



Cut The Crap

How To Get Real and Gain Career Clarity



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Welcome

First off, let me thank you for signing up for my eBook but more importantly taking the time to actually read it. I know as a consumer you are hit with plenty of ads from people promising you everything under the sun. So, I just wanted to let you know I appreciate you!

Who Am I?

Before we begin, I would like to talk about myself. No, this is not out of vanity, nor is it an ego play. I think it's essential to explain who I am and where I come from. I am a big believer in being very careful about whose advice you listen to. You will notice in life that a lot of people want to give you advice about things they know nothing about.

So, who am I, why should you care about what I have to say?

Well, the first part is simple to answer. My name is Kyle and I am the Founder of To The Next Step. We help individuals gain clarity in their careers and overall life purpose. This includes career transitions, starting a side hustle or launching a business and transitioning out of their 9 to 5 corporate job into something that aligns with the life they want to live.

Also, I am a clarity coach, branding strategist, and published author. Why is that relevant?

Well, if you are looking to get advice from someone who has actually put his money where his mouth is, I'm your guy.

Who Is This For?

Everyone! Okay, that's a lie. If you are super rich or super lazy, this book won't do you much good. This is for anyone who feels lost in their career and maybe even their life. You may be miserable all the time or just at work.

Perhaps you can't shake this nagging feeling that you were meant for more. As if there must be more to life than what you are currently doing. If this sounds familiar, I wrote this book for you.

If you are ready to change careers and start doing something you actually enjoy, here's a book for you! If you want to start your own side hustle, let's start with this book! If you are finally ready to start your own business and leave the 9 to 5 forever, well guess what this book is going to talk about!

What Should You Know?

Before we begin, there is something you should know about me. I'm real and I'm honest. I'm not playing a character to make money like these people who deliver the news every night. I say what I believe and sometimes I say things that most people would disagree with. It doesn't mean I'm wrong, it usually means what I'm saying makes them uncomfortable.

So, as we have this conversation today, I may say a few things you don't like. If that causes you to close this book, then okay. However, if you can't handle me, I highly doubt you'll be able to handle the real world out there. There is a reason you chose to read an eBook with "clarity" in the title. Something in your life needs to change.

I will make you one promise. I wrote this eBook to get your life to a better place. It might just be a little uncomfortable at the start.

We good? Okay! Let's get started!



Step #1: Creating A New Mindset

You've Been Down This Road Before?

Stop me if you have been through this before. You want to make a change in some area of your life. You are motivated and ready to go. You even go so far as to create a plan and purchase some sort of tool, software or course to help make this massive change you seek. At first, it starts out great. Then, slowly but sure, you slip back into your old ways. Before you know it, it's back to the same old you.

First off, let me be clear. There is nothing wrong with you. I love you! Okay, I don't love you, but you downloaded my book, so I like you! If the scenario I described above has happened to you before it probably left you feeling pretty crappy about yourself. Perhaps you were trying to lose weight, learn a new skill, or just become a more positive individual. When it didn't work out, you felt lazy, disappointed and defeated. Good news is, it's not totally your fault.

Your Brain Is Not Your Friend

Your brain's primary purpose in life is to keep you safe. It does not care if you are happy. Your brain is always trying to protect you from anything it perceives as a threat. This

includes anything new, unknown, uncomfortable or painful. It is much happier when you do the same thing every single day.

For example, if you are thinking about the gym, your brain isn't happy. Why? Because it equates the gym with negative feelings. It does not take into consideration the long-term positive feelings associated with weight loss and improved self esteem. All it knows is that you would feel much safer in the short term if you sat on your couch and watched Netflix until bedtime.

Time To Get Weird

If you are going to find clarity in your career and life, you have to get comfortable with being uncomfortable. The reason so many people are unhappy is that they are too scared to try something new because it's difficult and makes them feel uneasy. After your initial motivation wears off, you are going to hit a period of discomfort. The only way you can gain clarity and make change is to make the painful choice to work through that uncomfortable period. Eventually, what you are doing will become your new normal and your brain will adapt accordingly.



Step #2: What Do You Want?

Are You Happy?

Be honest with me about something... Are you happy with the way your life turned out? If you answered no, you are not alone. I cannot tell you how many people have told me that this wasn't the life they expected. They are in debt from student loans; they are working a job they don't care about, and they rarely wake up feeling anything other than tired from the day before. Sound familiar?

