START
Punch Fear in the Face Escape Average
Do Work That Matters

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Author’s Bio:
JON ACUFF has authored three books, including the Wall Street Journal bestseller Quitter, which has helped thousands of people close the gap between their day jobs and their dream jobs. In 2010, Jon joined the Dave Ramsey team as a full-time author and speaker. Jon’s wildly popular blog StuffChristiansLike.net has more than 4 million readers worldwide and was the inspiration for his first book, Stuff Christians Like.

Author’s big thought:
No one aims for average. No one sets out for status quo. No one longs for ordinary. One day you wake up and ask yourself, how did you get here. You wonder if there’s a way to be more awesome, more often. A way to punch fear in the face, escape average, and do work that matters. There is, and it’s not even that complicated. Since the dawn of time, every wildly successful life has gone through the same five stages. They used to be tied to your age.

Chapter 1: You Are Here
- Since the dawn of time, every awesome life has gone through the same five stages.
  1. Learning
  2. Editing
  3. Mastering
  4. Harvesting
  5. Guiding
- Like a simple map through life, those are the five stages on the road to awesome. And until recently, they have matched up pretty closely with your age.
- In your 20s, you resided in Learning.
- In your 30’s you focused your career, your relationships, and every part of your life.
- In your 40s, you ascended to Mastering. You edited your life to the most important things in your 30s, and then it came time to master them.
- In your 50s, you basked in Harvesting. You made the most money in your career during this decade and reaped what you sowed. You harvested abundant relationships in your 50s.
- Your 60s, you entered a place of Guiding. You got to give back generously to people who were traveling the path on which you spent forty-plus years.
The path to awesome is much narrower than the other, more common path. The trickiest thing is that both paths begin in the same place and both paths end in harvesting and guiding.

The key difference is that if you’ve trekked the path of awesome, the harvest is abundant and you will guide other people down their own abundant paths. If, on the other hand, you’ve coasted the path of average, never daring to believe you could learn, edit, and master your own bit of awesomeness, you will harvest a crop neither you nor anyone else desires. And you will then guide, but instead of illuminating an awesome path for others, you’ll become a lighthouse indicating the rocks on which you crashed your life.

The opportunity and speed with which you can reach awesome has never been greater. Three forces of nature have collided to create a once-in-a-century storm.

1. Retirement is dead.
2. Hope is boss. If you had told a 23-year-old today that before he can change the world he has to work for twenty years, he’d giggle at you. Generation Y, and Generation X as they are inspired by the shift in culture, want meaning now, not eventually. Hope is boss.
3. Anyone can play. You can be more awesome, more often, a whole lot faster today.

The Internet revolution isn’t over. It’s barely started. And one of the biggest things it’s done is radically shorten the path to reaching your dreams.

While the five stages of awesome have held true for decades, reaching awesome used to be primarily a post-midlife accomplishment. The path to awesome was decades long and there was little you could do to shorten it. Everyone had to put in his or her time.

The Internet, and especially social media, has changed that. You just have to find your starting point and stay on the right path.

Awesome is a lot simpler than you think, because you used to know awesome quite well. Everyone did at one point. Especially when we were kids.

When you were young, your right hemisphere or “right brain” was in full force. Your brain was this way when you were a child because you were learning at a rapid clip. You were learning language and the laws of physics and the elements of balance. You had to be unguarded so you could absorb everything.

But as you grew older, the other hemisphere, the “left brain” began to gain a voice. As we grew up, most of us came to believe the left brain’s assertions, and as a result we lost the sense that awesome was around the corner. Instead, we started to believe that awesome was not in the cards for us or that it was illogical or simply childish.

The good news is we can recover those childlike notions of grandeur. We’ve been told our whole lives that our 20s are when we begin down our career paths. And our 60s are the end of the road. But that timeline is no longer the only valid one. In fact, that timeline is no longer typical.

