

Turn Your  
**Passion**  
into  
**PROFIT**

*A Step-by-Step Guide for Transforming  
ANY Talent, Hobby or Product Idea  
into a Money-Making Venture!*

**Walt F.J. Goodridge**

*“Information, inspiration and ideas to help you  
make money doing what you love!”*

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**Passion**  
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**A step-by-step guide for turning ANY hobby, talent,  
or new product idea into a money-making venture!**

**WALT F. J. GOODRIDGE**  
author of *Lyrics for Living*

**REVISED US TAX LAW EDITION**

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## **Dedication**

This book is Dedicated to Isolene Rebecca Golding  
1907-1988

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***What People Are Saying About  
Walt's books, workshops,  
coaching, websites and life rhymes***

“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**

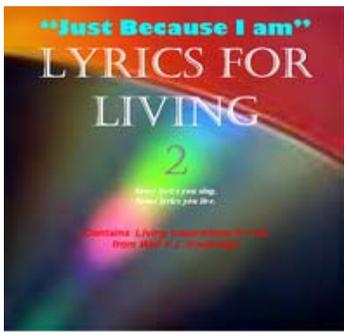
“I will be eternally grateful to know that there is a mentor out there who is available to offer advice on turning my passion into profit! Again thanks... I will ponder over what you've just shared with me for the remainder of the day and I am certain my God-given brain will come up with some answers 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 consulting client**

## Master the Art of Thoughtful Living!



**“They’re not poems. They’re called ‘life rhymes’! Sort of like LYRICS FOR LIVING!”**



### What is a Life Rhyme?

Life rhymes are “...positive, situational, success-oriented, lyrical, rhyme-based poetry designed to inspire new ways of thinking.”

They are a new genre of inspirational poetry created by Walt F.J. Goodridge, an author, inspirational speaker and career coach known as the “Passion Prophet”.

”What a great way to communicate positive words of wisdom!”— **L. Hawthorne**

“...I receive these every Friday, and I love them all because they inspire and uplift me so, but never has one of your poems ever read my heart and soul as this one has. It was as if you were writing to someone else for me. I’m not sure what to do just yet because I’m still afraid to “go out on a limb,” but hopefully after reading it a few more times, I’ll get the courage to actually taste the ‘sweetest fruit.’ “-**Lashunda Bailes**

“Walt, I swear GOD is trying to talk to me through you. Unbelievable, as usual. Thanks!”-**Dst22**

“...just wanted to drop you a quick note to let you know that I enjoy reading your Friday Inspirations. I’m a faithful reader and find it amazing that week after week you can continually come up with something new. Thanks for the inspiring words and keep up the good work. Sincerely.” —**Todd Johnston**

“You have no idea of how much your inspirations affect people. It’s like you heard me talking with my girlfriends yesterday about my relationships. This inspiration hit the nail on the head for me. It is just what I needed to start my day.” -**T Bos**

“Hello Walt: especially liked your poem - “The Art of Creation.” It is very much in tune with what I believe as hard as that philosophy is to accept (i.e. that we create our own experiences).” -**Pamela Beatty**

“This is so authentic. It captures so much of what you shared with us and I’m totally impressed at how well you used language to capture some of the intangibles that seem to make up the crucial pieces of our growth. Thank you.” --**Reina Joa**

**Andrew A. used them to save his marriage.**

**DST22 believes God is using them to speak to her.**

**Lorna P. uses them to teach values to her 7th graders.**

**Thomas uses them to motivate his employees....**

**HOW WILL THEY AFFECT YOU? Find out! Order at [www.lyricsforliving.com](http://www.lyricsforliving.com)**

## **Books by Walt F.J. Goodridge**

### ***The Lyrics for Living Series***

*Some lyrics you sing. Some lyrics you live.*

### ***The Tao of Wow/Art of Wow***

Discover your "wow factor." Become a "wow master." Create your dream life.

### ***Change the Game*** (formerly *Rap: This Game of Exposure*)

A "How To" guide for Hip Hop Entrepreneurs who want to follow their passion for music and release their own records by starting an independent record label.

### ***The Game of Artist Management***

At the request of many buyers of *Change the Game* (see above), *The Game of Artist Management* was created to give the scoop on managing artists Hip Hop style! (Features "24 Ways to Get a Record Deal" by Chuck D.)

### ***The Niche Market Report (Discovering, Understanding and Selling to the Niche Consumer of the 21st Century)***

As the Internet grows and the world gets smaller, the information in this manual becomes essential to everyone doing business in the new millennium. Learn how to market anything to everyone from Generation X to Baby Boomers, African Americans, The Hip Hop Generation, Asian Americans and more.

### ***Lessons In Success Volume I: The Silent Performer***

Life rhymes and commentary that provide an intimate, revealing peek into a year in the life of Walt Goodridge. "*Complex thoughts expressed in the simplicity of rhyme/Walt's Lessons In Success is a classic for all time!*"

### ***Come Into Our Whirl (The First Cyber-Anthology of Poetry From The PoetsNiche)***

Edited by Monica Blache, and featuring life rhymes by Walt Goodridge, *Come Into Our Whirl* features the story behind the creation of The Poets Niche ([www.poetsniche.com](http://www.poetsniche.com)) as well as the poetry of 40 poet-members of this unique online community.

### ***Turn Your Passion Into Profit: A Step-by-Step Guide for Turning ANY Hobby, Talent, Interest or Product idea into a money-making venture!***

Discover the value in your passion. Create a unique product or service from your talents. Make money doing what you love!

*All titles are available at [www.passionprofit.com](http://www.passionprofit.com)*

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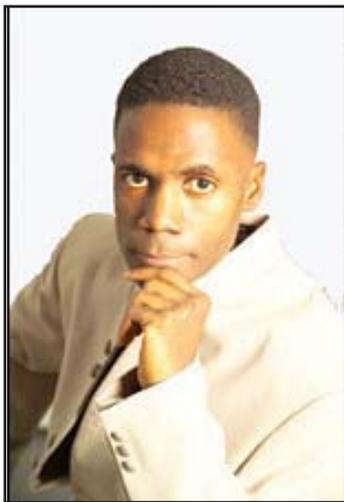
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## About The Author

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*“I share what I know,  
so that others may grow!”  
--Walt F.J. Goodridge*

### **Walt F.J. Goodridge is known as the *Passion Prophet*.**

A graduate of Columbia University, Walt is a former civil engineer who walked away from his career to follow his passion for music, writing, and helping others. He has been an artist manager, radio dj, record label owner, inventor, poet, network marketer and consultant.

He is the author of 10 books including *Turn Your Passion Into Profit (A Step-by-Step Guide for Turning ANY hobby, talent, interest or idea into a money-making venture!)*, and owns and operates several profitable websites.

He is the creator of “Walt’s Friday Inspirations”, a popular weekly email of “the thoughts that create success” that he sends to the thousands who subscribe.

Walt writes 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 numerous publications and websites. Walt offers personalized coaching and conducts workshops around the country and through the Learning Annex™ to help others make money doing what they love!

Walt’s workshops are ALWAYS interactive, solution-focused, fact-filled, process oriented, “How To, What To, and When To” events. If you leave without a solution to the SPECIFIC challenge you’re facing in turning your passion into profit, it’ll only be because you didn’t ask for one!

You may contact Walt at P.O. Box 618 Church Street Station, New York NY 10008, or by faxing (212)658-9232, calling (212)831-1854 or via email at [Walt@passionprofit.com](mailto:Walt@passionprofit.com).

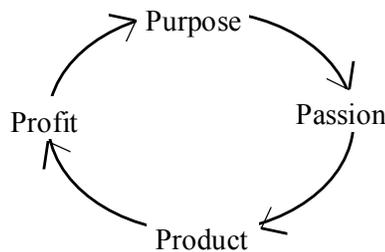
“I am proud to offer the world a philosophy and formula for turning one’s passion into profit. I encourage its use by parents, teachers, coaches, as well as within institutions of higher learning. It is my hope that it will foster a greater understanding and appreciation of our inherent value as spiritual beings and the expression of that value within the physical marketplace. It is my wish that these ideas lead a revolution in thought and in deed and usher in a new era of entrepreneurial expression, financial independence, and personal freedom.”

— **Walt F.J. Goodridge.**  
**The Passion Prophet**

## **The Passion Profit Philosophy**

Your PASSION is part of your life’s purpose  
HAPPINESS in life starts when you pursue it  
EVERYONE has a passion  
ALL passions have value  
ANY passion can be turned into profit

## **The Formula: The Cycle of Success**



## **Value No One Can Steal**

"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!"

*“One step beyond  
the wish, is the way.”*

## **Chapter 1: Permission to Dream!** ***“The Passion-Centered Life-style”***

### **Welcome to the World!**

Congratulations! You are about to enter a brave new world!

Everything that you now accept about the world, about money, about value, about making a living, about your self-worth, your value to the world, even your purpose on the planet is about to be challenged. By choosing to turn your passion into profit, you've given yourself permission to dream. If you follow through with that dream, you'll be doing something many people talk about and wish for, but few actually find the courage to do.

The reason more people don't take this journey, is that it's uncomfortable. Growth is always about stretching beyond the known. The answers you're looking for, the guidance that you need to achieve your goal won't sound like what you're used to hearing from the people around you. It's that discomfort that tends to make people fearful and give up dreaming. Most of your life you've heard that in order to be a good child, a good student, good employee, good spouse and a functioning member of society that you have to give up your dreams, and do what's practical. You've heard essentially that you have to choose between passion and profit.

Now, if you're open to seeing things differently, I want to suggest to you that unless you're pursuing your passion, then your life is only being half-lived. And that if you're not doing it for profit, that you have no clue what you're missing out on. There's a whole other world that you haven't experienced yet. There's a world of freedom, of growth, of living each day with a sense of purpose and passion. There's a world where you get up every day eager to see what happens next! A world where you make money simply by being and becoming who you are and who you were meant to be. A world that rewards you for the uniqueness you bring to the party, not for doing what someone else decides is important for their balance sheet bottom line.

You've paid a few dollars for the chance to really change your life, and I'm going to deliver on the promise of the title of this book. I'm going to share with you a philosophy and a formula for turning your passion into profit. Remember, one step beyond the wish is the way! So, again congratulations, welcome to the world, and let's take that step!

## **Dream a World.**

Ninety-five percent of society finds itself working for someone else, and many will continue to do so until they leave this planet. Have you ever had the thought that it was unnatural and demeaning to be forced into confinement for 8 or more hours every day, told when to eat, how to dress and how to speak?

Imagine for a moment what your life could look and feel like if you were making money on your own terms. Imagine being free and in control of life, free to go to a movie in the middle of a weekday, play golf on a Tuesday, pick the kids up for lunch, or just make decisions about how to spend your days without an employer's input. Imagine breaking free from a life of servitude in order to start doing something that inspires you.

Imagine making more money in a month than you currently make all year. Or at least removing your employer's limit on the amount you can make. Imagine not having to play someone else's game in return for security and benefits.

Imagine creating your own definition of success, experiencing a bigger world of bigger people, places, and ideas while making a difference in the world.

This book is for people who have started to imagine something different. It's for people who may have spent many years building someone else's dreams and have started to wonder if that's all they were put here to do. It's for people who are feeling the need to do more, be more, experience more and leave a lasting legacy. They've started asking questions like "What am I building? What am I really doing here? Is this all there is?"

If this sounds like you, you're not alone. Others have found themselves questioning their lives, and daring to dream a different world.

So what am I building? as I work every day  
am I constructing my future or just temping for pay?  
my efforts are bricks my foundation my dreams  
my faith are supports and my prayers are beams

is it a road of regrets that I build sure to fail?  
is it a wall of defeats with no ladder to scale?  
is it a fortress of fear to bind dreams that can't fly?  
is it a prison for hopes that then wither and die?

is it a fence 'round my wishes with no way out, through or in?  
is it a castle for others while without I peer in?  
to build bridges of victories over doubts I must choose  
to build tunnels of experience that help others get through

to build towers up high from there vast lands survey  
to build a temple inside and show others the way  
and then built by design from a plan to be grand  
my monument to life over time will still stand!

*What am I building?  
Walt's Life Rhyme #48*

## **Passionpreneurs**

By taking this bold step, you'll join the ranks of a unique group of people I call "Passionpreneurs."

Passionpreneurs are men and women of every age, ethnic group, educational background, profession and religion. They include housewives, inventors and artists. They are a diverse group of people from every corner of the globe. However, Passionpreneurs do share one common trait: they've all found something they enjoy doing and have decided to keep doing it.

More significantly, not only do Passionpreneurs enjoy what they do, they get paid to do it! They've found the hidden value in their talents, interests or pastimes, offer that value to the world in the form of unique products and services, and do so for profit. In other words, they've created businesses that allow them to make money doing what they love. As a result, many have walked away from frustrating jobs to live the Passion-Centered lifestyle. They set their own schedules and control their time. They live according to their own personal value system rather than someone else's. Furthermore, Passionpreneurs experience the joy, empowerment and unique satisfaction of being compensated for being who they choose to be, honoring what they believe in, and doing something they feel divinely called to do.

## **ANYONE Can Do This**

The Passionpreneurs is not an exclusive club. I contend that EVERYONE can turn their passion into profit because of a few special beliefs I have about people.

I believe that everyone is creative. We are each an individual expression of creation. Therefore, we each have within us the ability to create as well.

I also believe that success is a process that can be taught and learned. Everything that I've listed as the keys to my own success are ways of being that I learned and practiced until they became my own habits. I believe people can learn to be successful.

Yes, I believe that ANYONE can turn their passion into profit. It doesn't matter if you've never run a business before. It doesn't matter if you don't believe that you're creative. It doesn't matter what you think your present skills and talents are. I've seen people who considered themselves very ordinary, do some very extraordinary things once they were given a vision that inspired them and which was presented in a way which moved them to action.

I believe that people sometimes need more than motivation. I've found that many people who attend motivational seminars find themselves "back at square one" shortly after the seminar. They leave high on momentary motivation, but with no definite direction in which to apply it. They leave in awe as they marvel at another person's success, but often don't make the necessary connection in their own lives. I believe people can succeed if they simply know what to do next in the process.

I believe that everything you need to become successful is already yours. Every desire, motivation, talent, skill, reason and rhyme you need is already a part of you.

And finally, I know one individual who went to school for engineering, who never took a writing course, and who couldn't bring himself to strike up a conversation with a stranger who is now inspiring others as a successful entrepreneur, author and public speaker. Yes, my friend, if I can do it, you can too!

## **How This Book Came To Be**

The story of how this book came into being is itself a good example of the power of pursuing one's passion. I was living in Silver Spring, Maryland at the time, and had just sent *Lessons In Success* off to the printer. Because of the success of my websites, I was being sought for my expertise on launching online ventures. I was invited by an organization called the National Money League (NML) to give a talk entitled "Doing Business on the Internet" as part of their Eagle's Nest workshop-- a seven week course which focuses on mastering different elements of prosperity.

As I always like to do when I give public talks, I involved the attendees from the very beginning and tailored my presentation towards their immediate needs and interests. I discovered that people were more interested in discovering what their passions were, and how they could make money doing it, than finding some turn-key online business they couldn't really get excited about. As a result, the discussion evolved into a brainstorming session in which we all contributed suggestions to help individual attendees discover what it is they loved to do and to come up with business ideas with which to capitalize on their unique interests. It was an exciting and enlightening night!

