

Chapter 03: Create a Manifesto

Finish What You Start — Peter Hollins • Executive Breakdown

FINISH WHAT YOU START

1 Algorithmic Rules vs. Willpower Depletion

- ✓ Relying on situational willpower is a losing strategy; decision fatigue inevitably dissolves resolve as cognitive resources deplete.
- ✓ A personal manifesto replaces agonizing deliberative choices with pre-committed, algorithmic rules of conduct and non-negotiables.
- ✓ Pre-established boundaries remove debate at the moment of temptation, converting exhausting moral battles into automatic execution.

2 The Rule of Three and Essential Boundaries

- ✓ Cap daily priorities at exactly three major objectives to prevent cognitive scattering, superficial triage, and pseudo-productivity.
- ✓ Distinguish ruthlessly between high-leverage work that moves the needle and urgent busywork that merely simulates progress.
- ✓ Impose strict behavioral limitations and operational requirements that channel energy exclusively within high-value boundaries.

3 Micro-Commitment Protocols: 10-10-10 & The 10-Minute Rule

- ✓ Evaluate immediate impulses through the 10-10-10 prism: how will this choice feel in 10 minutes, 10 hours, and 10 days?
- ✓ When temptation strikes to quit, enforce the 10-minute buffer: require yourself to endure exactly 10 more minutes before stopping.
- ✓ Overcoming the initial threshold of discomfort almost always reignites flow, allowing inertia to work in your favor.



Chapter Summary

- ✓ Willpower is a depletable biological fuel; substitute fragile deliberation with an unyielding personal manifesto and rigid heuristics.
- ✓ Limit daily critical targets to a maximum of three core outcomes to enforce brutal prioritization and prevent dilution.
- ✓ Use the 10-10-10 temporal filter to shatter present-moment impulsivity and expose the long-term regret of premature surrender.
- ✓ Deploy the 10-minute micro-commitment to bypass task avoidance; breaking the initial friction barrier predictably unlocks sustained momentum.