

Just Do It!

by Grace Cirocco

It is not because things are difficult that we do not dare, it is because we do not dare that they are difficult. —Seneca

Everyone admires those who can just do it. That's why the Nike ads were so successful—they resonated with people. We want to do it, but we feel impotent. We often make it so difficult for ourselves. We procrastinate. We're scared. We blame it on perfectionism. We blame our circumstances on the weather, our parents, spouses and kids. We say we're not ready; we need to do more research or get another degree or additional credentials. We complain about all those things we still haven't done and yet we postpone taking action. When will we be ready to just do it?

When I lived in San Diego, California, I produced an afternoon radio program that went to air live from 3 to 6 p.m. I used to arrive early and start digging for good stories to feature. I was always searching for what we called in the business "good radio"—people and stories that would touch the heart and add value to daily life. My search for the perfect show could have been endless. There was always one more telephone call I needed to make or one more lead to chase down. But every day at 3 p.m. I had to go to air with a show. There could be no more preparing or postponing. It was showtime. I was forced to just do it.

Wouldn't it be great if our lives worked like a certain time every day or week, our "producer" walked in and said: "Okay, enough procrastination. It's showtime. Just do it!" If you were forced to just do it, how would your life be different today? What have you been postponing? What projects or dreams have you put on the shelf? What "undone" is yearning for completion?

Sometimes we can't do it until we get a sign, a nod or a push from someone. In a workshop I was teaching once, a woman stood up, walked over to the microphone and said, "I want to do what you're doing for French Canada. I want to motivate and empower people just like you." I looked at her and said enthusiastically, "Well, just do it!" Everyone broke into applause and

the woman sat down. When this woman got home, she wrote me to say how significant my words had been for her. Hearing me say "just do it" right then had been a magical and decisive moment for her. It was the push she needed to get unstuck and move her life forward. Today she designs and conducts personal growth workshops and she encourages others to just do it.



We often think there must be a complicated magical code that would make things a lot easier, if only we could crack it. The truth is that the magic is in you. Sometimes all you need to do is to give yourself permission to just do it. Take advantage of those moments your soul is on fire with inspiration; the times you feel bold and courageous...pick up the phone, open your mouth and take a step.

If you don't feel you have a compass to guide your next step, then ask yourself: "If I could do one thing that would move my personal life forward, what would that be? And "If I could do one thing that would move my professional life forward, what would that be?" Make two lists and then break them down into small

steps. Every day take a tiny baby-step forward and eventually you will be on the other side of your bridge, eventually you will accomplish your goals. Baby-steps accumulate like compound interest. Action will empower you. It will grow your self-esteem. Action breeds courage and courage is needed to keep taking risks.

The piano has 88 keys and before we die our soul wants, needs to hear our song played on all of them. I encourage you to keep planting seeds—read, listen, network. Learn. Stay alert to synchronicities...those magical coincidences that bring the right person or opportunity to your doorstep. Those are often your higher guides at work. Don't let fear stop you from actualizing your heart's calling. Make fear your friend and still take the step. That's what it means to just do it. **BWC**



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