According to NML founder, Sidney Harleston, what happened that night really got people excited. She invited me to return as one of several presenters in a single-day workshop which would allow more people to experience the magic of that evening.

Over the course of the next week, she shared with me the enthusiastic response she was receiving to my topic. So much so, in fact, that Sidney said she could sell all the available seats just on that section alone. She then added, "It's great that your book [*Lessons In Success*] will be out by then, too!" I replied, "Sure, but *Lessons In Success* isn't really a how to book on creating a business around your passion." I added jokingly, "I'd probably have to write a separate book for that!" At that instant, that old familiar light bulb went on and shone brightly on an idea that I now realize had been in production for most of my life. It reached completion at that very moment.

The idea that was conceived at that moment was the perfect embodiment of what my life had been about for the previous 8 years. Ever since I walked away from my corporate job, friends, family and strangers seemed inspired by my commitment to my passion, and have asked me to share my experiences, insights, tips and advice to help them do the same. A book on that very topic was actually long overdue. I decided to call the book *How To Make Money Doing What You Love*.

Sidney called a few days later to announce the name she had come up with for my section of the all-day workshop. She would call it "Turn Your Passion Into Profit."

"Hmmm," I thought to myself. "That's a catchier title. Perhaps I'll use that."

The next day, I sat down to write the book you are now reading. My task, over the next several weeks was simply to add the words to the idea; to put the knowledge that already existed in my mind, into a form that others could access. This book, therefore, is filled with information that I have been living and sharing with thousands of people in many different ways. It is nothing less than every single word of advice and guidance I've given to the questions people have asked over the years.

## **What This Book Can Do**

This book will offer **information** through practical steps to get you from where you are now to where you want to be.

This book will provide **inspiration** in the form of success thoughts, step-by-step instructions, as well as real-life examples of people who are turning passion into profit.

This book will offer **ideas** for businesses that you may never have considered.

If you have never been in business for yourself, but feel that following your passion is the next important step in your life, this book can help you think differently about the task ahead in a way that will increase your chances of success.

If you are already in business for yourself, but still haven't found something you're passionate about, this book can help you to reclaim some of the things that used to get you excited, and perhaps help you find some forgotten dreams to commit to.

This book will help move you in the direction of your desire. It will offer a process to lay the foundation for a successful business as well as a fulfilling life.

This book will answer the most frequently expressed concerns about turning your passion into profit.

## **Frequently Asked Questions About Turning Passion Into Profit:**

1. How do I find my passion?
2. How do I overcome the fear I have of pursuing it?
3. Are all passions profitable?
4. Should I take a business class?
5. How much money will I need to start my passion business?
6. Where do I begin?
7. How long does it take to start making money?
8. How do I know if what I've chosen is my real passion?
9. What should I do if I don't like selling?
10. Can I make enough money to pay my rent?
11. How can the Internet help me turn my passion into profit?
12. How much should I charge for what I do?
13. When should I quit my job?
14. Should I distribute my product myself or work with a distributor?
15. How do I know if and when it's time to throw in the towel?

By the time you've finished reading this book, you'll have the answers to all these questions and many more!

## **What This Book WILL NOT do for You:**

At the same time, this book will not make you happy, but happiness may seem a more attainable goal by reading it.

This book will not think for you, but the way you think may be changed forever by reading it.

This book will not dream for you, but your dreams may cause you more excitement by reading it.

This book will not act for you, but the actions you choose may be more effective by reading it.

This book will not exempt you from the challenges you will face or the life tests you will be given, but it will help you to interpret the lessons they offer.

This book will not be the definitive source on every topic that's covered. It's designed to highlight the areas that are connected to your success, and offer guidance if you wish to pursue more knowledge in those areas.

This book will not guarantee a specific profit from your venture, nor will it guarantee that the first passion you choose will be successful. It will, however, exist as a constant reminder that success is a journey, and that where you end up is always a function of your next step.

### **How to Use This Book**

As I mentioned earlier, I believe success is a process that can be learned. In order to extract the greatest benefit, it may be important to know how we learn.

We learn by asking the right questions. At the end of each chapter are suggestions and questions entitled “The Right Questions To Ask.” These mental exercises condition your mind to go ever deeper into its infinite pool of resources to find solutions to the challenges you face.

We learn by doing. Once you know the right questions to ask, the next step is to create a “to do” list based on those questions. All great achievers work from lists. If you gain nothing else from this book other than the habit of creating lists from which to tackle the challenges of your life, you’ll be among the world’s great achievers. This book is meant to be interactive and experiential. I encourage you to perform the suggested tasks in the follow-up file at the end of each chapter.

We learn skills through repetition. Go through the exercises over and over. Each time you do, you'll find yourself moving closer and closer to your goals.

Finally, we learn best by teaching others. Imagine that you'll be required to give a seminar on what you've learned. Share this book with others. Explain what you've learned. Explain the process. Explain the main points. Explain those sections with which you have the most difficulty. You'll find that in teaching it to others it becomes a part of you that you can tap into at any time.

### **The Secret Power of Life Rhymes!**

This book also offers inspiration in the form of what I call *Life Rhymes*. Life Rhymes are “positive, situational, success-oriented, lyrical, rhyme-based poetry designed to inspire new ways of thinking.” They are part affirmation, part advice column, part inspired observation, part proverb, part prayer and 100% life lesson all rolled into one. They are meant to guide your thoughts so that you see the world differently, interpret your situations effectively, think critically, and then make choices and act in ways that help you reach your goals and support your greatest aspirations.

Their secret power lies in the fact that, as poetry, they activate your “right brain”-- the more creative, intuitive part of your brain. It is in achieving a balance between the left (analytical) and right (creative) sides of our brains that we achieve the most success. Check out the *Lyrics for Living* series for the complete collection.

## Don't Judge The Messenger

Always remember that where you are in life right now is a direct result of all the knowledge you have accumulated and all the thoughts you've thought up to this point. Therefore, if you are not exactly where you want to be, perhaps the thoughts you're thinking aren't working? Why not try things a little differently? Be willing to step outside of your comfort zone.

This book offers a philosophy and a formula inspired by information and ideas from such varied sources as Scientology, Hinduism, Vegetarianism, Eckankar, Astrology, Caribbean culture, and from people as ideologically different as Elijah Muhammad, Deepak Chopra, Les Brown, Buddha, and a wacky engineer friend of mine in New Jersey.

It's the same life lesson once again  
I'm learning not to judge  
But habits are like mules sometimes  
and just refuse to budge

When preconceptions take control  
I don't accept all as I should  
But everyone deserves a chance  
so I'll focus on their good

I'm prone to discount others' worth  
and judge by what I see  
but each man's worth mirrors my own  
so I'm really judging me

My world is made by gifts of thought  
that return that which I give  
I'll judge not lest I too be judged  
and learn my lesson of how to live!

*“Information,  
inspiration  
and ideas may  
arrive  
dressed in the  
strangest of garbs.”*

*Judge Not  
Walt's Life Rhyme #117*

## No More Excuses

As you proceed on this journey, you may find yourself challenged by doubts and fears. While this is a natural part of being human, giving into them doesn't have to be. Here are suggested counter arguments for “The Top Ten Excuses People Give Themselves For Not Following Passion”

*Reason #1: Will people really want to pay me for this?*

If you believe that the only place your good can come is from your employer, then that's the reality that you will create. If you accept that your good and all the blessings of the universe come from other sources, and that you can create and receive wealth for yourself from any channel, then you'll understand that you can make enough to thrive, not just survive!

*Reason #2: I don't have the credentials.*

Most successful entrepreneurs don't have a formal education or degree.

*Reason #3: Will it continue long enough for me to be successful?*

See the answer to reason #2 above. The question is not whether IT will continue long enough for you to be successful, but will YOU?

*Reason #4: I don't know where to begin.*

You feel this way because you feel overwhelmed by the task. Make your list of things to do and simply take one step at a time.

*Reason #5: I have kids and a family to feed.*

Yes, and soon the kids will have more expenses, like college tuition. It's been at least 20 years since one or even two incomes has been enough to meet the average family's rising cost of living. Rather than working more and more hours to make more money, wouldn't it be easier to put something in place to decrease your dependence on a single stream of income?

*Reason #6: I'm not a good business person.*

That's not a requirement. Many of the most successful entrepreneurs are "idea people" who were smart enough to find people who are good in the areas they aren't.

*Reason #7: If I leave my job, I'll lose my pension and benefits.*

If it's predicted that 97% of the population will retire dependent on family, friends and the federal government to survive, and they're doing pretty much the same thing you are, what assurances do you have that your fate won't be the same? Besides, no one's saying you have to leave your job, but why not think about creating something that can create your own pension and benefits.

*Reason #8: I'll think about that when I'm older.*

And in the meantime? There really is no such thing as the future.

*Reason #9: It'll take too long for me to be successful at it.*

Ask yourself: "How old will I be in 10 years?" Then ask, "How old will I be in 10 years, if I don't do this?" Then ask, "How old will I be in 10 years if I do this?" The fact is, the years will pass regardless of what you decide to do. By not doing, you've simply decided to pass the years unhappy and frustrated rather than in pursuit of fulfillment.

*Reason #10: I'll start when I have the money to invest.*

Many people assume that no actions can be taken unless and until they have a certain amount of money. In fact, just the opposite is true. Paperwork can be completed. Products can be designed. Calls can be made. Estimates can be acquired. Marketing strategies can be mapped out. And it's been my experience that if you proceed as if you have the money, faith will bring what you need. The creative power of the universe is brought to bear by commitment and serves men and women who go after their dreams.

Now none of this is meant to minimize the reality of your current situation, or to imply that the challenges you face aren't real. Yes, it is challenging to raise three kids, and hold down a job, and pursue a passion at the same time. However, what you need during those moments that threaten to overwhelm you are simply reminders that you can do it. You need to be reminded that others have done it, and you can too. You need to be reminded that the alternative to trying is the same unhappiness that drove you to do something different in the first place. You need to be reminded of the fact that you can be, do and have anything you want if you're simply willing to pay the price. It may not always be easy, but it will always be worth it. Remember, you can always find excuses not to do something you're afraid of. The question is can you find the courage to act even in the face of fear?

It's not about credentials  
regulations or degrees  
It's not about some board  
that validates your expertise

It's not about the cash flow  
or that "money's kinda tight"  
It's not about your rent  
or getting finances just right

It's not about you needing proof  
and knowing this scheme works  
It's not about your pension plan  
job benefits or perks

It's not about your debts  
or paying back the student loan  
It's not about your age  
or waiting 'til the kids are grown

And NO, it's not a time thing  
so just stop THAT idle chatter  
We all know people find the time  
for things that really matter

So what is it that stops you?  
Well, the truth is that you're scared  
But rather than admit it  
you just say you're unprepared

When children want they're fearless  
for there's nothing they want more  
But as adults choose safety  
the predictable and sure

And skill and time and money?  
You know what I'll say is true:  
You know those who do more with less  
who're not half as bright as you!

Yes, all you need's desire  
forget all that other stuff  
And simply ask one question:  
"Do I want this bad enough?"

*Walt's Life Rhyme #316*  
*Excuses, Excuses*

## **Permission To Dream**

Laura is an eighth-grader whom I had the pleasure of tutoring in Math. As we finished our tutoring session, Laura and I started talking about personal interests. After much probing, I discovered that Laura really loves to sing. She told me, however, that her love of singing, and the unique thrill she gets doing it was something she had to hide from her parents, as they thought in terms of traditional paths of education and employment. As I encouraged her to tell me more about her passion, Laura became a different person once she realized that I was an adult who wanted to hear about her dreams, and who would actually encourage her to think about being a singer.

I've since lost touch with Laura, but I truly hope that she continues to honor her passion. I truly hope, as well, that you too can reconnect with your dreams with the same excitement of a 12-year-old who's been given permission to dream!

## **MAIN POINTS OF CHAPTER 1**

### **“Permission to Dream”**

- As one who seeks to turn your passion into profit, you are about to embark on a unique journey of discovery. However, the price of the freedom you seek is that you must give up your attachment to your present reality and some of the people, ideas and habits that are a part of it. Change is the price of freedom.
- This book, which contains the world’s first philosophy and formula for transforming passion into profit, is itself a manifestation of one person’s passion for teaching.
- The Passion-Centered Life-style is a life-style of choice, freedom, control, financial independence, personal fulfillment and continuous personal growth.
- The secret to success in any endeavor is in asking the right questions. This book will pose many questions that you may never have taken the time and energy to answer. This book can also answer many questions, introduce you to new concepts, principles, habits and strategies for achieving the Passion-Centered Life-style.
- At the same time, this book will not think, dream or act on your behalf, or exempt you from the ups and downs that it may be necessary to experience in the process of growth that change will require.
- Everyone is qualified and capable of turning his or her passion into profit. Every desire, motivation, talent, skill, reason and rhyme you need to make it happen is already a part of you. The information, inspiration and ideas contained within will help you to succeed. Perform, repeat and teach the concepts, tasks and habits suggested in this book. That is the way to make them a part of you.
- The information, inspiration and ideas provided in this book have come from many different world views, belief systems and practices. Allow yourself the benefit of an open mind. Don’t judge the messenger.
- Don’t allow a belief in your current excuses to rob you of the opportunity to do what you love to do. Find the courage to face the fears that hold you back! You now have permission to dream!

## **FOLLOW-UP FILE FOR CHAPTER 1**

### **“Permission to Dream”**

#### ***INSPIRATION: Passion Seeker Profiles***

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##### ***“Passion for Patching”***

Ever since he was 8 years old, Kaile Warren loved to fix things. Through an unfortunate turn of events, Kaile soon found himself disabled, unable to work and, eventually homeless. He woke one day with a divinely inspired idea to take his passion for being handy around the house and create a business offering the same service to households which didn't have the time or “man power” to do it. He called his new business “Rent A Husband.” Sales are well over 8 million two years after he started. Kaile's advice: “Once you find your passion, intoxicate yourself with it. A life without passion is a very sobering and difficult journey.”

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#### ***IDEAS: The Right Questions to Ask***

- What specific things can I do to prepare for the changes I expect?
- What am I prepared to give and to give up in my life?
- What dreams have I stopped believing are possible for me?
- What are my own 20 frequently asked questions about turning passion into profit?
- Read the stories of people whom you admire for pursuing their passions.

*Their stories will have the common element of triumph over adversity and will inspire you to greatness. People like Michael Jordan, Oprah Winfrey, Tony Robbins, Sylvester Stallone, Ray Croc, or even local heroes profiled in newspapers, magazines or on the internet exist as examples of the courage you need to create the world of your desires.*

## Chapter 2: The Passion Prophecy "A wake-up call"

### New Passion Times

#### Passion Prophet Predicts America's Return to Pre-Industrial Economy!

NEW YORK--Corporate layoffs. Outsourcing. Automation. Downsizing. Payouts. These are all fancy words for the same phenomenon: Americans are losing their jobs. What will the newly jobless do to secure their future? Walt F.J. Goodridge, a New York-based career coach, and speaker known as the "Passion Prophet", may have the answer: America may have to return to an economic model that existed over 100 years ago!

