

# 5 REASONS YOUR PROJECTS AREN'T DONE

PIQUE COACHING

# THE CHALLENGE

Because you're here, it means that you felt understood when I mentioned being a "half-finished project person."

It's not a term that's thrown around very often. But when I say it, some people immediately connect with it. Those are my people.

Let's start here: Half-finished projects aren't inherently a problem.

But what I've found is that there tends to be a lot of guilt, shame, embarrassment, overwhelm, and frustration tied to them, which keeps you stuck in the "half-finished project vortex."

The good news is: You're not alone if that's how you're feeling, **and** it's all solvable.

Allow me to start by breaking your brain a bit.

# THE CHALLENGE

My average client comes to me with over 20 half-finished projects circulating in their mind.

(I've worked with business owners who have over 40 active project ideas.)

That means there are likely at least 20 projects of varying sizes and complexity on *your* mind, too, which take up valuable mental and emotional space.

And if you're like most people, you don't have one place where all of these half-finished projects are documented.

Which means your brain is working double-time to *store* all of that data.

So, I'll say it again: If this is you, you're not alone.

# WHY YOU THINK YOUR PROJECTS AREN'T DONE

I've heard every reason in the book for why clients' projects aren't finished.

Raise your hand every time you hear a reason that you've used before:

- I don't have time.
- I don't know where to start.
- I'm just the type of person who needs external accountability.
- I kinda just lost motivation.
- I get distracted sooo easily.
- I just need more clarity before I start.
- I'm just not passionate about it anymore.
- I've never been able to do it.
- It's not fun anymore.
- I really need to get all of this done NOW.
- I'm so overwhelmed.
- I'm a perfectionist.

Feeling sheepish? Stick with me, kid.

# THE 5 **REAL** REASONS YOUR PROJECTS AREN'T DONE

1. You think it's just who you are  
(because of your past)
2. You want it all done ASAP
3. You're in the "project plan rock and  
a hard place"
4. You're at the whim of the "fairies"
5. You haven't mastered focus, yet

# # 1

## **You think it's just who you are (because of your past)**

Are you convinced that finishing projects is out of reach for you? If so, you likely look to your past to confirm this story for yourself—and you're quick to find evidence.

(The brain loves to prove itself right.)

It can feel like half-finishing is a character flaw or a moral failing, but it's just a learned habit that can be unlearned.

The solution is becoming open to the possibility that you, too, can become a project finisher with a few small tweaks.

Then, you must be willing to study your past with non-judgment, and ask: *What's worked for me? What hasn't worked for me? What will I do differently with my projects moving forward?*

## # 2

### **You want it all done ASAP**

Wanting all of your projects to be done ASAP backfires, every single time.

The thought "I want all of my projects to be done NOW" is almost guaranteed to lead to the result that *none* of them get done.

You'll likely end up dabbling half-heartedly in several at once, scrambling in a panic to get them all done, and/or paralyzed with overwhelm. Not great options!

The solution is to intentionally table all but one of your projects, by choosing to dump, delegate, or delay the rest.

One client who did this exercise raved about how much mental and physical energy it freed up for her. She finally closed open mental loops with her 40+ projects, and put all of her time, energy, and creativity into just one project.

## # 3

### **You're in the "project plan rock and a hard place"**

Now that you've chosen just one project, you're likely in a confusing place: You don't love the idea of making and following a plan, but you know that winging it isn't working, either.

The solution is to learn how to create a bespoke plan that you actually *want* to implement and trust will work.

One key to this planning process is to proactively anticipate obstacles that will crop up for you (including the things that have derailed you in the past) and solving for them ahead of time with strategies.

Often feel overwhelmed? Solve for that. Get bored easily? Solve for that. Constantly interrupted? Solve for that.

My clients swear that this has been the missing link for them.



## # 4

### **You're at the whim of the “fairies”**

You know you're at the whim of the “Motivation Fairy” and the “Passion Fairy” when you say things like “I don't feel like it” “I just lost my interest in it,” or “I'm not feeling passionate about it anymore.”

The fairies are a joke, but it speaks to the general attitude that something outside of yourself is in control of how and when you show up for your projects—not you.

It also speaks to the way we tend to feel excited and passionate in the beginning, but slowly, our interest fades. People tend to report this like it's inevitable, but it doesn't have to be.

## # 4

The solution is learning how to actually feel your negative emotions instead of reacting to them. (Spoiler alert: My guess is that you're not doing this fully yet). You must also learn how to generate productive feelings, on demand.

In other words, you're creating the emotional conditions to stick to your bespoke project plan, no matter what.

My clients report that they move through negative emotions—like insecurity, overwhelm, shame, and guilt—more quickly, and that they're now able to feel motivated, committed, inspired, and creative, at any given time.

## # 5

### **You haven't mastered focus—yet**

Focus shows up in two ways in your project life: Macro-focus and micro-focus.

Macro-focus is longer-term focus (like a year or a quarter).

Micro-focus is shorter-term focus (like an hour or a week).

A lack of focus—which shows up as getting distracted constantly or dabbling in multiple things at once—keeps you in the half-finished project vortex.

This is why I teach my clients how to focus in three ways:

- How to focus for an hour
- How to focus for a week
- How to focus for 8 weeks

## # 5

The solution to learning how to generate these three levels of focus in your business is to:

Figure out exactly what result you're aiming for, determine the action steps that will create that result, intentionally table everything else (including other projects)—then deal with the inevitable discomfort of saying no to everything that's not a focus for you.

Mastering focus isn't for the faint of heart, but it IS for those who want to create incredible projects that have ripple effects in their business for years to come.

# MOVING FORWARD

And there you have it: The 5 *real* reasons your projects aren't finished, and what the heck to do about them.

Remember: Choose one project intentionally, develop a project plan you love, and execute on it by cultivating focus, motivation, and commitment on demand, and you'll be **unstoppable** with projects.

(You'll also fail A LOT along the way. Learn to expect it and collect data from your failures.)

Know this: The solution is within your reach.

I don't know you (yet!), but I firmly believe in your potential for change, *and* I trust in my process.

What if you trusted in yourself and this process to the level that I already do?

# NEXT STEPS



In my next emails, I'll show you the exact 6-step process that I walk my clients through in my program, *Half-Finished to Done, LIVE*.

It won't be easy, but it will be transformational.

-Cristina

P.S. Raring to go? [Click here](#) to learn more about *Half-Finished to Done, LIVE* and book a free 30-minute consult with me. Can't wait to meet you.

**HAPPY**

**PROJECT**

**FINISHING**