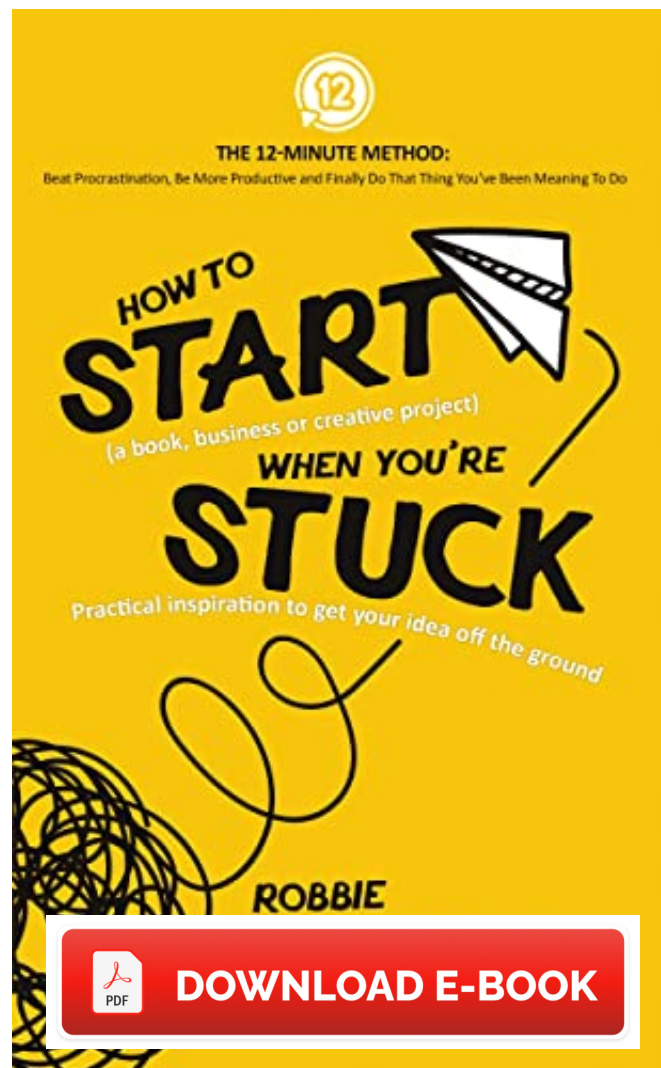


How to Start (a book, business or creative project) When You're Stuck: Practical inspiration to get your idea off the ground (The 12-Minute Method: Beat ... Thing You've Been Meaning To Do Book 1)

by

Robbie Swale



Synopsis

Too many books, businesses and creative ideas never see the light of day. This book is about how to make sure yours isn't one of them. 'I was paralyzed by fear and indecision until I came across Robbie's work.' Nadine Kelly, Founder, YOGI M.D. Are you stuck procrastinating and not creating? Are you questioning whether you're cut out to be an entrepreneur... or whether you're even creative at all? Maybe you're overwhelmed, stuck or wondering how to start... Do you want to still be like that a year from now? This is a book about how to get unstuck and get started. It's about how to do that thing... You know the one. The one you've been meaning to do; the one you wish you'd done already. This book will teach you how to get any project off the ground: to get it out of your head and out into the world. How to Start (a book, business or creative project) When You're Stuck is for you if you want to: Stop making excuses and start doing work that matters. Stop procrastinating and start being productive. Stop being the person who always says they'll do something and start being someone who actually does it. Stop being a wannabe writer/entrepreneur/creative and finally start. Stop feeling stuck and start creating momentum towards what you want to create. Stop feeling overwhelmed and start taking tiny steps in the right direction. Stop saying you don't have time and start making progress towards your goals. Stop being someone who'll do something 'when...' and start being someone who goes for what they want. Stop being stuck in creative hell and start being creative. Stop wasting your potential and start using it. Stop being unfulfilled and start making a difference in the world. Leadership coach Robbie Swale is a prolific creator, but he wasn't always that way. He knows what it's like to be stuck in creative hell. He let ideas and opportunities pass him by until, wrestling with procrastination and resistance, he started on the journey that created the 12-Minute Method. And that's how this book was created... with the 12-Minute Method. In it, he shares the principles he has used to successfully launch a business, a blog, a podcast and more. If there's something you are called to create, a business that you want to found, an idea that you need to share... if you want to finally get round to starting, this book is for you. It is here to give you the practical inspiration you need to beat your procrastination, get unstuck and finally make your idea a reality. Here's something you can be sure of: nothing you want to create will exist unless you start it. Let's get started. You've waited long enough. 'Robbie's writing and 12-minute method inspired me to finally take the first steps to starting a business I'd had in my mind (and done nothing about) for years.' Paul Thompson, Founder, WorkSmart Wellbeing How to Start (a book, business or creative project) When You're Stuck is book one of The 12-Minute Method: Beat Procrastination, Be More Productive and Finally Do That Thing You've Been Meaning To Do.