"Before the Industrial Revolution, 80% of the population were entrepreneurs," Goodridge explains. "You either worked the land you lived on, or had a skill that you bartered or sold to survive. It was only with mechanization and industry, which required labor in factories, that people moved away from being self-sufficient, to working for someone else."

In the face of changing economic realities and disillusionment, many people are questioning the ways they currently make money and seek to create additional incomes. But, instead of getting more jobs or opening franchises, many are looking inward and asking, "What am I good at?" "What's my passion?" Indeed, traffic and orders have increased on Goodridge's [www.PassionProfit.com](http://www.PassionProfit.com) website, which offers books, workshops and courses for people seeking to discover, develop and profit from their passions. His unique formula is based on the philosophy that everyone has a passion, and every passion can be turned into profit.

"Today's trends are all pointing to a move back to the way things were," Goodridge prophesizes. "As the corporate landscape becomes more uncertain, people will need viable options for increasing their streams of income just to survive....[continued in *Lifestyle* Page 23]

## A Changing Landscape

In a recent cover story article in *Business Week Magazine*, it was reported that as a result of a shrinking labor market (the people available to be hired), greater opportunities and global competition, companies are being forced to find ways to get the job done without paying employees more. Hence, a new pool of workers is being wooed to their positions with stock options, bonuses and other performance-based perks rather than big salaries. These incentives are all ways to compensate exceptional employees without incurring fixed costs which might cripple the company in the event of an economic downturn. If the economy gets shaky and employers have to cut corners, it's easier to stop paying bonuses than it is to reduce a person's "locked in" salary. The companies save money, and still get the job done.

Among the other tactics companies are using to keep their costs down are: insisting on longer hours without overtime pay; laying off higher paid employees; hiring temporary workers and immigrants; and forcing higher productivity out of its existing workforce. One hotel operator reportedly places dirty laundry behind the front desk so that check-in clerks can wash the linen in their down time. [*Business Week*, Dec '99]

The latest predictions for our workers' economic future suggest that the social security benefits that we've been led to believe will be there to take care of us in our golden years, won't be there when we retire. Inflation, the soaring national debt, and global competition have made this a very different playing field than that on which your parents played. There is growing concern that if current trends continue, there simply will not be any money available to pay social security benefits to future generations.

All this leads to a more unstable future for you if you are an employee. And while you're not guaranteed the big bucks if you jump out on your own, you'll at least be wise to have a plan B, C, D and E in the works as your own insurance policy. I always remind people who seem committed to big companies to their own detriment that these companies make decisions based on their own bottom lines, and nothing else. Your bills, your children and your devotion and loyalty have no place to be entered on your employer's balance sheet. The landscape is changing and you need to prepare for what may happen.

## Are You Living A Lie?

In our society, we are told to go to school, get good grades, graduate, get a good job, get married, have children, buy a home, work for a company for 40 years, and somehow, slowly but surely, we will rise to higher and higher levels of prosperity and happiness. Burke Hedges, in his book, *Who Stole The American Dream*, which persuasively promotes the merits of Network Marketing as an alternative paradigm of success, explores the disillusionment that comes with the discovery that the American Dream of success is a misconception that holds no promise for the future.

The truth, as more people are beginning to realize, is that the rules of the game have changed. What may have worked well for previous generations, is now a recipe for disaster when applied to the unique economic reality of present-day society. No longer can the average person rely on the security of working for a large corporation. No longer can a single income comfortably support the average family. The truth is 97% of working people will retire broke and dependent on family, friends and/or the federal government for survival. The truth is more and more retirees are having to get jobs just to survive.

In addition to the economic lie that most of us are living, there is also the lie of self-actualization that has been fed to us. We are taught that our primary concern when it comes to choosing a profession should be that of practicality. After all, we are told, we have bills to pay, and responsibilities that require a stable income with benefits. We are led to believe that artistic pursuits will never be able to provide that income. As a result, we spend our working days--our productive years--engaged in activities for which we have no passion. We mistakenly think that we can find happiness despite this misguided pursuit. The truth is that the pursuit of practicality has never led the searching soul to happiness. Honest expression is the cornerstone of happiness.

For many years, John, a successful stock broker, lived a vicarious existence through his friend Steven, a painter who, though always struggling, was determined not to compromise his passion. John would occasionally lend Steven money to help him pay his rent, or to buy supplies. As a child, John himself had developed an interest in art and had even won a few awards for it in high school. His father, however, discouraged him from pursuing an artistic career, and even refused to pay for John's college education unless he pursued a degree in business. As a result, John's opinion of his talent waned. He started to believe less and less that what he created could have any value such that people would pay him for it. Meanwhile, he amassed an expensive collection of beautiful art that adorned his home. It was years before he developed the courage, with Steven's urging, to actually try his own hand at painting again. Slowly, John got back into his art and, with Steve's help, has even sold a few pieces....for money!

We are taught the lie that there is less monetary value in our creative expression than there is in other "more practical" activities. And that's simply not true.

### **You Can Handle The Truth**

Some time recently, I was discussing the topic of relationships with a dear friend. She commented on the drama she always seems to encounter when dealing with the men in her life. She wondered aloud why even the men she thought were just friends, had expectations of her that were more in line with an intimate relationship. From where I stood, it was obvious that there was something wrong with the picture she was painting. Though she said she and her current topic of conversation were "just friends", I knew that she was not addressing the real issue. I knew from previous conversations that both she and her friend really wanted something more than just friendship, but had decided it unwise given their individual situations. They decided to move forward and build a relationship built on a lie.

Until she addresses the real issue of the type of relationship both she and her "friend" really want from each other, everything they do will be just a facade. I explained that any relationship entered into under false pretense is doomed to difficulty.

Attempting to solve any difficulty while avoiding the bigger picture simply compounds the deception and creates drama. I told her that operating under the wrong premise and missing the big picture was like being on the Titanic during its last hours and asking people for directions to the shuffleboard contest!

Many of us will, in fact, miss the lifeboat of happiness because we don't realize that the big-picture-truth is that we're on a sinking ship. The lie that many of us labor under comes from what others have defined us to be. We haven't been told the truth

about ourselves, so we cannot be true to the truth of ourselves. Consequently, we live our lives chasing an illusion of happiness within a life that's going nowhere but down. The greatest lie that you live is that of someone else's perception of who you are.

Have you ever thought about what your life would have been like if your parents and teachers had encouraged you to follow your gift of sports prowess, or your penchant for art, or your love of animals rather than push you to be an accountant or an engineer or a lawyer? It's an interesting thought to ponder. However, it really doesn't matter. There's no such thing as a wrong decision. There are no mistakes. There are simply choices and opportunities to grow and learn. Every single decision you've made, or that was made for you, has contributed to you being here at this very moment with this book in your hand, ready to make a change. Everything you've learned along the way--even the unhappiness and frustration--will help you to discover your passion and turn it into profit. In fact, by the time you've completed this book, you may want to thank your parents and teachers for giving you the opportunity to discover who you want to be by having successfully shown you who you are not. Sometimes your greatest growth comes after experiencing a situation that simply confirms for you the reality that you don't want.

So don't beat yourself up over the decisions you've made. As a wise man once said, "pity not the man for the challenges he faces, but for the lessons not learned in his responses." The tragedy is not that in the past you were steered in a direction that was not towards your passion. The tragedy will be if you allow yourself to keep going in that direction once you recognize the power you have in the present. Everyone will learn their lessons eventually. For some people it will take a little longer (maybe several lifetimes). Others will recognize the lessons in an instant, get themselves out of there, and move on.

### **The Truth: A New Survival Strategy**

Hopefully you are now ready to look at the real issues and to discover your own personal truth. In addition to the personal fulfillment of living a life of truth, there is another compelling reason why you'll want to look seriously at turning your passion into profit. That reason is basic survival. Your survival on a financial and mental level is in the balance. As stated before, the game has changed. In order to prosper in the new era, a new strategy is needed. Here are some tips for what your strategy should include.

#### *Build assets*

In his book, *Rich Dad, Poor Dad*, author Robert T. Kiyosaki shares the secret of why the rich get richer and the poor get poorer. What keeps the poor battling in poverty is their failure to create assets which generate money. When most average people get some extra money, be it a pay raise or lottery winnings, they immediately seek to buy things which end up increasing their liabilities. They buy gas-guzzling cars, tax-draining homes, and indulge in expensive habits which deplete their earnings and put them in a worse position than before. The key to wealth is to focus on building assets that generate wealth so your money works for you to create more money. Kiyosaki lists as his choice of assets to invest in: stocks, bonds, mutual funds, income-producing real estate, notes, royalties and your own business. A business that can generate money without your presence is one of the best and most liberating and lucrative assets to own.

*Create multiple streams of income*

In times past, it was possible to sustain a family on a single stream of income. As society changed, the era of the two income household was ushered in. Both mom and dad now had to work just to maintain the same standard of living. As things continue to change, unless mom and dad create more streams of income in addition to what they're currently making, their standard of living will start to slip away. Economic uncertainty brought about by technological advancements, a declining labor market, and inflation makes it more necessary than ever to have one or several "plan Bs" in place. Diversification doesn't only apply to your stock portfolio anymore. To survive you need to create additional streams of income each strong enough to support you should any one dry up.

*Seek sanity and stay healthy*

It's often said that the definition of insanity is "doing the same thing over and over again and expecting different results." Many people continue to deny their passions every day, showing up to a job that offers them no fulfillment, while expecting some day that something miraculous will happen to bring them happiness. It's the ultimate in self-deception and insanity to expect an outcome of truth from a life lived as a lie.

Now, I can't actually prove this, but I'm sure you intuitively know this to be true as well that people who are doing what they love live longer and happier lives. Studies do show, however, that stress (the regular stress of being in a job you hate, perhaps?) can dampen the immune system's ability to fight off disease. Studies have shown, also, that having regular social interaction with others may be as important to your health as good nutrition and exercise. And, guess what? Making new friends is often easier if you are doing something you love and interacting with others who share your interests.

**Why It's So Much Easier Today to Turn Your Passion Into Profit**

These days there are less excuses for not following your passion. One reason it's easier today to turn your passion into profit has been the development of the single most powerful business tool of the 20th Century: the Internet. The Internet is the great leveler. It is the level playing field that we've all wished existed. It offers the consumer more choices, it offers the business owner a global pool of customers, and it offers the entrepreneur a means of competing with bigger businesses.

The main reason the Internet makes it so much easier is the concept of the "wide thin" market. In a recent article, Rich Karlgaard, Publisher of *Forbes Magazine*, states: "Sufferers of rare diseases, start-ups in Africa seeking funds, instrumental surf-music enthusiasts--each is an example of a market that is skinny in the local market, but, globally, inflates to a profitable mass" [*Forbes, May 17, 1999 Issue*]. In other words, if you were to set up a traditional retail outlet selling your particular product to a niche market, you would be limited by geography to just those people within a reasonable traveling distance. With the Internet, however, everyone from Cancun to Canada with access to a computer and a modem can browse your website and order from you. Your potential customer base is everyone, everywhere at any time!

Even former United States President Bill Clinton, declared himself a bona fide e-shopping (electronic shopping) convert. "I intend to join them (cyber-shoppers)," Clinton said, "because online shopping has significant benefits, not just for consumers and large

established retailers. Online commerce also opens a world of opportunity for local artisans and small entrepreneurs." He added, "One of the key reasons our economy [will] continue to thrive is that we're making the most of new technologies."

The unifying effect the Internet will ultimately have on our society may be beyond our comprehension. According to visionary Andrew Zolli: "We are on the first letter of the first word of the first sentence of the book of global interconnectivity."

Another reason it's easier today is that support systems exist that can help you achieve and maintain the passion profit life-style. The Small Business Administration (SBA), The Service Corps of Retired Executives (SCORE), the Young Entrepreneur Organization (YEO), and dozens of other organizations exist to provide information, guidance, and even counseling. See appendix for additional resources.

### **Reality Reconstruction: Are You REALLY Ready?**

I would be remiss if I didn't prepare you for some of the consequences of the path you're about to embark upon. There is going to be a price to pay for acting on thoughts that go against the norm. In addition to the ridicule and rejection you may face from friends and family, there will also be some cosmic forces at work.

Many of us don't recognize how the universe works. Quite simply, if you are living in a house and wish to build a bigger better house, it may be necessary to demolish the existing house down to its foundation before you start building anew. In much the same way, once this creative universe we live in gets its orders from you that you want to change your reality, strange forces are set in motion that begin making the necessary changes in your life. If you've been living with people who think negatively and are going nowhere in their lives, you may find yourselves arguing more frequently, or it may suddenly dawn on you that this person whom you thought you knew, has grown in an entirely different direction from where you now find yourself. You may have to make some hard decisions about who to keep with you on your journey, and who to leave by the roadside. They may hold you back from reaching your dreams. Go on without them, and if later you decide you still want their friendship, you can always come back and get them.

Similarly, if you've found yourself in a nowhere job, and you wish for the fulfillment and freedom of pursuing your passion, don't be surprised if things start happening which lead to a (forced or voluntary) separation from your present place of employment.

It's a phenomenon I call "reality reconstruction", and it usually happens right after a new reality is wished for and committed to in a significant way. I witnessed this phenomenon firsthand in one of my business ventures. Within a few days of signing someone into my network marketing business, some "catastrophe" would befall them. It might be an illness, a fight with a spouse, a car accident, or some seemingly random event. At first I thought I was jinxed, or worse, that I was jinxing my new business partners. I soon came to realize, however, exactly what was going on. Their realities were being reconstructed.

Interestingly, "reality reconstruction" doesn't affect everyone. Some people meet their dreams at a point in life *after* they've gone through the necessary preparation. For those people, it can be a smooth transition into their dreams. However, of those it does affect, many fall by the wayside, overwhelmed by the unexpected changes in life, while others see it and embrace it for what it is, a reality reconstruction in progress.

At the same time, I often inform people that following a passion can mean ups and downs, uncertainty of regular income, having to make late payments, having your lights turned off, having your telephone disconnected, and maybe even homelessness.

In *Lessons In Success Volume I*, I recount the months where I was basically homeless and living on my friend's couch and running my business from his living room. I knew that this was a temporary reality that I needed to experience to get to the success on the other side. Nothing motivates like desperation. And for some of us, experiencing dire straits is the only way we'll ever develop the inner strength to really do what's necessary to succeed as entrepreneurs. Are you prepared for any of the possible reconstructive realities that you may experience while you build your life anew?

I know of people who say they could never go through those kinds of experiences. If they happen to be married with children, they add that being single would make such changes easier. In response, I encourage people not to let their reason for doing this be their excuse for not doing it. Think about it. Many people crave the Passion Profit Life-style so they can spend more time with their children, but use the "responsibility" of providing for their children as the reason for not taking the risk to succeed.

I know of one woman with three children and a husband who quit her high-paying job to pursue her passion. She ended up homeless and on public assistance (kids and all) just before her big break came along. She didn't let the downs get her down, and realized that all things "come to pass." That is, they have come so that they can pass. She knew that sunshine follows the rain; that there's always the seed of victory within every defeat; and that sometimes it's necessary to hit bottom, before you can bounce back up.

