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The Turn Your Passion Into Profit™ Media Kit



The NEW and IMPROVED, step-by-step guide for transforming ANY hobby,
talent or product idea into a viable, money-making venture!
The original is now even better!

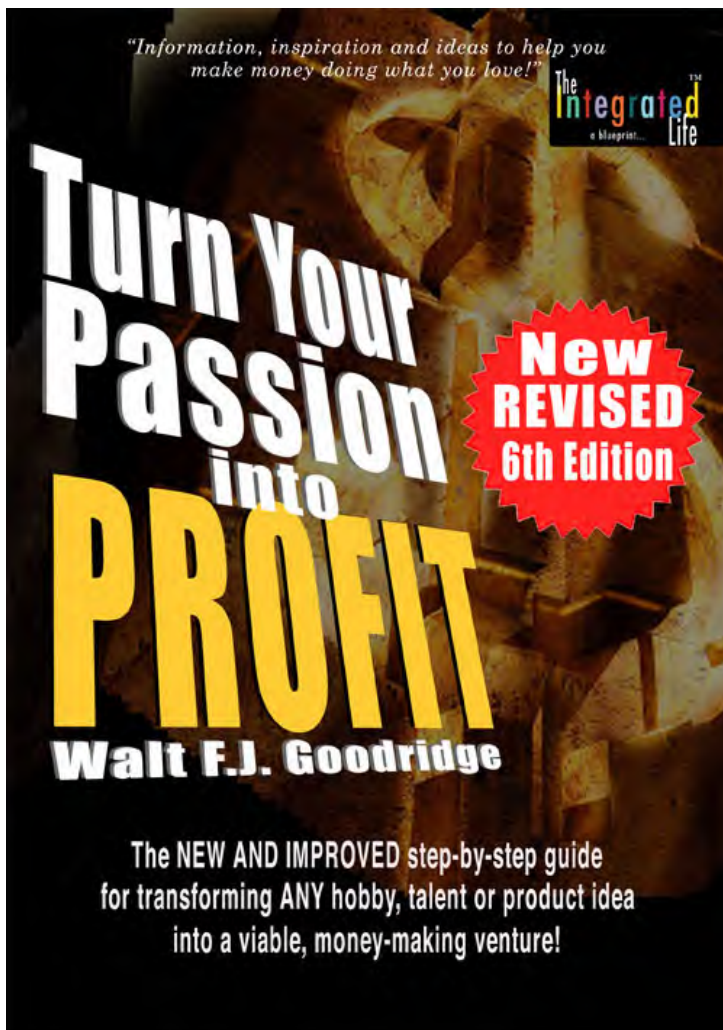
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What's the story here?



Originally published in 2000, and updated over the years, this groundbreaking classic combining spiritual evolution, self help and entrepreneurship continues to change lives in its 16th year of print. The publisher commemorates this milestone by presenting a **NEWLY** updated “mobile-friendly” edition along with a “prequel” for the latest generation of passionpreneurs!

The Book



Turn Your Passion Into Profit

The **NEW AND IMPROVED** step-by-step guide for transforming ANY hobby, talent, or product idea into a viable, money-making venture!

by **Walt F.J. Goodridge**

ISBN: 978-1522908272; \$24.95; 372pp; 7” x 10”

BOOKSTORES: This title is available directly from the publisher or through BAKER & TAYLOR Wholesalers

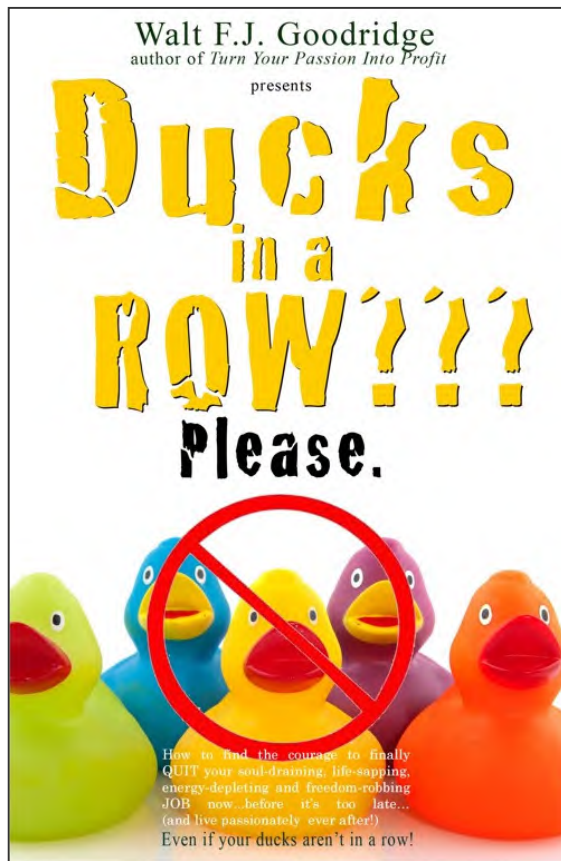
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“Yeah, why else did I go to college for 8 years to be turning someone else’s key!! Time is important. Better to start right away with my own business than to juggle a bunch of part-time stints with no long-lasting benefits to me or society. You are right... I just hope to God that I find my way through the obstacles, and plethora of get-rich-quick schemes and information out there on the net! Your book will be a fine manual for putting this business together.” **a client**



The Prequel:



Ducks in a Row!

