

Stay Still: your forward progress depends on it – MOMeO's 30 Day Challenge continues with Allison Nazarian

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Because thinking and writing are apparently what I do very best in this world, I was giving some serious thought to the word “Momentum.”

Momentum is all about action. Motion. Movement. Progression. Getting and going from here to there, and then another there and another there.

So what is the opposite of momentum?

When you are not moving and doing and pushing and progressing, what are you doing?

Are you...(gasp!) stuck?

Or...are you still?

“*Be still and know who you are.*” This quote is one of my favorites. It’s about taking – making – the time to stop. No movement. No doing. No lists or musts or motion.

Just being.

The kind of being that can be really, really scary for those of us who are total Movement Junkies. For those of us who thrive on doing and moving, not doing and not moving can feel....weird.

And strange.

And uncomfortable.

And so, well, the opposite of momentum.

Because what happens, sometimes or even oftentimes, is we define ourselves by the fact that we are always doing and moving. It becomes important to our lives and intrinsic to who we are (in our own minds) to always be creating and sustaining momentum.

So whether we stop by choice or are forced to stop, we must eventually confront the big truths about momentum:

- We are not our movement or action. Conversely, our movement and our action are not us. (Subset of that would be: We are not our To-Do Lists.)
- Our sense of self should not be tied to our ability to be more efficient or faster or more productive than anyone else.
- When the need or desire to be in action is all you remember about why you are doing this action in the first place, then perhaps that becomes the time to examine – like **really** examine, with magnifying, lighted mirror that shows all the pores and crow's feet – the real reasons, excuses, feelings or issues behind the action.
- Burning through all tasks and responsibilities and “stuff” is not actually, when you really look at it, living. It is, well, burning through life.



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Funny enough, it can take stillness to avoid stuckness.

Think about that one.

So now you may be thinking, “OK, maybe I do need to be still more. And maybe I will learn to appreciate still for what it is; that is, something other and entirely different than ‘stuck’ ...but how do I create ‘still’?”

As a recovering Action-a-holic, I can tell you there were times I likely would not have known “still” had it hit me over the head.

I know I’m not alone. When my kids actually have some downtime (imagine that!), inevitably, at least one of them will complain, “Mom, I’m bored.”

My answer is always the same: “Good, be bored. Enjoy it.”

Which, of course, is always met with a scrunched-up face that loosely means, “Mom is a weirdo.”

Truth is, though, being still is often far more difficult than being in action. Because you can be in action for action’s sake. Whereas being still for still’s sake?

Exactly. That’s the whole point.

I can't tell you what being still would look like for you. It is different for each of us. I can tell you that when I am truly still...when I am sitting in my backyard looking at the water in the lake behind my house, for instance, then my best ideas, my best comfort, my best intuition and my best love all come to the surface.

The real me – the one that is weird and cool and funny and idea-filled and ambitious – is able to make its way out from under the To-Do List and the need for speed and running, running, running.

I know that what I truly need always comes up for me when I am still. I also know that being still and getting still and (*it sounds weird, I know*) finding time to be still can be very difficult.

Not just logistically...but emotionally. People who do all the time find it challenging to plan to not do. To accept that it is OK to not do. To not feel guilty or silly or worthless when they are not doing.



For you, being still may be meditating. It may be about going to the beach or reading a book. It may be sipping your tea or rocking out to your favorite band or playing guitar or even driving without a destination.

Or, you may not even know (yet) what it looks like for you, because it has been so darn long since you were actually still on purpose. And that's okay. Today represents a whole new chance to just be...still. Actually, to just be is enough!

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At the end of the day, action is not momentum and momentum is not action. You're either moving forward or you are moving in an endless hamster wheel.

So...just do it. Go be still....And let me know below what being still means to you or how you plan to incorporate still going forward.

[Sign-Up for the 30 Day MOMentum Challenge: 30 Days to Build Unstoppable Momentum](#)



expert — Allison Nazarian **BIO**

Allison Nazarian is widely known as one of the most honest and innovative voices in marketing, blogging and the online world today.

In 2001, Allison founded Get It In Writing, Inc., providing copywriting and marketing services and consulting to businesses throughout the world. Now as principal of Allison Nazarian Unlimited, Allison focuses on: 1) training and mentoring other copywriting professionals; 2) coaching and teaching how to write copy that sells; and 3) managing copywriting and ghostwriting projects, including blogs and blog ghostwriting; video scripting, book authoring/ghostwriting and copywriting for social media.

Allison is the author of *Copywriting 101 for Small Businesses, Entrepreneurs, Coaches and Consultants and One Minute Copywriter*. She has been featured in the Wall Street Journal, INC and Fortune Small Business. Allison writes on entrepreneurial life, working from home, working moms and real life uncensored for Entrepreneur.com, Current Mom and other publications.

Allison tells people she is an “empire-builder by day (and night) and a Mom by night (and day).” Originally from the Washington, D.C. area, Allison is a walker, reader, football fan and someday-bookstore owner who lives in Florida with her son, daughter and Black Lab.

Visit her at www.AllisonNazarian.com



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