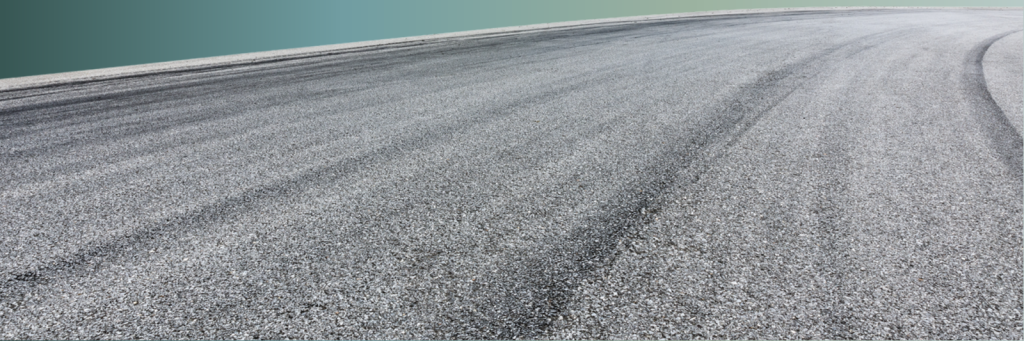


SEEN - SALT
MARKETING STUDIO

YOU COULD JUST
START



Today marks the end. And the beginning.
Both, at once. There's something
significant about this moment, wouldn't
you agree?

It's a period for reflection and
recalibration a chance to finally make
that leap.

I believe it's fitting to title this book
"Start."

Where do I start?
I start with self.

I will tell you a brief story then we will
do a exercise together

For years, I asked myself, What am I meant to do? What if I fail? What if this isn't for me? My mind became a battlefield of self-doubt and fear. Every time I had an idea or a goal, I drowned it in endless questions, worries, and hypothetical failures.

I remember sitting in my room, scrolling through success stories, feeling both inspired and unworthy. They must have had everything figured out, I thought. They must be different from me. But the truth is, they weren't. They were just like me EXCEPT they chose to start.

One night, I stared at my reflection and said out loud: What if I just took one step and just start? It wasn't a grand gesture or a perfect plan.

It was a decision. And that moment changed everything.

Stagnation is heavy. It creates a cycle of frustration, self-doubt, and regret. The longer you stay in the same place, the harder it becomes to move. I know this because I lived it. I let my fear of failure keep me from trying, and in doing so, I was failing myself.

When I finally chose to act, the weight began to lift. It wasn't immediate, and it wasn't easy, but each small step felt like freedom. Every bit of progress made me realize that waiting for the 'right time' was the biggest lie I had ever told myself. The right time is always now.

Introduction: The Courage to Begin

"THE SECRET OF GETTING AHEAD
IS GETTING STARTED." - MARK
TWAIN

Starting is one of the most powerful things you can do for yourself. Yet, it's also one of the hardest.

Fear whispers doubts, overthinking takes over, and suddenly, the dream that once excited you feels distant and impossible. But here's the truth you don't have to have it all figured out to take the first step. You simply have to begin.

This book is your guide to breaking through the barriers of fear and

uncertainty, helping you embrace action
with confidence and purpose

In this E-book, you'll discover:

How to recognize what's holding you
back.

Techniques to quiet your fears and
doubts?

A step-by-step action plan to start
today

Are you ready to take that first step?

CHAPTER 1: RECOGNIZING STAGNATION

"DOUBT KILLS MORE DREAMS
THAN FAILURE EVER WILL." -
SUZY KASSEM

Why Do We Stay Stuck? We all have moments when we feel paralyzed by indecision, fear, or self-doubt. Procrastination, avoidance, and hesitation keep us locked in place, afraid to move forward.

COMMON SIGNS OF STAGNATION

OVERTHINKING every
decision.

Constantly SEEKING external
VALIDATION before taking any
action.

WAITING for the 'perfect' moment

COMPARING yourself to others
and feeling inadequate

Feeling OVERWHELMED by the
size of your goal.

FEELING a LACK of clarity or
purpose.

REFLECTION EXERCISE:

Write your answers down and recognize that awareness is the first step to change.

Take a moment to reflect:

What's one goal you've been putting off?

**What thoughts or fears are stopping you
from moving forward?**

How does staying stuck make you feel?

CHAPTER 2: QUIETING THE MIND AND OVERCOMING FEAR

"COURAGE IS NOT THE ABSENCE OF
FEAR, BUT RATHER THE JUDGMENT
THAT SOMETHING ELSE IS MORE
IMPORTANT." - AMBROSE
REDMOON

Fear often disguises itself as logic and practicality. It makes us question our worth, our abilities, and our dreams. But the truth is, fear will always be there; the key is learning how to quiet it and move forward anyway.

WAYS TO OVERCOME FEAR:

Affirmations: Repeating positive statements such as,

"I AM CAPABLE. I AM WORTHY. I AM READY."

Mindfulness: Practice staying in the present moment and focusing on what you can control.

Visualization: Picture yourself succeeding. See the end goal clearly in your mind.

Action Over Perfection: Focus on small, consistent actions rather than waiting for everything to be perfect.

EMPOWERING QUOTE: "FEEL THE
FEAR AND DO IT ANYWAY." -
SUSAN JEFFERS

REFLECTION EXERCISE: REFRAMING FEAR

Write down a fear you have about starting.
Next to it, rewrite it as an empowering
statement.

