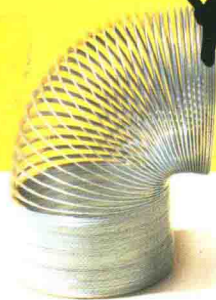


JASON W. WOMACK

JODI WOMACK

GET MOMENTUM



how to start

when you're stuck

WILEY

GET MOMENTUM

how to start
when you're stuck

JASON W. WOMACK
JODI WOMACK

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Additional Praise for *Get Momentum*

"The first step of any new endeavor can be the most difficult. Too many options can leave you feeling demotivated. With *Get Momentum*, Jason and Jodi Womack distill their 20 years of experience into easily understood, action-oriented steps to simplify the process so you can not only get momentum for a new project or goal but bring it to fruition."

—KEITH FERRAZZI

Author of the number-one *New York Times* bestseller
Who's Got Your Back and *Never Eat Alone*

"In *Get Momentum*, Jason and Jodi lead us into a bright future, where stuck is the language of the past, and start is our battle cry for the future we envision."

—FRANCES R. HESSELBEIN

President and CEO of the Frances Hesselbein Leadership Institute and
1998 Presidential Medal of Freedom recipient

"Jason and Jodi Womack know how to *Get Momentum* and how to help others do the same! Their strategies are sound, their tactics achievable and practical and the results are amazing. I've been working with them for three years, and I've gotten two promotions, built an incredible team and am enjoying life at a whole new level. Don't wait, *Get Momentum* now and get started on your path to an even greater level of success."

—CHRISTI HARRIS

Vice President of Corporate Technology, Outerwall, Inc.

"Simple, effective, and a good recipe to get started. Womack powers activate!"

—CHRIS BROGAN

CEO, Owner Media Group

"The Womacks remind us that we are never going to be done—and then they give us a ton of great advice for dealing with that reality, maximizing our momentum, reaching key milestones, and making real progress on the things that matter most to us. Their advice is practical, actionable, accessible ... like all the best advice, something that we can all use right away and keep using. This book will give you a new way of thinking about the best paths to being successful."

—DAVID DEACON

Chief Talent Officer, MasterCard

"Jason and Jodi will guide you clearly, safely, and swiftly past the blocks that have kept you from sharing your best work with the world. If you are tired of feeling stuck, you need this book!"

—PAMELA SLIM

Author of *Body of Work*

"If you realized that a new time management method or a new smartphone app is simply not enough to be as productive as you would like to be, it's time for you to meet Jason and Jodi Womack."

—ANDREA ARESKA

Production Planner at Bestply srl, Italy

"I've been working with Jason and Jodi for years. They've helped me define and focus on what really matters in my life. Not only am I reaching my goals faster with their help, I'm defining very carefully exactly what those goals should be. More than once, I've drawn on what I've learned from them so I can get started when I'm stuck."

—Dr. ART CARDEN

Economics Professor, Samford University

"When you allow this bright yellow book to speak more loudly than the bright yellow sticky notes on your desk, you'll get momentum on the things that matter most."

—DAN LLOYD

Director of Business Development Information Systems, Allegro MicroSystems, LLC

"As a writer, I've spent more time staring at that damn blank first page than I care to admit. So the concept of being stuck is one with which I'm very familiar. Thanks to Jodi and Jason, I now have the tools to get momentum and move forward more easily."

—DAVE HACKEL

Network Television Writer/Producer

"I give bonus gold stars to Jason and Jodi for developing a master work that takes into account different learning styles and ways of being. They offer us options we didn't know were there."

—DYANA VALENTINE

Creator of SuperConditions

"We all get stuck. Jason and Jodi know that the secret is how you respond when you're stuck. This book provides practical methods to get your energy and thoughts aligned, so you can move forward with clarity and focus. It's all about building momentum that drives you closer to your goals, and creating habits that help you every day."

—DWAYNE MELANÇON

CTO, TripWire

"There are times when you know reading the directions makes it easier. *Get Momentum: How to Start When You're Stuck*... these are THE directions."

—IVOR SUBOTIC

Vice President of Global Sales, getAbstract

"As an entrepreneur, I am constantly performing a high wire balancing act while trying to juggle competing priorities. To get projects started and keep them from stalling you need to '*Get Momentum*.' Jason and Jodi Womack's latest book is a practical guide for those, like me, who need to motivate themselves and others to keep moving toward a shared goal."

