

"This book made me uncomfortable. Well done!"
SETH GODIN, author of *Poke the Box*

STOP TALKING



START DOING

SHÁÁ WASMUND
RICHARD NEWTON

A
KICK
IN THE
PANTS
IN SIX
PARTS

10TH
ANNIVERSARY
EDITION

Table of Contents

[Cover](#)

[Title Page](#)

[PART 1: TICK TOCK](#)

[PART 2: THE ITCH](#)

[PART 3: FEAR AND REGRET](#)

[PART 4: START](#)

[PART 5: THE ART OF DECISION-MAKING](#)

[PART 6: ... AND ACTION](#)

[Sources](#)

[Illustrations and images](#)

[Copyright](#)

[Acknowledgements](#)

[End User License Agreement](#)

This was supposed to be about something else. It's not what we expected it to be. But once we started, it took on a life of its own. And now it's this. And as a result, it's hopefully better than the original idea.

Such is life. Such happy things only happen if you **get started** on something. There's something to say about this on page 117.

Originally, the book was mainly intended for people teetering on the brink of setting up their first business and in need of a friendly shove in the right direction. But it changed.

The impetus needed to start a business is the same as anyone teetering on the brink of **anything**. So for you - this is your kick in the pants.

If you want to do something but secretly fear you're never going to do it, whatever that might be, then this might help you:

- Go to the Amazon (not just the website, you've probably already been there).
- Learn a new skill.
- Run a marathon.
- Go back to school.
- Write a book.
- Ditch your partner.
- Find a partner.
- Sell a company.
- Create art.
- Learn to play polo.

- Seek the promotion you want.
- ... OR set up your own business.

As a result, it's not written just for the entrepreneurial businessperson but for the entrepreneurial in spirit. The lessons, the advice, the nagging, the cartoons, the jokes, the exaggerations, and the things that possibly never really happened... All these things apply to anyone trying to cross that bridge between their dreams and their reality.

Talking of the things-that-probably-never-really-happened ...

A Tibetan Lama was speaking to a group of monks and to make a point, pulled out a large jar, set it on the table in front of him, produced a few fist-sized rocks, and placed them, one by one, into the jar.

When no more rocks would fit inside, he asked: "Is this jar full?"

Everyone said: "Yes." He reached under the table and pulled out a bucket of gravel, dumped some in and shook the jar, the gravel worked between the rocks.

Again, he asked: "Is this jar full?" The monks were catching on.

"Probably not," one answered.

"Good!" he replied and reached under the table and brought out a bucket of sand. He dumped the sand into the jar until it filled all the crevices. Once more he asked: "Is this jar full?"

"No!" the monks shouted. "Good!" he said and grabbed a pitcher of water and poured it until the jar was filled to the brim.

Then he asked, "What is the point of this illustration?"

One young monk responded, "The point is, no matter how full your day, you can always fit some more things in."

"No," the speaker replied, "the point is that if you don't put the big rocks in first, you'll never get them in at all."

This book is all about making sure you get the things done that really matter.

