

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

STOP TALKING



START DOING

A
KICK
IN THE
PANTS
IN SIX
PARTS

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RICHARD NEWTON

10TH
ANNIVERSARY
EDITION

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

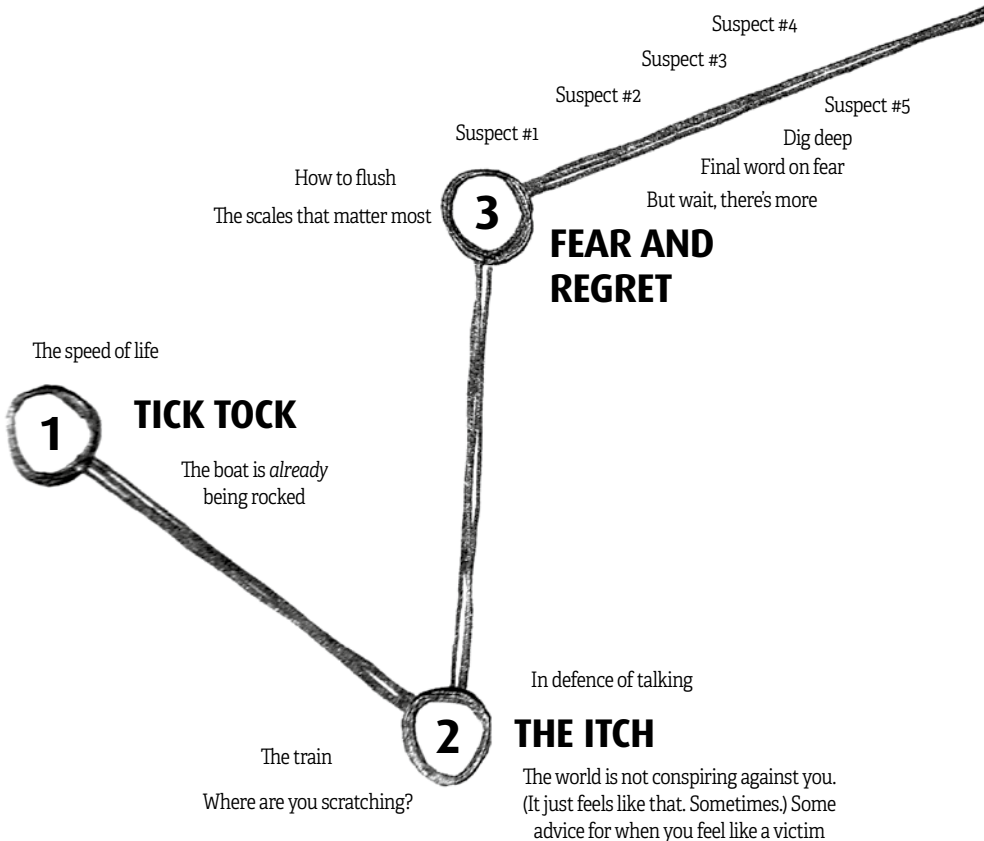


CAPSTONE

“Viva gumption!”



How to Get From: Talking...



Your internal nagging friend

START

Let's get ready
to rumble

4

The professionals have a word for it

The history of accidental success

The solace of failure

The flow

What you ought to know
about the surprising
lives of maximizers and
satisficers ...

5

How losing yourself in the flow can help
your decision-making

The seduction of research

The decision-making muscle

Want to make
better decisions?
Make fewer of
them

THE ART OF DECISION- MAKING

A bit of personal planning

The problem with
fantasy goals

Set your sights high

6

And now it's down to you

A personal slogan

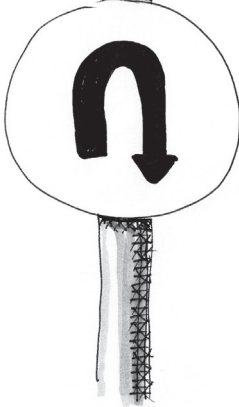
...AND ACTION

Planning

The critical path

Things to help you on your journey and things to trash

...to Doing



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!

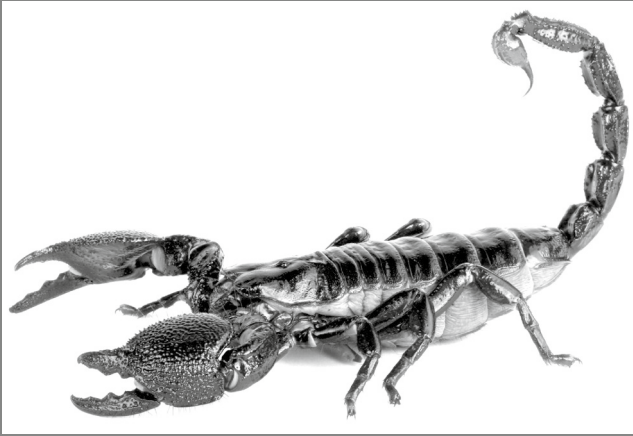
This little quiz will help you pinpoint those triggers so you can be more conscious of them in the future ... it will take you less than 3 minutes, be a lot of fun and a genuinely useful reminder of the key culprits that steal your time.

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