Now, maybe you are happy. Perhaps, you found your soulmate, bought a beautiful home and have a couple of wonderful kids. Your personal life is fantastic. What about your professional life? What about that job you go to every single day? How's that working out for you? Ever wish you could do something different? If you do, you may think it's not possible to make a change due to all those responsibilities I just mentioned. Spoiler Alert: It is possible.

It's A Trap

Here's the problem that most people fall into. They go to school and do as they're told. Eventually, they apply for college not because they want to but because they think that's the

only way to be successful. Then, someone, somewhere sells them on the idea that you have to take out a bunch of loans and go to a "big name" school in order to stand out when applying to jobs in the workforce. So, you go into debt, graduate college, and enter the workforce.

Then, society tells you two lies that you believe since you are young and don't know any better. The first lie is that you are supposed to hate your job. The second lie is that this is the way it's supposed to be. So, you get a job you know very little about and when you realize it's not for you; you rationalize your discontent away by telling yourself that this is the way life is supposed to be. This is bullshit.

So, if you are ever going to find what you want in this life, you must stop listening to other people. These people are so scared of their own shadow or so upset that they never had the guts to chase their own dreams that they will do whatever it takes to drag you down to their level. The bottom line is, if you want to make a change and improve your life, you absolutely can do it.

What Needs To Change?

Nothing changes if nothing changes. You like that one? I stole it from Instagram. Normally, I stay away from the bumper sticker wisdom, but that one hits home. Look, I won't lie to you, change is hard. We already established that your brain is working against you and that any significant shift in attitude, mindset, or habits will be an uphill battle. I'm not trying to deter you. I just want you to be prepared for it so you don't give up the first time you hit a wall when trying to change your life.

If you are going to make a career change, what needs to happen? Well, first, you will need to find time to do this. If you already have a full-time job, this means that you will probably need to dedicate a few evenings and Saturdays to the cause. More importantly, how does your overall attitude and mindset need to change. Are you someone who feels confident about themselves? Do you think you have what it takes to gain clarity and move your life in a new direction? Your answer must be a resounding yes before you even try taking that first step.

What Are You Interested In?

Finally admitting you are unhappy with your career choices is a start, but it's also the easy part. Deciding you are going to begin the long journey to lasting change is just the beginning. The real challenge is figuring out what you want to do now. This is a complicated question that most likely cannot be completely solved just by reading an eBook but we can get the ball rolling in the right direction!

Before you get too overwhelmed trying to figure out what you should actually be doing with your life, try breaking it down into smaller steps. Think about what you are passionate about? What do you have a deep interest in? If I gave you a million dollars and let you pick any job you want, what would it be and why. The key is to get your brain moving in a different direction. It's time to start thinking

about what the rest of your life will look like.

So, What's Next?

Pick Your Adventure

Gaining career clarity is not just about figuring out what you are passionate about. It is also about how to turn that passion into something that makes you money. I believe in keeping it simple, so at some point in your journey needs to go down one of the following three roads.

Career Change

A lot of people in my position will tell you that working in an office is for chumps and that anyone who wants to succeed in life has to become an entrepreneur. Again, they are playing a character and all they care about is taking your money. They don't actually care what happens to you after you have consumed their content. I do. That is why, even though I hated working in an office, I still know that it's a perfectly valid career choice.

There are plenty of "9 to 5" jobs that pay great and provide an impact and purposeful life. The problem is, the one you want probably isn't the one you have. You are looking for a complete career shift. However, society is telling you this is not possible because you have bills and adult responsibilities to take care of. No matter your current situation, if you want something bad enough, you will find a way to make it happen.

Side Hustle

I love the term side hustle because it really encapsulates what this type of venture is all about. You have your full-time job that pays your bills, but then you have this other thing that allows you to be creative and make some extra money. A side hustle is great because if it takes a little while to get going, it's fine because everything else is covered. If you're not ready to leave your full-time job or perhaps you don't want too, then a side hustle

might be the ideal solution. You can finally inject some passion and meaning into your daily routine.

Launch A Business

This is the big one. Not only are you tired of your job and looking to leave your 9 to 5, but you have this idea in your head that will not

go away. You have a product or service that you want to share with the world because it's awesome, useful and will make you money. This is the toughest road, but it is also the most rewarding. It's also the path least traveled because it requires the most sacrifice and change.