STOP TALKING, START DOING

A Kick in the Pants in Six Parts

10th Anniversary Edition

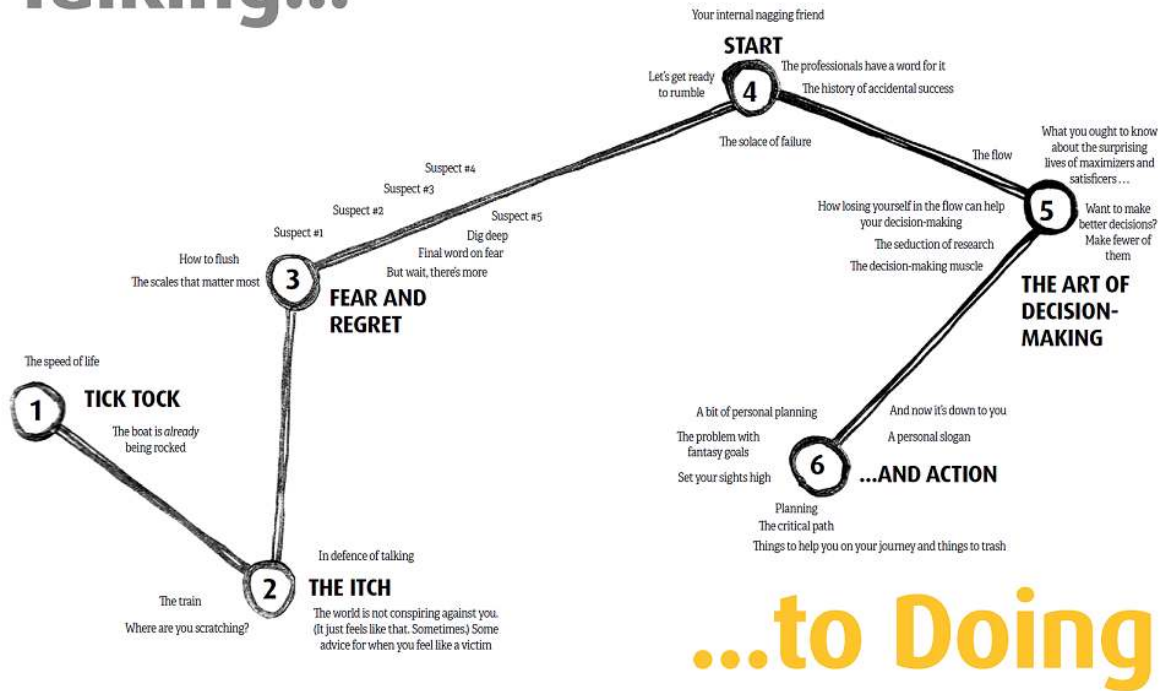
Sháá Wasmund and Richard Newton

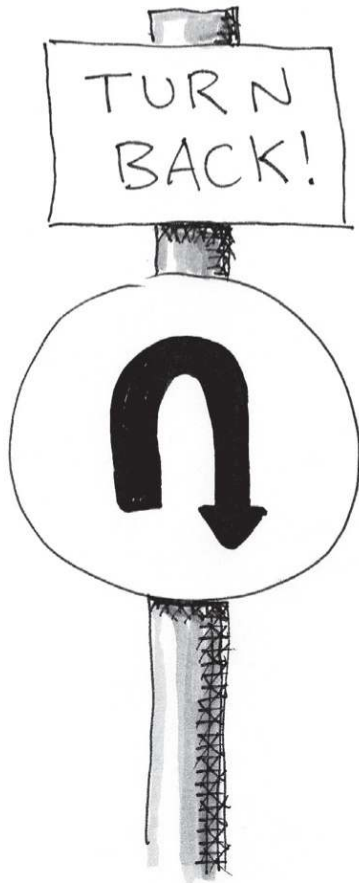


“Viva gumption!”



How to Get From: Talking...





What's Your Favourite Way To Procrastinate?

Take this quiz and find out ...

We all know we procrastinate, but one of the ways that we can help ourselves to *Stop Talking and Start Doing* is to understand the things we typically do to get in our own way.

My personal favourites are; binge watching Netflix series 'whilst doing admin' and pretending that I am being very efficient in multitasking! Another sign is endlessly scrolling through social media, when I have a list of genuinely important things to do but for some reason watching someone turn an IKEA cupboard into something worthy of Soho House seems a far more useful way to spend my time ... and of course there's always redesigning my office, which might be caused by my obsession with DIY IG accounts!

This little quiz will help you pinpoint those triggers so you can be more conscious of them in the future ... it will take you less than 3 minutes, be a lot of fun and a genuinely useful reminder of the key culprits that steal your time.

