



JUMP

**Dare To Do What Scares You
in Business and Life**

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BESTSELLING AUTHOR OF *THE EXECUTION FACTOR*

A PDF COMPANION TO THE AUDIOBOOK

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Chapter 1 Jump Prep

- Identify your reason for making a jump. What are the forces in your life that brought you to this turning point?
- Answer the six questions in the chapter section “Look Before You Leap.” Write out your answers, and give them the careful consideration they deserve.
 - (Side note: multiple studies have shown that taking notes with pen and paper helps us process and remember the information more fully than typing it, so consider writing in a journal instead of on your laptop!)
- Create a solid backup plan. Sure, you might have considered some options; now it’s time to take action on them. For instance, instead of just noting that you could crash with your old roommate, text them and ask if they’d be comfortable letting you couch-surf sometime. Yes, write it out, but also do any permission asking or logistical legwork to make it a genuinely actionable plan.

Chapter 1 Jump Hacks

- The jump you’re pondering is a big one, right? To work your way up to it, start taking some micro-jumps! Do things that scare and challenge you: sign up for a public speaking class, ask out your crush, introduce yourself to a stranger.
- Find a quote about courage or risk that resonates with you, and put it somewhere you can see it every single day.

It can be a framed watercolor or a sticky note—doesn't matter! Just keep it in view. Here's one of my favorites from Eleanor Roosevelt: "You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do."

Chapter 2 Jump Prep

- Which of the four excuses is preventing you from your jump? What are you going to do to delete that excuse?
- Try Dr. Warrell's excuse-busting exercise from this chapter. What change would you like to accomplish? What excuses are getting in your way? What has been the impact of these excuses? What about the payoff? What actions will you take as a result of this exercise? Do you have an upcoming presentation, project, confrontation, or other challenge that's worrying you?
- How do you plan to build your confidence in advance of your jump? If none of the suggestions from this chapter resonated, remember that you can create your own technique. Commit to a confidence plan and take action.

Chapter 2 Jump Hacks

- Visualize: The next time you are gearing up for a stressful or anxiety-producing event, think like an Olympian: visualize yourself succeeding. In the days leading up to the meeting or activity, sit down, close your eyes, and picture yourself being prepared, impressive, bold, and triumphant. Do it all again right before the event itself. You will find it works!
- Make a list of your past accomplishments that you can pull up when you're feeling unsure. Keep it nearby as a highlight reel to reinforce your past success and give you a confidence boost.

- Write down your goal or vision, and place it where you can see it and review it every day. According to David Kohl, a professor at Virginia Tech, people who write down their goals earn nine times as much over their lifetime as people who don't have goals. Don't just think it; ink it!
- Take action: Make a calendar of confidence-building activities for yourself. At least once per week for the next three months, assign yourself a task or project that you can tackle and store into your confidence bank.

Call your credit card company and ask for a lower interest rate; play a song you wrote at an open mic night; ask your boss for more regular feedback. If it will help cement these wins in your mind, journal about them.

Chapter 3 Jump Prep

- Which of the fears is preventing you from jumping? Is it fear of failure, uncertainty, rejection, or not being good enough? You might be facing one, two, or several of these fears. Take a moment to identify which one is holding you back and what strategy you can use to move forward.
- Pinpoint the source of your discomfort by doing the exercise discussed in this chapter.

Chapter 3 Jump Hacks

- Practice getting rejected! Ask for a discount at your favorite restaurant for being a loyal customer. Ask to cut in line. Ask for a breath mint. Ask for a sample of something: a piece of salami or a slice of bread. Or if you feel ready to start inching toward your actual jump, take your idea and pitch it to someone you *know* doesn't care or doesn't want it. Practicing potential rejection has two possible outcomes: you're gonna learn, or you're gonna succeed. Either is a win, in my book!
- Start using my simple four-step FEAR process for embracing your fear whenever you feel the emotion rise up. Again, this is something you need to practice, so getting used to the system before your jump will make it easier to apply during and after.

Chapter 4 Jump Prep

- Practice trusting your gut with small choices. Focus on the feeling—do the choices give you butterflies or leave a pit in your stomach? Trust your physical reaction.
- Identify which of the strategies you’ve read about will help you from over-researching and overanalyzing as you prepare to make pre-jump decisions. Is it being 70 percent ready? Taking a calculated risk? Escaping the when/then trap?

