



This is your call to  
*Start Now:*  
Empowering  
Your Journey

INSPIRED BY THAMMY NGUYEN GOUGH

# *Introduction*



Every person has a calling—a whisper inside that says, “There’s more for you out there.” You might feel it during quiet moments, or maybe it’s been building over the years, a steady hum in the background, waiting for you to listen. But life is busy, and it’s easy to put off dreams and ambitions for “someday.” We tell ourselves we’ll start when we’re ready, when the timing is right, or when we have everything figured out. But the truth is, waiting for the perfect moment often keeps us stuck exactly where we are.

This ebooklet is your reminder, your wake-up call: The best time to start is now. Whatever your goal—whether it’s launching a business, picking up a passion project, changing careers, or setting out on a path that excites you—everything you need to begin is already within you. This isn’t about waiting to feel perfectly prepared or confident; it’s about finding the courage to take action anyway.

Drawing inspiration from the journey of my life, Ireland's first-ever female weightlifting medalist, entrepreneur - this ebooklet explores the power of starting, even when things are uncertain. I hope my story shows you that every achievement starts with a decision, often long before we feel ready.

By taking one small step forward, I carved a path in both sports and business, proving that success is born not from having all the answers but from having the courage to begin. My journey is a powerful example that shows us we don't need ideal circumstances; we only need the drive to take that first step and keep going.

Over the next five chapters, we'll dive into what it takes to shift from dreaming to doing, overcoming fears and doubts, and turning your inspiration into a meaningful reality. We'll explore how to find your deeper purpose, build resilience, and celebrate every step of progress you make. This is your guide to launching forward, even if that first step feels daunting. Embrace the thrill of the unknown, trust that the journey will shape you, and remember—starting is the most powerful decision you can make.

Let's start!

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# 01

## *Chapter One*

### The Power of Now

In the journey to start something new, now is the most powerful moment. Waiting for the “right time” often leads to stagnation, as there is always another excuse or a better opportunity around the corner. Here, we’ll examine the core idea that taking action in the present moment is one of the most decisive choices you can make.



## *The Trap of Perfectionism*

### How Perfectionism Can Delay Progress and Why “Done Is Better Than Perfect”

We’ve all been there: staring at a project, feeling the pressure to make it perfect before we dare to share it. Perfectionism can feel noble. It seems to show how much we care about doing a great job. But in reality, it often becomes a burden that holds us back. The desire to get everything just right can turn into a never-ending cycle of planning and tweaking. You find yourself thinking, “Just one more change and then I’ll be ready.” And before you know it, days or even weeks have gone by, and you still haven’t hit “send” or “publish?”

At its heart, perfectionism is often a mask for fear. It’s the belief that if we can just nail it perfectly, we won’t face criticism or failure.

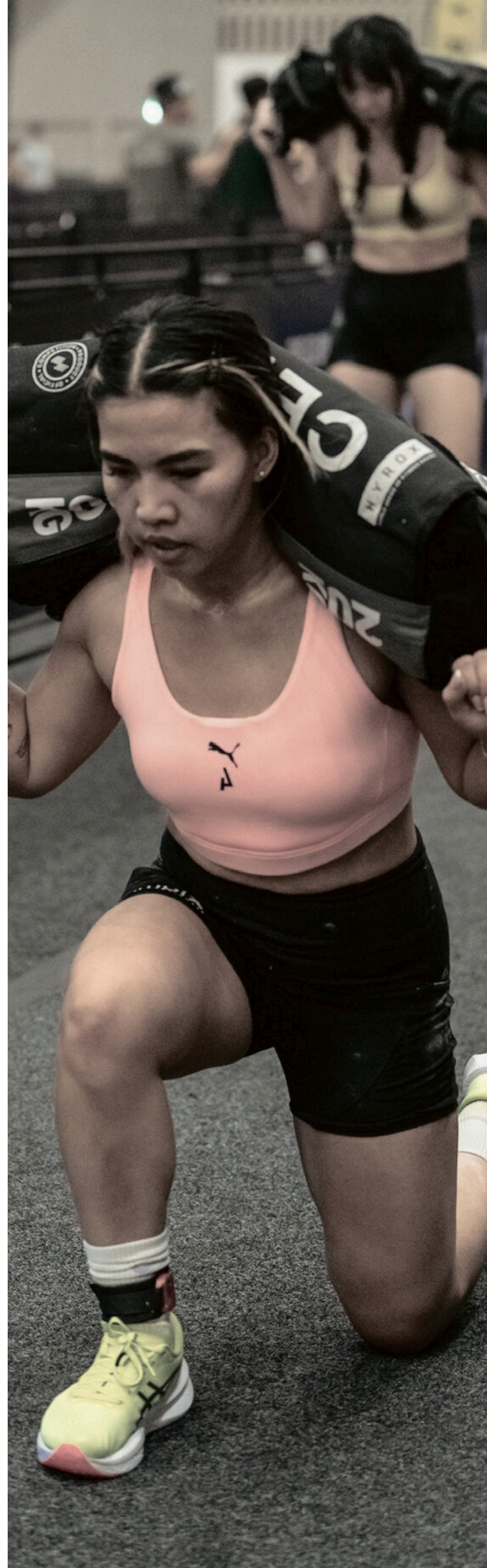
But here’s the reality: every successful person you admire has moments where they put something out there that wasn’t perfect - this includes me. They started with “good enough” and improved from there. When you take imperfect action, you start building momentum. Each step you take gives you more clarity and confidence.