Like a prophet I rise  
after bearing my cross  
resurrected from a tomb  
of my own backward thoughts

Like a ball I bounce high  
after hitting the ground  
reaching up to the skies  
with the new strength I've found

Like a phoenix I soar  
up from ashes of me  
nothing left but to do it  
and be all I can be

*"Nothing motivates  
like desperation!"*

*On My Way Back Up  
Walt's Life Rhyme #34*

So, which example would you rather set for your children? That of a bold, courageous individual who follows his/her dreams despite the ups and downs, taking a chance (and possibly succeeding)? Or that of a person who allows him/herself to be paralyzed by fear and doubt? The choice is yours. Your children will face a very different world from the one you currently do. How will the example you set prepare them to succeed?

## **The Dawning of A New Age**

There is indeed a new age upon us. Mankind is emerging from outmoded ways of life and into new and innovative ways of thought and being. The shift is from the predictive to the creative; from the visible to the intuitive; from fate to free will; from centralized external power to self-empowerment; from respect of things scientific to a reverence of things natural; from segmented concepts of medicine to a wholistic approach of healing; from an external concept of divinity to one which values the divinity in all of us.

Astrologers call it the age of Aquarius--the age of equality, personal responsibility and self-creation. It is the age of spiritual adulthood in which direction and guidance comes from group consensus rather than a father-like spiritual leader. It's the age in which the new values are community and global access. Scholars call it the Information Age, heralded by the decentralization of government, drastic changes in corporate America, and which is now being pushed ever forward by the rapid growth of the Internet.

This global shift in consciousness will affect how we seek ultimate expression of who we are. Following one's internal compass and passion rather than the preprogrammed dictates of externally imposed tradition will be the mantra of the spiritual adults of this new world. This is an exciting time which supports your decision to follow your dream.

## **MAIN POINTS OF CHAPTER 2**

### **“The Passion Prophecy”**

- If you've found yourself questioning the meaning of life, and realize that you are living a lie and not being true to yourself, then perhaps it's time to start following your passion.
- Massive changes are affecting the way people earn money. Some of the economic forecasts paint a dire picture for the future. Companies are cutting back. Social Security is in jeopardy. And, the security once possible working for large companies is no longer guaranteed. The rules of the game have changed, but many people are still living and working outmoded plans.
- The new millennium will bring tremendous changes in the way we do business, in our understanding of personal growth, in spiritual awareness and in people's ability and willingness to earn their livings in nontraditional ways. They will seek more and more to do things that fulfill them. At the same time, many will be forced to seek alternative means of income out of sheer necessity. This will be the decade (and beyond) of the entrepreneur.
- A new strategy is needed in order to maintain financial sufficiency in this new millennium. Create assets, develop additional streams of income, seek sanity by staying true to your dreams and pursue your passion. These are the major aspects of that strategy. More people are seeing the wisdom in finding value in their talents, hobbies and interests.
- Because of the Internet, it's easier today to turn your passion into profit. It provides the means to take advantage of "wide thin markets " that in previous eras would not have been profitable.
- As you learn to think differently, your life may go through some drastic changes as things are broken down to be built anew. This reconstruction is not your new reality, but simply a necessary step to create it.

## **FOLLOW-UP FILE FOR CHAPTER 2**

### **“The Passion Prophecy”**

#### ***INSPIRATION: Passion Seeker Profiles***

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##### ***“Just Plain Passion”***

At 3 years old, Lorraine Johnson-Coleman proclaimed to her mother, “I want to make books!” Since then, writing has always been her passion. However, she allowed her father’s urging to do something “more practical” to influence her decisions. In college, though she majored in English, she also had a minor in economics. She ended up in a high-profile, well-paying job on Wall Street, which, though it appeared to have all the trappings of success, made her absolutely miserable.

Still nurturing her hidden passion for writing and communicating, she found occasions to share her work with others. After reading one of her poems in public for the first time, amazed strangers and friends asked her why she wasn’t doing that for a living.

She decided to quit her high profile job, and move to Georgia to follow her passion. Things didn’t immediately work out, and Lorraine and her four children and husband found themselves homeless. She always knew, however, that if she followed her heart, that things would work out. So, even while living in a shelter, she managed to publish “*Just Plain Folks*” which won her critical acclaim and eventually a 7 figure publishing contract.

You might have seen Lorraine on an episode of the *Oprah* show in which she shared her advice to the world. She says, “Recognize that the difficult times don’t define you, or limit you as to what you can be. It’s just for the moment. It’s just a passing thing.”

The other great lesson she’s learned from her experience, as she poetically puts it, is her wish that “these four African American children that I call my own can look at my life and truly realize that anything is possible. And, I hope they go for it.”

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#### ***IDEAS: The Right Questions to Ask***

- What lies am I allowing myself to live even though I'm not happy with them?
- What specific things do I wish to change about my life?
- How many streams of income do I have?
- How would I earn money if I couldn’t find a job?
- What options do I have if I were to lose my home?
- Do I know anyone who worked all their lives for someone else and retired wealthy?

*"You can tell how much you love yourself by noticing what you allow yourself to experience."*

## **Chapter 3: Thinking Differently**

### ***"A crash course in personal growth!"***

#### **Decide**

Once you've given yourself permission to dream, and believe that a new world is possible for you, the next step in your journey is simply to decide. Decide that you fully intend to discover a passion around which to build a business. Decide that you are willing to leave your present reality behind. Decide that you want to be free from living the lies that others have forced upon you. Decide that you will seek out others who are doing it, and who can provide support and inspiration. Decide that you will commit to this journey until you reach your destination. This will be the journey of a lifetime. And like many journeys, there is a price to pay. Yes, your entry into this brave new world and the Passion Profit life-style requires a nominal fee. It requires that you think differently.

The secret to creating any lasting change in your life is to change the thoughts you have about yourself as well as the world in which you live. It is only in adopting new ways of thinking that you will experience success in turning your passion into profit.

**“Who Are You, Really?”**

You are the product of your thoughts. Despite what you may have heard to the contrary, you are not the product of fate or fortune. You are not controlled by circumstances, or by other people’s actions, but by the content of your own mind. You are not your job, your income, or your roles EXCEPT to the degree that you *think* you are. Self-image--what you think about yourself-- controls much of what you achieve in life. Your self image is the sum total of all the ideas about yourself that you have been told, shown or that have been expressed to you or about you, and that you now accept as true. These ideas may have come from parents, other family members, friends, enemies, teachers, strangers, books, television or movies. If you were exposed to these ideas often enough during your early years of development, your concept of yourself has been shaped by them. These are the thoughts that molded how you see yourself and the world, and will continue to create self-perpetuating realities and experiences.

However, you *can* change your reality and stop the cycle simply by changing the nature and content of your thoughts. Once you believe differently about something, you act differently in relation to that thing. When you thought that Santa Claus existed, you acted in one way. Once you thought otherwise, your actions changed accordingly.

The first new thought to accept, is that the universe is a knowable place. In other words, it can be figured out and understood. And although we may never learn all the mysteries the universe has within it, we can learn just enough of the basics to make it less confusing. We can know enough about it to start to feel in control of, or at least, in harmony with the natural order of things. Once you understand the basics of the universe, you'll be one step closer to creating the reality you desire. Following are the major universal concepts that it will be necessary to adopt for you to create the life you wish.

1. Only Fear And Love exist
2. Thoughts Create Reality
3. You Can Only Control Your Reactions
4. “Be, Do Have” Is The Order Of Creation

**MAJOR CONCEPT #1: There's Only Fear and Love**

|   |   |
|---|---|
| Everything we do in life<br>and every thought we voice<br>it's love or fear and nothing else<br>from which we make our choice | <i>Which one rules you?<br/>Walt's Life Rhyme #78</i> |
|---|---|

While taking nothing away from the power of the other emotions of anger, grief, envy, and so on, the truth of reality is that there are only two causal emotions which govern our actions: fear and love. These two represent the cosmic dichotomy, and all spiritual awakening is based on the realization of this truth. This is important because once you accept that there are only these two causal emotions, then it becomes easier to determine the motives behind everything you do or plan to do. If you can honestly say that the reason you are doing something stems from love of yourself or of others, then by all means you should feel empowered to do it. If, however, you are acting out of fear,

then you may wish to examine your beliefs. Love-based actions create a better life for you. Fear-based actions perpetuate fear, lack despair and other negative emotions.

Fear of not having enough makes you pursue professions for money but for which you have no passion. Fear of ridicule, embarrassment, and shame prevents you from attempting to earn a living in nontraditional, but more satisfying ways. Fear of failure is what cripples you from even trying. Fear of success is what keeps you living a life of mediocrity rather than confronting the greatness within.

Love, on the other hand, is the palate into which you dip when you begin to paint a life worth living. In any relationship, the more you love someone, the more committed you are to not hurt them. The same should be true in your relationship with yourself. Unfortunately, many people don't exercise the same standards when it comes to how they treat themselves. If they did, their day to day decisions would be quite different.

When you love yourself, you believe that you're worth more and that no sacrifice is too great for you. In fact, it's impossible for any real act of love to be a sacrifice. Love of the gift of life you've been given is what makes you want to experience it to its fullest by being and doing all that you can, regardless of what others think.

Here's how to tell how much you love yourself. The level of love you have for yourself is demonstrated by what you allow yourself to experience. In other words, consider all the pleasure and pain you now experience. If you had the power to give someone you loved a new life to live, would you give them one just like yours? To the degree that you would wish your life on someone you love, that is the degree to which you love yourself. Because you would only wish upon someone you love, the best that life has to offer. So if you are living such a life--one worthy of offering to another-- it's because you decided you're worth it.

A life in pursuit of passion and the conquest of fear is the greatest gift you can give to someone you love, including yourself.

## **Entrepreneurphobia: Conquering the Fear**

Speaking of fear, there is one common fear that is at the root of many people's reluctance to pursue their passions for profit. It's Entrepreneurphobia--the fear of becoming an entrepreneur!

### **Naming the fear:**

For many of us, the thought of being an entrepreneur carries the glamour of being in charge, calling the shots, setting our own hours, more personal freedom, and just possibly the chance of making it really big with that new idea, service or product. On the down side, we've heard there are long hours, uncertainty, and of course, risk. Success is not guaranteed, and money may not come with the regularity of a paycheck. It's this very reward-risk duality that has more people jumping out into entrepreneurial waters with the goal of improving the quality of their lives, while others who have an equal desire to be free, can't seem to rid themselves of the "employee mentality" that's weighing them down. The fearless ones go on to fulfill their dreams. The fearful choose to suffer in silent desperation making others into millionaires. We live in the most advanced, richest and most opportunity-filled society in human history. So, what is stopping more of us from taking advantage of these opportunities?

What keeps many of us shackled to the nine-to-five grind is plain, simple FEAR. Fear of the unknown. Fear of failure. Fear of success. Don't be too alarmed. Even successful entrepreneurs experience fear. It's part of being human. The trick is not to let it scare you into inactivity. The first step in the task of conquering this fear is naming it. What you are experiencing is a common malady known as *Entrepreneurophobia*, the fear of being an entrepreneur. And while you won't find it listed in any of the medical or psychiatric journals, I've encountered it often enough to know that it's real enough to deserve its own diagnosis and cure.

**How to tell if you suffer from Entrepreneurophobia:**

Here are a few questions to help you make a quick self-diagnosis. Does the thought of being CEO (chief executive officer) of your own company make you break into a cold sweat? When you think of starting a business, do you become paralyzed with fear? Do you think that being an entrepreneur takes some magical powers, or a level of intelligence that you believe you don't have? Is the security, and regularity of a constant paycheck more appealing to you than the potential rewards of being on your own? When you hear of others who are jumping out into entrepreneurial waters, do you think deep down that they're destined for failure? Or, do you think that the constant pressure they must be under would be too much for you? If you answered yes to any of these, you might be a victim of this common malady. Fear not. Many others share your apprehensions. In fact, many successful entrepreneurs experience the same fears each and every day. Is there something about being an entrepreneur that is really so intimidating? Or, is there something else going on in your situation?

**Fear of failure or fear of success?**

Most of us have been programmed all of our lives to believe that the path to "success" requires going to school and getting a good job. While these are admirable goals to pursue, they don't encompass the entire realm of ways to live our dreams. Unfortunately, the programming is so powerful, that any endeavor which we consider that's not based on those norms feels threatening to us and to those around us. Starting one's own business is a bold move which little of our life's teaching actually prepares us for. It is often seen as an impetuous and difficult undertaking reserved for special people. As a result, we are likely to suffer discouragement and even ridicule from family and friends who view such plans as silly and destined for failure. In addition, we often have to overcome our own insecurities: What if I can't sell my product? What if my business fails? What if I get sued, or end up in more debt? How will I pay my rent or mortgage? What will my family and friends think of me if I fail? What will I think of myself?

Overcoming these self-doubts and negative influences doesn't mean you'll be successful either. In fact, overcoming fear of failure may be just the beginning of your "troubles." Because, while many of us suffer from a fear of failure, an equal number suffer from what we can only call a fear of success! It's true. There are many individuals who don't know how to handle success and, when things are going well, appear to do everything in their power to destroy everything they've worked hard to achieve. The story of the superstar who "had it all" and then threw it all away on drugs, sex or gambling is the classic example. The fact is: even after we have achieved success, our own low

self esteem may come back to haunt us. What happens is that the public image we've created--the one that everyone else sees--doesn't quite match the one we have of ourselves. Consequently, we subconsciously do what we can to get the two to match. We sabotage our own success in an effort to bring the two images into agreement. Eventually, the facade of wealth, confidence, and success comes tumbling down, replaced with the old self-image of poverty, lack and negativity. At that point, what's now on the outside matches what we've always believed about ourselves on the inside. That's what fear can do to you. And while the bad news is you may never get rid of your fears completely. The good news is that you can learn how to manage them, and succeed in spite of them.

### **Fear Management**

When you're in business for yourself, you become a manager. Sales, employees, expenses, taxes, growth and everything related to your business all require effective management. Fears too, are as much a part of being an entrepreneur, and also need to be managed. Many potential entrepreneurs fail even before they write their business plan, simply because they don't practice fear management well enough in advance and, just as importantly, during the life of their venture. To help you get a handle on your fears and practice fear management, here are a few basic facts you should know.

1. *Fear is at the basis of most of human activity.* It's one of the two reasons why we humans do ANYTHING. (The other reason is love). From working our job, to waging war, to religion, to politics, to sex, practically every aspect of what we call civilization is in response to some fear or another. Fear of starvation leads to the development of agriculture; fear of poverty leads to the pursuit of wealth; fear of the elements leads to construction of shelter; fear of death leads to the development of religion. Fear of losing freedom, independence and territory leads to war.

2. *All fears are learned.* Behavioral psychologists say that the only fears we are born with are the fear of falling and the fear of loud noises. All other fears are learned, and like bad habits, can be unlearned. So there's hope!