—JON PETERS

CEO, AthenaOnline

"In their signature fashion of keen business savvy mixed with an entrepreneur's empathy, the Womacks lay down real talk that gets you real results. The best part? They walked the walk on everything in this book. Now stop reading my words, and get onto the really important ones Jodi and Jason wrote."

—KARA DEFRIAS

White House Presidential Innovation Fellow 2012

"*Get Momentum* is the must-read book from the team of Jason and Jodi Womack. Their commonsense step-by-step approach delivers the real-world proven tools you need to live your best, most truly meaningful life filled with achievement in the areas that matter most to you—your work, family, and life. Be ready to roll up your sleeves and transform your world with their practical guidance."

—TORRY BURDICK

Senior Vice President, Product Marketing, Vantage Production, LLC

"Getting stuck happens by chance, but staying stuck is a matter of choice. If you're ready to move forward and escape from a rut of uncertainty about where your life is going, this is the book for you."

—MARTIN JONES

Digital Marketing Leader, Strategist, Speaker

"Jason and Jodi's advice gets to the beautiful simplicity of personal success: Stop doing what used to work, get unstuck and build the momentum necessary to win!"

—MARC EFFRON

Author, *One Page Talent Management*

"*Get Momentum* is the most practical and powerful book I have seen about making progress at work, at home, or in the community. It provides a straightforward, proven approach through the Five Stages of Momentum and I will make it a must-read book for my leaders and colleagues."

—STEINAR HJELLE

Senior Director, Global Talent Development, Micron Technology, Inc.

"Jodi and Jason Womack bring together a combination of credible data and world tested wisdom to provide practical and actionable steps to break through whatever may be holding you back. An inspirational and informative read, not only for those seeking fresh momentum, but for anyone interested in a deeper understanding of motivation and the role it plays in our behavior every day."

—MIRIAM ORT
Head of HR, PepsiCo

"*Get Momentum* provides clear, practical advice to help you break through the bonds of the inertia that is holding you back from achieving your potential. These principles helped me take a product line with a decade of incremental improvements and transform it to a contemporary solution by breaking through the status quo."

—PETER S. MAHONEY
Senior Vice President, Dragon | Nuance

"Jason and Jodi are living the *Get Momentum* principles every moment of their lives and now gifting all of us with the tools we can really use every day to get out of our life ruts, the big ones and the not so big. Thank you both for the willingness to share!"

—JACQUI BURGE
Bossy, desk yogi

"Jason and Jodi are an unstoppable force. If I can pick up my game just 10 percent being in their orbit anything is possible. This book provides an opportunity to internalize their own experience and for each of us to be more unstoppable in turn."

—PIP COBURN
Principal, Coburn Ventures

"Jason and Jodi have helped hundreds of entrepreneurs get momentum on projects that matter most to them. They have captured the best of their insights on the topic in this gem of a book. If you are pursuing bold goals and want to reach them faster, this is a must-read."

—RAJESH SETTY
Cofounder, Auditor and several other technology companies, and Author of *Gratitude* and 15 other books

"Big companies, successful professionals, and even athletes—all have one thing in common. They had a starting point. *Get Momentum* is your ultimate guide to building processes, systems, and confidence to build a better business and be a better person."

—RAMON RAY
Publisher, *Smart Hustle* magazine

"Jason and Jodi have more momentum than any pair I have ever known. When you read their books or work with them directly, it's their accessibility that sets them apart. You realize your momentum gives them theirs. True to form, in *Get Momentum*, they're right here with you, giving you everything they have."

—RANDY HARWARD
Vice President of Material Innovation, Under Armour Inc.

"Reads like a handbook for creating great influence ... The fast 'momentum' you'll get from this book forms the basis you need to expand your ability, execute effectively, and achieve success in business and life."

—**RICHIE NORTON**

Best-selling Author, *The Power of Starting Something Stupid*

"Jason and Jodi demystify that unspoken ingredient behind great accomplishment. They've captured their esteemed coaching format and made it available in this simple-to-follow book. Best of all, if you follow the exercises, you'll find your own momentum building with each chapter, guaranteed. As role models for momentum, Jason and Jodi in real life are the epitome of their subject."

