

Execution Over Intention: How to Actually Follow Through

Learn how to schedule, commit, and follow up so your goals turn into completed work—not forgotten plans.

Quick recap

The meeting focused on business accountability and project updates among Sacha, Minka, and Ali. Sacha emphasized the importance of being a "graceful intrusion" when following up on commitments, sharing personal examples of how persistence pays off in business relationships. Minka discussed completing her landing page and lead magnet, receiving feedback about using only the upper portion of the page for the lead magnet. Ali committed to updating four web pages and registering his business, with Sacha providing guidance on the business registration process in Canada. The group discussed the importance of scheduling specific time blocks rather than leaving tasks as placeholders, and Ali agreed to send a follow-up email listing all his commitments to ensure accountability.

Summary

Website and Landing Page Updates

Sacha announced that her website at SachaLala.com is complete and ready for review. Minka shared that she had finished her landing page and lead magnet, and received feedback from another coach suggesting to use only the upper portion of the landing page for the lead magnet, reserving the full page for the sales page. Both agreed that the primary purpose of the landing page is to compel visitors to click and download the lead magnet.

Landing Page Design Progress

Minka discussed her work on a landing page, mentioning she needs to make minor adjustments to the copy and move testimonials lower on the page. She explained her process of consulting multiple sources including Eben, Jeff Walker, and ChatGPT to ensure she followed best

practices for landing page design. Minka indicated she would proceed with social media posts and videos while waiting for Sacha's feedback on the copy, and noted that she needs to complete the email automation sequence before the lead magnet can be fully delivered.

Persistent Follow-Up Strategies

Sacha discussed the importance of following up persistently when seeking help or making requests, using examples from her own experiences and those of others to illustrate the concept of being a "graceful intrusion" rather than avoiding follow-ups due to concerns about being a bother. She encouraged the team to be more assertive in following up on commitments and requests, emphasizing that this approach helps maintain integrity and builds stronger relationships. Sacha also shared her plan to follow up with a potential client to clarify their interest after multiple contact attempts went unanswered.

Following Up on Commitments

Sacha initiated a discussion about following up with people who make commitments, using herself as an example of someone who needed to be prompted to send an email. Minka and Alex confirmed they would have followed up if not prompted, with Minka explaining she had prepared recipes but misunderstood Sacha's chocolate restrictions. Sacha emphasized the importance of following up with grace and being an "intrusion" when necessary to get things done.

Setting Boundaries and Saying No

Sacha and Minka discussed the importance of learning to say no and setting boundaries. Minka acknowledged her difficulty in asserting herself and the consequences it had on her relationships. Sacha shared strategies for saying no gracefully, emphasizing the importance of dignifying others' efforts while maintaining personal boundaries. They also discussed how handling disappointment and setting boundaries can inspire others to do the same.

Website Content Update Planning

Ali and Sacha discussed website updates, with Ali planning to make minimal changes to four pages over the next week. The updates will include fixing a typo from "scared success" to "sacred success," creating content for a workshop module page, setting up an event page with Zoom links and dates, and adding an achievement coaching page with generic copy. Ali requested accountability from the team to help ensure completion of these tasks, which total approximately 6 hours of work.

Page Creation Work Planning Discussion

Ali and Sacha discussed planning for creating pages, focusing on optimizing a 90-minute work block structure. Ali shared their preference for a 50-minute focused session followed by 30 minutes for final adjustments, and estimated that a maximum of two pages per day could be completed. They explored scheduling constraints due to Ali's work at a convenience store and other commitments, deciding to aim for one 90-minute block per day. Sacha emphasized the importance of scheduling tasks realistically to ensure sustainability and avoid burnout, using the example of gradual business growth starting from a comfortable point rather than an aggressive target.

Task Scheduling and Podcast Planning

Sacha emphasized the importance of treating scheduled business tasks with the same commitment as medical appointments, urging Ali to schedule time for completing specific work pages. Ali agreed to schedule tasks 1 and 2 for the following days and committed to treating these commitments seriously. Alex updated on rescheduling a podcast call with a guest for the following week and discussed plans to reach out to additional potential guests from his network. Sacha offered to help connect Alex with potential podcast guests through their network if he shared his target list.

Contract Review and Client Strategies

Alex discussed two contracts under review with corporations and shared strategies for following up with potential clients, including direct questions about readiness to start and inspirational messaging. Sacha provided feedback on Alex's approach, emphasizing the importance of being persistent and standing firm on commitments, even when clients express hesitation about the investment. Sacha also shared a personal example of how emphasizing the need for action helped secure a client's commitment, and suggested that Alex leverage their network to identify potential podcast guests for their work.

Canadian Business Registration Discussion

Sacha and Ali discussed business registration and tax obligations in Canada. Ali planned to register as a sole proprietor and potentially obtain an HST number, though Sacha warned this would increase government scrutiny and tax requirements. The team agreed that Ali would send a follow-up email listing all her commitments, including 4 hours of content blocks, 5 hours of content creation, and business registration, to establish better accountability. Minka was also tasked with sending a reminder email about her landing page to Sacha.