Sort review

'Each time I talk with Robbie, he gives me a new thought to think about.' Robert Holden - Author, Authentic Success 'Robbie's guidance will support your progress and will lead you to share the

12-Minute Method with others. It's that good.'David W. Reynolds - Author, Lead. Learn. Change'Robbie's writing and 12-Minute Method inspired me to finally take the first steps to start a business I'd had in my mind (and done nothing about) for years.'Paul Thompson - Founder, WorkSmart Wellbeing'I have now published a book and have been writing for 483 consecutive days. I would not have done that had it not been for Robbie's idea, but more importantly seeing him walk his talk with the 12-Minute Method.'Karena de Souza - Author, Contours of Courageous Parenting'As a true believer in the power of creativity to fire us up and get us into action, I see Robbie as a real leader in the field.'Jo Hunter - CEO, 64 Million Artists'Whatever progress you wish you could make in your career, or more generally in your life - whether it's starting a business, writing your first book, or any other new beginning - Robbie's 12-Minute Method will help you overcome the obstacles in your way, focus your energy and start!'Alex Swallow - Author, How To Become An InfluencerAbout the AuthorRobbie Swale is a leadership coach, author and the host of The Coach's Journey Podcast. Robbie knows what it's like to be stuck in creative hell. A series of ideas and opportunities passed him by until, wrestling with procrastination and resistance, he started on the journey that created the 12-Minute Method. His first book - How to Start (a book, business or Creative Project) When You're Stuck - written using that 12-Minute Method - is the start of a four-part series to help readers beat procrastination, be more productive and finally how to do that thing... You know the one. The one you've been meaning to do for years.The rest of the 12-Minute Method series is due for release in 2022. In the first decade of his career, Robbie was a director, a trustee, a manager, a leader and an administrator. In a search to find work that took advantage of his strengths, what he loves and how he wants to contribute to the world, he found coaching. He works with clients on creativity, leading with honour, and the craft and business of coaching. Read more, including the 12-minute blog, at www.robbieswale.com. Read more about The Coach's Journey Podcast at www.thecoachsjourney.com. --This text refers to the paperback edition.

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What people say about this book

Ryan Hummel, "Just start it.... Over the holidays, I had the opportunity of digging into this book and I'd highly recommend it. A great highlight... just START. As the author states 'as things progress, get organized, improve the process, change things as needed – but start'. Good stuff!"

Annie Mac, "Read this book even if you don't think you need to.. Well and clearly written with concepts and suggestions that are helpful, do-able, and often wise. I look forward to reading more of Mr. Swale's work."

Alex Swallow, "The Inspiration You Need To Start Something New. This brilliant book gives ideas, tips and processes to help you start something when you feel stuck (or to pick up something again that you thought was lost from your life). It could be applied to so many endeavours- that book you always wanted to write; business you wanted to start; or any other sort of creative undertaking. You really get the feeling that the author has 'walked his own talk'. Not only does he outline the ways in which he overcame his own creative resistance and not only does he share the times he failed as well as his successes, but he shows how he used the methods he outlines in the book, to write the book itself! This approach really gives you a feeling of what could be possible for you as the reader. There were a great many insights that I picked up- about the creative process but also, for example, about the author's view, which I share, that we have an opportunity like never before to share something of our unique creative spirit with the world. Not only that, but how the process of creation is something that changed the author at a fundamental level and doubtless will change you (and me) as well. This is the first in a series of books, I can't wait for the next one!"

Ebook Tops Reader, "A realistic way to get going and keep going. Reading this helped me to dare to believe in a more measured and realistic way.... Robbie's approach is thankfully is NOT - 'GO FOR IT' in the wohooo, let's do this, you got this, etc - kind of way. Instead the 12 minute idea in 'How to Start When Your Stuck' has helped find in me a find a sense possibility through patience. That little and often, over time, will build momentum - and also responsibility - for the process of starting and continuing. Highly recommended."

luke Bastiani, "12 minutes to make a change.. I brought this book, having had the chance to do a one off session with Robbie, whose understanding and questioning helped me make some immediate steps to make changes to my life. I therefore trusted that what would be inside would be of use. And now because of reading this book I have taken the opportunity to start writing and posting on linkedin...i have taken the leap! This book and its approach in particular has reminded me of the importance of little and often in making changes to our lives. And if anything writing has helped me understand myself even more."

M J TOLLER, "This book helped me to get started!. Just finished this book and wanted to say thanks for a great read. Robbie inspired me to get started on a writing project of my own - I got one of my own reflections into order this week and took the big step of putting it online!"

Ben Brearley, "Flexible and Applicable to Any Stuck Individual. When I purchased this, I thought it would be a step by step instructional guide, but it is better than that. Robbie is a coach, and in typical coaching style, the book attacks the issue of procrastination, resistance, laziness (or whatever else is stopping you from getting started) from different angles. Each chapter is well written and stirs up thought-provoking insights - not all of them will resonate with every reader. However, if your issue is being stuck, then I guarantee that at least some chapters will resonate strongly in a way that will stick with you. That's what makes this book great. There is no one-size-fits-all way to get everyone unstuck. So Robbie has packaged together a combination of methods / guidance / wisdom that will work in different ways, for different people. If you're stuck, get this book and get started."

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