Ducks in a Row??? Please. How to find the courage to finally QUIT your soul-draining, life-sapping, energy-depleting, freedom-robbing job now...before it's too late...and live passionately ever after! (ISBN-13: 978-1482364187; 5.5" x 8.5"; 100pp) is the "prequel" to *Turn Your Passion Into Profit* and answers a question I often get asked by coaching clients and workshop attendees who want to know how I did it!

THE DEFINITION: **ducks in a row:** *slang.* Everything is ready, all preparations are complete; to have everything just the way you want before you take the next step. Usage example: "I definitely want to quit my job and pursue my passion, but I want to get all my ducks in a row before I hand in my resignation."

THE FLAW: Sure, we've all seen ducks in a row. The trouble is, you'll never meet a set of ducks who enjoy standing in a row for too long. Watch them long enough and they eventually break formation. In other words, if you're waiting for things to be perfect and *stay perfect* for before you act on your dreams, and if quitting your job and becoming a passionpreneur is contingent on your ducks staying in line for the duration, you might be in for a rude awakening.

THE TRUTH: It's not about the freakin' ducks!! It never was and never will be. It's about finding the courage to do something you need to do whether the ducks are arranged the way you want them to be or not! See, if you make it about the ducks, then you've got to keep herding ducks every day of your life. On the other hand, if you practice taking action regardless of what formation the ducks are in, you'll be better prepared for the realities of life as well as business! The truth is, I know your dirty little secret and I'm going to expose it. The truth is, there ARE no ducks!!! That's just an excuse you're using to delay taking action. Well, you don't have to play that game any more! In this prequel to *Turn Your Passion Into Profit*, I'll take you through the step-by-step mental, emotional and physical processes of what it took to make that life-changing decision, hand in my resignation, burn that bridge, and walk away from my "good job" forever with no safety net and not even a penny in savings! There was something in particular that gave me the courage to do it, and I share that with you in all its gory detail!

"It's not about the freaking' ducks! It's about finding the courage to live your dreams regardless of what formation the ducks are in! ~

W. Goodridge (duck slayer)



The Testimonials

"Walt, next to my Bible, your book, *Turn Your Passion Into Profit* is the book I reference the most in my house! It is the only other book that is constantly visible (it's on the dining room table right now)!"

—**Karon Mason Etienne**

"...My husband had a total revelation about his passion as a result of your book two years ago and we both really like your work. Peace and Blessings, Ruth!"—**Ruth Kirby, Medford, OR**

"Do you know how it is when you've run across something that is just what you've been looking for, but didn't know you were looking for it? Well, that's how I feel about having found your [Passionprofit.com] site! I am excited about what I see in your company and am looking forward to becoming more involved. Honestly Walt, I haven't seen anything on the internet that has so moved me as what I've experienced visiting your site! Thanks again and again!"—**Henry Street**

"I have read many "self-help" books, but yours is actually instructional and answers questions. It addresses how I feel and what I am thinking. I also e-mailed you several months ago about how I [pursue my passion] when I have a house to pay for, a child to support, etc...and you told me to start out slowly and build. Like you said in your book, it is scary. However, I am doing what you said and am starting to feel so much better. I realize I have a long way to go but, I think just realizing that I don't have to stay in one of those 9-to-5 jobs working for someone else gives me so much courage to get out there and start doing what I want! Thank you so much for the book and the inspiration. I truly appreciate it!"—**Tammy van der Leest**

"I want to thank you again for all the insights you shared with me yesterday. Listening to you enabled me to see my situation in a whole new light. As a result, I'm now focusing on various activities I would like to engage in rather than fretting over my life's purpose, which I'm sure will show itself to me in time."—**Shelly**

"Yeah, why else did I go to college for 8 years to be turning someone else's key!! Time is important. Better to start right away with my own business than to juggle a bunch of part-time stints with no long-lasting benefits to me or society. You are right... I just hope to God that I find my way through the obstacles, and plethora of get-rich-quick schemes and information out there on the net! Your book will be a fine manual for putting this business together."—**a client**

