

— THE —
FOUNDATION

**ACTION
GUIDE**

JOSH ISAAK

F

THE FOUNDATION

ACTION GUIDE

THE FOUNDATION

I've Made It – The Foundation Class of 2013

Josh Isaak – [My Sky](#)

Before [The Foundation](#) Josh saw himself as a quitter and knew he was going to fail at whatever he did. Today? He crushed through the inner voices that held him back and knows that failure is an event, not a definition. He is someone who takes action. He is someone who can help small businesses. And that's what he's doing with My Sky. When Josh gave his Vegas talk he already had 67 presales and over 100 users. Below are the main action steps from Josh's talk that you can apply to your life and business.

1. How fast can you go?

The most important thing for growth in a business is speed of implementation. How quickly can you shorten the gaps between ideas and actions.

Josh started out focusing on one niche, then he had an idea. "What if I serve all small businesses?" At this point, it was just a question...and idea. Josh took action and started meeting with and calling more small businesses. This shift alone led to 48 presales.

What idea do you have? How long has it been sitting on the shelf collecting dust? When will you take action? Write it down.

2. Find your 20 mile march.

The term "20 mile march" comes from Jim Collins who tells the story of two explorers and their teams competing to see who would make it to the South Pole first. One team walked as far as they could on sunny days and walked few miles in bad weather. The other team just focused on walking 20 miles regardless of weather. The second team won.

Over time consistent action will take you farther than random bursts of energy. For Josh, his 20 mile march was making calls for one hour every morning. What's the one action, if done consistently, would help your business most?

3. Don't go it alone.

Josh said "good things happen alone, great things happen with others." There will be times when you have to put your head down, shut everything out and work. But if you don't have a community of others you can tap into for encouragement and support, you're on your way to burn out. Being an entrepreneur is hard for everyone. You need people who understand what you're dealing with.

Who are three people who understand what it's like to be an entrepreneur that you can contact for support?

About the Foundation:

We Redefine How Startups, Startup.

1,000,000 Entrepreneurs with their first customer by 2020.

That's the vision.

We believe the world is a better place when there are more entrepreneurs in it, and we believe there would be more entrepreneurs if they knew how simple it was to get started.

Using our 5 part framework for launching companies from nothing, The Foundation squashes any objection any entrepreneur has for not getting started.

Finally, it's possible to get started when you don't have any resources available to you.

Don't have any idea what to build? Use idea extraction.

Don't know how to code? Leverage experts using The Foundation framework.

Limited money to build your product? Sell in advance before the product exists, ethically.

The Foundation deep dives into these three areas in depth. Any starting Entrepreneur can finally get started with The Foundation framework.

Email podcast@thefoundation.com and let us know how we can help. Include "Action Guide" in the subject line and we'll send you our Copywriting Checklist – a top seller on App Sumo that will improve your copy overnight.

Learn more at TheFoundation.com