

The Unstuck Kit

THE FLIP TO KEEP BLUEPRINT

Find your first move in 20 minutes... and a plan for the next 90 days.



By David Williams

For the guy who did everything right and still feels stuck.

START HERE • 20 MINUTES

Your first 20 minutes.

Before my story. Before the big stuff. Grab a pen, set a timer for 20 minutes, and do this one page. That's it.

Where am I right now? Rate each one from 1 to 10.

Work

Family

Faith

Energy

The one thing that's bugging me most right now:

If nothing changes in a year... what does that cost me? What does it cost my family?

One small thing I'll do in the next 24 hours:

Make it small enough that you can't talk yourself out of it. Done? ☐

That's it. You moved. Most guys never do. Now turn the page... and let me show you the map.

I started this Kit on: _____

HOW THIS WORKS

Your first move... not your last.

This isn't a pep talk. It's the blueprint I've used to get back up twice... once from a job that was slowly killing me, and once from losing my brother. Written down so you don't have to figure it out the long way like I did.

How to use it

- Print it. Grab a pen. It works better on paper.
- You don't need an hour. One page a night is plenty.
- Go in order. Each page builds on the one before it.
- Be honest. Nobody sees this but you... and your wife, if you're smart.
- Stuck on a question? Skip it. Never skip the whole page.

The six steps

1

Know yourself

Where are you, really... and how are you wired?

PAGES 5 TO 6

2

Rebuild your habits

Decide who you want to be. Then put him back, one habit at a time.

PAGE 7

3

Feed your head (with direction)

Less hype. One book that points somewhere.

PAGE 8

4

Get men around you

Owners, mentors, and guys who won't let you hide.

PAGE 8

5

Create margin

In your money and your time. Find your "duplex move."

PAGES 9 TO 11

6

Build and let it stack

Pick one side vehicle. Then one step on top of the last.

PAGES 12 TO 14

This Kit walks you through all six, on paper. If you want help turning it into a plan, there's a free call waiting at the end.

MY STORY



I did everything right.

College. A master's degree. A good corporate job with a good paycheck. Ask anybody and they'd tell you I was on a great path.

And I'd pull into the parking lot at work and sit there, crying.

I felt trapped... and honestly, I felt selfish for wanting more. Looking back, I wasn't ungrateful. I was just on a path that didn't fit me.

Then I read *Rich Dad Poor Dad*, and it flipped how I thought about work. About a week later I was at a whiteboard with Melinda, walking her through renting out our dream house and moving our three kids into an old duplex. She said no. Then she saw what it could give our family. She said yes.

Life got lighter. We had margin for the first time... and margin gave us options. I sat down with business owners and asked dumb questions. I built something on the side for years. When my department got laid off and they offered me a big promotion to stay, Melinda said it: "David... it's taking you in the wrong direction."

So I jumped. And it worked.

Then life hit.

In 2021, I lost my brother Brian. He was my best friend and my biggest fan... the guy who pushed me my whole life. It was sudden, and it was traumatic.

It put me on the ground. Not a stumble... the ground. All that success, and none of it could hold me up.

The habits didn't leave all at once. They went quietly, one at a time. It took me over a year to get to counseling. About six months in, I pulled out my old journals and photos and tried to remember who I used to be. Then I started putting him back. One habit at a time. With men around me who wouldn't let me hide.

That's where Flip to Keep came from. Same blueprint, both times.

What I'd do differently

- Keep God number one. At all times, not just when it's going well.
- Have a group of guys around me who always pointed me back.
- Worry less. Enjoy the ride.

If you're carrying something heavy

If it's heavier than a worksheet... please talk to a counselor. It took me over a year to go. I wish I'd gone sooner.

If you've ever sat in that parking lot... or on that ground... this Kit is for you. It's not too late.

STEP 1 • KNOW YOURSELF

Where am I now?

Rate each line from 1 (not me at all) to 5 (that's me). Go with your gut. Your first answer is usually the honest one.

		1	2	3	4	5
Work	I look forward to Monday more than I dread it.	☐	☐	☐	☐	☐
Work	My work uses what I'm actually good at.	☐	☐	☐	☐	☐
Finances	We have money left over every month, on purpose.	☐	☐	☐	☐	☐
Finances	If my paycheck stopped, we'd be okay for a while.	☐	☐	☐	☐	☐
Family	My wife and I talk openly about where we're headed.	☐	☐	☐	☐	☐
Family	When I'm home, I'm really home. Not just physically there.	☐	☐	☐	☐	☐
Faith	I believe God has more for me than where I am right now.	☐	☐	☐	☐	☐
Faith	I bring my plans to God, not just my problems.	☐	☐	☐	☐	☐
Physical	I have the energy to build something after work.	☐	☐	☐	☐	☐
Direction	I know what I'd do if I weren't stuck. I can name it.	☐	☐	☐	☐	☐
Direction	I'm actually doing something about it, not just thinking about it.	☐	☐	☐	☐	☐
People	I have people in my life who are a few steps ahead of me.	☐	☐	☐	☐	☐

My total (out of 60): _____ Retake it in 30 days. Day 30 total: _____

12 to 29

You're stuck and you feel it. Good news: honesty is step one. Start with the margin worksheet on page 9.