Age is no longer the primary factor that determines where you are on the map. Life is now less about how old you are and more about when you decide to live.

Regardless of your age or station in life, it all comes down to one simple truth: you just have to start.

Chapter 2: The Start

Be a Starter. The starting line is the only line you completely control. The start is the only moment you’re the boss of.

It’s impossible to accurately predict the finish. Part of the reason it’s so difficult is that the path often radically changes by the time we get to the end.

The surprises life gives are always better than the things you think you see coming.
You have to work incredibly hard on your start. You have to be deliberate and intentional and focused. You have to be a Starter. And then you have to be brave enough and prepared enough to react when a surprise presents itself.

Average is so popular because average is familiar. We all know how to do average. Ninety-nine percent of the people on the planet do average. The road is well worn, the decisions are obvious, and the next steps are crystal clear.

Average is predictable. Awesome is adventurous. So when faced with the decision to be awesome or stay average, most of us opt for the familiar, for the comfortable.

The road to awesome, though, is defined by the surprises. It’s a rambling dirt road with twists and turns that offers something new at every corner.

If taking the first step on the road to awesome were easy, then everybody would already be on it.

One of the hard things is that you have to get comfortable with tension. You have to step into tension.

You have to be:
- A realist and a dreamer
- Practical and impractical
- Logical and illogical

You have to be brutally realistic about your present circumstances and wildly unrealistic about your future circumstances.

Be brutally realistic when you answer the question “Where am I right now?” Answering that question honestly is critical to your career and maybe even your whole life.

You must never confuse faith that you will prevail in the end—which you can never afford to lose—with the discipline to confront the most brutal facts of your current reality, whatever they might be.

Honestly looking at where you currently are in life turns your present into a platform you can jump from instead of a prison that will hold you back.

Chapter 3: What to Expect When You’re Starting

- Purpose is not a final destination.
- The author is not a fan of “finding your purpose.” He is a fan of “living with purpose.”
- Living with purpose allows you to:
  - Start today. There’s no waiting period. It’s not a springboard. It’s a filter for everything you encounter every day. Waiting to find your purpose tomorrow is a great way to ensure you don’t live with purpose today.
  - Start where you are.
  - Start on what matters to you. Don’t get locked into a single purpose statement that suffocates you. Live with purpose and enjoy a thousand different passions as you continually walk the road of awesome.
  - Forget finding a purpose. It’s a never-ending story that will leave you empty. Live with purpose instead. Whatever you’re going to do, do it with purpose! As if purpose is an approach to life that can shape everything you do.
  - The first secret about purpose is that the door has been open the whole time. Push the door open and take the next step to awesome.
  - The second secret about purpose is that it usually finds you. Purpose is attracted to motion. Purpose is attracted to momentum.
We all search for shortcuts! If you want to reach the land of Harvesting, if you want to be more awesome, more often, you have to go through the lands of Learning, Editing, and Mastering each time you pursue something new, whether it’s a major pursuit or a minor one. You have to work hard and sacrifice and lean into your particular brand of awesome with energy and enthusiasm.

You can’t skip stages but you can accelerate them. There are four ways to shorten the amount of time you spend in each.

- Start earlier. The shortcut to greatness isn’t a shortcut at all. You just start earlier than everybody else. As a result, you are able to reach Editing, Mastering, and Harvesting much sooner in life.
- Stand on the shoulders of giants. You’ll go “further, faster” than you would have on your own.
- Work harder and smarter. Harvest someone else’s fields. There will be moments when you get to harvest someone else’s field and shorten a stage or two.
- Regretting that you didn’t start earlier is a great distraction from moving on your dream today, and the reality is that today is earlier than tomorrow.

Just make sure that while you’re hustling you don’t start thinking you deserve more than you really do.

**The Entitlement Trap**

The greatest temptation most of us will face as we reside in the land of Learning is that we want to enter Harvesting without traveling through Learning, Editing, or Mastering. Why do we think we can skip thirty years of life experience?