"I will be eternally grateful to know that there is a mentor out there who is available to offer advice on turning my passion into profit! Again thanks... I will ponder over what you've just shared with me for the remainder of the day and I am certain my God-given brain will come up with some answers and thought-provoking questions! Thanks!! PS. I was up for 5 hours last night browsing your site and taking in information! What swell work you have done!!" —**T., a client**

"I've seen a lot of motivational books (such as Tony Robbins' stuff) and this one is VERY different. What you don't get is the typical fluff and puff of most motivational writings that only temporarily make you feel inspired yet leaving the reader with not knowing really how to apply it. This author actually describes the "HOW TO" in coming up with your own passion ideas for making an income stream based off what you know and what you are passionate about. This is the KEY difference. He describes the step by step process and even shows how he markets his books too. I haven't seen other motivational books that do that. This author is very direct, real and down to earth which is what I think makes him so credible. It's real life common sense stuff that he teaches you how to act on and a lot of "make sense" philosophical creeds" to go along with it all. I give this book the highest possible recommendation. It can be a life changer to those who read it!"—**Steve Neese**



The Industry

- **The Library Journal!**

[From the Library Journal]...Libraries might find their readers better served by Walt Goodridge's Turn Your Passion into Profit, which is noteworthy for its more complete coverage and practical, down-to-earth tone and style.-Susan C. Awe, Univ. of New Mexico Lib., Albuquerque © Reed Business Information.

- **Jay Conrad Levison's latest Guerrilla Marketing book!**

My insights were sought and featured in the new book by Jay Conrad Levinson and Andrew Neitlich entitled *The Guerrilla Marketing Job Escape Plan* in answer to the question: "What is the one single piece of advice you would give to employees seeking to go out on their own?" You'll have to read the book to find out what my answer is!

- **Peter J. Patsula, from Successful Business Planning in 30 Days**

Excerpt: Passion not only inspires innovation, determination and boundless energy, but it is also contagious. Sharing your passion also helps others tap into their own. Walt Goodridge, author of Turn Your Passion Into Profit, sums it up well:

"Value No One Can Match"

"If you create and market a product or service through a business that is in alignment with your personality, capitalizes on your history, incorporates your experiences, harnesses your talents, optimizes your strengths, complements your weaknesses, honors your life's purpose, and moves you towards the conquest of your own fears, there is ABSOLUTELY NO WAY that anyone in this or any other universe can offer the same value that you do!" Walt Goodridge

This and other of my books have been used by Educators and Professors at

- Arizona State University (Prof. H. Matson)
 - The New School (New York)
 - South Carolina State University* and other institutions, for undergraduate as well as continuing Education Entrepreneurship Programs
- *(title used: Game of Artist Management)*


Reviewed and featured in these media outlets:

- *Entrepreneur Magazine* • *Source* • *Essence* • *Wall Street Journal* • *Public Radio International* • *Black Enterprise* • *ChinaTravel.net* • *Time* and others!



The New Vocabulary

Turn your passion Into Profit introduced some new words to the dialogue of making a living.

 = *this exact word/phrase is also the URL of Walt Goodridge .com website*


5 achievable freedoms - 1. The freedom to live a life of purpose. 2. The freedom to profit and prosper. 3. The freedom to age less. 4. The freedom to love honestly. 5. The freedom to escape.


belief system - a set of ideas about the physical, mental and spiritual components of life, and what you hold to be true about yourself, others, the world you live in, the reason for your existence, and why you are here. In our context, it does not apply to religious beliefs necessarily.

creator, savior, guru or guide – the four purpose profiles one's life can fall into.

cycle of success – the PassionProfit™ process of going from purpose to passion to product to profit.


ducks in a row, slang. Everything is ready, all preparations are complete. To have everything just the way you want it before you take the next step. Usage example: *"I definitely want to quit my job and pursue my passion, but I want to get all my ducks in a row before I hand in my resignation."* Many people use this as an excuse for not taking action; also: title of a book in the Integrated Life™ career series.

 **Great Sheep Uprising**, the, *n. com*, – the title of a cartoon and parable detailing the potential awakening of mass public consciousness towards the achievable freedoms and integrated life.

 **hip hop entrepreneur**, *n., .com*. – someone who has harnessed their passion for hip hop culture (music, art, dance) as the basis for an income strategy.

income strategy, *n* – some ways of making money defy traditional nomenclature. Start using this catch-all phrase instead. *"I have an internet-based, passion-centered income strategy..."*

Integrated Life, the – a lifestyle in which passion informs career, food supports health and healing, and gender wiring achieves full expression in relationships.

 **living true to your self**, *.com* - a lifestyle philosophy characterized by the pursuit of one's passion; title of a book in the Integrated Life™ series.



“You can make money doing what you love!”