Chapter 4 Jump Hacks

- Identify an area in your life where you can practice being 70 percent ready. Make it something small and manageable, something that won’t have too much of an impact but where you can get comfortable being uncomfortable. (This one is especially vital for all you perfectionists out there!)
- Another way to force yourself to trust your instincts on a smaller scale is to count to ten, then make a decision. Don’t do this with buying a new car or adopting a pet! Start small: Where are you going to dinner? What color should you paint your bedroom? Are you ready to present your idea to your boss? Give yourself ten seconds—be still, close your eyes, listen to your gut feeling —then decide!
- Practice saying no to prioritize your time. As you approach your jump, you may need to spend more and more of

your free time planning and prepping. By carving out some of that time now, you are making the choice to prioritize yourself and your goals. You are deciding to actively make room in your life and schedule for what's to come. It's a great way to build your skills as a confident decision-maker.

- Studies have proven that microdecisions make bigger decisions easier, so practice making small choices leading up to large ones. Let's go back to an example from earlier in the chapter: Say you're settling on a producer to bring your debut album to life. That's the macro decision. Micro decisions could include questions like, What is your price range? How quickly do you want to get the album done, and which producers have availability during that time? Do you need someone who has experience working with beginners? Do you need someone who can help you find additional musicians? Answer these questions and make the associated choices, and *then* narrow down your list of producers based on the ones who fit the bill!

Chapter 5 Jump Prep

- Write down what success means to you. It could be a list, it could be one thing, just make sure it's personal.
- Make peace with your past. What have you already done to make peace with your past? If the answer is “nothing,” take some time to identify events or relationships that need some healing and make a plan to address them before you take your jump.

Chapter 5 Jump Hacks

- Jumping away from a situation means leaving people and situations behind you. In order to make peace with them, you'll need to have some tough conversations. After you've spent time with the questions under “Make Peace with the Past,” make a list of people you need to meet with before your jump. Sketch out what you need to say, find out, or explain. You can use this template to make these conversations less scary:

Dear [name],

I am preparing to make some big, positive changes in my life, but before I do, I'm working on making peace with my past. I would love to talk with you sometime soon because [issue or incident] stands out in my mind as something unresolved between us. I know it might be a little awkward, but I think it will make us both feel

better in the long run. Can you send me some dates and times that work for you? Thanks for considering this request. You're helping me get closer to an important goal.

[Signature]

MILESTONES EXAMPLE

MONTH 1:	
<p>WEEK 1</p> <p>Tasks: Research establishing an LLC Begin brainstorming business names</p> <p>Goals: Set up an informational interview with someone who works in this industry already</p> <p>What Will Success Look Like? Notes on both tasks Calendar entry for interview Begin setting aside money for LLC filing as needed</p>	<p>WEEK 3</p> <p>Tasks: Ask for recommendations for programmers and graphic designers</p> <p>Goals: Choose a name Start brainstorming logo ideas</p> <p>What Will Success Look Like? List of trusted website builders (at least three of each category) Name chosen Continue saving fifty dollars per week</p>
<p>WEEK 2</p> <p>Tasks: Ask for recommendations for accountants Talk to bank about setting up a business account</p> <p>Goals: Get input on name ideas from trusted friends and colleagues Begin saving fifty dollars per week for initial business costs</p> <p>What Will Success Look Like? List of trusted accountants Narrow down name ideas to top five Begin saving (move to business account when established)</p>	<p>WEEK 4</p> <p>Tasks: Send paperwork and payment to state for LLC Buy domain name</p> <p>Goals: Start reaching out to programmers; ask for pricing and availability Start reaching out to graphic designers; ask for pricing and availability</p> <p>What Will Success Look Like? Ideally, have completed your first informational interview by now and possibly set up a second Begin narrowing down web-build team choices Continue saving fifty dollars per week</p>
MONTHLY CELEBRATION:	Happy hour with friends

Chapter 6 Jump Prep

- Create your one-year success plan. I recommend setting aside at least four to six hours to complete it. Really get some quality time alone. Ask your spouse to take the kids, head off for a weekend away, or just head to the local coffee shop with headphones in hand. Grab your calendar, and schedule time when you'll complete your plan.
- Make it a point and habit to prioritize completing the hardest tasks of your day first thing in the morning. Notice how you feel at the end of the day. I bet you will feel more productive and less burned out.

Chapter 6 Jump Hacks

- To ensure your success, I've created a free one-year success plan template you can use to make it easy for you to stay on track. You can download the plan at www.kimperell.com/jump.
- At every one of my companies, I used a trick from the book *Mastering the Rockefeller Habits* by Verne Harnish: I asked every team member to pick three goals or milestones for each month and to monitor their progress toward those goals. This is a fantastic way to stay focused while also forcing yourself to acknowledge progress. If you're not ready to begin tackling your one-year success plan just yet, try this hack to keep yourself on track! Set three goals for each month, and check in with yourself

at the end of each week to ensure you're making some headway.