1. The Internet has changed our definition of expert
2. We celebrate accomplishment-free celebrities
3. Everything else in life is instant

Your practice determines how you play. This is true of almost every facet of life.

Every day we have the belief that good things should be delivered quickly. Of course our careers and lives and purposes should happen at the same rate.

If you live with those three beliefs long enough, you start to feel you’re entitled to being an expert immediately. That you have the right to skip the lands of Learning, Editing, and Mastering.

The great peril of the entitlement ladder is that it never ends. Don’t climb a single rung up the entitlement ladder. Demanding something you haven’t truly earned is a great way to get stuck in the land of Learning for decades, even an entire lifetime!

You can shorten your journey with hard work, but the entitlement ladder will lead you nowhere.

**Ignore the Voices**

No one has a positive internal voice.

We think our voices are friends, at they’re not. They’re foes.

They are the voices of fear and doubt, and they are governed by a simple truth: they only get loud when you do work that matters.

With the very first step you take on the road of awesome, fear and doubt stir from their slumber.

These voices are not unique. In fact, they convey pretty much the same three messages to every person who dares start down the road to awesome.

1. **Who are you to do that?** Regardless of what you want to do or who you are, fear will always see you as wholly unqualified for anything you ever dream or attempt. If you manage to wrestle through feeling wildly unqualified to do something awesome, fear will change tactics and hand you a calendar.
2. **You’re too late.** Fear tries to tell you two things about time: “Do it later” or “it’s too late.’ The first delays you with laziness. The second destroys you with regret. And neither is true. You’ve got today, and today is all you need to start. The rest will come into view as you go.

3. **It has to be perfect.** Fear and doubt are schizophrenic. Their favorite thing to do is argue both sides of the coin so that you don’t have a side to stand on. If you ask fear if something is going to work, the answer will always be no.

   - If you don’t deal with your voices, they don’t go away. They don’t naturally get smaller
   - Doubt and fear are like muscles. Every time you believe a lie about yourself, it gets easier to believe it the next time.
   - Simply put, if you don’t kill your voices, they will kill you. We’re going to beat our voices by doing two things:
     1. Documenting them. They can’t stand to be documented, because the minute they are, you can see how stupid they are. Every time you take a step toward being awesome and a voice gets loud, write it down.
     2. Sharing our voices. Fear wants to isolate you and put you on an island. As long as you keep your fear to yourself, no one can tell you the truth about it.
   - It’s not easy to find folks to share your voices with.
   - Never waste time trying to battle a voice alone.
   - Start. And as you pass through the wall of purpose, kick over the ladder of entitlement, and fight back against the voices of fear and doubt, the map to awesome will become a little clearer.

### Chapter 4: Learning

- Every land you walk through, from Learning to Guiding, will require deposits of your time.
- When it comes to time management or most other ways to accelerate awesome, change has to be simple. When we’re beginning our journey we just need to get one thing right. All we have to do is find thirty minutes in our week.
- You can be selfish at 5:00 a.m. or 11:00 p.m. You can also rescue thirty minutes during lunch. The point is that you can carve out time in your day and claim it, if you’re willing to hustle. We all have commitments we have to keep. In one form or another, we all have spouses with expectations that should be net. We also have dreams that need attention. To start, just be selfish at 5:00 a.m.
- Whatever words you want to use, rescue thirty minutes to walk down your path to awesome.
- If your dream isn’t worth thirty minutes, you’ve either got the wrong dream or you’re just pretending you have one.
- Willpower tends to favor the morning. It appears that willpower is finite. We have a limited supply of it. We each have one reservoir of will and discipline, and it is depleted by any act of conscious self-regulation.
- Many widely different forms of self-control draw on a common resource, or self-control strength, which is quite limited and hence can be depleted readily.
- Get up earlier because you want the best shot at success. Get up earlier because you want access to your best willpower.
- Here is a five-step secret to getting it all done.
  1. Admit that you can’t possibly get it all done.
  2. Give yourself the grace to accept that as reality, not failure.
3. Do the things you can do with your full attention.
4. Celebrate what happens during Step 3 instead of obsessing over the things you didn’t get to.
5. Repeat as necessary.