30 to 44

Stable but restless. Things are fine... and fine is the problem. Look hard at your lowest two lines.

45 to 60

You've got a foundation. You're ready to pick a side vehicle and move. Spend extra time on pages 12 to 13.

My two lowest lines: _____ and _____

The one I'll work on first: _____

Now get honest.

Write it the way you'd say it to a friend over coffee. Nobody's grading this.

What don't I like about where I am right now?

What have I already tried? Why did it stop?

What am I afraid will happen if I try... and it doesn't work?

What's the one thing that, if I fixed it, would make everything else easier?

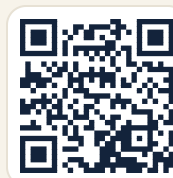
A year from now, what would have to be different for me to say it was worth it?

Learn how you're wired

StrengthsFinder (now called CliftonStrengths, from Gallup) was the first time anyone put words to how I'm built. Get the **Top 5** version, about \$25. Skip the full 34 for now... if you ever want it, Gallup lets you upgrade later without retaking the test.

Scan the code or go to fliptokeep.com/strengths

Free option: ask three people who know you, "What do I do better than most people?"



1

2

3

4

5

Where do these show up at work? Where are they going to waste?

Put him back.

This is exactly what I did after I hit the ground. First, decide who you want to be. Then rebuild him one small habit at a time.

Who do I want to be?

Write the words you'd want people to use about you when you walk out of a room. Say them out loud every morning. Stuck? Start here: present dad, loving husband, disciplined, kind, man of integrity, physically fit, leader, hard worker.

The six habits: circle two to start. Add one more each week.

	Week 1	Week 2	Week 3	Week 4
64 ounces of water	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Wake up early	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Work out (3x a week)	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Eat healthy meals	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Gratitude: write 3 things	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Grey out your phone	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
My own: _____	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Sunday check-in

Week 1

Kept __ of __ days. What got in the way?

Week 2

Kept __ of __ days. What got in the way?

Week 3

Kept __ of __ days. What got in the way?

Week 4

Kept __ of __ days. What got in the way?

Miss a day? Start again tomorrow. Small things you keep beat big things you quit.

One book. Three coffees.

Motivation was never my problem. Direction was. What changed me was the right book... and the right guys across the table.

If you only read one book this year: *The Dream Giver* by Bruce Wilkinson

A short parable about leaving the familiar to chase the dream God put in you... and what shows up to stop you along the way. Then, when you're ready:

<i>Rich Dad Poor Dad</i> , Robert Kiyosaki	if you've only ever thought of money as a paycheck. (This one started our duplex move.)
<i>Awaken the Giant Within</i> , Tony Robbins	if you know what to do but can't make yourself do it.
<i>The Go-Giver</i> , Bob Burg and John David Mann	before you start buying people coffee.
<i>The ONE Thing</i> , Gary Keller with Jay Papasan	if you're doing ten things and finishing none.
<i>The Millionaire Real Estate Investor</i> , Gary Keller	only if real estate is your side vehicle. If not, skip it. No guilt.

The one I'll start this week: _____ Audiobooks count.

Three people I could buy coffee for

Owners, entrepreneurs, or anyone a few steps ahead of you... ideally doing something close to what you'd love to do.

Name	Texted on	Coffee on
1.		
2.		
3.		

The text (steal it)

"Hey [name], I've been working on what's next for me and you came to mind. Could I buy you coffee in the next couple weeks? I've got 3 questions and I'll keep it to 30 minutes."

What to ask them

- How did you get started?
- What would you do differently?
- What did it cost your family?
- If you were me, what would you try first?

Send the first text before you go to bed tonight. Not tomorrow. Tonight.

The margin worksheet.

Margin is the gap between what comes in and what goes out... in money and in time. Let's find out how much you've got. Round numbers are fine.

Money: every month

Take-home pay (both of you)	\$
Housing (with taxes and insurance)	\$
Car payments	\$
Other debt payments	\$
Groceries, gas, utilities	\$
Subscriptions and eating out	\$
Giving and saving	\$
Everything else	\$
Money margin (in minus out)	\$

Time: every week

Hours on my phone (check screen time)	hrs
Hours of TV and streaming	hrs
Hours I could get back by getting up earlier	hrs
Time margin I could reclaim	hrs
Hours a week I'll give to building something	hrs

Our duplex move

We rented out the house we loved and moved into a duplex. It wasn't glamorous. It gave us room to breathe... and every step after that came out of that room.

Why it matters

If I freed up \$ _____ a month and _____ hours a week, I would:

Stewardship, not scarcity. Margin isn't about getting rich. It's taking good care of what God has already put in your hands... and having room to say yes when He opens a door.

