A TWO-DAY WORKBOOK

FINISH IT THIS WEEKEND

FROM OPEN LOOP TO SHIPPED



A BOOKBIND SAMPLE

SATURDAY · 9:00 A.M. · DEFINE DONE

Make the finish line embarrassingly clear.

A weekend is enough when “done” has edges.

1 WHAT EXISTS BY SUNDAY NIGHT?

2 WHAT ARE YOU NOT MAKING?

3 WHO SEES IT FIRST?

Done means visible—not perfect.

SATURDAY · 2:00 P.M. · BUILD THE UGLY VERSION

One pass. Three blocks.

Move forward before your taste can call a meeting.

BLOCK 01

Make the bones.



BLOCK 02

Fill the middle.



BLOCK 03

Make it usable.



THE THING I WILL IGNORE UNTIL MONDAY

SUNDAY · 4:00 P.M. · SHIP THE USEFUL VERSION

Close the loop while it is still warm.

Send it to the person you named yesterday.

- [ ] Open every link once.
- [ ] Remove one confusing sentence.
- [ ] Export the version with today’s date.
- [ ] Send it before changing the cover again.

THE MESSAGE I AM SENDING