**Title of book:**

STOP TALKING START DOING

– A KICK IN THE PANTS IN SIX PARTS–

(Nonfiction)

**Author:** Sháá Wasmund

**Number of pages:** 181 pages **Date published:** 2012

**Name:** Rio

**About the author:**

Sháá is CEO and founder of Smarta.com – the business support platform for entrepreneurs and business owners. Supported by Theo Paphitis and Deborah Meaden, Smarta provides free advice, inspiration, networking and tools to inspire and support businesses at all stages of development.

A graduate of The London School of Economics, Sháá’s entrepreneurial career had an unusual start. Having won a competition to write for Cosmopolitan magazine, she interviewed World Champion Boxer, Chris Eubank; by the end of the interview he offered her a job promoting his next fight. At just 22 Sháá became responsible for helping to promote and organize the biggest fight to ever take place in this country.

In 1994, she set up her first business, a PR and Marketing company. James Dyson was one of her first clients and her role in establishing Dyson as one of the best known brands in the UK won her numerous awards including Cosmopolitan Business Woman of the Year.

In late 1999, a meeting with the legendary Sir Bob Geldof ignited a passion for the internet. As one of the founding directors of his soon to be launched travel company, www.deckchair.com Sháá found herself at the heart of the internet revolution.

A year later, Sháá decided to pursue her own venture and in 2000, raised funds to launch www.mykindaplace.com. The company was later sold to BSkyB.

Sháá has advised many businesses on their internet strategies, from the government to early social networking phenomenon Bebo. Sháá is an intrinsic part of the new wave of UK Entrepreneurs combining real entrepreneurial drive with a genuine desire to encourage and inspire others.

In 2007 Sháá established a partnership with entrepreneur Dan Wagner to launch Bright Station Ventures, an investment vehicle with $100 million of capital dedicated to investing in internally generated ideas and seeding young companies that use information technology in innovative ways to create high growth business opportunities.

**Summary:**

Stop Talking, Start Doingis a short, clear and cleverly illustrated book that will inspire you to take action. Whatever you want to achieve, this is the kick in the pants you need to get to where you truly want to be.

It’s great that you know you can do more, but just thinking about it, won’t make it happen. It’s doing that makes the difference. DO IT. If you’ve got something you want to do… now is a good time to start.

**Impression part:**

I have got into some parties with my friends from elementary, junior, junior high, or university. Some of them have already got married, had kids, and own house, but looked unhappy. One of them said, having good white-collar job, getting married, and having a child early are duties as Japanese man, damn good for us. Wait, then, why are you looking such unhappy, an old man, and a terrible grumbler? As you know, I am a typical Japanese man, in that regard, who is in sensitive the situation so I didn’t say anything but, honestly, I popped up this idea: it’s your fault. It’s too early for me to listen to our past stories while drinking. I don’t want to be like you! Anyway, this book helps me to maintain my passion for the future.

The way the book is presented makes it a very light read and one where you can pause, think and restart from where you left off quite easily. Essentially and as the title suggest it’s all about getting on with “doing” your passions rather than just talking about them. I think all of us have times when we begin to drift and need a little kick in the pants to snap us out of it.

I like to think that I am a doer type, and most of my friends and colleagues would describe me that way.

The way in which the book is presented through the use of quirky illustrations and visual aids makes it one of the more entertaining books from the business section. On this point, I actually would not consider this book to be solely regarded as a business book but one that can help in personal life quests too.

So to sum up, the key lessons I got from it were;

• To remember that the “weight of fear is a lot less than the weight of regret” essentially meaning that there is no reason to be scared of “doing” something straight away. You want to minimize the number of regrets in life because they do exist.

• When approaching your chosen passion keep pragmatism in mind, as just a dreamy vision alone won’t be enough.

• Don’t look at too much information or over research because it can lead to a paralysis through analysis. At some point you just have to JUMP!