—**RICK KANTOR**

MS creative catalyst

"Getting stuck? Needing to regain momentum around projects and initiatives that matter? Read *Get Momentum* and get back on track fast."

—**ROB BERNSHTEYN**

CEO, Coupa

"I've said it before, and I'm going to say it again. Their work has helped me recognize that my 'work' is directly affected by whatever lens (or lenses) I'm viewing my life through. And through their work I've been able to gain focus on maintaining and using the proper lens for the proper task."

—**RYAN R SPEED**

Cofounder and Head Coach, IRONWill HQ

"*Get Momentum* is a straightforward approach to not only self-improvement, but improvement of everything you come in contact with."

—**SARA CHILDERS**

Founder, Bare Philanthropy LLC

"Jason and Jodi Womack are two people who talk the talk and walk the walk. The elements in this book come from their years of experience, which I have witnessed, via webinars, 200 podcasts, over 200 YouTube videos and easily over 100 articles. The highlight was when I met Jason and Jodi at one of Jason's Coffee Chats. They were genuine and down-to-earth people who everyone gathered could relate to! They cared about all of the attendees and how they could help them get momentum to reach their chosen goals. *Your Best Just Got Better* was just the warm-up ... *Get Momentum* will give you leverage to not only reach the next level ... it will catapult you even further!"

—**SCOTT MOSKOWITZ**

CPA, CGMA, *Get Momentum* founding member

"Everyday excellence is an opportunity for everyone who reads and uses this book."

—**SHELLEY SHOEMAKER**

"It's all about getting the momentum to continue to be a performer beyond an entrepreneur. It's easy to get stuck in entrepreneur mode vs. CEO mode. That transition is hard to make. Jason has allowed me to reset monthly and get focused on my Most Important Things, and I'm continuing to push to them."

—PAUL GIEROW

President, GATR Technologies

"*Get Momentum* teaches me to take smart action with a focused mind while satisfying the expectations of my heart."

—KRISTI PALMA

Development Editor and Writing Coach

"Hold on to your hat. *Get Momentum* is a fast-paced crash course in jump-starting then super-charging life...even if you thought you were already rolling. This book is a gem, written by two people who have clearly done the work. It cuts right to the heart of the matter and leaves you feeling refreshed and rejuvenated. I see this book sitting at arm's reach from my work desk, as I know there will always be days that I need the reminder that Momentum is mine, if I want it."

—TONY UBERTACCIO

Business Coach to #SociallyConscious Mission Driven Leaders

"*Get Momentum* is a powerful must-read for both managers and senior executives alike."

—KATHRYN COX

"It is as if Jodi and Jason are right in front of me, coaching and supporting my efforts to be a better person."

—JOEL PASTORE

Director, Elevance Renewable Sciences

"What I love about the Womacks' book is how they artfully guide readers. Their approach is not overly prescriptive, nor is it woefully ambiguous. It's just right. They provide an expansive perspective that deepens one's self-awareness while empowering readers to take the best course of action for them. Simple, profound, inspiring, and tactical, anyone who puts forth the effort will surely Get Momentum as a result of reading this book!"

—ARIANA FRIEDLANDER

Founder, Rosabella Consulting, LLC

"Think of where you've been stuck in your life... Now picture the exact opposite! This book has shifted the way I show up for myself, my family, my business, and in life."

—DEVON BANDISON

Founder and CEO, Devon Bandison Company

"Get the book, experience the personal tipping point, and move toward what you want moment by moment!"

—CICO RODRIGUEZ

President, Ingredient Sales Insights

"*Get Momentum* feels like a 'create your own adventure' book where you take an interactive front seat for it to be a wild ride."

—CLEMENS WAN

"Jason and Jodi Womack make getting unstuck part of your everyday plan and stop the W.U.T.W (what used to work) mindset. Jason and Jodi walk their talk and overdeliver on their commitment to their readers. Their ideas and lessons are invaluable to anyone who wants to plan and live a life of excellence. *Get Momentum* is a must-read for anyone looking to unlock your potential and truly Get Momentum in work, life, and family."