- Two questions to ask:
  1. If I died today, what would I regret not being able to do?
  2. Are those the things I’m spending time doing right now?

- Bonnie Ward was a nurse in Australia who spent years caring for people in the last weeks of their lives. She wrote a book called The Top Five Regrets of the Dying. The number-one regret? “I wish I’d had the courage to live a life true to myself, not the life others expected of me.”

- For the average person, the reality of death is the only thing more powerful than the fear of living the life you truly desire!
- Learning about who we are is rarely easy. The clues are about what you really loved doing. Instead of asking, “What would I love to start doing?” let’s ask, what can I not stop doing?
- What’s something in your life that you keep coming back to?
- Chances are there’s some passion or dream or activity that’s survived for years. We are horrible at seeing the potential of our own dreams.
- You need to be a student of you! We usually don’t take enough time to study ourselves.
- The method you use to travel from one destination to the next will be determined by your own experience. What you’re made of, what you desire, and what you’ve done to this point.
- Be a student of you, and then choose your own means of travel through these stages
- Take the principles, customize them to what you know of yourself, and keep moving through the lands. Do this and you will be able to make progress. Continue doing this, and you will reach your version of awesome many times in our lifetime.
- The way you pass through the land of Learning is that you try a bunch of things. Fear would love for you to try just one, get discouraged, and then march right back to average.
- Here is how the author’s dad (and now he) answers when life asks the question, “Have you ever done that before?” “No, but I’m about to.”
- Just say that simple phrase, and then you do it. That’s it. That’s all it takes to beat back that monster called “my first time.”
- Every journey has a first step. Every dream has a first destination.
- There’s only one thing you have to do in this laboratory. Experiment. When an experiment doesn’t go the right way, don’t call it a failure. Say, “Look what we learned.”

**Editing**

- How will you know when you’ve entered the land of Editing? You won’t. The problem with trying to draw up really precise boundaries is that there’s too much overlap between the stages.
- Just when you think you’re out of one stage, you’ll find yourself stepping back into the previous one, and vice versa!
- Learning is about addition. Editing is about subtraction. In the land of Editing, you’re going to take the fifteen or fifteen hundred things you learned and see which ones seem to stick to you.
What passions, dreams, hopes, and callings will you be carrying deeper into this journey with you?

- We tend to add complexities to our challenges because if the problem is simple to solve, then we have to change. And change is scary. So when faced with a challenge we really don’t want to fix, we tend to overcomplicate the issues.

- That’s the great temptation with the Editing stage. Rather than edit our lives, i.e., start to make decisions, we cloud our path and pretend there’s a fog of complexity in the way. And so we retreat, back to what we’ve always known.

- How did I get here? You will say those five words in your life over and over. And the only difference will be the punctuation. If you choose to be awesome, you’ll aim for a whole lot more exclamation points and a whole lot fewer question marks. Because it’s not a question of whether you’ll say those five words. It’s a question of how you’ll say those five words.

- Acting on the dreams you learned about in your previous destination is not complicated. Walking deeper into the land of Editing is not as complex as fear and doubt are trying to tell you it is. In fact, it starts with just one question. “What gives you the most joy?”

- We have an uncomfortable relationship with joy when it comes to figuring out our lives.

- Instead of asking, “What gives me the most joy?” we ask easier questions, like, “What will make me the most money?” But money isn’t a calling. It’s a consequence. There are a million things that will make you money but leave you miserable. That’s not awesome.

- Awesome is the core of who you are. It’s your heart, your soul, the fabric of what makes you. A job title is just a consequence of you living out of our awesome. I’m not trying to tell people to go out and find new job titles; tell them to escape average.

