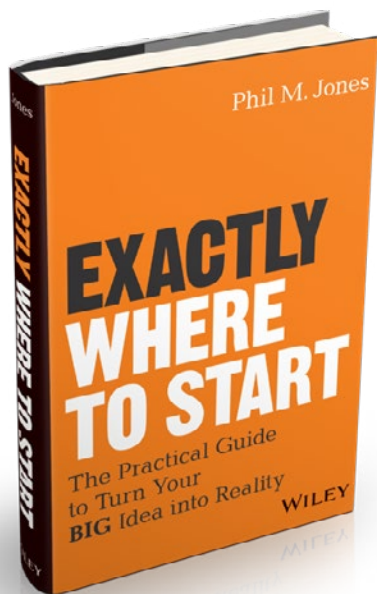


Phil M. Jones

# EXACTLY WHERE TO START

The Practical Guide to Turn Your  
**BIG** Idea into Reality



**F**OR ANYONE WITH a goal, but no path to achieving it, comes a playbook to set you in motion. **Exactly Where to Start** gives you the precise steps for kick-starting your journey to success. Whether you aspire to be a business owner, inventor, artist, or novelist, this book will give you the kick in the pants you need to stand up, step up, and make it happen. Find out how to:

- Snap yourself out of “analysis paralysis”
- Stop thinking you need to know everything before you even begin
- Make the big decisions and focus in on your goals
- Chart your journey’s path, and begin following it today

## Start thinking **BIG** again

At age fourteen, Phil M. Jones, armed with nothing but a bucket and sponge, launched his first business. Within a year, he went from single-handedly washing cars on the weekend to hiring a fleet of friends—and earning more than his teachers. His ability to think **BIG** has led him to success after success: from becoming the youngest ever winner of the British Excellence in Sales and Marketing Award to the bestselling author of five books, including *Exactly How to Sell*.

For the past decade, Phil has dedicated his energy to helping others achieve success. He has delivered thousands of presentations and workshops around the globe, empowering people across five continents to find greater confidence and control—and to never stop thinking **BIG**.

# PHIL M. JONES



## Author Q&A

### Phil M. Jones discusses *Exactly Where to Start*

#### What inspired you to write this book?

In my travels, I meet many people with an idea and a hope or dream of starting something—and in most of these scenarios, that **BIG** idea fails to step towards reality. Having literally started thousands of ventures, I have become the “go-to” guy for many who are looking to move forward with their venture. After countless occasions in which I found myself repeatedly describing parts of my process, I figured I should write this down in a concise, action-orientated book that guides the reader through the steps required to bring their idea to life.

#### What will readers gain from *Exactly Where to Start*?

Readers will be given a road map, or blueprint, that guides them through the process of translating ideas into action. While some of the steps may seem counterintuitive at first, they have been expertly curated to fast-track your personal experience, protect your confidence, and ensure that you control your controllables.

#### Who will benefit most from reading this book?

This is not an advanced strategy book for experienced business leaders, and it's not a self-development book that cuddles your mindset. It's definitely not a book for the faint-hearted. It is perfect for the individual who, perhaps, has dreamed of starting a business, publishing a book, launching a new product, or planning a life-changing trip. In short: this is a book for anyone who is serious about turning a dream into a reality.

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## Praise for **Phil M. Jones** and *Exactly Where to Start*

“The first step is the hardest, but Phil M. Jones will get you to take a giant leap with this poignantly powerful book.”

**JAY BAER**, hall of fame speaker and NYT Bestseller

“Phil M. Jones was put on this planet with an entrepreneurial spirit, laser-sharp mind, and a determined work ethic that has yielded incredible individual success. In *Exactly Where to Start*, Phil equips you with the mindset you need to achieve, and the real action steps you need to take to make your IDEA come to life.”

**LOU DIAMOND**, CEO of THRIVE and Author of *Master the Art of Connecting*

“You want to do your own Great Work: a project with impact, a project with meaning. Of course, you feel anxious. Phil M. Jones shows you how to tip the balance away from the fear and towards the excitement, so you can step over the threshold and begin.”

**MICHAEL BUNGAY STANIER**, author of the *Wall Street Journal* bestseller, *The Coaching Habit*

“Phil M. Jones has done it again! He’s created a powerful action-packed guide—a playbook, if you will—to help you actualize your vision for success. If you’re like most people, taking the first step is the scariest and most challenging part of the journey. Thankfully Phil will show you *Exactly Where to Start!*”

**ALAN STEIN, JR.**

“Once again, Phil M. Jones delivers a book that is concise and actionable. You get exactly what you need when it comes to knowing exactly how to start.”

**JEFFREY SHAW**, brand consultant, host of *Creative Warriors* podcast author of *LINGO: Discover Your Ideal Customer’s Secret Language and Make Your Business Irresistible*



**EXACTLY**  
**WHERE TO**  
**START**

“I stopped highlighting sections because it seems like every word is adding value, helping you get closer to your long-term goals. I already know this is going to be one of those books I re-read every year. If you want to accomplish your big ideas, you should consider doing the same.”

**ANDREW TARVIN**, speaker, trainer, coach, and author of *Humor That Works: 501 Ways to Beat Stress, Increase Productivity, and Have Fun at Work*

“This book is the ideal companion for anyone looking to bring their big idea to life. Phil’s step-by-step process provides all the accountability and action steps you need, minus any of the fluff that could get in the way of your goals.”

**TAMSEN WEBSTER**, keynote speaker, message strategist, idea whisperer

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