—STEVE HARDEN

"The Womacks move you forward; they don't let you stop, they focus you on what is new and what you must learn to continue. To me, their ideas are rays of sunshine, coming through the hazy cloudy sky; they make me see what I should have seen on my own but didn't. I don't know where I would be in this complex world of the second decade of the twenty-first century without them."

—STEPHEN SILVERMAN

Cofounder, Silverman & Milligan, LLP

"You've got to move forward toward your goals, but too often that's easier said than done. Jason and Jodi will show you how to get going—and keep going—with great insights, tried and true methods, and enthusiastic support. If you ever needed a polite but firm accountability partner with deep expertise to guide you, you may have just found not one, but two, in this new book."

—TOM CATALINI

Author, speaker, coach

"This book is the slap-in-the-face wake-up call that we all need. If you are stuck and ready to do what it takes to get what you desire in life, this book is for you. I just love the fresh keep-it-real approach that Jason and Jodi use. Jason and Jodi are a dynamic duo that has decades of experience helping people just like you get momentum. What are you waiting for? Get this book now!"

—GARY WARE

Personal Coach, Breakthrough Cocktail

"You hold in your hand a resource for leaders that goes beyond productivity and a business book of how-tos. This is a guide and encourager linked to a set of tools and a global community. Jason and Jodi will help you get unstuck and Get Momentum toward whatever area of life you have decided is most important to you, be it a new business, a new role, or a new set of leadership skills you'd like to acquire to improve your effectiveness."

—GREGG FAUCEGLIA

Chairman, Institute for Management Studies

"*Get Momentum* is brilliant in its power and simplicity. Jason and Jodi have unlocked something powerful because we all can get stuck. Their solution is simple yet brilliant, and following the steps they lay out in the book will change your life."

—HAROLD WIMBERLY

CEO, YGB Incubator

"If you're ready to stop dreaming and start acting in order to build lasting momentum in a specific area of your life, Jason and Jodi will help get you there. Read this book!"

—ANDREW DECURTIS

Philanthropist, New York City

"Jodi and Jason really do know the topic of momentum better than anyone I've read or know."

—BERT MAHONEY

Berchman.com

"Success is turning what you have been told is true into knowing what is true. This book does that."

—BRETT LAYMANCE

"When the Womacks write that the 'stuckness' you feel is temporary, it is a reason for hope. When they outline a five-stage model for making momentum happen, *Get Momentum* becomes a must-read. Jason and Jodi share with us what has helped people all around the world move from stuck to action."

—FRANK BUCK, EDD

Author of *Get Organized! Time Management for School Leaders*

"Momentum. It really is what we all need to be consistently and continuously successful. The Womacks are amazing coaches who understand human behavior and who can guide you from being productive to achieving the success you want through guided introspection. Their books and coaching programs will help you learn the habits and thought processes you need to maintain momentum in your life and career."

—JACKIE COMPTON

President, Balanced Equation

"Jason and Jodi have really cracked the code with their super-simple yet creative model to maintain a great work-life balance and achieve your goals. *Get Momentum* is full of excitement and inspirational stories that is going to get you started right away."

—JAPJOT SETHI
CEO, Gloop

"Jason and Jodi continue to stun and amaze me with their collective ability to spark change and inspire progress. As a CEO and founder, my days present a never-ending series of challenges and opportunities. Having the ability to identify obstacles and sticking points has propelled our business forward."

—JOE BRUZZESE
CEO, Sprigeo.com

"Jason and Jodi Womack have written a must-have book for anyone looking to get unstuck, make their dream projects happen, and create sustainable positive energy in their life! The powerful strategies and insight shared in *Get Momentum* will benefit readers for a lifetime."

—KRISTI LING
Author of Operation Happiness: The 3-Step Plan to Creating a Life of Lasting Joy, Abundant Energy, and Radical Bliss

"One of the best ways to achieve ongoing success is to adopt a strategy that you can always turn to when you find yourself stuck. *Get Momentum* gives you the methodology and the tools you can use immediately to gain that traction and find your flow again. You'll definitely want to keep this book close so you can refer back to it over and over."