- If you struggle to set and conquer goals—even small ones—consider getting an accountability partner. This can be a friend or family member, someone you see in person or interact with online; it just needs to be someone you like, trust, and respect who's willing to help you make measurable progress toward your stated objectives. Accountability partners are fantastic because they add a somewhat unpleasant but undeniably effective motivator: guilt. *No one* enjoys doing the mental gymnastics required to tell someone you didn't do what you promised to do!

Chapter 7 Jump Prep

- Find a mentor! Do you have a mentor in your life who can support and advise you when you jump? If not, take the steps to find one. First, brainstorm a few great mentors and think about whether they would be good matches for you. Then reach out on LinkedIn, send an email, or make a phone call.
- Think about the last time you went out of your way to give something to someone else (your time, a connection, a referral, advice, etc.) without expecting anything in return. If it's been a while, make an effort to do at least three things to pay it forward and build relationships this month.
- Next time you meet someone new, ask thoughtful questions and spend 80 percent of the time actively listening.

Chapter 7 Jump Hacks

- Too many people believe that asking for help is the equivalent of asking for a favor. Unless you want tons of someone's time or are asking someone to divulge top secret insider info, they'll probably be delighted to help you! So here's your hack: Ask. Ask for advice, insights, and opinions from people you admire and trust. If they don't have the answers, ask them, "Do you know someone else who could help me with this?"

- Get in the habit of both asking for and *giving* help! Find two people you can help, and find two people who can help you. Networking must go both ways!
- Three of the most powerful words you can say in your life are “Let’s have coffee.” Commit to one coffee date per month as part of your one-year success plan, and make at least one of them with someone who could help you make or support your jump.

Chapter 8 Jump Prep

- Which of the strategies in this chapter have you used to build your own emotional courage? The best way to identify what will work for you in the future is to look at what's worked for you in the past. Make a note of which tactics you know work for you—and which ones you'd like to try next.
- Identify situations and circumstances where you are most likely to experience self-doubt. Is it moving into the new and unknown? Perhaps it's when others are watching and you're worried about what they are thinking? Maybe it's when you feel you don't have enough experience or expertise in something? Or when you don't have a plan? Know your self-doubt triggers, and commit to using the techniques from this chapter to combat them!
- Look for the positive in challenging situations. Next time you encounter a setback, use it as an opportunity to try one of these techniques and tap into your inner strength. The more you flex this muscle, the stronger it will become.

Chapter 8 Jump Hacks

- Write out a few positive affirmations and put them where you will see them. When you see them consistently, and you believe them, you will see positive change.
- The quickest way to reduce your comparative tendencies is to take a break from social media. People post their most exciting and glamorous moments *only*, but our brains

forget that and we assume we're seeing the entirety of their lives. Someone once said, "Don't compare your feature film to someone else's highlight reel," and that's exactly what social media is! Step away when you're feeling overwhelmed. Remind yourself that you're only seeing the highlights.

Chapter 9 Jump Prep

- If you're a people-pleaser, identify where your people-pleasing tendencies are getting in your way of making your jump. Where do you go out of your way to make others feel comfortable, even if it means sacrificing your own valuable time or resources? When do you say yes when you want desperately to say no? Where are you wasting time and energy, consumed by worry because you've upset someone in your life? What is one action you can take to start living life for *yourself* instead of for others?
- Try one of the activities to accentuate the positive. Keeping a gratitude journal, savoring the moment, and mindfulness exercises will all help you resist the downward drag of criticism and negativity.
- Perform your life audit! If you don't do it now, set a date in your calendar to do it in the next week.

Chapter 9 Jump Hacks

- Although most of the negativity we discussed in this chapter comes from people you know, there's plenty more to be had online in the form of news, comments, and internet clickbait. So turn off your notifications for five hours every day. Cut out the noise, and limit your media consumption to see how it impacts your emotional well-being.
- When you receive constructive feedback—about your jump or anything else—do your best to view it as your

opportunity to improve. Thank the people offering feedback for their opinions, decide if the feedback is relevant and important to take on board, and then move forward. Feedback can be a gift, but only if you're prepared to treat it as one.

- Stockpile those positive moments! Even if a gratitude journal doesn't appeal to you, consider creating a diary or electronic document filled with praise, good experiences, and new discoveries. Turn to it whenever you're feeling scared or doubtful.
- Reach out to five people in your life and ask them what your superpowers are. Remind yourself of the magic you already have!