- Being awesome is about finding the core of who you are and what lights you up. Once you’ve discovered that, you can have a million different jobs.

- You can’t be “anything you want,” but you can be something even better: the best version of you. That’s always more enjoyable than trying to force yourself to be something you weren’t designed to be.

- A simple lesson about being awesome: always play to the size of your heart, not to the size of your audience.

- You get to assign value to the things in your life, and the value you assign will radically change how you interact with them. Scientists call this “value attribution.” The value we place on things is a powerful, powerful force. In some ways it guides our perception of the entire planet.

- The goal of our entire time in the land of Editing is to decide what we’ll call diamonds and what we’ll call rocks. That decision, and our ability to constantly come back to it to make sure we’re staying true, has the power to change the way you see the entire world.
- The challenge to editing your own value system is that the world will constantly try to convince you that you’ve got it wrong. When you walk out of the mine holding your diamonds in your hand, the rest of the world may try to convince you they are rocks. Don’t listen. You should never chase awesome with someone else’s definition.

- It’s actually really easy to find your diamonds. They’re hidden in plain sight right on your calendar. In fact, time is the only honest indication of what really matters to us.

- Want to find the rocks and diamonds in your life? Look at your calendar. Don’t like what you find? Edit it. Edit it down so that diamonds can remain diamonds.

- If you’ve got a pile of possibilities in front of you right now and the idea of editing is overwhelming, step up into the observatory tower and gaze into the land of Harvesting. Which destination feels like success? Which one feels good, but not great? Which one feels okay, but not awesome?

- Whatever brought you to this moment, what passions you brought into the observatory and saw through that telescope, and however many obstacles you have in your path. Whatever is true for you - It’s not too late. It’s never too late to start.

- Maybe you don’t know which passions matter the most to you. If you have too many passions and don’t know which one to focus on—here’s what you do: Pick one and start. If you wait to create a perfect prioritized list or just simply wait because you don’t know where to start, you are guaranteed zero percent joy because you’ve worked on zero percent of your passions. Start on something. Edit it if it’s not your awesome. Move on the next thing.

**Mastering**

- A dream you don’t have to fight for isn’t a dream—it’s a nap.

- Awesome is not a casual affair. There’s always some degree of scuffle. Some degree of opposition. And as long as you’re pursuing your true awesome, you won’t shrink from a fight.

- Awesome starts the moment you do what you love. If you truly love doing it, the environment in which you do shouldn’t matter.

- Find somewhere you can practice being awesome.

**Get Experience**

- The three best things you can do to get some experience are: volunteer. Take a part-time job. Be led.

- Volunteering does not slow you down. It speeds you up. It gives you a crash-course education that will be invaluable once you launch whatever it is you want to launch. It teaches you lessons you’d rather learn when your future isn’t at stake.

- If you’ve got a dream that involves a business of any kind, don’t be too proud, impatient, or foolish to think you don’t need a part-time job to teach you the ropes. Why not get a paid-for education in your dream?
Be led. Be taught. Remain a learner. Don’t ever avoid opportunities to gain more experience and wisdom just because you’re “mastering” something. Learning’ from those before you is a dying art that can catapult you ahead in the land of Mastering.

If you want to get better at something, you have to do the reps. That’s true for almost every part of life.

To be awesome you need to spend more time practicing your dream than you do promoting your dream. Promoting makes people think you’re already a master. Practicing is what actually makes you a master.

People who hate your dreams are inevitable. Your response is up for grabs. Constructive criticism leads to an improvement. Constructive criticisms motive is to help. Constructive criticism is a gift.

Ask yourself two quick questions when your dream gets hated on: Question #1: Who said it? Question #2: Why did they say it?

Pausing to ask why gives you time to reflect before you act.

