

Phil M. Jones

EXACTLY WHERE TO START

The Practical Guide
to Bringing Your
BIG Idea to Life

WILEY

Praise for *Exactly Where to Start*

“The first step is the hardest but Phil Jones will get you to take a giant leap with this poignantly powerful book.”

—Jay Baer, hall of fame speaker and *New York Times* bestseller

“Phil Jones was put on this planet with an entrepreneurial spirit, laser-sharp mind and a determined work ethic that has yielded incredible individual success. He has earned the industry ‘chops’ to take any business and set it on a course to thrive. In *Exactly Where to Start* Phil equips you with the mindset you need to achieve and the real action steps you need to take to make your IDEA come to life.”

—Lou Diamond, CEO of THRIVE and author of *Master the Art of Connecting*

“You want to do your own Great Work: a project with impact, a project with meaning. Of course you feel anxious. Phil Jones shows you how to tip the balance away from the fear and toward the excitement, so you

can step over the threshold and begin. Phil Jones shows you exactly how to start.”

—**Michael Bungay Stanier**, author of the *Wall Street Journal* bestseller, *The Coaching Habit*

“For any entrepreneur who wants to move from aspiration to action, this is all you will need to kick start your big idea. Consider it the ‘Tao of Possibility’.”

—**Leslie Ehm**, founder and chief fire-starter of Combustion Training

“Phil M. Jones has done it again! He’s taken a concept that many people overcomplicate and he’s made it simple. He’s made it practical. He’s made it doable. Phil has created a powerful action-packed guide—a play-book if you will—to help you actualize your vision for success. If you’re like most people... taking the first step is the scariest and most challenging part of the journey. Thankfully Phil will show you *Exactly Where to Start!*”

—**Alan Stein, Jr.**

“Phil Jones is one of the smartest, most strategic entrepreneurs I’ve encountered. In *Exactly Where to Start* he

helps you develop the mindset and action plan needed to make your own big idea a reality. It's filled with brilliant insight distilled into easy-to-digest lessons that will work in any field."

—Trena White, principal of Page Two Strategies

"Phil M. Jones is a person who takes action. Not just any action, but strategic objective-oriented action; smart action. He moves fast, learns fast, and progresses forward. He dreams, he strategizes, he jumps. As a result, he has built a career unlike the likes that most will ever achieve and, at the time of the writing of this book, he's still years away from his fourth decade on this planet.

How does he do it? By following a precise blueprint that he has developed over time and that lends to his success—and if failure is involved, it lends to quick failure, so he can course-correct and regain traction. Fortunately for the rest of us, he has laid this precise blueprint out within this book.

As with his other two EXACTLY books, *Exactly Where To Start* is a simple yet powerful read. It's designed in a way to give you precisely what you need to get your BIG idea up and running as quickly, as realistically, and as successfully as possible.

If you're serious about taking an idea that excites and ignites you but are unsure as to where to start and how to make it your reality, then read this book and put it into action. Then, share your success with the world—and with Phil. He did, after all, write this book for you!"

—**Melissa Agnes**, Crisis Management Advisor, Keynote Speaker, and Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*

"The hardest thing for most people is to get started. Once again, Phil Jones delivers a book that is concise and actionable. You get exactly what you need when it comes to knowing exactly how to start. The surprise though is how Phil makes the inside work—the mindsets and overcoming the obstacles that hold us back, equally actionable. The perfect little book to get your big idea going!"

—**Jeffrey Shaw**, brand consultant, host of Creative Warriors podcast, and author of *LINGO: Discover Your Ideal Customer's Secret Language and Make Your Business Irresistible*

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EXACTLY

Phil M. Jones

The Practical Guide
to Turn Your BIG
Idea into Reality

WHERE TO START

WILEY

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For Iris – My first mentor

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The Secret Handshake of the Self-Made Man

In my circles, when people think of someone as being “self-made” there is a strong possibility they reference me and my work. What I have learned through a stack of personal experiences is that those of us who have carved out our own destiny, created something out of nothing, or found a way of living our dreams do three things *very* differently from other people.

The commonality is that we:

- Feel differently
- Think differently
- Act differently

These differences are plentiful, and this short-read catalogs, organizes, and sequences the exact feelings, thoughts, and actions that both I and many of my clients have repeated to achieve our own versions of success. These ingredients make up our contracts with ourselves and, once executed, create the unique and exact formulae to allow the success we have imagined to appear in our real lives.

Exactly Where to Start is your playbook to help you turn a great idea into something great.

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Getting Started

You picked up this book because you have an idea about something that you have been meaning to start on, have been thinking about working on, and you believe is something that will work well. I expect that this idea has lived in you for some time and for one reason or another you have just failed to get started.