3. *Fears are not real.* Fears are illusions. Fears do not exist. They are your responses to ideas that you've created from unreal beliefs. They have power only because you give it to them. Remember the first time you spoke or performed in front of an audience, or the first time you dove into a pool? The fear at those times was so overwhelming that you thought you wouldn't survive into the next day. Well, you have survived, hopefully with the knowledge that the fears themselves are usually more powerful than the thing you feared. In other words, fears rarely equal consequences. As you face your fears, ask yourself: what's the worst that can happen? If your idea doesn't sell, will the death penalty be imposed? Doubtful. Many of us would probably realize that our deepest fears are actually unfounded if we did a realistic assessment. Many of us never do because it's often easier to magnify our fears than admit that the thing holding us back ..... is us.

4. *Fears signal opportunities.* The only way to grow in life is to take yourself out of your "comfort zone." As long as you keep doing only what you're comfortable with, you will never grow. If something you're considering doing causes fear, the fact that you feel the fear is probably an indication that it is something you NEED and MUST do to grow into the next stage of your life. As a child, you couldn't walk until you conquered your fear of standing. You couldn't run until you conquered your fear of walking. You can't ride a bicycle until you conquered your fear of falling. Fears are the body's and mind's way of identifying areas in your life that you need to work on. And as you do, you may sometimes stumble, or even fall, but you ALWAYS learn and grow.

*ICE-ing your fears:*

Like most entrepreneurs, I struggled to make my business more and more successful. At times, I encountered numerous obstacles which I feared were threatening my dreams. There were times I knew exactly what I had to do, but just couldn't bring myself to do it. For instance, I remember at one point being afraid to send out too many advance copies of my first book, for fear that some more established person or company would simply steal my idea and run me out of business. However, once I learned the truths about fears, I developed my own technique for conquering them: I call it ICE-ing.

To ICE your fears, first (I)dentify, then (C)onfront, and finally (E)liminate them.

*Identifying your fears.* The first step in conquering your fears is to be honest with yourself. Once you've admitted to yourself that fear is the reason you are not doing what you should be doing, then ask yourself, what am I afraid of? Try putting into words exactly what the consequences are that you fear. Write them down. Don't be surprised if at first you can't come up with any real reasons. (Doesn't it seem silly to be paralyzed by something you can't even name?) With practice, however, you'll become more aware of what's really going on in your head and heart, and you'll be able to put it into words. You then need to find out what's really going on. Often the first fear we identify is not the one that is paralyzing us. Keep asking yourself "why am I afraid of that?" As you keep questioning each answer, you'll get to the bottom line. Forcing yourself to put your feelings and fears into words helps you to make sense of them, and to understand yourself.

*Confronting your fears.* Confronting your fears means accepting that you have them, and accepting what they say about you. In other words, you may not like that you are the type of person who is frightened by what others think of you, and so you'd rather remain a definite failure than a possible success. However, unless you accept these truths about yourself, you won't be able to get to the next level. Remember:

*“A fear avoided  
lingers for eternity.  
A fear confronted,  
dies in a heartbeat”*

Our fears are based on false beliefs  
our ego's vested in  
We strive to be what we are not  
and see what we are as sin

A truth opposed will linger still  
For what's denied will last  
Resist it and it pushes back  
Accept and it will pass

It's what you say does not exist  
that lingers on for years  
What's railed against is given life  
What's seen will disappear

The man who sees things as they are  
can then be free to grow  
For 'til you hold a thing in hand  
you cannot let it go

*“You become more  
of you each time you  
conquer you.”*

*Untitled  
Walt's Life Rhyme #119*

*Eliminating your fears.* The final step in ICE-ing your fears is eliminating them. The basis of fear is uncertainty. Fear is how we react when we "don't know." You are fearful of what you perceive might happen, but you do not actually know what will happen. Your goal in conquering your fears is to find the answer to the "what will happen if?" question. Once you realize this, you'll also realize that only one thing can eliminate the not knowing: Action!

Action nullifies fear. "Knowing" eliminates it. Notice I said nullify. To nullify is to render ineffective. You may still feel fear, but your action has the effect of nullifying it. The knowledge that comes from doing, then removes the uncertainty factor. Remember, we said that your fear is based on the fact that you don't know. So, once you take action, you'll immediately "know" what the consequences are. You may fail, or you may succeed, but at least you'll know the answer to the "what will happen if...?" question.

If you don't take action, you'll live the rest of your life with that single burning question: What if I had? In my own experience, I've found that regret is more painful than the fear of trying.

Of course, if the memory and pain of rejection, or failure, or whatever is holding you back from taking action is greater than the pain of living in regret, then you may never act. If you decide, however, that the relief of knowing, and the growth that comes from facing your fear, and avoiding a life lived in regret is a greater incentive, then in time you may remove this fear altogether. The fear may come up again the next time you need to act, but it becomes less paralyzing over time, if dealt with repeatedly.

Now none of this is intended to imply that it's going to be easy. Being an entrepreneur is about taking risks. Risk taking requires courage. It's often said, however, that courage is not the absence of fear, but action despite the fear! Action is the key. I'm reminded of the powerful title of a book which deals with this very subject. It's called

*Feel The Fear, And Do It Anyway* by Susan Jeffers. The fears never stop coming. However, you always have the option of action. As you conquer one, the same one, or another appears to take its place. What you *can* change, however, is how you react to fear. Eventually, what others will consider your fearless approach to life, you'll know simply as a commitment to action in the face of fear. You won't be eliminating your fears, you'll be eliminating your fear of your fears! And that, dear future entrepreneur, is the key to success!

## **MAJOR CONCEPT #2: Thoughts Create Reality**

Everything in life, it's true, was first once just a thought  
Everything that's seen, and sold, and everything that's bought  
Thoughts are what you'll use to grow, there is no other means  
Yes thoughts are like the bricks you use to build your house of dreams

Thoughts are like the wings that lift to new heights that you fly  
Thoughts are like the cash you choose when things from life you buy  
Thoughts are things, my friend. Therefore, although this may seem strange  
To get to where you wish to be, the thoughts you think must change

### **Watch Your words**

*"The WORDS you hear in your thoughts are your beliefs. Your beliefs color your expectations. Your expectations create your reality. Change the words in your thoughts and you change the world."* That quote is the premise upon which my life rhymes have been created. The words you use in your everyday conversations with others and with yourself are the basic components of the thoughts you think. These thoughts create images in your mind which the universe then uses as a template from which to create your world. Therefore, the first step in changing your reality is to recognize the power of the words you use, and to choose to use only the words that create the images of the reality you wish to live.

Every word is a command. Everything from "I'm not good at Math" to "It's hard to start a business" are orders given to the universe. Be careful how you describe the circumstances in your life. For example, you'll notice that nowhere in this book do I use the word "problem" to describe an obstacle (unless I'm quoting someone). When you think of "a problem", especially if you weren't a good math student, you may be discouraged by something you feel may not have a solution. Instead, use words like "challenge", "situation", or even "opportunity" as more empowering ways of viewing the same thing. So the next time you call a staff meeting, or set up a brainstorming session, start by saying, "Ladies and gentlemen, we have a unique opportunity to deal with a situation that has come up." You'd be surprised how that perspective changes the mood and outcome of the meeting. Remove the words "can't", "hard" and "try" from your vocabulary. Notice when you use them, or ask a friend to point out to you when you do, and replace "I can't" with "I intend to"; replace "it's hard" with "here's my challenge"; replace "I'll try" with "I will." Never say anything that you don't want to be true. The words you use are the most important part of turning your passion into profit.

### **You are exactly what you think**

As shocking as it may be to accept, you are living exactly the kind of life you feel someone like you deserves. Your thoughts about yourself can empower you to be more, or condemn you to be less than you are. Your *can-do* thoughts hold the power and promise of possibilities of a life of passion. Your *can't do* thoughts feed you the fruits of fear and lead to failure and frustration.

Unfortunately, we often allow more of the self-limiting thoughts, words and actions to decide who we are. And, when it comes to jumping out and living lives of passion and making money doing what we love, our familiar refrains include "I'm too old", "I have mouths to feed", "I'm not creative", "I'll be embarrassed if I fail", or "I'm too broke." We are even rewarded by society for keeping negative thoughts about ourselves. Have you ever noticed that a person who says "I'm overweight" is considered "realistic", while someone who says "I have a gorgeous body" is thought to be conceited?

It's true that as a man thinketh, so is he. And it's true that as a woman thinketh, so is she. You create the world of your thoughts because your beliefs about yourself are the constant thoughts you hear. Those thoughts influence your actions. Those actions repeated over time become your habits. Those habits sow the seeds of a reality which grows and becomes your destiny. Everything you think and believe decides who you will become. You are free, however, to become whatever you desire simply by choosing different thoughts. Everything you say expresses something about you, but you yourself are an expression of something that is beyond words. Everything you do defines you in part. However, you are much, much more than the sum of those parts.

If thoughts do indeed create success, how does one change failure thoughts and replace them with success thoughts? That is the question upon which the entire self-help, industry is based. If you are not fortunate enough to have a rich uncle, mother, father or friend who can teach you step-by-step how to think and what to do to create the life-style you desire, what are you to do? If the only talk that circulates around your dinner table is negative, depressing and failure-focused, where do you go for new thoughts? If you have no millionaire friends who are successfully turning their dreams into reality, what role models do you have? Fortunately, there is hope. If the thoughts you need to succeed are not readily available, then books can be your lifesaver on the sinking ship of mediocrity. There are books, audiotapes, videos, CD-Roms, websites offered by people who have become successful, which contain their thoughts recorded and offered for others to use. Take these thoughts and make them yours. There's simply no better way to own the thoughts of others.

Dean was a frustrated office worker who dreamed of doing more with his life. At age 19, the death of his father left him the responsibility of providing for his mother, three sisters, and a younger brother. For years, Dean felt inadequate, and overwhelmed by the mounting pressure. Unknown to his family, he felt so defeated and depressed that he contemplated suicide as a quick solution to his challenges. However, the thought of leaving his burdens on the shoulders of his younger brother, and the thought of what that would do to him was the only thing that had him consider an alternative. Late one night, while watching infomercials, he saw a "try before you buy" no-risk offer for Anthony Robbins' *Personal Power* tape series. Dean had become quite a skeptic, and had always thought that this sort of "pie in the sky" stuff was ineffective at best, and just a

scam at worst. Figuring he had nothing to lose by giving it a try, and fully intending to return it within the 30-day trial period, Dean sent for the tapes. What he discovered, however, quite literally changed his life. Today, he is a successful salesman on his way to living his life of passion. Without embarrassment, he credits those "silly audiotapes" as being a critical turning point in his life, which helped bring him from the brink of suicide.

With the tapes he bought, Dean was able to change his reality by changing the way he thought. You too can count on similar results when you pursue new thoughts because of *The Law of Attraction*.

### **The Law of Attraction**

Do you sometimes notice that the things you fear most sometimes come upon you? Thoughts and the events they create are like birds of a feather that flock together. Similar thoughts have a way of attracting each other. Have you ever noticed that even if the phone has been silent and unused all day, that you sometimes receive a flurry of calls the minute you make one? That's the law of attraction at work. *The Law of Attraction* states that you attract into your life the effects of your dominant thoughts. In other words, whatever you think about, that is what grows in effect in your life. You also attract people who are similar to you in beliefs, income level and education.

Again, your thoughts are your beliefs about the way things are. These beliefs affect your expectations. Your expectations determine your actions. Your actions create your reality. In the following sections, we are going to explore the thoughts that you currently have which may be keeping you from doing what you love, and offer you new thoughts with which to replace them so you can attract a new reality.

### **Our Thoughts=Our Attitudes**

Most of us, whether we are aware of them or not, have certain thoughts that go through our minds that determine how we see life, and certain behaviors that go along with them. These thoughts may have come from our parents, or from our own observations of life. By the time we are old enough to start taking our lives in a direction of our own choosing, these thoughts and behaviors are such a part of us that we take them to be the only reality that exists. We don't even question whether things could be other than how they've always seemed. This view of reality determines what we expect of ourselves, and of other people. In addition, as we go through life, most of us want to be "right." We don't like to be shown that we are "wrong." In other words, we like to live in a reality that matches our expectations, even if those expectations are negative. We like to be able to say: "See, I told you so" to our deeply held beliefs that *all women are \_\_\_\_\_*, or *all men are \_\_\_\_\_*, or *everyone in business is shady*, or *I'm so unlucky*, or whatever our favorite line is. We are often unhealthily addicted to these expectations, which take the form of biases, stereotypes and fears. It's hard work and a bit unsettling to change these biases, stereotypes and (especially the) fears. Therefore, most of us don't even try. We find it easier to notice the things that confirm our expectations and ignore the things that don't. It makes life comfortable, predictable, stable and safe.

Even the person who's not getting what he says he wants out of life because "people can't be trusted", believes and is comfortable in his belief that that's the way life is. He will become better and better at finding situations that confirm that belief than

those that contradict it. If things *did* start to suddenly go his way, he probably wouldn't know how to handle it, or he may become suspicious and paranoid and end up losing it all anyway. One advantage to this negative way of thinking is that he never has to take responsibility for his situation. He can always point towards some circumstance or individual who is the cause. Likewise, the positive-thinking individual who goes through life thinking that "I always meet the right people at the right time" brings that energy into her interactions and approaches every encounter as possibly confirming her view that "things always go my way!" Both of these individuals may one day meet the same person who could hold the key to their dreams. The first person is suspicious and has a distrustful attitude along with negative expectations of how the interaction will go. The other is more self assured and has a pleasing persona and positive expectations. I don't need to tell you who will have a better chance of succeeding. Your attitude and expectations in any situation will affect what you say, how you say it, how you react to what the other person says and all the little subtleties of interpersonal interaction. And if all other things are equal between our negative thinker and our positive thinker, then that personal touch, that ability to open up and make friends with the world could make all the difference!

### **The Success Attitude**

Our thoughts are the basis of the attitudes we have towards success. These attitudes fall into 5 categories: negative, passive, positive, active and creative.

#### **The Negative Success Attitude** (Keyword: PESSIMISM)

The Negative Success Attitude is characterized by the following thoughts:

*I can't succeed. I can't succeed because of all the obstacles. Why even try?*

The individual operating in this stage has a list of ills which are responsible for his situation, and a list of people he blames for his failure. He views himself as a victim and sees success as something unattainable. He sees other people's success in terms of how many people they probably had to step on to get to the top. He is usually very critical of other people. He becomes embittered by life's setbacks. He may become frustrated and try to escape into gambling or some other type of get-rich-quick schemes. Since he feels the whole world is full of deceit, his own sense of business ethics and practices may mirror his expectations. The root cause of this way of thinking may be deep self hatred, but, that's another book altogether.

#### **The Passive Success Attitude** (Keyword: LIMITATIONS)

The Passive Success Attitude is characterized by the following thoughts:

*I might succeed. I might succeed if someone helps me. I need someone to help me so I can turn my passion into profit. All I need is to meet the right person.*

The individual operating in this stage is usually always seeking the benevolence of others. She probably feels defeated by setbacks. She views success as a matter of being well connected. She uses this dependence on others to shield her own insecurity. Fear of failure and feelings of inadequacy rule her actions.

### **The Positive Success Attitude** (Keyword: POSSIBILITIES)

The Positive Success Attitude is characterized by the following thoughts:

*I can succeed. I can succeed if I work hard towards my goal.*

The individual operating in this stage is heading in the right direction. She realizes that there is a connection between personal commitment, hard work, and the realization of dreams and goals. She has the ability to motivate herself to take action. While this attitude is more desirable than both the passive and negative attitudes, without the proper focus, the end result might be the same.