Example: "I'm afraid of failing" becomes
"Every attempt is a learning experience that
brings me closer to success."

A large rectangular area with a light purple-to-blue gradient, intended for writing the reflection exercise. The gradient is subtle, with a vertical line of slightly darker purple in the center, creating a soft, calming effect. This area is designed for the user to write down their fear and its reframed, empowering statement.

CHAPTER 3: TAKING THE FIRST STEP

"A JOURNEY OF A THOUSAND
MILES BEGINS WITH A SINGLE
STEP." - LAO TZU

Once you acknowledge your fears and understand what's holding you back, the next step is action. You don't have to tackle everything at once—starting small is perfectly fine.

YOUR FIRST STEP PLAN

Define Your Goal: What do you want to achieve?

Identify the First Step: What's the smallest action you can take today?

Set a Deadline: When will you take this step?

Seek Accountability: Who can support you on this journey?

Eliminate Distractions: Identify and remove things that hinder progress.

MICRO-STEPS FOR SUCCESS:

Small, consistent actions are the building blocks of progress.

Here are three examples:

Write down three ideas

Research your next step for 15 minutes

Share your goal with someone you trust

Break large tasks into smaller,
achievable actions

REFLECTION EXERCISE: FIRST STEP

Reflection Exercise: What's one small step you can take right now? Write it down and commit to doing it within 24 hours.

A large, empty rectangular box with a light blue-to-teal gradient, intended for writing a reflection.

CHAPTER 4: STAYING COMMITTED AND OVERCOMING SETBACKS

"SUCCESS IS NOT FINAL, FAILURE
IS NOT FATAL: IT IS THE
COURAGE TO CONTINUE THAT
COUNTS." - WINSTON CHURCHILL

Starting is important, but staying committed is where the true challenge lies. Setbacks will happen, doubts will creep in, and motivation will fade—but persistence is key.

TIPS TO STAY COMMITTED

Revisit Your Why: Constantly remind yourself why you started.

Celebrate Small Wins: Each step forward is worth celebrating.

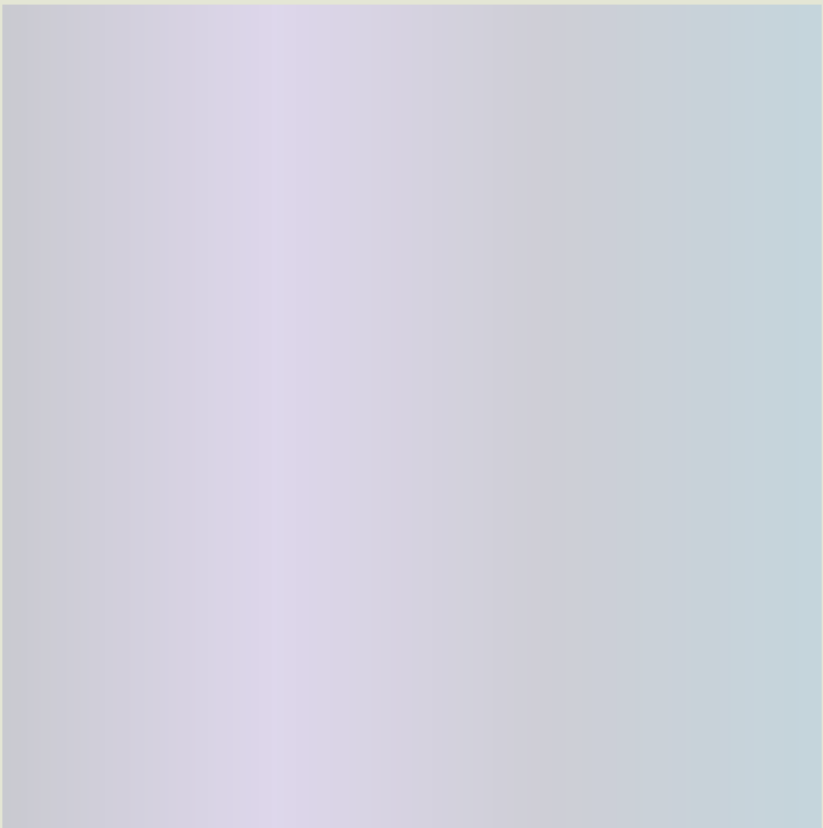
Stay Flexible: Adjust your plan when necessary, but never give up.

Seek Inspiration: Surround yourself with positive influences.

Track Your Progress: Use a journal to document your journey.

REFLECTION EXERCISE:

Create a simple progress tracker and check off each small step you complete. Seeing your progress visually can keep you motivated.



CHAPTER 5: EMBRACING THE PROCESS AND MOVING FORWARD

"START WHERE YOU ARE. USE
WHAT YOU HAVE. DO WHAT YOU
CAN." - ARTHUR ASHE

Success is not just about reaching the destination—it's about who you become along the way. Learn to embrace the process, enjoy the growth, and trust yourself to keep moving forward.

DAILY AFFIRMATIONS FOR PROGRESS

I AM GROWING EVERY DAY.

I WELCOME NEW CHALLENGES WITH CONFIDENCE.

I AM PROUD OF THE PROGRESS I MAKE.

I CHOOSE TO FOCUS ON PROGRESS, NOT
PERFECTION.

REFLECTION EXERCISE: GROWTH

What have you learned about yourself through this journey so far? Write it down and celebrate your growth.

A large, empty rectangular box with a light blue-to-purple gradient background, intended for writing reflections.