Pop on over to shaa.com/stoptalkingstartdoingquiz and take the test ... and make sure to come and tag me on social media with your results - I wonder how many we share in common!

Dr Seuss:

“Oh, the places you'll go!”

PART 1

TICK TOCK



“Unfortunately, the clock is ticking, the hours are going by. The past increases, the future recedes. Possibilities decreasing, regrets mounting.”

— Haruki Murakami, *Dance Dance Dance*

“The past is always tense, the future perfect.”

— Zadie Smith

Life has a sting in the tail.



It's shorter than we expect.

And it races by while we're working out what's really important and what actually isn't.

As time roars past our ears we drift, deliberate, doubt, and take ourselves too seriously. Yet all the while we talk about what we would, could, and should do to make it better.

And then it's gone. So let's walk the talk.

Because there's never been a better time, or a more urgent time, to start doing the things you want to do.

After all, if not now, then when?

The speed of life

This book is about starting.

It's about shifting from a static state to an active one – a state where things happen because you *do something*. You may not always get it right, but you're gonna give it a damn good go!

It's about changing gears, moving direction, transforming what you do with your day, your week, your year, and taking control.

It's about deliberately putting one foot in front of the other and stepping forward with purpose instead of being carried along by the crowd.

There's never been a better time to start something. We are surrounded by opportunity at every turn; thanks to technology and new approaches to life and work, anything is possible.

But the downside to this world of opportunity is it can seduce us into being passive and drifting through life.

We find ourselves lost online, scrolling through videos, commenting on photos, updating statuses, Googling, and shopping. It's not that these things aren't fun; sometimes they're even worthwhile. But they trick you into feeling like you're “doing” - in large part thanks to the power of billions of dollars of marketing - yet leave you with a feeling that there's got to be more to life.

My motto:

“Only put off until tomorrow what you are willing to die having left undone.”

Pablo Picasso

I bet you've got an itch for something.

Life is short.

If you've got something you want to do ... now is a good time to start.

Here are four reasons why ...



The **FIRST reason to start something now ...**

YOU CAN

The doors are wide open.

You can take some initiative, bring your ideas to life, and make your dreams come true in ways past generations could not have imagined. In our hyperconnected world, there's nothing stopping you.

1. Whatever you want to know is accessible - instantly.

Want to: collect fountain pens from around the world, learn how to collect truffles, find someone to build a mobile phone app for you in another continent, retrain for a new profession, or research how to bicycle across the world? No problem. It's all at your fingertips.

2. You're just a click away from expert help.

It has never been easier to connect with people who can help you. The soaring development of the internet has demolished barriers between you and the expertise you need. It empowers you to ask friends of friends (and friends of friends of friends) if they can offer advice, make introductions, and share experiences. Remember, we're all only six connections away from Kevin Bacon.

You can take an online course to learn everything from the ukulele to creating your own online course.

3. Find your people.

Whatever you want to start doing - working on a business or a social project, creating a piece of art, setting up a local artisan coffee shop - there are people all over the world who share your passion. Want to find people to trade antique fountain pens with? There are thousands of them. You don't need to be Sherlock Holmes to find these people either. In fact, you can pretty much do it all from your phone. You can support each other, learn from each other, do business with each other. And one day, you might even meet each other in real life.

4. You don't need to be rich to start something great.

The cost of setting up many businesses, social endeavours, and other projects has fallen off a cliff. Most digital start-ups don't even need an office. You can work from shared spaces, cafes, or home! This has, for example, had an impact on the venture capital world. The power used to be in the hands of the VCs because you needed money to set up a business and they would exact a heavy price for that cash. Now that it doesn't cost so much to start up, the power is with people who have the ideas and the “gumption” to make them happen.

Got the gumption? Then let's get going!

5. You're already at the centre of the universe.

And if in fact you are starting a business or collecting fountain pens from around the world, the global markets are wide open for business. Right from your own front room.

The fat is in the frying pan. Get cooking.

