

The Start Switch toolkit

The Start Switch isn't just a book.

It's a launchpad.

This toolkit is designed to move you from "I'll start soon" to "I'm building now."

No theory. No fluff. Just moves.

The Start Switch checklist

If you're stuck, read this out loud:

- ☒ I know who I'm building for
- ☒ I can explain my idea in one sentence
- ☒ I've shared a rough version publicly
- ☒ I've received at least one piece of real feedback
- ☒ I'm tracking effort, not just results
- ☒ I've committed to one small, consistent action
- ☒ I've talked to someone about it this week

Hit 5 out of 7? You're no longer stuck. You're in motion.

Hit all 7? You've already flipped the switch.

Minimum Viable Action menu

If it's not launchable by Friday, it's too complicated.

Pick one. Do it. That's your next move.

- Post your Day 1 on Twitter or LinkedIn
- Create a Stripe payment link and DM it to 3 people
- Set up a one-page site (Carrd or Typedream) with your offer
- Record a 2-minute Loom walkthrough of your idea
- Offer your service to someone—even free—and ask for feedback
- Run a poll: “Would this help you?”
- Share your idea in a community you trust
- Start ugly. Start anyway.

Done > Perfect.

Live > Private.

Imperfect > Invisible.

The Switch Curve™ (Your real roadmap)

Every idea moves through 5 phases.

The ones that survive don't skip the Bend—they outlast it.

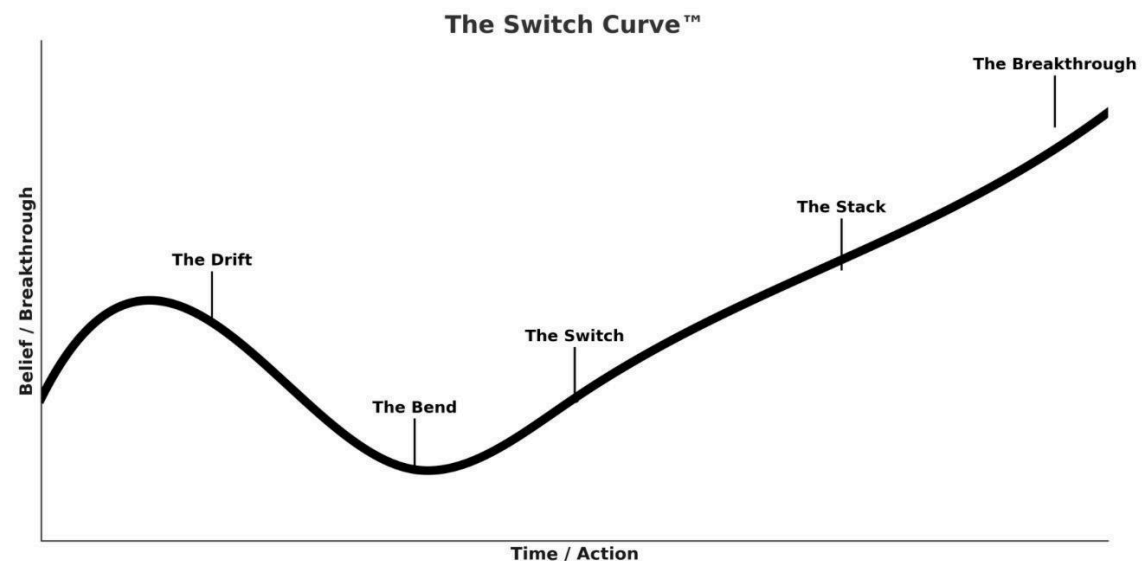
Drift → Bend → Switch → Stack → Breakthrough

Your job:

- Recognize where you are
- Take the next action anyway

If it feels uncertain, silent, or slow—you're exactly where you're supposed to be.

The Switch Curve™



- **The Drift** – You’re thinking, researching, planning—but not acting.
- **The Bend** – You’ve started, but it’s quiet. Doubt creeps in. Most people quit here.
- **The Switch** – You go public. Share something. Flip the identity.
- **The Stack** – Consistency begins. Tiny wins start compounding.
- **The Breakthrough** – Belief, feedback, and traction surge upward.

If you’re in the Bend, it doesn’t mean it’s broken. It means you’re close.

Your momentum map

The goal isn’t speed. It’s staying in motion long enough for the curve to bend.

Phase	Action
Start	Publish or share a rough version (Day 1)
Stick	Commit to 1 high-impact action/week (Weeks 1–4)
Stack	Add a new move after consistency sets in (Week 5+)
Simplify	Cut what’s not working (Week 6)
Share	Post publicly, ask for feedback, repeat (Ongoing)

Print this. Post it. Track it.

Momentum isn't gifted. It's built.

Founder reflection prompts

Use these once a week. Honest answers only.

- What did I launch or improve this week?
- What did I learn from a real person?
- What felt like a win—even a small one?
- What am I avoiding?
- What would I do if I wasn't afraid?
- Who else can I share this with today?

You don't need clarity. You need movement.

Launch copy templates

Here's how to show up when you're not "ready" but it's time to go.

A. Building in public

Day 1 of building [your idea].

Helping [who] solve [what].

Updates, failures, and progress incoming.

#TheStartSwitch

B. Cold outreach

Hey [Name]—I’m building something for [people like them] dealing with [pain point].
Would love to get your feedback or thoughts. Want a quick look?

C. Soft launch email

Subject: Building something new—want early access?

I’m working on [your idea]. It’s rough but real. If this sounds like something that’d help you, reply or join the early list here: [link]

Tools that move you fast

Don’t over-engineer. Use what works now. Upgrade later.

Need	Tools
Landing page	Carrd, Typedream, Webflow
Payments	Stripe, Gumroad, Lemon Squeezy
Scheduling	Calendly, SavvyCal
Email list	Beehiiv, ConvertKit, MailerLite

MVP builder	Softr, Glide, Notion + Super
Feedback	Tally, Typeform, Google Forms
Launch signal	Twitter, LinkedIn, Product Hunt

You don't need to learn everything.

You need to launch one thing.

Exit conditions

Thinking of quitting? Answer these first.

- Have I shared it publicly at least 3 times?
- Have I received feedback from at least 10 people?
- Have I stayed consistent for 30+ days?
- Have I cut what's not working?

If yes to all four and it's still dead—you didn't fail.

You freed up energy for the next one.

You've got the Toolkit. Now flip the switch.

The Start Switch

by *Anil Mathews*

The bestselling guide to starting before you're ready, staying in the game, and showing the world what you're made of.

www.thestartswitch.com

Join the movement: Post your Switch and tag #StartSwitch

Every failure starts the same: you waited too long—or walked away too early.