of being totally overworked and overstretched and overcommitted.

But here the deal: if you want to create and contribute and experience extraordinary things in this
life — and I believe you do because you put yourself in this program — then you have to buck the
status quo. You gotta break these addictions and really push back against all the social norms and
develop an unshakable ability to follow through on what is most important to YOU.

I mean, just think about it. When was the last time that you really completed a project that truly
mattered to you? When was the last time you set an important goal and you made it happen?
I mean, doesn’t it just feel GREAT to check something off your list or complete an important
project or say that something is finally DONE?

YES, of course, it feels amazing. I want you to experience that feeling a lot more often. And to
make sure that you really master this ability to finish what you start, each lesson in this program
creates a little acronym that spells done.  D - O - N - E

Now I’m going to walk you through how to Decide and Define, how to Organize Your Life Around
Your Top Goal, how to get on the No Train, and how to Execute.

Now once you’ve mastered these four directives, you’re going to be way more likely to finish what
you start and produce more work that matters. Remember, the world needs that very special gift
that only you have, and the only way you’re going to get to share it is if you develop that habit to
finish what you start.

So, now that you know what this is and why follow-through is so darned important, let’s get
started with lesson #1.