Step #3: What's Stopping You?

This Isn't The First Time

I find it hard to believe that this is the first time you have had this conversation with someone or yourself. At this point, I feel like I know you and therefore I am going to throw out an educated guess that the idea of making a change in your career and life has crossed your mind before. Most likely, it popped into your head years ago and never left. Yet, if you had followed through, you probably wouldn't be reading this eBook. So what's stopping you?

The Fear

It's okay to admit you're afraid. The idea of making a change that will forever alter what you do and what you are known as is pretty terrifying. The thought of starting a business, putting your ideas out there to possibly get rejected can be very frightening. Being successful is not about getting rid of the fear.

Honestly, it's about being afraid and doing it, anyway.

Here's the vicious cycle most people go through. They finally declare they are unhappy at work and want to do something different with their lives. Then, they map out the plan either in their head or on paper. At first they are very excited and eager to get going. Then, doubt creeps in about whether they can actually do it. This is followed by thinking about everything that would go into this change. Finally, they share the idea with someone and who tells them it's bad and they shouldn't even try it. Finally, the idea dies before it ever has a chance to live.

What Other People Think

If you only listen to one piece of advice throughout this entire conversation, let it be

this: When you have the courage to chase your dreams, you awaken something in other people that reminds them they never had the courage to chase theirs. When you decide you are going to make a change or do something special, some people in your life will try to derail you. They will try to shoot down your ideas and tell you all the reasons you shouldn't do it.

This is because they are jealous and upset. They are jealous that you are making changes to improve your situation while they are just staying miserable. They will become envious that you are posting about your side hustle on Instagram or promoting your business on Facebook. They will become angry that you are enjoying your work and they are not. Not everyone will be like this, but you must watch out for the ones who do.

If you are ever going to go anywhere in life, stop caring what other people think. If you really think about it, their opinions are both unsolicited and uneducated. How could anyone you know have a valuable opinion about your ideas? They are your ideas! It's your business! Unless someone has already done exactly what you are doing, their opinion literally means nothing. I beg of you, do not let the opinions of others stop you from living the life that you want.

Your Current Situation

Another reason people are hesitant to follow through on their desires is the current life situation they find themselves in. For example, you may hate your job but love your personal life. You may have a spouse, kids and a mortgage. Your career choice isn't what you thought it would be but it does pay the bills and support your family. Besides fear, this is the biggest reason people shy away from what they really want.

I quit my job during a global pandemic and economic recession. With a mortgage due ev-

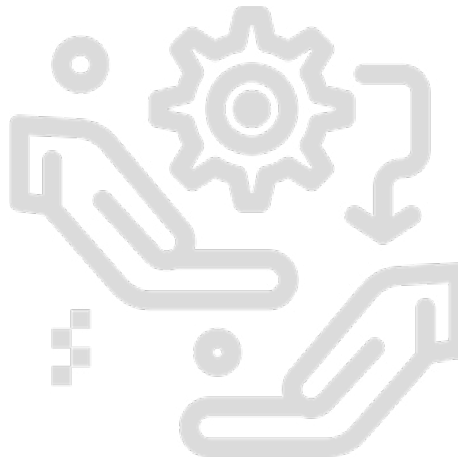
ery month and a pregnant wife to support, I told my boss I was done and I left a steady paycheck behind. Sounds pretty stupid huh? Well, it depends which way you look at it. First, I was not happy at my job and it was impacting my mental health. Second, I had spent the last few years building up additional streams of income to replace that steady paycheck. Lastly, I know that what I have planned for my business will provide for my family in ways a regular job couldn't.

Yes, it feels safer to keep doing what you are doing than to try something new. However, do you really want your kids to see a parent who comes home miserable everyday? Do you really want to risk losing your job due to things that are completely outside of your control? Wouldn't that idea you're thinking about make more money in the long term anyway?

It's About The Money

Speaking of money, let's tackle this one while we are at it. Does it cost money to start a side hustle or business? Yes. Will switching careers possibly result in a salary decrease? Maybe. That is why, unlike the other hacks out there, I am not proposing you quit your job tomorrow and declare your independence like Mel Gibson in Braveheart. Gaining clarity and invoking change takes time and patience.