Next time you get hate, make sure it’s not valuable criticism from someone who is trying to help you get better. Once you’ve identified who said it and why they said it, chances are you can stop worrying about it and brush the dirt off our shoulder.

Most people can’t stand to get a compliment. The first thing we do is try to deny it. We discount compliments.

But when someone insults us or hates on what we’re doing, we have a very different reaction. Suddenly we stop everything else we’re working on and focus on the hate.

Your dream will not be for everyone. Your road to awesome is not all-inclusive. There are going to be some haters who lob rocks at you from deep in the land of Mastering. The temptation will be to stop along your journey and engage with them. You will be tempted to try to win them back to your side. To explain your case to them. Ignore this temptation.

You are going to work harder than you ever have on the road to awesome. You are going to do reps and volunteer and edit and learn and a million other things. But make sure that in the midst of this adventure you don’t confuse “building up your dream” with ‘burning out your dream.” Don’t be afraid to take a break!

Harvesting

Whether you’re in the NFL or a cubicle, the same truth about being a jerk holds: wild talent and a bad attitude eventually lose to mild talent and a good attitude. The “eventually” tends to occur in the land of Harvesting.

If you manage to walk down the road to awesome without becoming a jerk, then you’ll successfully avoid the largest exit back to average.

A little fame can do a lot of damage. People start to build an expectation of who you are.

Fame can be a wonderful harvest, and you can use it for good. But don’t let it be the exit that leads you right back to average.

The problem with the entitlement ladder in the land of Harvesting is that you don’t usually know you’re on one until you fall off it. You don’t realize how high you are and how disconnected from reality you are until you crash back down to earth.

You will work harder at something you love than at something you like. You will work harder than you have ever worked when you start chasing a dream. If your goal is to work less, stay on the road to average. But if you want to dream—get going. Get up. Continue Harvesting.
Don’t become a jerk. Don’t get lazy. Don’t get entitled. There are only three circles of support you need to think about as you continue down the road to awesome.

*Inner Circle: Spouse.* Traveling your road to awesome with your spouse is twice as fun as being on it yourself. Want a spouse to support you? Make action payments if you want to get your spouse to believe you’re serious about the pursuit of awesome. You don’t gain any support if you sacrifice your spouse’s time for your dream. It has to be your time.

In every marriage there are two types of people: a “How” person and a “Wow” person. The Wow person tends to be the dreamer. They come up with big ideas and big dreams and big wild plans. The How person tends to be the strategist. They want the details and the steps and the logistics of any given situation.

No one pursuing a life of average ever received a dire warning of failure from a family member. No one pursuing a life of average was ever made fun of by other average people. But if you decide to travel the road to awesome, you will be. Family members and friends will not understand your dream. When someone doesn’t understand your dream, give them the gift of patience. Give them time to understand your dream.

One of the best things you can do to get support for your dream is to support somebody else’s first.

We usually don’t take interest in other people’s hearts and hopes. There is great kindness in asking someone what their dream is. If you want help for your dream, start by helping someone else with their dream. If you want support for your hope, start by giving support to someone else’s hope. If you want encouragement as you work on your calling, start by encouraging other people. Giving support is often the best way to get it.

*Outer Circle: Fellow Travelers* - The outer support circle is fellow travelers, people who are on their own roads to awesome. Motivation from fellow travelers—whether in the gym or on the road to awesome—is a powerful thing.

Excitement isn’t the same thing as arrogance. Celebrating some accomplishment or goal doesn’t make you a jerk. Being vulnerable about your failures is only half of the story; you have to be vulnerable enough to share your successes too.

No one asks why to “More!” They just chase it. And strain for it. And often wind up with a whole lot of stuff they never really wanted in the first place—someone else’s idea of awesome, but not their own. People are going to tell you, “More!” in the land of Harvesting. When they do, ask them, “Why?” And if they don’t have an answer that suits your version of awesome, don’t change a thing.