There were plenty of times I've thought of the perfect business plan, but it didn't work out. Visualized the perfect lift, but I missed the lift. Made the perfect reel, but got no views. Opened a salon, but it closed down after a year.

So, let's embrace this idea: "Done is better than perfect." The aim isn't to create something flawless on the first try; it's about starting, creating, sharing, and learning along the way. Everyday is a new process, Rome wasn't built in a day. It took years and blocks and many days and night to build Rome.

Perfection will come as you grow, but only if you're willing to put your work out there and let it take on a life of its own. Remember, it's perfectly okay to make mistakes. They're often the stepping stones to something great.

My most valuable lessons in learning is when I have failed something in business or life or training.



# *Overcoming the Fear of Failure:*

## Recognizing That Fear Is Natural and That Courage Grows by Taking Action Despite That Fear

Fear of failure is universal. Everyone hears that little voice whispering, “What if it doesn’t work? What if I fail?” It’s uncomfortable and can be powerful enough to hold us back from moving forward.

For me, fear became real when I failed to qualify for the Olympics. My biggest fear was falling short—and I did. I trained with that fear looming over me every single day. And when the moment came, I didn’t make the team. It was devastating.

But here’s the truth about fear: it’s not something you can eliminate. It’s something you need to recognize and accept. Waiting for fear to vanish only keeps you stuck because it will never disappear entirely. The goal isn’t to be fearless—it’s to act despite the fear.

Even after that failure, fear followed me into new challenges. I was scared no one would show up for my CrossFit gym’s opening day. But instead of letting fear stop me, I pushed through and opened the gym anyway.

Fear can be reframed. Instead of seeing it as a red flag to avoid something, treat it as a signal that you’re stepping into new, meaningful territory. Fear means you’re taking a risk—and without risk, there’s no reward.

