

Go Ahead, Start A Movement

Insights to Help You Take Your
Message to the World

Joseph Ranseth

An Actionable Business Journal



The insights shared in this book are intended to be catalysts to get your mind thinking about the movement you have within you. If you want to get a bigger picture of what your movement really is and how these concepts tie together in a larger framework, I'd love to give you a free copy to the blueprint on How To Start A Movement.

JosephRanseth.com/aha

Go Ahead, Start A Movement (Book Excerpt)

Insights to Help You Take Your Message to the World

Joseph Ranseth



An Actionable Business Journal

E-mail: info@thinkaha.com
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

Copyright © 2018, Joseph Ranseth

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means other than through the AHAtat platform or with the same attribution shown in AHAtat without written permission from the publisher.

⇒ Please go to
<http://aha.pub/StartAMovement> to read this AHAbok and to
share the individual
AHAmessages that resonate with you.

Published by THiNKaha®
20660 Stevens Creek Blvd., Suite 210, Cupertino, CA 95014
<http://thinkaha.com>
E-mail: info@thinkaha.com

First Printing: March 2018
Hardcover ISBN: 978-1-61699-258-3 1-61699-258-1
Paperback ISBN: 978-1-61699-257-6 1-61699-257-3
eBook ISBN: 978-1-61699-259-0 1-61699-259-X
Place of Publication: Silicon Valley, California, USA
Paperback Library of Congress Number: 2018902276

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Neither THiNKaha, nor any of its imprints, can attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible. The information provided is on an “as is” basis. The author(s), publisher, and their agents assume no responsibility for errors or omissions. Nor do they assume liability or responsibility to any person or entity with respect to any loss or damages arising from the use of information contained herein.

Acknowledgements

The world is full of dreamers and change-makers, who are living lives dedicated to serving other people, their local communities, and the planet as a whole. I honor your contribution and the inspiration you are to me and my work, as well as the rest of the world. Keep up the amazing work, it's why you're here.

Dedication

For Winter, your courage and contribution inspire me every day.

For Enoch, your smile reminds me that good is always present.

How to Read a THiNKaha® Book

A Note from the Publisher

The THiNKaha series is the CliffsNotes of the 21st century. The value of these books is that they are contextual in nature. Although the actual words won't change, their meaning will change every time you read one as your context will change. Experience your own "AHA!" moments ("AHAMessages™") with a THiNKaha book; AHAMessages are looked at as "actionable" moments—think of a specific project you're working on, an event, a sales deal, a personal issue, etc. and see how the AHAMessages in this book can inspire your own AHAMessages, something that you can specifically act on. Here's how to read one of these books and have it work for you:

1. Read a THiNKaha book (these slim and handy books should only take about 15–20 minutes of your time!) and write down one to three actionable items you thought of while reading it. Each journal-style THiNKaha book is equipped with space for you to write down your notes and thoughts underneath each AHAMessage.
2. Mark your calendar to re-read this book again in 30 days.
3. Repeat step #1 and write down one to three more AHAMessages that grab you this time. I guarantee that they will be different than the first time. BTW: this is also a great time to reflect on the actions taken from the last set of AHAMessages you wrote down.

After reading a THiNKaha book, writing down your AHAMessages, re-reading it, and writing down more AHAMessages, you'll begin to see how these books contextually apply to you. THiNKaha books advocate for continuous, lifelong learning. They will help you transform your ahas into actionable items with tangible results until you no longer have to say "AHA!" to these moments—they'll become part of your daily practice as you continue to grow and learn.

As The AHA Guy at THiNKaha, I definitely practice what I preach. I read 2-3 AHAbooks a month in addition to those that we publish and take away two to three different action items from each of them every time. Please e-mail me your AHAs today!

Mitchell Levy
publisher@thinkaha.com



BOOK EXCERPT Table of Contents

Introduction

Section I. You Have A Movement

Section III: Arriving Through Adversity

About the Author

Contents

This is the Table of Contents (TOC) from the book for your reference.

Introduction	11
Section I You Have A Movement	13
Section II Arriving Through Adversity	31
Section III Your Big Idea	51
Section IV A Clear Message	69
Section V An Army of Advocates	87
Section VI Finding Your Zero	101
About the Author	121

Introduction

There is an inner yearning within each of us. A faint but powerful whisper telling us that there's something more. That we're destined to have a bigger impact than we're having now. A voice that once expressed, will inspire others to their own greatness and in a very profound way, make the world better. This is your movement, and if you've ever felt a pull that you could be having a bigger impact, then you know that life is calling your movement to come out from within you. This is why you are here.

The content in this book is based on the Take Your Message to the World™ framework developed by Joseph Ranseth and used by his clients around the world. For nearly fifteen years, Joseph has been helping people transform their lives and organizations using the blueprint and principles that transformational leaders such as Gandhi and Dr. King used to change the world. As a sought-after speaker and transformational coach, Joseph is on a mission to "transform the transformers" by empowering authors, speakers, coaches, and other purpose-driven entrepreneurs with the tools they need to increase their reach and impact and to move their business beyond transactions to transformation.

