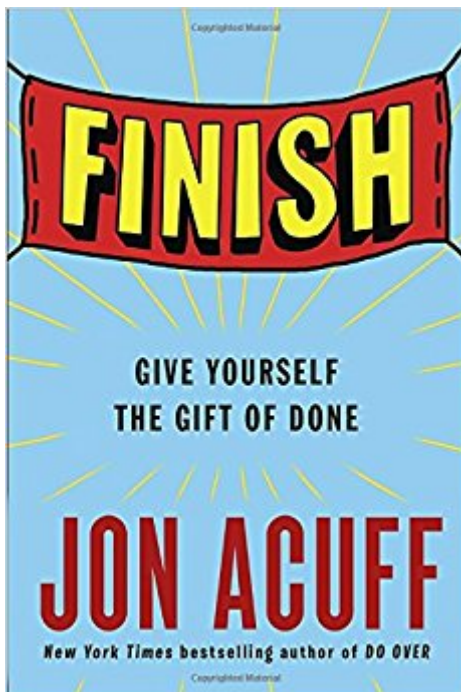


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# Finish: Give Yourself The Gift Of Done



## Synopsis

Year after year, readers pulled me aside at events and said, "I've never had a problem starting. I've started a million things, but I never finish them. Why can't I finish?" According to studies, 92 percent of New Year's resolutions fail. You've practically got a better shot at getting into Juilliard to become a ballerina than you do at finishing your goals. For years, I thought my problem was that I didn't try hard enough. So I started getting up earlier. I drank enough energy drinks to kill a horse. I hired a life coach and ate more superfoods. Nothing worked, although I did develop a pretty nice eyelid tremor from all the caffeine. It was like my eye was waving at you, very, very quickly. Then, while leading a thirty-day online course to help people work on their goals, I learned something surprising: The most effective exercises were not those that pushed people to work harder. The ones that got people to the finish line did just the opposite—they took the pressure off. Why? Because the sneakiest obstacle to meeting your goals is not laziness, but perfectionism. We're our own worst critics, and if it looks like we're not going to do something right, we prefer not to do it at all. That's why we're most likely to quit on day two, the day after perfect—when our results almost always underperform our aspirations. The strategies in this book are counterintuitive and might feel like cheating. But they're based on studies conducted by a university researcher with hundreds of participants. You might not guess that having more fun, eliminating your secret rules, and choosing something to bomb intentionally works. But the data says otherwise. People who have fun are 43 percent more successful! Imagine if your diet, guitar playing, or small business was 43 percent more successful just by following a few simple principles. If you're tired of being a chronic starter and want to become a consistent finisher, you have two options: You can continue to beat yourself up and try harder, since this time that will work. Or you can give yourself the gift of done.

## Book Information

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## Customer Reviews

“When it comes to personal achievement, there’s a fine line between tragedy and comedy. No one beats Jon Acuff at helping me laugh at my foibles while offering me help to overcome them. If you want to master the art of finishing, read this book!” -Michael Hyatt, USA Today bestselling author of *Living Forward* “Are you haunted by the ghosts of unfinished goals? I never met an idea I didn’t like, so I know all about the excitement of starting and the difficulty of finishing. Fortunately, the ever-entertaining Jon Acuff has come to the rescue in this terrific new book. *Finish* identifies the many ways we sabotage our own progress and gives us powerful tools to get it done. Read Jon’s book, apply its wisdom, and I guarantee you’ll cross your personal finish line laughing all the way.” -Ken Blanchard, coauthor of *The New One Minute Manager* and *One Minute Mentoring* “Jon Acuff is speaking the preferred language of all great leaders- get things done! If you want to stand out today, then it’s imperative for you to be a finisher, and Jon has provided a practical, inspiring, and seamless roadmap for moving things across the finish line. *Finish* is an instant classic!” -Brad Lomenick, author of *H3 Leadership* “When you’re a leader, one of your biggest hopes is that your team will finish its goals. But with thousands of distractions, it gets harder and harder every year. This book goes a long way to fixing that problem. I predict that organizations will buy this by the box!” -Reggie Joiner, CEO and founder of The reThink Group “As a musician and now pastor, I know the challenges of writing songs and sermons. This book shows us all not only how to finish, but how to finish well. My friend Jon has a way of making the impossible seem practical.” -Montell Jordan, author of *This is How We Do It* “As an author, I know how challenging it is to finish. That last chapter is always a challenge, but the tips Jon provides in his new book make it a lot easier. If you’ve got something you want done, read this book!” -Andy Andrews, New York Times bestselling author of *The Traveler’s Gift* & *The Noticer* “Finish is the ultimate kick in the pants you always knew you needed.” -Claire Diaz-Ortiz, author and entrepreneur, [ClaireDiazOrtiz.com](http://ClaireDiazOrtiz.com) “The world is littered with half-finished books, almost started businesses and nearly done diets. Who knew the secret was to have more fun, kill the hidden rules you live by, and embrace imperfection? Jon Acuff did and you’re about to as well.” -Steven Pressfield, author of *The War of Art* “I love Jon’s

counterintuitive advice! Itâ™s wisdom disguised as stand-up comedy, like eating a bag of jelly beans and somehow ending up smarter.â•â “Chris Guillebeau, author of The \$100 Startup and host of Side Hustle School podcast “When youâ™re ready to finish the things you really care about, this is the book that will show you exactly how to do that.â•â “Scott Hamilton, Olympic gold medalist, figure skating, cancer survivor “Read this magical book, let it work its spell on you, and finally finish the darn thing youâ™ve quit a dozen times before.â•â “Brian Koppelman, co-creator and executive producer of Billions “As a chronic self-starter-but-not-finisher, every word of this book met me right where Iâ™m at.â•â “Mandy Hale, author and creator of @TheSingleWoman “This is the book Iâ™ve been waiting for Jon Acuff to write: a guide to a better life, not one filled with trying harder but one where we actually complete the things we begin. I needed this book twenty years ago.â•â “Jeff Goins, author of The Art of Work and Real Artists Donâ™t Starve “WARNING: If you want to continue to live blissfully in a world where you keep putting off making any real change in your life or work, do not read Finish. Jon Acuff offers wit, humor, and, best of all, understanding, solidifying his spot as my favorite business author.â•â “Lindsay Teague Moreno, author of Getting Noticed “

Jon Acuff is the New York Times bestselling author of Start, Quitter, and Do Over, among other books. He is a popular public speaker, blogger, Tweeter, and the creator of the “30 Days of Hustle” online challenge. He lives in Nashville with his wife, Jenny, and their two daughters.

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