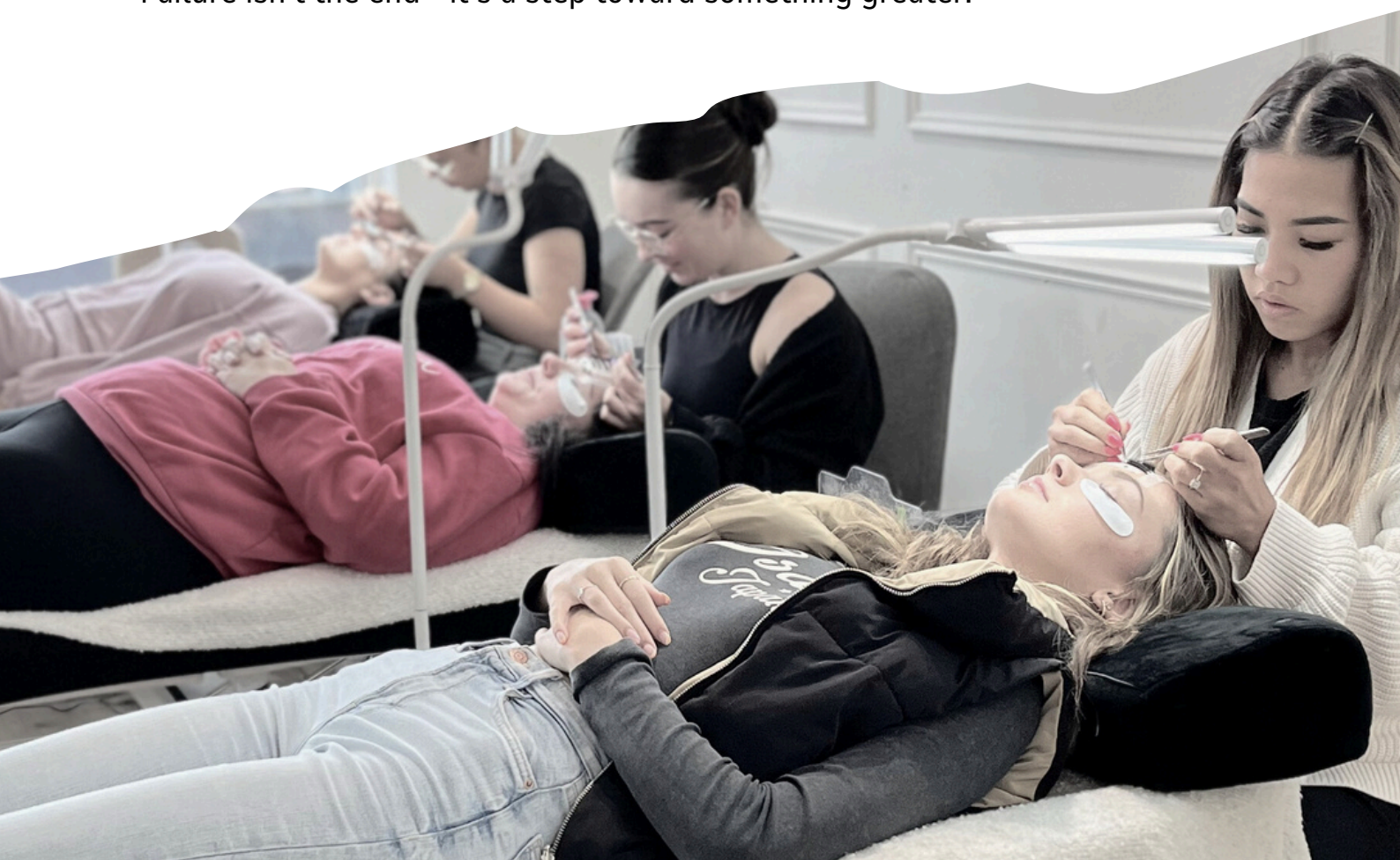



People often mistake courage for the absence of fear, but true courage is feeling the fear and moving forward anyway. With every step you take despite fear, you strengthen your confidence and resilience. Courage becomes like a muscle—it grows through use. It's an internal battle: you vs. you.

When I, Thammy Gough, started my own path at just 17, I faced my fears head-on. I took a €1,000 loan to buy eyelash stock, not knowing if it would sell. That leap of faith turned into hundreds of thousands of euros in revenue. By choosing action over retreat, I built the foundation for my success.

Fear is a natural part of any journey, but it doesn't have to be in the driver's seat. Courage is born through action. The more you step into the unknown, the more confident you'll become.

And if you fail? SO WHAT?! At least you tried. That's what truly matters. Failure isn't the end—it's a step toward something greater.





*Napoleon Hill*

'Don't wait.

The time will never be just right.'

## *Mindset Shifts:*

Understanding the Importance of Developing a Mindset Focused on Growth Rather Than Achieving Immediate Results

Your mindset shapes your experience and ultimately determines your success. More importantly, the journey itself refines your mindset, helping you grow stronger, wiser, and more resilient along the way.

Many people approach new goals with a fixed mindset, focusing solely on achieving fast results to validate their worth. This often leads to frustration when progress is slow or when challenges arise. Success feels fleeting, and setbacks can feel insurmountable.

When I started my journey with Thammy Lash, I began with just one client a week. The next week, I had two. Six months later, I was averaging three clients a week. It took two years of slow, steady growth before I became so busy that I needed to hire staff.



Now, at 28 years old, I can reflect on this journey—nine years in the making—and appreciate how patience and persistence turned small beginnings into a thriving business.

A growth mindset, by contrast, sees setbacks and efforts as stepping stones to improvement. Mistakes aren't failures; they're feedback. Every stumble teaches you what works, what doesn't, and how to adjust. I thrive on learning and growing—whether it's in business, sports, or life. You never truly stop learning.

This perspective shift allows you to focus on the process, not just the outcome. A growth mindset fosters patience, encouraging you to see the value in small steps forward. Progress may be slower than expected, but every small win adds up. It's about staying committed to the journey, celebrating incremental improvements, and trusting that the graph of your growth will eventually lead to the peak.

For me, this mindset empowered me to take on new challenges. After achieving my entrepreneurial dreams, I returned to weightlifting—not because I needed to prove anything, but because I wanted to grow. I wanted to test myself, to learn, and to improve again.

Why keep pushing after achieving so much? Because I love the challenge. Growth isn't a destination—it's a continuous journey of bettering yourself, one step at a time. With a growth mindset, every step, no matter how small, brings you closer to becoming the best version of yourself.