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nomadpreneur, *n.*,

.com - someone whose income strategy allows him or her the freedom to travel while making money despite where they happen to be physically.

passion-centered, *v.* – of or having one’s passion as a central, foundational component; eg. a passion-centered life; a passion-centered business, etc.



passionpreneur, *n.*, *.com*. - someone who has harnessed a passion as the basis of an entrepreneurial income strategy.

product, *n.* – a quality object or service in the hands of a consumer in exchange for something of value. (from L. Hubbard)

profitize, *v.* – to find the hidden value of an object of activity and create a sellable product..

purpose, *n.* – your reason for being here; creator, savior, guru or guide.

soul age, *n.* – a stage of evolutionary spiritual development of an individual or society; staged: infant, baby, young, mature, old soul

The Universe is perfect – the mantra of those who understand and expect the perfection of how events unfold; used as a reminder whenever things appear not to. “*I just got fired, but the universe is perfect. What message is being sent?*”



turn your passion into profit, *.com* – the mantra for making money doing what you love; title of the foundational book in the Integrated Life™ career series.



vagabondpreneur, *n.*, *.com* – see nomadpreneur.

value no one can steal, the philosophy and belief that insures that whatever you create that is based on your passion has a uniqueness no one else can duplicate. see Chapter 4

wow factor, *n.* – your wow factor is the collection of talents that make you unique, and that make the world go “Wow!” (see Tao of Wow book, and taoofwow.com)



"You can make money doing what you love!"

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The Author

"Once upon a time, there was a civil engineer who hated his job, followed his passion, started a sideline business publishing his own books, made enough money to quit his job, ran away to a tropical island in the Pacific, and started a tourism business so he could give tours of the island to pretty girls every day...and live a nomadpreneur's dream life!"



A Columbia University graduate with a Bachelor of Science in civil engineering, Walt, like many people, was destined for a career in his profession of training. In fact, immediately after graduating, he accepted a job working in the Design Division of the Port Authority Engineering department on the 73rd floor of World Trade Center One. However, within the first fifteen minutes of this his first job in corporate America, Walt, frustrated by the monotony and restrictions as well as the prospect of a lifetime of nine-to-five employment, realized beyond the shadow of a doubt, that he absolutely hated it!

Seeking to escape by pursuing his passion for music, and using his experience and contacts from his college stint as an on-air radio deejay, he started a series of sideline business ventures as album cover designer, then artist manager, then record label owner, and, after stumbling upon the idea for publishing his first book about the business side of the music industry, walked away from his engineering career to become a full-time "passionpreneur." He authored more books on the music industry, created a brand of inspiration called "Life Rhymes," and launched dozens of websites

and unique products.

As he honed his experience living true to himself as "passionpreneur," he developed a unique "Passion Profit Philosophy & Formula" to help others do the same. In 1999, he published it in *Turn Your Passion into Profit* which, with frequent updates (like this one), has been a top seller in home-business books on Amazon.com.

A few years later, Walt booked a one-way ticket to a Pacific island and escaped the rat race to live out his dream of being a "nomadpreneur."

Walt owns and operates over 50 websites, has written over 30 books, over 400 articles and over 500 motivational poems. He has written for Entrepreneur Magazine and Black Enterprise, and has been featured in Time Magazine, Wall Street Journal Online, the Dallas Morning News, The Kip Business Report and other publications and websites.

Walt is originally from the island of Jamaica, and now lives a vegan lifestyle on the island of Saipan. Learn more about Walt at www.waltgoodridge.com

You may contact Walt at (646) 481-4238 or email Walt@passionprofit.com.

Check out the Passion Prophet channel at www.youtube.com/user/passionprophet

Follow along at <http://www.facebook.com/passionprophet>

Join the PassionProfit mailing list at www.passionprofit.com and receive (a) *In Search of a Better Belief System*, (b) *How to Become a Nomadpreneur* and (c) *7 Conversations to Freedom* absolutely free! Join at www.passionprofit.com



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The Interview

Walt believes that ANYTHING you love to do can be a source of income. (He calls this the *Third Law of Passion Dynamics*)

People everywhere are looking for new solutions. They are frustrated by the lack of fulfillment in corporate employment.

{Radio/ TV hosts}: Your audience is invited to call in with their interests and have Walt take them through an enlightening process to create a business idea around anything they love.

People have always been intrigued by success stories of others who've followed their passions to success, and want to know how they can too!

The Suggested Questions:

What led you to write *Turn Your Passion Into Profit*?

How did you discover your own passion?

Is it really possible to turn ANY passion into profit?

What makes someone a passionpreneur? How is a passion-centered business different from any other business?

Can you give some unique examples of people and their passions?

How can you help someone who doesn't know what his or her passion is?

What if you have TOO MANY passions?

What's the Cycle of Success?

What's a Passion Profession? (ie. Creator, Savior, Guru & Guide)

What are the *Magic Questions* you mention in Chapter 3?

Do you need a business degree to succeed as a passionpreneur?

How can people get in touch with you or order your book?