



Rule No. 7 —Momentum beats motivation.

Don't wait to feel inspired.

Show up, act anyway, and let discipline build momentum. Waiting to feel inspired is a trap.

Progress happens when you show up consistently, especially when you don't feel like it.

Motivation is fleeting; momentum is earned.

The Hard Truth

Motivation fades by Tuesday. Momentum carries you through Friday.

Motivation is a feeling. It comes and goes. Momentum is a system. It compounds. Stop waiting to feel inspired and start building the habits, processes, and environments that make progress inevitable whether you feel like it or not.

Ask Yourself —

Where am I waiting to feel motivated, when I could, instead, build momentum by taking action?

Action Steps —

This Week's Edge: Build Momentum Before Monday Builds Your Calendar

Choose one meaningful business priority you've been postponing—a document, a difficult conversation, a hiring decision, a customer visit, or a process you've been meaning to improve.

Then commit to working on it for 30 uninterrupted minutes at the same time every day this week.

Don't judge the quality of the work.

Don't worry about finishing.

Your only objective is to show up and make progress.

At the end of the week, reflect on two questions:

- Did momentum make the work easier?
- What important task will become your next non-negotiable habit?

Remember: Professionals don't wait for motivation. They create momentum through consistent action. The habit you build this week may accomplish more than the inspiration you've been waiting for.

This Rule Helps With:

- Overcoming procrastination
- Turning ideas into action, faster
- Building consistency in daily habits
- Getting started when motivation is low
- Pushing through creative or strategic resistance
- Sustaining progress during long or difficult projects
- **Developing a professional mindset over an amateur one**

In *The War of Art*, Steven Pressfield names the invisible force that stops us from doing our most important work: Resistance. Whether you're an artist, entrepreneur, or executive, Resistance shows up as procrastination, fear, self-doubt, or distraction. Pressfield offers a clear message—amateurs wait for inspiration; professionals show up anyway.

This book is a battle manual for defeating excuses, embracing discipline, and building the kind of momentum that turns vision into reality. Short, sharp, and immediately applicable. Read it.

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Practice the principles.



Recommended Reading —



The War of Art, by Steven Pressfield

*"Resistance will tell you anything to keep you from doing your work.
It will perjure, fabricate; it will seduce you. Resistance is insidious."*

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 19

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...