



Stop Talking, Start Doing: A Kick in the Pants in Six Parts

By Shaa Wasmund

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

Perhaps you feel your career is stuck in a rut – or maybe you're in the wrong job altogether. Or maybe you have a great business idea but something is stopping you from actually getting started. You may already be running a business but struggling to get to it to where you want it to be. Or perhaps you just want to be more successful in general – without knowing exactly what your vision of success is - yet!

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

Stop Talking, Start Doing is a short, clear and cleverly illustrated book that will inspire you to take action. Whatever you want to achieve, this is the kick in the pants you need to get to where you truly want to be.

It's great that you know you can do more, but just thinking about it, won't make it happen. It's doing that makes the difference. DO IT. If you've got something you want to do... *now* is a good time to start.

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Stop Talking, Start Doing: A Kick in the Pants in Six Parts By Shaa Wasmund Bibliography

- Sales Rank: #230970 in Books
- Brand: imusti
- Published on: 2011-11-21
- Original language: English
- Number of items: 1
- Dimensions: 7.80" h x .48" w x 5.02" l, .46 pounds
- Binding: Paperback
- 192 pages

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Editorial Review

Review

"This book is something everyone should read if they have little understanding of what is the next direction to go in. (Will Roney, February, 2012) If you want to do something but secretly fear you re never going to, then this book will help inspire you to take action. (Flybe Magazine March 2012) Do everything in this book and live the life you really want. (Talk Business Magazine, February 2012) If you are ever to only read one book in this genre then this should be it. (Business Matters, July 2012)

From the Back Cover

Have you got an itch...

...to start you own business, go to the North Pole, retrain, lose weight, get promoted, learn to play the ukulele? Or do you just have a nagging sense that there must be more to life?

If there is something you really want to do, but secretly fear you'll never do it, then you need this.

So scratch it

This is your kick in the pants.

To make your thing happen, you have to climb into the ring. You have to face your fears and move from talking to doing.

Of course, it's right and natural to have fears, but understanding them will keep you on top. And then you'll find that **starting** can instantly make things change. So say farewell to the status quo.

And that's the trick, you see. Simply start somewhere. Anywhere. **But do it now.**

For those working for others or for themselves, for those in love or out of love, for those who are artistic or scientific, the busy and the clock-watchers... but mostly for those with ambition: This is what you need to **start**.

Waiting is futile. Starting is progress.

"Sháá embrace fear without regret and through this book convincingly urges other to as well."

Sir James Dyson, *Inventor and Industrial Designer*

"This is a great book; straightforward and to the point. To achieve the goals you set yourself, you have to take action and this book will help you do just that."

Deborah Meaden, *Entrepreneur and Investor*

"A superb book that has the power to change your life"

Robin Sharma, *#1 bestselling Author of The Leader Who Had No Title and the Monk Who Sold his Ferrari*

"Clever, quick, easy to read and fun."

Brad Feld, *MD Foundry Group, Tech Stars founder and Co-Author of Do More Easter and Venture Deals*

“Life doesn’t come to you – you have to go and find it. Sháá Wasmund has never sat back in her life and here she shares that infectious energy in such a way you can’t help but catch the success bug.”

Evelyn Webster, *Executive Vice President, Lifestyle Group, TimeInc.*

About the Author

A graduate of The London School of Economics, **Sháá Wasmund**'s entrepreneurial career had an unusual start. At 22 she won a competition to interview Super Middleweight boxing champ Chris Eubank and ended up helping to promote his next fight to a sell-out 48,000 live crowd and an 18 million TV audience. Sháá remains an ardent boxing fan.

Shortly after she set up her own PR and marketing company and won the then relatively unknown vacuum cleaner company Dyson as one of her first clients. Working alongside Sir James Dyson helping to establish Dyson as a global brand taught Sháá more about business than any MBA. To this day, Sháá credits James as being one her biggest sources of inspiration.

Richard Newton is an entrepreneur, consultant and writer. After spending almost ten years writing about business for *The Sunday Telegraph*, *The Mail on Sunday* and others, Richard decided to switch sides, walk the talk and run his own business. He co-founded a software company that supplies brand management solutions for many of the world’s largest consumer brands.

He is now a co-founder, director, board adviser and/or mentor at a number of tech companies and start-ups including Screendragon, Call Trunk and Txt2Buy.

Users Review

From reader reviews:

Edris Sibert:

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James Anderson:

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