I get so mad when I see someone on a TV show proclaim they quit their job to follow their dreams. It is completely unrealistic and misleading. Making this type of change is a transition that takes time. You start by finding ways to build up your new skills or business in your free time. This might mean taking an on-line course or volunteering your services. If you want to start a business, you will have to start small and build your brand while still working your day job. That is how you get around the issue of not having enough money.



Step #4: Do Something About It

Start Up or Shut Up

It's time to get real. The only person who can make any of this happen is you. Even if you become one of my coaching clients, I still cannot do everything for you. You are the only who can make this thing happen. If you are going to keep making excuses, then you might as well just shut up and go home. Sorry, but that's the brutal truth that needs to be said.

Here's another cold, hard fact: No one is coming to save you. No one can save you from your current situation or deliver you the future you want. I can certainly help and guide you, but ultimately you are the only who has to make the commitment and sacrifice. You are the one who has to stand up and decide enough is enough, and it's time for a change.

Where Do You Want To End Up?

I want you to close your eyes and imagine yourself as a 90-year-old sitting on your porch. What does your house look like? What kind of life did you live? What type of memories are you recalling? Then I want you to think about your obituary. What will it say? Who do you help? What impact did you make on the world? Bottom line, where do you want this

journey to end?

What would bring you that satisfaction and fulfillment you've been chasing after? Perhaps it's making enough money to retire at a certain age. Maybe it's helping a certain group of people, creating a popular product or just working in a different industry. What do you want to be able to say you spent the majority of your time doing? If you already have the answer, great! If not, don't worry, it will come to you.

Who Needs To Be On Board?

Like we said before, it doesn't matter what your friends and most family members think about this. To be honest, I wouldn't even tell them until things really get rolling. However, you will need a few key people to get onboard with this idea. These are the people who act as your support system during the difficult times.

The first is your spouse or significant other. When you are ready, you need to sit them down and explain what you want to do and why. Do not get upset if they do not greet the idea with open arms at first. Give them

time to digest your plan and ask their questions. If they love you, they will support you. The second is anyone else who will be directly impacted by your choices, such as your kids and people who count on you for things. You don't necessarily need their permission but they should have a clear idea of what you are doing and the type of support you will need out of them.

What Will It Take?

Getting over the major obstacle of "starting" is only half your battle. I have known plenty of people who have started an idea only to stop as soon as they had to make sacrifices or do things they don't want to do. So, I need you to get super clear on a few things before you move forward. This way, when they come up, you can quickly dispatch them and keep moving forward.

You will have to make sacrifices. Be prepared to work evening and weekends while you build your company, learn a new skill, or apply to jobs. You are going to face times where you will feel too tired from the day to keep working. You will want to quit. You will begin to rationalize thoughts about why it's okay to give up or that you'll be fine staying at your day job. You will have to skip going out and getting drunk because you need to wake up early to do work. You need to be ready to make the sacrifices necessary. It will be difficult at first, but coming from someone who has made them, the result is absolutely worth it.

So, What's Next For You?

It's your move now. I got very real with you in this book about what the problem is and why you need to do something about it. However, your next move is the most important one. Are you going to exit this browser tab and go back to your disappointing career? Will you slowly forget about the things I said and continue on your way towards a life of mediocrity and boredom?

Or will you rise up and declare that today is the start of something special? Today is the day that you make the first in a series of changes to gain career clarity and create a life that you will actually enjoy living. The choice is up to you.

Let's Chat

If this book got you pumped up, excited, or even mildly curious, I would love to speak with you about it.

Sign up for an absolutely FREE, no-strings attached, hour long coaching session with me. Unlike other coaches, this is not going to be a sales pitch. You can ask me anything you want and I will help you take that first step towards career clarity.

I hope I get to speak to you soon, but regardless, my true wish is that you begin living the life you deserve.

Live The Dream,
Kyle Grappone
Founder of To The Next Step LLC

About Kyle

Kyle Grappone is the Founder of To The Next Step, a clarity coaching and accountability program designed to help people gain clarity in their lives and pursue the career and future they want and deserve. He is also a published author, motivational speaker and branding strategist. He lives in the United States with his wife, daughter, and dog.



About To The Next Step LLC

To The Next Step is an educational coaching company that focuses on providing career clarity for individuals who want to achieve more in their daily lives. They offer clarity coaching, online courses, keynote talks, group workshops, free resources, and brand strategy services. To learn more, visit www.ToTheNextStep.org.