Take your time with the material in this book. Reflect on it and allow yourself to open up to a greater degree of impact that you know you were put here to have.

Go ahead, start a movement.



Share the AHA messages from this book socially by going to
<http://aha.pub/StartAMovement>.

Section I

You Have A Movement

There is an inner whisper inside of you telling you that you have a message and a mission to share with the world. When you listen to that voice and align with your true source of power, you can turn that message into a movement. This book outlines the steps to do just that.

Go ahead, start a movement.

1

There is an inner yearning within each of us: a faint but powerful whisper that tells us that there's something more, that we're destined to have a bigger impact than we do now.

2

Listening and acting upon your inner voice inspires others to their own greatness and in a very tangible way, makes the world better.

3

You were put here to do something meaningful. That
meaningful thing is your personal movement.

4

How do you know that the world needs you?
Because you're here.

5

If you had 1 minute and the entire world's attention, what would you want to share? This might be a clue to your movement.

6

You were put here to do something far more important
than simply make a living. You have a movement
worth living for.

7

We change the world not by what we do,
but by who we become.



Share the AHA messages from this book socially by going to
<http://aha.pub/StartAMovement>.

Section II

Arriving Through Adversity

Gandhi didn't liberate India from a vacuum, and Dr. King didn't take up the cause of civil rights just because he was bored. They started their movements because there was an adversity facing them and their communities. In a similar way, the adversities we face in our individual lives plant the seed for the gift that we can bring to the world to create transformation.

As you read this section, take note that the adversity in your life isn't an obstacle to your movement, it is your movement.

25

The obstacles you face in life aren't getting in the way of your personal movement, they ARE your movement.

26

Gandhi & Dr. King didn't become heroes because they had the strength to overcome their adversities; they knew how to transform adversities into strength to do even greater things.

27

Transforming your own adversity into something beautiful elevates the consciousness of the planet.

28

Embracing your adversities is a transformative gift to the planet.

29

If it stirs an emotion, it carries a lesson.

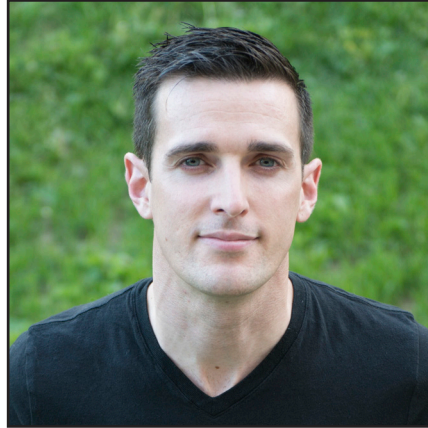
30

Performance = potential - resistance.

31

Things do NOT happen for a reason. They happen,
then we get to choose the reason.

About the Author



Joseph Ranseth

You have a movement within you; Joseph wants to help. As a speaker, author, and transformationist for over fifteen years, Joseph Ranseth has been helping people transform their lives and organizations using the same blueprint and principles that transformational leaders like Gandhi and Dr. King used to change the world. He has been a featured expert on national television, including Fox News, CBS, CTV, CBC, etc., in leading industry publications, such as Advertising Age, and has been recognized several times by the Huffington Post for using social media to inspire the world. A popular speaker, Joseph is the host of several events, including the Global Influence Summit, an annual event that helps speakers, authors, coaches, and purpose-driven entrepreneurs increase their reach and impact so they can take their movements to the world.



AHAthat makes it easy to share, author, and promote content. There are over 40,000 quotes (AHAMessages™) by thought leaders from around the world that you can share in seconds for free.

For those who want to author their own book, we have time-tested proven processes that allow you to write your AHAbook™ of 140 digestible, bite-sized morsels in eight hours or less. Once your content is on AHAthat, you have a customized link that you can use to have your fans/advocates share your content and help grow your network.

➡ Start sharing: <https://AHAtat.com>

➡ Start authoring: <https://AHAtat.com/Author>



Please go directly to this book in AHAthat and share each AHAMessage socially at <http://aha.pub/StartAMovement>.

Go Ahead, Start A Movement™

- The world doesn't need *another* unique selling proposition. It needs Big Ideas that inspire the world to be a better place.
- We don't create impact by making ourselves significant, we become significant because of the impact we make on others.
- Transforming your own adversity into something beautiful elevates the consciousness of the planet.
- What if this very moment was exactly why you were alive? What will you do with it?
- When people see a picture of Martin Luther King Jr., they think: "I have a dream." What do they think of when they see you?



Joseph Ranseth helps purpose-driven entrepreneurs transform lives and businesses using the same blueprint and principles that transformational leaders like Gandhi and Dr. King used to change the world. Go Ahead, Start A Movement™.

BUSINESS & ECONOMICS: LEADERSHIP

\$ 19.95 US

THiNKaha

<http://thinkaha.com>