In other words, just because you are engaged in the pursuit of your passion doesn't mean that you have totally graduated from the passive or negative stages of thought. A good example of this is the entrepreneur who may seem to be actively pursuing his dream by brainstorming, creating brochures, organizing meetings, photo shoots, etc. However, upon closer examination, it's seen that "after all is said and done...a lot more was said than done." He somehow can't seem to get to the point of creating a product, or move to the point of marketing it. His "follow through" may be lacking. He may get sick just before a major meeting or always seem to find an excuse why things aren't quite ready yet. He appears to be motivated because of the constant activity. When it comes down to the wire, he chokes, since on the inside, he is still passive. For the active-on-the-outside-passive-on-the-inside entrepreneur things always seem to be "just about to happen." There is a never ending flurry of excitement and possibilities, but never anything concrete or definite. He always seems to have just met this guy who can "get us the money we need", or who's "connected with" this or that famous person, or a company that's interested in placing a big order. Whatever the multitude of excuses that one can come up with, the bottom line is still the same--he didn't deliver. Remember, when evaluating a business partner's or anyone's effectiveness, the only question that needs to be answered is "Did he get the job done?" No abundance of excuses or reasons why not will change the answer. For those individuals accustomed to living in the shadow of excuses, this may seem to be a harsh way of looking at things. For those in the bright lights of success and accomplishments, it is the ONLY way.

### **The Active Success Attitude** (Keyword: PLAN)

The Active Success Attitude is characterized by the following thoughts:

*I will succeed. I will succeed despite the obstacles. I view setbacks as challenges and opportunities to excel. Despite racism I can control my destiny. Despite other people's issues, I will succeed!*

The person operating in this stage is positive and focused. Most successful individuals have achieved this level of thinking to some degree. Keep in mind, however, that these people may have the same fears of failure and low self-esteem issues as anyone in any of the previous stages. The difference is that they've developed the ability to transform it into something constructive. Never make the mistake of thinking that successful individuals are any more emotionally, mentally or spiritually healthy than the rest of us. They've simply learned how to act in spite of their dysfunction, and often because of it! Again, though, that's a different book altogether!

### **The Creative Success Attitude** (Keyword: CREATION)

There is another group of successful entrepreneurs who have taken the attitude adjustment one step further. These rare individuals exist in a reality all their own. For them, the normal rules of life don't apply. They have turned things upside down and their thoughts may sound something like this:

*BECAUSE of racism, BECAUSE of setbacks, and BECAUSE of other people's issues, I will succeed!*

These types of people are driven to perfection. They appear to be undeterred by bad news, rejection and setbacks and keep their heads while others around them are losing theirs. Operation within this attitude may be more familiar to the rest of us as bursts of inspiration or unusual dedication to a particular dream or task. These bursts are usually unexpected and unexplainable. It's not coincidental that I've called this attitude "creative." When many artists, musicians or writers are creating their works, they often enter a mode where their inspiration and energy can come from anything, be it good or bad, anyplace whether real or imagined, and anyone be they loved or not loved. These people, places or things which influence artists' creativity, or where they go to do their creating is often difficult to describe since it is often just as mysterious to the artist. You too can take full advantage of it by practicing going there. You don't have to wait for it to find you. As you go deeper and deeper into this attitude, you will be re-creating your reality through re-creating yourself. Remember, there is no reality except the one you accept.

No event or situation is a failure unless you make it so by giving up. Up until the point that you give up, all the seemingly failed or disappointing efforts are merely experiences for you to learn from on the road of your eventual success. You can "create" a reality where what's bad is good, what's white is black, what's down is up and then you can react to it in any way you choose. You can look at situations and rather than find all the ways in which the situation has defeated you, spend your time thinking how it has helped you. Let's explore the creative success attitude a little more.

### **Putting the creative success attitude into practice**

In my youth, I remember well how my currently held perception of reality was developed in me. For example, if I missed a bus, or an event or some meeting, rather than being chastised by my parents (though I received my fair share), the interpretation would be that it "happened for a reason." We children were told stories of people who missed planes, only to find out hours later that their plane had crashed. We heard stories of people who, because of traffic conditions, were forced to take a different route home from work only to find out that there had been some catastrophe on their usual route which may have affected them. I could go on and on about these stories, but you get the point. Rather than cursing life for dealing us a bad hand, or spending time thinking how we could have made things go the way we originally wanted, we emphasized our belief that whatever did happen happened for a reason which would eventually reveal itself as being "for the best." I never asked if all of the stories were true, but in my later years, I realize that it didn't really matter. The end result was that the seed of the creative success attitude had been planted. Later in life, I found the same sort of teachings, somewhat modified, in books on success. The underlying premise of the creative success attitude is that you always benefit from every experience whether you realize it or not.

In order to take full advantage of the creative success attitude, the first thing you need to do is convince yourself of its validity. In other words, you have to decide whether the "everything happens for a reason" attitude is actually worth adopting. If you've grown up in a suspicious environment, where the "everyone's out to get me" attitude was practiced, this may be difficult. You may even have a lot of personal experiences and bruises to support your belief that the world is an evil place operating on the predator-prey system. However, I am not suggesting that you now go through life with your guard completely down and become everyone's victim. I am asking you to realize that in life there are two options: 1. Focus on the negative, or 2. Focus on the positive. Of the two options, only one has the potential to get you what you want. The world may really be a harsh place, but focusing on how bad things are won't get you anywhere. In still other words, when the game knocks you down you have two options: stay down or get up. You can easily see that only if you choose the second option do you even have a chance of ever winning the game. To continue this analogy: in most physical sports, players realize that getting knocked down, though it may hurt, is really only a part of the game. If you stay down, you may get trampled. If you retire onto the sidelines, the game will definitely go on without you. The successful athlete never questions whether he should get up and try again or stay down. The successful entrepreneur, and passion-seeker doesn't either.

The second thing you need to do is to put into practice your belief that anything that happens to you can help you rather than hurt you. This doesn't mean that you should believe that the world is a rosy place with nothing but good in it, and behave as if everyone is acting with your best interest always in their minds. What it does mean is that even life's disasters contain something which may prove helpful and are not indications that you are destined for defeat.

Here are a few more beliefs that are consistent with the Creative Attitude:

- What others call setbacks are actually opportunities to excel.
- When one door is closed, another is open.
- Every defeat has within it the seed of an equivalent benefit.
- Luck is what happens when opportunity meets careful preparation.
- Failure only happens after you stop trying.
- Nothing ventured, nothing gained.
- If you always do what you always did, you'll always get what you always got.
- Everything happens for a reason

To practice the success attitude, you first need to interpret events appropriately. You then need to adopt the appropriate behavior in response to the event. This practice will help you in two major ways. First, in believing that your goals are still becoming real and coming to you, you continue to focus your energies forward. If you keep dwelling on what has already happened, not only do you live with unnecessary regrets but you are focusing your energies backwards. Second, practicing looking for the "silver lining" develops another skill, the ability to actually read, listen to interact with and react to life. And your reactions to life are very important.

### **MAJOR CONCEPT #3 : You Control Your Reactions. That is All.**

As you go through life, remember this: People aren't always going to act the way you want them to. Situations aren't always going to occur the way you want them to. And, things aren't always going to be what you want them to be. Early in life, you may have realized this, but you may still have wanted a certain amount of control over matters that affected you. As you experience life even more, you realize that no matter how hard you try, you can't completely control people and how they act, things and how they are, or events and how they occur. At this point, many people then resolve to spend their lives waging complex battles for control while ignoring the simple truth: the only thing that you have complete control over are your reactions to the things you can't control!

If you make changing others your mission in life, then throughout your life you'll have hundreds, maybe thousands of people to work on. If, however, you make your goal changing yourself to be more tolerant and less judgemental, then you only have one person to work on. Knowing this, then, it is important for you to develop the right attitude towards the things that happen to you in life, and to the things that will happen as you look about the business of turning your passion into profit.

Many of us have been conditioned for some simple reactions. When things go our way, we react happily. When things don't go our way, we react badly. This simplistic way of reacting is fine when you are a child. Real success in life and business, will require a change. The first major change in attitude that you will need to make is in how you react when things don't go your way. Real control in life lies in taking the reins of your emotions and behavior out of the hands of other people and events and into your own hands. This is particularly important because we live in a world of "isms."

#### **Reacting to Racism/Sexism/Classism**

Think about it. "Isms" exist full force in our society. Racism is at the basis of the United States' rise to world power. Sexism defined voting rights in this country for decades. The very constitution of the country supports it. As a result there are people in this society who are routinely excluded from "the mainstream" for a variety of reasons. Rather than being a setback, however, this shameful reality may just as easily be viewed as an opportunity. Here's how I used it to my own advantage.

When I wrote my first book, I realized that many of the books on the music industry routinely excluded Rap fans, Rap musicians and Hip Hop entrepreneurs from discussions, analyses, and observations. This presented a unique opportunity for me to speak directly to this group and find my own niche in the industry and at the same time help the people who were being excluded. The products which a company called W publishes are sometimes in direct response to this separateness which society creates. However, it is not a separateness that I simply cursed. The trick was to accept that it existed, understand it, even work to change it, but also find ways to use it to my advantage while avoiding the pitfalls it presented. In much the same way, you can choose not to curse your hand and discard it, but make it work for you. Whatever the "Ism" you may feel is active in your experience, you can succeed despite it.

Perhaps your passion involves making a difference for single mothers. Perhaps, as a single mother yourself, you have a unique perspective you bring to the table. This can definitely be a selling point for you and your company. It means ultimately, that there

will always be a unique set of skills and energies to be harnessed, needs and desires to be met, and perceptions and beliefs to be exposed. So rather than trying to modify your reality to fit in to the mainstream, realize the vast resources which it contains and use them to their fullest for your benefit.

Real success happens after you realize that the number of possible reactions to life are actually infinite, and are all under your complete control. Instead of the limited number of reactions many of us allow to be controlled by outside circumstances, the successful individual develops a whole arsenal of reactions to use throughout life.

### **Reading the signs and messages along the way**

If everything happens for a reason, then in order to get the most out of life, you should be able to find out what that reason is. Everything that happens to you in life is sending you a message. Every rejection letter that you receive has written between the lines some clue that you need before you take the next step forward. Every bad review that your book gets is sending a message that you need to listen to and act on to be successful. How will you know when a message is being sent? You will feel it. Don't worry, you've felt it before, you just didn't have the right name for it. You will feel frustrated. You will feel rejected. You will feel that you or your passion and its worth are being attacked. You will feel that if society were a fair place, that things would be better. You will feel that you have tried everything you possibly can and that nothing works. Like I said, these feelings are probably familiar to you.

From now on, however, instead of calling those feelings "failure", "defeat" or "depression", you will realize that those old names come from the few simple reactions that we've all been taught. From now on, you'll call it "the pain of success." Realize that the reason you feel pain is that you're beating your head against a door that you want to go through, while ignoring the door that success is holding open for you. From now on you'll realize that although success doesn't always provide specific directions on how to find it, there are signs along the way to guide you. Just as you wouldn't head blindly down a highway without slowing down every now and then to read the signs, so too must you heed the warnings, detour signs and speed limit notices along the highway of success. One of the rules of the road that everyone on the journey must follow is: NEVER GIVE UP. Some of the other signs that life posts for you are often quite subtle and vary according to the road being taken. Read correctly, you'll find an infinite range of possible actions to take. At various times in your life, the messages might be saying:

Don't do this right now.

Proceed more cautiously next time.

Proceed more quickly next time.

This is not the best route to take.

This may not be the right group to share your success with.

This may not be the right person to share your success with.

Your commitment needs to be stronger.

Your effort needs to be doubled.

If you read enough of these signs, you will start to notice patterns or certain messages that seem to be repeating themselves. You'll also start to see some similarities

between the messages life is sending you in your personal life and those that you receive in your business endeavors. This is a sure sign that you're on to something important. If you notice, for example, that you're always arriving a day late and a dollar short in both your business and personal dates, that's obviously a character flaw that you need to make some adjustments to. Since many of our flaws are deep-seated habits, there's no easy trick to making the necessary adjustments. However, some of the motivational books I recommend in the appendix can put you on the right track.

Practicing the creative success attitude means you can create your own reactions, interpretations and responses to the signs that you'll pass along the way.

#### **MAJOR CONCEPT #4: Be, Do, Have is The Order of Creation**

This is where my Scientology course came in handy to emphasize the correct order to approach the creation of reality. Most people believe that if they *have* more money, they would be able to *do* certain things and they would then *be* happy. They've put having, before doing before being. The truth, however, is that you must first assume a "being-ness", in order to accomplish a "doing-ness" in the direction of "having-ness". Our happiness is a state of being that we must create for ourselves first. We must then act and do the things we would do were money in our possession, in order to bring it into our possession. As spiritual author, Neville says, signs precede, they do not follow. To create the signs of wealth and happiness keep your thoughts steeped in the positive.

Live from the joy of desired experiences  
not from the pain of your last  
See from the heights of your loftiest dream  
and not from the depths of your past

Judge and be judged from the best you've achieved  
not from what you didn't do  
Your power in life comes from which thoughts you keep  
and which ones you let pass on through

*Which ones to keep  
Walt's Life Rhyme #23*

So how do you live in the thoughts necessary to become the thing you wish to be? Fortunately, there are tools you can use to form new thoughts and habits.

#### **The Tools of Creation**

The entire key to turning your passion into profit will rest on how well you use the tools which exist to help you create your reality. Most have always existed. Others are new, but are simply ways of building upon the old. To help you on the journey of developing the courage you need to act in the face of fear, here are some other tips:

## **Faith**

Acts of faith are the most powerful creative tools.

Your success using the power of the universe rests in the degree of your BELIEF in the power. In other words, it relies on your faith. Faith, as the saying goes, can move mountains. You can harness the unlimited power of the universe by daring to take ANY risk in life with the conviction of fulfillment as a net. Here is an affirmation I use as a reminder of the necessary level of faith.

*"The conviction and belief of assured success is my only net as I jump off into the unknown. In just the same way that I walk, or speak with full expectation that I will accomplish these things, I must now hold on to my vision of the new world I am creating even in the midst of an 'uncertain' future. I must, however, realize that the future is NOT uncertain. It is as assured and as dependable as the rising of the sun. I can predict the future, because I can create it. Only my total immersion in a sea of unquestioned belief will make the sea real. I see myself on a diving board. I cannot see the water below. I cannot hear the water below. I simply believe it is there so I hold my breath and leap. My action in complete faith is what makes the reality. The future is assured because I will it to be so. I act in complete faith that the universe will provide."*

## **Goal-setting**

Studies have shown that those with clearly defined and written goals tend to do better in life and accomplish more than those without. The act of writing your goals impresses them into the subconscious more firmly than if they are just recalled mentally. State your goal in the present tense, first person and in a positive way. (eg. "I own a mansion and a yacht." "I sell 5,000 or more of my product each week.")