Writing, selling, singing, running a business—whatever the act is, that’s what has to fuel you through the land of Harvesting. Even if you harvest a thousand accomplishments during your time in this land, treat them as rewards for what you do, not the reasons for what you do.

The fear of failure, though widely discussed and understood, is grossly overrated. Far scarier and far more surprising when it hits you in the land of Harvesting is the fear of success.

In the land of Harvesting, you’ll find that there’s room and an invitation to keep exploring who you are and who you were meant to be. That can be scary. But don’t run from it. Don’t fear the harvest. And don’t fight it. Lean into it and know that in many ways, your adventure in awesome is just beginning. That’s because every harvest ushers in a new start.
Guiding

- If you’re not careful, if you think fear is done trying to quietly seduce you back to average, you’ll get stuck firmly in the land of Guiding. You’ll buy the lie that one trip down the road to awesome was enough.
- If you don’t start again, if you don’t share what you’ve learned with other travelers and head back to the land of Learning with a fresh start, yesterday’s successes will start to define your today and tomorrow. Instead of just celebrating them, which you should do, you’ll start to protect them—to manicure the myth. And you’ll be afraid to start over for fear of losing your successful identity.
- The real tragedy of a one-hit wonder is when someone succeds once and then never tries again. No matter your circumstances, if you want to be more awesome, you’ve got to start again. That begins in the land of Guiding when you start helping others down the paths they’re on. It continues when you return to the land of Learning with something new of your own to start.
- Helping other people better their lives is way more fun than obsessing about bettering your own. Awesome always goes viral.
- All it takes to guide is to be one step ahead of someone else.
- There are three myths that tend to cripple most people in the land of Guiding:
  - Myth #1: You shouldn’t guide until you feel ready. The talent we have the hardest time recognizing is our own.
  - Myth #2: You should only share your successes. If you share honestly about your own failures, people can often avoid having the same thing happen to them. The temptation, of course, is to only share your success. Simply ask the question, “What did I learn in this experience that may help someone else?” Guiding involves sharing both your failures and your successes. Success is actually the best way to learn.
  - Myth #3: Everyone should guide the exact same way. Sometimes in our desire to pay it forward, we think we have to pay it forward in the exact same way we received it. But there are a million ways you can guide. Find the one that works best for you and then do that.
- Guiding takes discipline and wisdom. There are three simple ways to start.
  1. **Ask a question.** If you’ll ask people a question, more often than not they’ll tell you a story that will blow you away or make you laugh or cry or a million other things. That question you ask will begin a conversation. And guiding always starts with a conversation.
  2. **Tie guiding to something you already care about.** If you’re going to be successful at guiding, don’t be afraid to tie it to something else that gives you momentum.
  3. **Pick your spots carefully.** In the land of Editing, we honed our passions down with laser-like focus. Guiding requires the same level of intentionality. As you guide, you’re going to disappoint people who want your time or your input or your attendance. And often you won’t be able to give it to them. But it’s okay to disappoint people, as long as you make sure you’re disappointing (and guiding) the right people. In the land of Guiding the hardest part will be deciding which people to guide. The only way to stay young is to keep learning.

**Recommendation:** Instead of discovering your Why (or purpose), Acuff suggests you just live on purpose and start now! Life is no longer about your age but when you decide to start living.

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Dr. Frumi Rachel Barr is the Founder and CEO of eVirtual Roundtables, face to face online meetings equipping today’s leaders to navigate tomorrow’s challenges.

Frumi is truly an entrepreneur having started and run 5 entrepreneurial adventures prior to starting eVirtual Roundtables. She lives her “WHY” (purpose or cause) daily: creating a safe environment for leaders and their teams to talk about the tough issues that matter most to build profitable and sustainable organizations.

She is the author of a *CEO’s Secret Weapon: How to Accelerate Success*. The book was ranked top business book of 2012 by ExecRank and has a forward by her colleague Simon Sinek, international author of best-selling *Start with Why*. 