



## **LIVE with Heidi Powell, Episode 8 (04/22/20)**

**Guest: Jon Acuff**

### **Show Notes:**

- 0:00: Heidi thanks viewers for watching, introduces the show, gives background of why she's doing the show, how she chooses her guests, and tells viewers how they can participate.
- 1:57: Heidi introduces Jon and how she learned about him. She talks about his professional accomplishments.
- 3:45: Jon joins the episode. Heidi welcomes him to the show, and he talks about his quarantine hair style.
- 5:10: Heidi and Jon talk about his personal accomplishments: his family, their bird (Buddy) who has his own IG account, his 19<sup>th</sup> anniversary, and his love for dogs (and how much he's missing dogs during this quarantine) and queso.
- 11:35: Jon talks about his goal from a couple of years ago to read 100 books that year. He talks about setting goals, setting boundaries, judgment from others, what "counts" in a goal, sustainability, and how you can't spend your life chasing somebody else's goal. A goal doesn't have to be difficult to count. They talk about how these thoughts apply to transformation also. They talk about the importance of keeping promises, unrealistic expectations, and talk about moms and losing baby weight as an example.
- 17:15: Jon talks about his goal in 2019 to run 1000 miles and the process he went through to achieve that goal. He shares some stats, how to break a huge goal down into steps, setting attainable and sustainable goals, "shrinking the year," why you should make a goal public, and the importance of not binging.
- 21:57: Jon talks about his goals for 2020 and how we need to reshape our goals for this abnormal, quarantined year and during challenging times. We need to treat now as a new January. He talks about "Pivot vs Panic" and how to pursue goals based on your reality right now. He says to ask yourself, "What would've made this coronavirus easier if I had it in place?" Answer that question and then go build those things. We might never go through another pandemic of this size, but we will go through other challenges, so build the things you wish you had now—it removes future shame.
- 25:15: They talk about one of Jon's books, *Do Over: Rescue Monday, Reinvent Your Work, and Never Get Stuck*. Jon talks about why it took him 16 years to write this book and his journey of self-discovery. Heidi and Jon talk about *Extreme Weight Loss* and how they felt when the show got canceled and how it was their Do Over.
- 31:40: Jon explains what a "Career Savings Account" is. He draws out the process and explains how it applies to not only careers/business but life also. He talks about how you need relationships + skills +

characteristics x hustle in your Career Savings Account and how/when those things fit into the plan. Jon talks about realizing where you're spending your time and how surprising this can be.

40:15 Jon talks about how people can use the Career Savings Account process now. He suggests looking at one sector at a time and see how to improve in that area. He uses the example of skills and talks about 3 types of skills: critical skills, new skills, and classic skills (dust off skills you already have). Jon gives the link to get the first chapter of *Do Over* where he talks about the Career Savings Account with the diagram. (<https://acuff.me/doover>)

42:38: Jon talks about his last book, *Finish: Give Yourself the Gift of Done*. There are millions of people who start goals, but very few finish them. He talks about the beginning vs the middle vs the finish of a goal. "Starting is fun, but the future belongs to Finishers."

44:55: Jon talks about one of Heidi's favorite chapters from *Finish* called, "The Day After Perfect." He talks about how the day after perfect is the most dangerous day for a goal. He talks about perfectionists and how they won't even start if they can't do things perfectly. "My goal is to run 3 miles a day, I don't have time to run 3, so I'm going to run 0." Heidi mentions other favorite chapters: "Cut Your Goal in Half," "Choose What to Bomb," and "The Day Before Done."

46:58: Jon talks about his favorite chapter from *Finish*: "Make It Fun If You Want It Done." You get more done if your goal has some fun parts. He talks about satisfaction and performance and how important they are in achieving a goal.

48:35: Jon talks about his next book about Overthinking. He discovered that 99.5% of people struggle with overthinking. It steals time, creativity, and productivity—it's the most expensive thing people invest in without even knowing. He hopes the book will offer fun, tangible, and actionable steps to help readers deal with overthinking. Heidi talks about analysis paralysis.

51:22: Jon talks about how he suffered from overthinking when writing *Do Over*. He talks about how he chooses the topic for his next book.

56:00: Rapid fire questions and answers.

58:00: Heidi and Jon take an interview selfie. Jon shares how viewers can connect with him.

End of interview.

Connect with Jon:

- Website: [acuff.me](https://acuff.me)
- IG, FB, and TW: @jonacuff
- LinkedIn: Jon Acuff
- YouTube: Jon Acuff
- Jon also offers free weekly advice in these areas: entrepreneurship, writing, health, and speaking. You can sign up for these emails on his site!