—KYMBERLEE WEIL
Speaking Strategist and Founder, Strategic Samurai

"I have worked with Jodi and Jason as consultants helping me organize my time, my life, and my work. Today I'm living my lifelong dream of helping people improve their lives. I promise that if you read this book your relationship with time and productivity will never be the same."

—LARRY CHAMBERS
Author, Adventurer, and Humanitarian

"Finally a no-BS approach to something business owners and entrepreneurs have been embarrassed and afraid to discuss, until now. What happens when you're stuck, and how do you get unstuck? *Get Momentum's* practical real-life examples, and support network, will get you back on track faster than anything I've ever seen."

—LISA MACQUEEN
Cleaning Marketer and Cofounder, CleanCorp Australia

"We all have goals and dreams, and most of us just need a bit of help in getting there. Jodi and Jason have created a step-by-step program that will help guide you in any direction that you choose! So, if you want to take your life to the Next Level, declare it... and let *Get Momentum*, Jodi, and Jason help you get there!"

—Dr. DAVID VIK

Personal and Business Coach; Former Coach—Zappos.com

"*Get Momentum* is a handbook for turning ideas into products. Jodi and Jason Womack have walked the talk, and now teach us how to easily move through the stages of momentum."

—JOSH LINKNER

Chairman and Cofounder, Fuel Leadership

"Jason and Jodi understand that momentum is connected to life itself and that's why their book is an absolute must-have introspective on your desk, pencil and journal on the side."

—MARIE-CLAIRE HERMANS

Energy Coach For Experts

"With *Get Momentum* you have the joint effort of two professionals who've been giving practical advice to thousands in a variety of environments. This in-field lab work has culminated in a methodology that gets proven results. The plain, straightforward tone of voice is refreshing and actionable."

—MARK SYLVESTER

CEO and Cofounder, introNetworks

"Not only thought-provoking... action-provoking! Filled with insights, ideas, and prompts to improve your Most Important Things."

—LARRY PERLOV

Managing Partner, Illumiti Consulting

"I Crave Momentum... you know that feeling where everything's moving in the right direction and you're unstoppable. *Get Momentum* holds your hand and says 'Let's do this!'"

—MELODY BIRINGER

CEO, The Crave Company

To all Get Momentum members:

We are in awe of all the people who signed up for the Get Momentum program over the years, for raising their hand to the question: "Who wants to keep learning, growing and creating?"

*You've showed up each month to keep getting better at what you do, enhance your skills, share your successes and ask yourselves:
"What's next?"*

You've pushed us to keep learning and growing along with you.

You've made us better at what we do. And we're grateful to have shared in your journey. Onward. . .

Jodi and Jason

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1

Being Stuck Sucks

Stuck Projects, Stuck Life

Is there something important you want to do? Maybe it's a career change you want to make, or a personal project you want to start. But for some reason, whatever it is, you haven't started yet. You're reading this book because you're stuck.

Consider us your coaches. For more than 20 years, we have traveled the world, working with people who are overwhelmed by the feeling of being stuck. We teach them how to get momentum. This book gives you the knowledge we've organized in a way that you can practice. These tactics work. We're not here to motivate you. There's more to it than that. We know you've heard inspiring clichés such as Nike's "Just do it" or "Leap and the net will appear" or "Think outside the box." Enough already!

Read this book, and you'll learn strategies that people around the world use to start important projects and achieve big goals, such as:

- Making a career change.
- Changing how their family interacts to create less stress and more joy.
- Training for a competitive athletic event.
- Starting a business to get out of a job they hate and into the work they love.
- Creating art.
- Planning an adventure on their bucket list.
- Losing weight and staying active for a healthier life.
- Transforming their retirement into the next vibrant chapter in their life.

We want to help you move from feeling stuck to getting started. Be bold and courageous as you complete all the Get Momentum Activities in this book. Each activity is designed to help you move forward.

This Thing Called Momentum

Think about the word *momentum*. What does it mean to you? If you had more of it, what would your life be like?

Momentum means you're moving, and things are happening. It means you're making progress, and it feels good! We will teach you a self-reflective process, a method for making the changes you want and starting the projects that are important to you.

For a moment, focus on what you'd like to start. Maybe you know what you need to do, but it's too big to even start. Perhaps you have so many things you need to do that you feel overwhelmed. Or, it could be a change you want to make, or a project you want to complete.