Find your duplex move.

One decision that frees up real money or real time. It will probably cost you some comfort or some pride. That's usually how you know it's the right one. Check anything worth a real look.

☐ Housing

Rent out a room or a basement, house hack, downsize for a season, or refinance.

☐ Cars

Sell the car with the payment. Drive something paid off for a few years.

☐ Stuff

Sell what's sitting in the garage. Turn clutter into a starting fund.

☐ Lifestyle

Cut subscriptions and eating out for 90 days. Just 90.

☐ Debt

Pick the one payment that would free up the most when it's gone.

☐ Time

Get up an hour earlier. Grey out your phone. Guard your evenings.

What could our duplex move be? List everything... even the ones that scare you.

My first margin move

The move:

It frees up about \$ _____ a month, or _____ hours a week.

What it will cost us (comfort, pride, convenience):

I'll talk it through with my wife on (day and date): _____

Next page: how to have that conversation.

Talk to your wife.

When I pitched the duplex, Melinda's first answer was no. What changed it wasn't excitement. It was the numbers on a whiteboard and what they would give our family. Here's how to have that conversation.

Before you talk

- Pick a calm time. Not after a bad day at work, and not with the kids in the room.
- Bring this Kit, not a fantasy. Show her your score and your margin worksheet.
- Your goal isn't a yes tonight. It's a plan you both own.

Ask her, then listen

- What would you do with more breathing room?
- What worries you about changing things?
- What would you need to see to feel safe?

Open with something like this

"I've been feeling stuck, and I want us to figure out what's next together. Can I show you what I've been working on?"

When we talked:

What she said:

What worries her:

What we agreed on:

Listen more than you talk. If she says no, that's not the end. Melinda said no first. Ask what she'd need to see... then go get that. Not married? Have this talk with whoever your move affects most.

Whiteboard dreaming.

Set a timer for 20 minutes. Use a real whiteboard if you have one, or this page. No editing and no "that's dumb." Better yet, do this one with your wife. A whiteboard is how Melinda and I decided on the duplex.

- If money weren't the point, how would I spend my days?
- What problems do I notice that bug me?
- Who do I know that's doing something I'd love to do?
- What do people already ask me for help with?
- What have I always wanted to try but talked myself out of?
- What would I do for free on a Saturday?

Dump every idea here

Then circle the three that keep pulling at you. You'll test them on the next page.

Circle three. Then test them.

Run your three favorite ideas through these questions. You're not looking for the perfect idea. You're looking for one you can actually start.

Question	Idea 1	Idea 2	Idea 3
Write the idea			
Does it use my strengths?	☐	☐	☐
Can I start it on nights and weekends?	☐	☐	☐
Can I start it with the margin I have?	☐	☐	☐
Would someone actually pay for this?	☐	☐	☐
Do I know someone already doing it I could talk to?	☐	☐	☐
Would I still enjoy it in year three?	☐	☐	☐
Is my wife okay with it?	☐	☐	☐
Total checks			

My one side vehicle

The idea I'm testing first:

The smallest version I could try in the next 30 days:

The first person I'll ask about it:

One side vehicle. Not five. Mine was a real estate license. Yours doesn't have to be real estate. It just has to be real.

YOUR NEXT 7 DAYS

Pick it. Date it. Do it.

Most guys read something like this, feel fired up for a day, and put it in a drawer. This page is how you don't. One line each. Every line gets a date.

What	My commitment	By when	Done
My first margin move			☐
Talk it through with my wife			☐
My two habits (start tomorrow)			☐
The guy I'm texting for coffee			☐
The book I'm starting			☐
The idea I'm testing first			☐

The one person holding me to it: _____

Day 30: retake the score on page 5. My new total: _____

I'm in.

Signed

Date

Snap a photo of this page and send it to me at david@fliptokeep.com. Saying it out loud to someone makes it real... and I read every one.

WHAT'S NEXT

You did the hard part. You got honest.

Most guys never get this far. Here's where you can go from here.

1. The Unstuck Kit **YOU'RE HERE**

Free. You're holding it.

2. The Group

The habits and the men around you. Six weeks, in person in Northwest Arkansas. Free... the cost is commitment.
fliptokeep.com/group

3. 1-on-1 Coaching

A Plan Call first. Then 90 days, if you want me in your corner.

Want a second set of eyes on this?

If you want help turning these pages into a plan, book a Plan Call with me. 45 minutes on the phone. Bring this Kit. We'll look at your score, your duplex move, and your best idea... and you'll leave with one page: what to do in the next 90 days, and what to ignore.

No pitch you have to sit through. If coaching makes sense, I'll tell you how it works. If it doesn't, you still keep the plan. **Plan Calls are free for the first 10 guys who finish the Kit.**



Email david@fliptokeep.com

Scan the code or email me with "Plan Call" in the subject.
I'll reply with a time.

Not ready for a call? Reply to any of my emails with your first move. I read every one.

It's not too late. God isn't finished with you... and neither is your story.

David