SESSION FOUR · LET GO, THE EXHALE

Communication, the 90-Day Plan & Begin Again.

Today we release the finished form into motion, and complete the breath.

Where We Are.

Week 0	Week 1	Week 2	Week 3	Week 4
Settle	Identify	Accept	Embrace	◆ **Let Go**

Week Four. We release the form into motion, name the next ninety days, and complete one whole breath.

What This Movement Asks.

- **Let go means release into motion.** The reading is done; now the venture moves out into the world on its own rhythm.
- **Communication carries it.** A settled, coherent voice, inside and out, is how the form keeps breathing.
- **The exhale becomes the next inhale.** What you finish here begins again as your 90-day plan.

Witness the Evidence.

- **One thing it taught you.** What did real contact reveal that thinking never could?
- **One thing you are changing.** The single most important adjustment the evidence asks for.
- **Every prototype is imperfect.** That yours happened at all is the win worth honoring.

Inside and Out.

- **Internal.** How you speak about the work to yourself and your Board when it is hard.

- **External, what you say.** Your core message, in your own settled voice. Cuddy: settle the body first.
- **Where and how.** One primary platform, and Voss's tactical empathy: label the reality before you propose.

A Communication Calendar You Will Keep.

- **Three or four simple actions a week.** Repeatable, sustainable, and small enough to actually keep.
- **One outreach to your sphere, weekly.** Keep the relationships warm as you build.
- **Sustainable beats impressive.** A rhythm you keep is worth more than a grand plan you abandon.

Your 90-Day Action Plan.

The momentum of these four weeks, carried forward into the next octave.

- **Month One, Identify.** The foundation: legal, banking, the first real version.
- **Month Two, Accept.** Meet the market: first paying participants, feedback, refine.
- **Month Three, Embrace.** Reach further: a rhythm of outreach and steady delivery.

The Goal Sharing, a Second Time.

- **Write it again.** Venture, operational, contribution, as they stand now.
- **Read your baseline beside it.** The one you filed in Session One. Notice what four weeks changed.
- **Read your Not Yet sentence.** The one you wrote in Week Zero. What has changed?

- **The breath completes.** And opens again.

What One Whole Breath Produced.

- ◇ An examined, tested idea, and a plan built on it.
- ◇ A named offering and your first ten people.
- ◇ A prototype delivered to real people, and the evidence.
- ◇ A weekly rhythm, and a 90-day plan, begun.
- ◇ Two Goal Sharings: the baseline, and now.

BEGIN AGAIN

What Shall We Make?

You came with a thought. You leave with a form, in motion, and the next ninety days already breathing.