*TIP: Quantify Your Goals*--Whether your goal is a new home, a car, happiness or freedom, you'll achieve it faster if you can translate it into a concrete, quantifiable goal. If reaching your goal can be thought of in terms of a specific number of sales, or clients, it's easier to gauge your progress. Let's say that your goal is to acquire a home that requires a \$20,000 downpayment, and the product you're selling yields a profit of \$10 per item. You would need to sell 2000 units to earn enough to make the downpayment. If you can match your goal to a figure in this way, you'll be a goal-achieving machine!

## **Affirmations**

Affirmations are powerful tools you can use to create your desired reality. An affirmation is a present-tense statement of your desired reality, stated as if it is already happening. It is a creative command given to the universe for it to act upon. It is based on the fact that in the universe there is only now. In ultimate reality, there is no past, and no future. Therefore, a statement of desire stated as a wish for the future, will always remain a wish for the future. A statement of desire stated as a want will always remain a "want." For example, if you say "I want a new car", what you will create and continue to create for yourself is the present reality of "wanting a new car." You will always be wanting a new car. If, on the other hand, you state that "I am the owner of a new car", then that is the reality you will create.

Combined with your tool of absolute faith and belief, you will be unstoppable. You must not only affirm the thing, you must believe the thing and act as if the thing affirmed is real. Affirmations, then, cannot really be a statement of a desired reality, affirmations must BE your reality.

Affirmations are also effective in replacing limiting beliefs with ideas and thoughts of your own choosing. You may wish to replace beliefs about yourself, about others, about the world, and about what's good, what's bad and what's possible. A thought persisted in, and acted upon with belief hardens into fact. With affirmations, you harness the power of the word for your own acts of creation.

In composing your affirmations, remember that "I am" is one of the most powerful creative commands known to man. Anything that you put after those two words is given tremendous creative power. Affirmations can be the reality of yourself being, doing or having anything you desire. Don't affirm means, affirm ends. In other words, don't affirm how something will happen, but just that it is happening. On the other hand, don't be vague either. Affirm what you intend to have with as much specificity as you can. Instead of "I own a car", try "I own a black, 4-door, automatic BMW with a sun-roof." Don't affirm what you don't want, only affirm what you do want. So, instead of "I don't spend money foolishly anymore", try "I always make wise decisions about my money." Don't worry about how to achieve it. Simply focus on the what, and the how will take care of itself.

Here are some affirmations to use that include ways of being, doing and having.

- I am turning my passion into profit.
- I am confident and calm as I proceed towards my goal.
- I am selling thousands of my product each week!
- I am earning thousands weekly for my services.
- I act in complete faith that the universe will provide.
- I have the ability to achieve all that I desire.
- I make decisions quickly.
- I am focused even amid criticisms, doubts and all negative influences.
- I am financially independent.
- I earn money on my own terms.
- I always act in the face of fear.

### **Visualization**

Like affirmations, visualization uses the mind's eye to create the desired outcome in order to bring it into physical reality. With visualization you condition your mind to live in the space of the desired outcome even before it appears. In so doing, you bring it into existence using the same law of attraction that we discussed earlier.

### **Positive Associations**

Misery and failure both love company! Stay away from negative thinkers and align yourself with people who are on their way to or are already where you want to be! The people you keep in your circles have a tremendous effect on who you will become.

Associate with people who challenge you. Seek out those whose ideas help you think differently, and whose lives give you something to aspire towards. It's known that:

The people who affect us most  
are those who make us think  
For growth comes from the forceful thoughts  
that push us to the brink

Their thoughts are how we find ourselves  
if lost or on a quest  
from thoughts is where the visions come  
that make us act our best

Think long and hard on who you are  
and what you've come to be  
and trace it back I'm sure you will  
to those who helped you see

They made you think in different terms  
their lives made your life shift  
they changed your thoughts of who you were  
direction was their gift

These people were your signposts  
offering what can't be bought  
Life's turning points are people  
who change the level of your thoughts!

*Turning Points*  
*Walt's Life Rhyme #104*

## **Gratitude**

It's been said that the act of gratitude--of simply saying thank you--is a powerful creative command that the universe acts on. Most people only say thank you after they've received something. However, if you practice giving thanks at all times--before, during and after--and for all the things you have and have yet to receive, you'll be creating a reality of such abundance that it may shock you. Gratitude is an indication of a process that has been completed. By simply saying "thank you" to the God of your understanding, you'll be putting into the universe a statement that says in effect "the deed is done, I have received that which I have asked for." And, as we know from Thought Concept #1, our words and thoughts create our reality. So a statement of having combined with the feeling of gratitude creates the reality of receiving.

Another way to express gratitude is to tithe. A tithe--which literally means "tenth"--is a practice dating back thousands of years, which has developed into the giving back of 10% of your income usually to a source of spiritual guidance. There are millions who have experienced the abundance that can result from this simple practice.

Because the practice has been associated with ancient forms of taxation, many debate whether the practice is truly spiritual in nature, or simply a coercive act by materialistic rulers to extort wealth. Without getting into the debate of the origins of the word itself, view tithing simply as an act of *giving* which is in harmony with divine law. Just

like inhaling and exhaling, receiving and giving are necessary parts of basic survival. And, it's more important how you give than how much and what you give *to*. Don't give simply as a way to get something in return, but give from an understanding that it is a fundamental practice of natural law to give. Like the farmer who gives back a portion of his harvest to the earth so as to ensure future crops, give as a way to plant the seeds of your own future success. Give ten, twenty, fifty percent or any amount you choose. Practice giving as an act of gratitude.

### **Meditation**

Inspiration, information and ideas favor the relaxed mind. Meditation is a way of allowing yourself to quiet the mind so that all your tools can be put to use in an environment of calm and clarity. The technique you use is less important than the results you achieve. Experiment with different techniques until you find one that works for you.

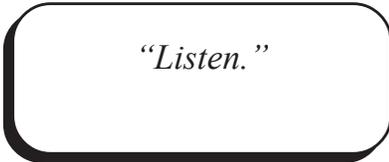
Your "gut", or intuition, is an important tool for success. Your feelings of fear are gut messages that you need to recognize. They indicate lessons to be learned; new ground to be covered; challenges to be met. Seek out those feelings and move in their direction. With enough practice, your gut will send you messages of situations to avoid, as well as dreams you should pursue. For just beyond the feelings of fear are equally powerful feelings of excitement that indicate your dreams are about to come true.

I'm learning how to hear it;  
it's often faint and gets drowned out.  
Like a guide who tells me where to go,  
but chooses not to shout

It sends me signals from another plane,  
and shows me things I might not see.  
Who to avoid and who to embrace  
it clears my path and sets me free

At times I might feign deafness  
and vainly choose another course  
But usually look back in regret  
when the road I take gets worse

So now I practice getting silent  
to hear the falling of a pin  
Yes, I'm learning how to listen well  
to the still small voice within



*“Listen.”*

*The Promptings Come In Whispers  
Walt's Life Rhyme #56*

### **AudioTapes/Books**

Audio tapes, books and videos, are modern tools that can assist the creative process. They provide you with the information and assistance to help you fully incorporate the previous natural tools into your life, and they provide it in formats that make them convenient for you to access. They can help with your affirmations by providing you with other people's suggestions of powerful affirmations. They can help with visualization and meditation by guiding you through those processes. They can help your faith and gratitude simply by reminding you to keep having faith, and saying thank you. I like to think of them as positive friends who are always available to say the things I need to hear on a regular basis.

As you go through life, it's normal that your energy level will fluctuate. Several good books exist which can help you keep the motivation high. They can usually be found in the self-help or psychology sections of your local bookstore. Check out the appendix for a list of books, including *The Psychology of Achievement* by Brian Tracy, *Unlimited Power* by Tony Robbins, *Live Your Dreams*, by Les Brown, *The Master Key to Riches* and *Think and Grow Rich* both by Napoleon Hill.

### **BONUS: The Health-Wealth Connection**

For many people, the world is a confusing place. For some it's a maze with no map to guide them successfully through. For others it is a puzzle where the pieces don't seem to fit, or worse yet, where some of the pieces appear to be missing! For many still, life is a mass of contradictions, inconsistencies, untruths, failures and disappointment. There often seems to be no connection between the things they do and the results they achieve. "Why is it," they often ask, "that I want success, and I think success, but I seem to attract failure?" The answer is that even though our thoughts create our reality, our thoughts are often going off in many different directions at once. Our thoughts are sometimes logical, sometimes emotional, and sometimes intuitive. Each of these types of thoughts will create realities that are vastly different and sometimes in conflict. Your success in your endeavors will happen as the world starts to make more sense. The world will start to make more sense when the things you know logically, emotionally, and intuitively start to align. The best way to do this is to start to question the things you believe and be willing to think differently about them.

### **Thinking Differently About Health**

Many business books avoid discussions of health and dietary choices. This is understandable considering that the topics of religion, politics and food are such emotionally charged topics. However, practically every talk I've given about business always makes its way inevitably to some discussions about health. People intuitively seek to create balanced success in life. People naturally get it that we are not just entrepreneurs making business decisions that affect our bottom line, but that we are humans making decisions which affect our families, our children, our emotional and physical health and our sanity. They understand that we can't hope to live lives of passion if major parts of our lives are being operated under wrong assumptions, and thus out of alignment.

Many people make decisions on how and what to eat based purely on emotion and habit. They simply eat what their parents ate, and what everyone else eats. It makes

no logical or intuitive sense to eat food that has repeatedly shown to cause disease. We do because the bases of our beliefs are lies, and so our abilities to make sensible decisions is compromised. People don't know what to eat, when to eat, or how to eat.

### The New Rules

You can't play a game if you don't know the rules. You can't make sensible business decisions if you don't understand the basic premise of being in business. Similarly, you can't choose the correct food to eat, and make healthy choices if you don't understand the basic rules of food and health. The world becomes a simpler place to live once you start to see the connections. If you start to see that the same laws of the universe that apply to business decisions, also apply to health and food choices, as well as other areas of your life, then things start to make a bit more sense.

The fundamental law of nature is that of cause and effect. For every action, there is an equal and opposite reaction. Once it's understood that all actions have consequences, it should follow then that certain food choices must also lead to certain effects.

Once I understood and accepted this, I began to question what I believed about the things I was putting into my body. A friend introduced me to a book by Elijah Muhammad entitled *How To Eat To Live*. It was the first step in making the connection between what I was eating and how I felt. Until then, the world of health was not making sense. If I was supposedly doing all the right things healthwise, why wasn't I feeling better and better instead of worse and worse? Once I read that maintaining the flow in and out of our bodies is the key to health, then I recalled a spiritual lesson I had learned that the flow of money in and out of our lives is the basis of wealth. I made the connection, and making decisions about my health became easier. My constant headaches and fatigue were effects. Once I made the connection between those effects and identified my diet as the cause, I eliminated the headaches and fatigue from my reality. I was able to "cure" myself simply because I made the cause and effect connections.

Similarly, a friend of mine was becoming increasingly frustrated that she too was doing all the right things, but was always getting sick. Even more frustrating, was that her children were following in her footsteps. For all of her life, she was raised to drink milk. She was raised to believe that humans needed cow's milk to be healthy. Once she learned that milk and dairy products have been shown to aggravate sinuses and allergies, cause headaches, increase mucus in the system, lower resistance, and was the culprit of other ill effects, she reevaluated her choices, and by simply cutting it out of her diet, has been able to live at a level of comfort she never did before. She's gone on to question other aspects of her life, making connections that empower and free.

As we've learned, success is sometimes a matter of asking the right questions. In matters of health, therefore, here are some questions for you to consider:

- *What if you could create the effect of good health simply by eating foods that didn't contain preservatives, food coloring, and other non-food "stuff"?*
- *What if what we currently thought of as food was not food at all, but simply some corporation's idea of a product to sell to make money?*
- *What if humans aren't meant to consume the milk of another species?*
- *What if the best food for humans is actually fruits and vegetables that grow in natural settings without steroids, pesticides, antibiotics, and other poisons?*

- *What if any illness you are currently experiencing is caused by the accumulation of these steroids, and pesticides and antibiotics and other "stuff" in your system that hasn't had a chance to come out?*
- *What if illness is just varying degrees of congestion caused by poor dietary choices?*
- *What if we are created perfectly and that the human race and life on the planet didn't need to await the arrival of man-made chemicals to achieve health?*
- *What if the body could heal itself if it were simply given the chance?*
- *What if health and wellness came from food and not from pills?*
- *Suppose the growing interest in herbs as cures is not quackery but a growing awareness that everything we need to be well is already right here for us?*
- *Suppose we didn't need doctors since everyone understood the basic premise of health and wellness and could keep themselves healthy by making better choices?*

## **A Natural Order**

So how does all this relate to turning your passion into profit? Simple. On a practical level, making different food choices might simply make you more physically able to meet the demands of pursuing your passion. On a deeper level, being willing to think differently about your food choices, as well as anything else that you're blindly attached to and respond to reflexively, may help you to see the world a bit differently. You may notice certain truths and connections between what you do, and what you get. These natural cause and effect relationships exist in every area of your life. On a spiritual level, it may bring you in line with an intuitive appreciation of the simplicity of the way things are that can help you run your business more effectively.

## **From the Feeling of the Wish Fulfilled**

Again, once you decide on the new reality you wish to live, You must live your life as if the things you desire are already part of that reality. As Neville says, you must "live from the feeling of the wish fulfilled." You must become the person you desire to be. You must feel that you are already living in the space you wish to occupy. You must think, and speak and act exactly as you would were your goals already manifest.

What would I see from a millionaire's view?  
How would I act if my dreams now came true?

What would I do if I simply believed?  
How would I feel if my goals I achieved?

Where in the world would my happiness lead?  
Who would I lift up in word, thought or deed?

To make that world real here's the formula how:  
The only sure path is to be that way now!

*The Millionaire's View  
Walt's Life Rhyme #15*

## New Thought Practices

Here, then are the behaviors that are in alignment with the new thoughts.

### BELIEFS

#### *If you believe that:*

What the mind can conceive it can achieve.....

The only way to create reality is to live it first.....

Your words create your reality.....

You attract what you believe and dwell upon.....

You attract your fears.....

The subconscious is a goal-seeking tool.....

Writing goals impresses them into the subconscious.....

You get what you give.....

Wealth is a flow in as well as out.....

Positive energy is infectious.....

There's enough for everyone.....

Anything is doable.....

Everything has an answer.....

Everyone who is in your life has a lesson for you.....

The feeling of fear is an indicator of potential growth...

Everything happens for a reason.....

Miracles happen.....

There's only fear and love.....

The Universe is friendly.....

Inspiration favors the relaxed mind.....

### BEHAVIORS

#### *Then, you should*

Visualize desires; Dream; Think in the now

Act as if your dreams are already real

Think and speak only what you desire

Affirm the desired reality

Think on positive outcomes only

Set goals frequently

Write down ideas; make lists

Support others; give what you wish to receive

Tithe; give to others

Be with those who are where you want to be

Wish others well; don't envy others' success

Focus on reasons why, not reasons why not

Focus on solutions, not "challenges"

Respect everyone; listen and don't judge

Move towards your fears; do it anyway

Look for the lesson in every situation

Go forth with confident expectations

Assess motivations behind all actions

Don't whine in the face of apparent adversity

Meditate often

All of these behaviors are ways of being that come with new ways of thinking. Be willing to think differently about your fears, life's challenges, other people and what they do, and especially about yourself and what you believe, and things will never be the same again!

It's not my intention in this short chapter to convince you to change all of your views overnight. It's not my intention to tell you what to believe about the reason for our existence; justice; abortions, the legal system, the environment; evolution versus creation; or about diet, deity and death. I will, however, suggest that your willingness to ask if current beliefs are really working for you, and to call them into question and modify them if they aren't, may hold the key to how successful you are in all your endeavors. As you start to question the things you currently believe, you should test which ones work for you, and then decide which you'll make your own.

### **What it Will Require**

In my experiences in business ventures, and in various organizations, I've seen hundreds of people come and go. I've seen people rise to the top in record time, and I've seen others jump ship in utter frustration. I've had a chance to meet people from a wide range of backgrounds, skills, motivations, and talent. It's true that we may never know why some people are more successful than others. We may not be able to pinpoint the single pivotal moment, or the unique sequence of events in that individual's development that are responsible for their success. However, we do know some of the traits the successful exhibit. We hear of successful people's "work ethic", their willingness to help others and their persistence despite setbacks.

In order to succeed, you simply need to be committed to success.

Being committed to success means you have to set yourself to a higher standard than most. It's said that 97% of the people in the United States will retire dependent on family, friends or the federal government for survival. If that's true, then you need to consider yourself what I call a "3-percenter." That being the case, you're going to run into people from the other 97% more often than you will meet others like you. Therefore, to determine who you need to be in order to succeed as a 3-percenter, you cannot rely on what the 97% of the people you run into do. As a 3-percenter, you don't complain when things don't go your way. You learn from the situation and move forward. As a 3-percenter, you realize that every opportunity to quit is either a chance to identify with the 97-percenters, or to set yourself apart. As a 3-percenter, you have to love challenging yourself to do more. As a 3-percenter, you've got to be able to roll with the punches. You have to be able to adapt to situations that would break others. You have to operate at all times from the position of "I can and will do this, and I will keep doing it UNTIL I am successful." You have to be able to sacrifice some things in the now in order to have the life-style and the things you want in the future. You have to be open to new ideas and new ways of being. You can't be too attached to yourself the way you are, if it's not getting you what you want.

Remind yourself that whatever goals you set for yourself are attainable, even with all the challenges that you will encounter. Others before you have survived, succeeded and prospered. It all rests inside of you. The nature of your thoughts must change. Change is the only constant in life. If you're not where or what you want to be, you have to break out of the patterns of thought and behavior no matter how comfortable they are. As one writer put it, "if you always do what you always did, you'll always get what you always got." The choice is yours. Think differently.

## **MAIN POINTS OF CHAPTER 3**

### **“Thinking Differently”**

- Everything you know as real was once just a thought. Everything starts as a thought. Thoughts, therefore, are the basis of all change. If you are not where you wish to be in life, then the nature of your thoughts needs to change.
- The new way of thinking and all that goes with it, is the single most important requirement you'll need to enter and prosper in the new world. That will be your price of admission.
- There are two causal emotions in the universe, love and fear. Which one rules you?
- Conquer your fears. The only things that are holding you back from achieving all that you desire, are the fears you fail to confront, and the inactivity that results.
- One of the first fears it will be necessary to overcome is "Entrepreneurphobia." It is simply the fear of the unknown when it comes to earning money in nontraditional ways. To overcome Entrepreneurphobia, and any fear you encounter, it will be necessary to ICE them. ICE is an acronym for Identify, Confront and Eliminate.
- There are specific things you can do to be successful in any endeavor. There are ways of being which will almost guarantee that no obstacle will prevent you from reaching your goals. These Success Practices should become a habit with you if you endeavor to turn your passion into profit. Affirmations, visualization, goal-setting, "living from the feeling", and viewing everything that happens to you as aiding your growth, are tools of creation that help make your life the product of your passions not the fruits of your fears.
- Thoughts do create success. Specific thoughts create specific attitudes, which create specific actions which create specific outcomes. The Success Attitude is a collection of ways of thinking and acting that will ensure that anything you attempt is successful. Your success at turning your passion into profit will be determined by whether you choose the Negative, Passive, Reactive, Positive, Active or Creative attitudes toward life.
- Be willing to think differently about everything in your life from the way you view obstacles, to the way you eat, to your thoughts about God. All these things are connected to your success in any endeavor.

## **FOLLOW-UP FILE FOR CHAPTER 3**

### **“Thinking Differently”**

#### ***INSPIRATION: Passion Seeker Profiles***

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##### ***“The Players’ Personal Passion”***

The three founders of id software are John Carmack, John Romero, and Adrian Carmack. They are the developers of a line of wildly popular video games which have brought their company to over 16 million dollars in sales. To turn their passion into profit, these three video game enthusiasts simply created games that they themselves would want to play. “Ultimately we market to ourselves. We slide right into the demographic mold of the people that we are trying to sell to.” They got occasional informal input from friends and family, but abandoned traditional market research in favor of their preferences. I repeat: 16 Million in sales!

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##### ***IDEAS: The Right Questions to Ask***

- What specific fears are holding me back from turning my passion into profit?
- What books/tapes/seminars can I read/listen to/attend to help me ICE my fears?
- For what specific things do I wish to change my reactions?
- What negative words/phrases do I use that may be creating my present reality?
- What specific steps will I take to put the tools of creation to use in my life?
- What things would I change about my life before I would wish it on someone I love?
- Who do I know who is where I want to be in life-style, thought or deed?
- What specific things am I thankful for?

## **Chapter 4: Your Wow Factor\***

***“Your personal secret formula for success”***

### **The Wow Factor**

*“Your Wow Factor is the goal-oriented, response-driven creation, development and controlled exposure of the private and public perception of your unique assets. This is the key to your success in anything you do.”*

What makes you special? What will guarantee your success turning your passion into profit? Why will people purchase your product? How will what you eventually create as your passion-centered business stand apart from the competition? The answer to these questions is what I call your Wow Factor.

As a formula, it looks like this:

$$[(\text{Assets} + \text{Perception}) \times \text{Exposure}] + \text{Response} = \text{Wow Factor}$$

The Wow Factor formula is the same for everyone on the planet. What changes from person to person will be the components which comprise the variables of the equation. For example, no two individuals will have the same set or awareness of their assets. No two people are perceived in exactly the same way. No two people can gain exposure to exactly the same set of people. And, no two people will desire or achieve the same response from the world. This is where the Wow Factor differs from any other key to success. For when you analyze yourself through the lens of the Wow Factor formula, you come away with something that no one else on the planet has: your own customized secret formula for success!

*\*NOTE: The original version of this chapter, and more guidance on becoming a Wow Master are available in The Tao of Wow by Walt Goodridge*

## Finding Your Wow Factor

Before you can maximize your Wow Factor, you must first define its individual components. Let us examine each variable in the equation.

## Finding Your Assets

$[(ASSETS + Perception) \times Exposure] + Response = Wow Factor$

An asset is a thought, belief, word, action, person or object that you or others perceive that, when associated with or attributed to you, affects your own as well as the world's perception of you, and can make the world go wow.

The following assertions, assumptions and conclusions form the basis of this new understanding of what an asset is. Please read them carefully and repeatedly until you understand them thoroughly. The entire Wow Factor theory is based on them.

1. Anything can be an asset. Everything is, in fact, an asset. Therefore, any “thing” and every “thing” is an asset. There are, therefore, 5 categories of assets: thoughts, words, actions, persons, and objects.

2. Every quality of human existence may be defined as a being, a doing, or a having. In other words, all humans “are”, “do”, or “have” some “thing” in relation to themselves and the rest of the world. (*i.e. I AM a poet. I DO windows. I HAVE money.*) There are, therefore, 3 qualities of human existence: being, doing and having.

3. Everyone has access to every thing.

4. Therefore, the 15 categories of assets that all humans have access to are the thoughts words, deeds, people, and objects associated with being, doing and having.

## Who You Are

Who you are has 5 assets (thoughts, words, actions, people and objects) associated with it. The **thoughts** about yourself are your *self-perception* (*i.e. your identity*). The thoughts which others have about who you are are called *public perception*. These perceptions may take the form of beliefs, opinions, judgements or ideas. The **words** which describe who you are are called *feedback* and, whether in written or spoken form, represent assets. The **actions** which correspond to who you are are your mannerisms and behavior, and are called your *personality*. The **people** who correspond to who you are are your *friends*. The **object** which corresponds to who you are is your *body*.

## What You Do

What you do has 5 assets (thoughts, words, actions, people and objects) associated with it. The **thoughts** which you and others have about what you do, again, are called *perception*. These perceptions may take the form of beliefs, opinions, judgements or ideas. The **words** which correspond to what you do are called *education*. The **actions** which correspond to what you do are your *expressed talents, skills, or your profession*. The **people** who correspond to what you do are your *associates, students, or masters*. The **objects** which correspond to what you do are your *creations*.

## What You Have

What you have has 5 assets (thoughts, words, actions, people and objects) associated with it. The **thoughts** you and others have about what you have, again, are called *perception*. These perceptions may take the form of beliefs, opinions, judgements or ideas. The **words** which correspond to what you have are called *descriptions*. The **actions** which correspond to what you have are called *accomplishments*. The **people** who correspond to what you have are your *fans, employees, or servants*. The **objects** which correspond to what you have are your *possessions*.

Again, everything that you are, everything that you do, and everything that you have, all have thoughts, words, actions, people and objects associated with them. All of these resulting thoughts, words, actions, people and objects are your assets.

## Assets Everywhere

When you really understand the nature of reality, you'll realize that absolutely everything is an asset that can help you reach your goals. And, every point of contact with the world is an asset.

Remember, an asset is something (a thought, word, action, person or object) that you or another person can perceive that, when associated with or attributed to you, affects your own and the world's perception of you and can make the world go wow.

Therefore, how you speak, where you live, what you see out your window, how you smell, the way you walk, the way you sneeze, what you believe, what you don't believe, what you've experienced, what you've never experienced, how you write, your possessions, your musical tastes, your butterfly collection, your comic books, your friends, your enemies, your body, what people say about you, what they don't say about you, the languages you speak, the size shoe you wear, the arrangement of furniture in your living room, your ability to whistle a tune on key, your children, your pets, as well as the way you and others perceive these things, all have value in moving you further towards your goal, and may represent some specific perception, language, action, person or thing that you can use to make things happen the way you wish.

With so many potential assets at your disposal, then, how do you determine which ones are to be harnessed to create a Wow in the minds of the masses? The critical step in choosing and harnessing your assets lies in making the right connections.

Making connections is a skill that takes practice. Fortunately, there are two realities that will help you-- 1. the interconnectedness of the universe, and 2. your brain.

1. Connections exist everywhere because there's an underlying unity to all things in the universe. There's a cross-connection that a bird flying in the Andes Mountains has with a man crossing the street in downtown Los Angeles. There's a connection that your experiences of 10 years ago have with your goals of tomorrow. There's a connection that everyone you have ever met has with whom you have since become. Scientists are also discovering that the universe is not a collection of separate things as we perceive it to be, but rather that all things are extensions of the same fundamental something. That at a deeper level of reality that we cannot readily see—but for which there is growing evidence—everything interpenetrates everything else.

2. Your brain is a remarkable tool. It's been estimated that you have the ability to memorize up to 10 billion bits of information during your lifetime, or the equivalent of five (5) sets of the Encyclopedia Britannica. The brain's ability to hold and store tremendous amounts of information, and its remarkably efficient filing system that allows you to instantaneously call to mind 20 different correlations when you hear the word "automobile", gives you access to an overwhelming storehouse of possible connections when pursuing a particular goal. Think about it. How many different directions can you head in as concepts like "gas-powered", "pollution", "airbag", "factory assembly line", "crash test dummy", "wheels", and "engine" come to mind?

Therefore, once you know that such links exist among everything, and that you have the ability to process and identify those links, all you need to know is what questions to ask, and how to view the world, and it becomes easier to make the connections.

If, for example, your goal is to become a famous actor, then you should first expect that everything you have ever seen, done, heard, said or owned offers some way to turn that dream into a reality. You might ask, "How can my past experience as a clerk in a bank help me to become a world famous actor? Well, it qualifies me to be able to convincingly portray certain roles. It gave me access to information about the banking system. It introduced me to employees, supervisors and customers who might play roles in my future success. Did anyone I met there have a connection to the movie industry? Perhaps I'll go back there for a visit and mention to whomever I speak with that I'm serious about my acting career. Who knows who I'll meet on the way there?"

Or, perhaps your goal is to find a mate. You might ask, "What do people say about me that is an asset that can help me meet the man/woman of my dreams? What places do I frequent that might prove helpful in exposing me to more people? What music do I like? How can that lead to me meeting people with similar interests? What physical, emotional or personality attributes can I highlight that can make the world go wow?"

The possible connections are almost infinite.

In fact, as a personal example of making such connections, consider this. It's now less than a week before this very book you hold is scheduled to go to press, and as I'm putting the finishing touches on it, I happen to be reading an interesting article on the holographic nature of the universe. Though seemingly unrelated, I know that everything I know is an asset. So I ask myself, "How can what I've just read help me to achieve my goal of explaining a key concept of assets to everyone who reads this book? What connection exists between the concepts in this article, and my ability to recognize and identify assets all around me?" And sure enough, with just the right perspective, and the right questions, I was able to add the "Assets Everywhere" section you just read, which, I believe, reveals a critical technique for uncovering the many assets to which we all have access. To find the best use of your assets, ask, answer and act on these questions.

- What specific assets do I have or have access to that I can use to achieve my goal?
- What creative ways can I come up with to harness the power of these assets?
- Who do I know? What do I know? What do I believe? What Do I own? What have I created? What am I good at? What am I known for? What have I done?

The Assets Chart will help you to ask even more questions in a structured way.

**10 BILLION ASSETS**

|                 | <b>WHO I AM</b> | <b>WHAT I DO</b> | <b>WHAT I HAVE</b> |
|-----------------|-----------------|------------------|--------------------|
| <b>THOUGHTS</b> | perception      | perception       | perception         |
| <b>WORDS</b>    | feedback        | education        | descriptions       |
| <b>ACTIONS</b>  | personality     | profession       | accomplishments    |
| <b>PEOPLE</b>   | friends         | associates       | employees          |
| <b>OBJECTS</b>  | body            | creations        | possessions        |

*How to use this chart:*

1. Set your goal.
2. Make a list of assets by asking the following questions.

**Row 1:** What are the thoughts, beliefs, ideas, opinions, judgements (perceptions) that I and others have about who I am? About what I do? About what I have?

**Row 2:** What written or spoken feedback, education, or descriptions have I received about who I am, what I do, and what I have?

**Row 3:** What are my personality traits, skills and accomplishments?

**Row 4:** Who are my friends, associates, fans, employees and family members?

**Row 5:** What are my physical attributes, creations and possessions?

**Perception**

$$[(Assets + PERCEPTION) \times Exposure] + Response = Wow Factor$$

The next variable in the Wow Factor equation is perception. Once you have your list of assets, your next task is to determine how each of these assets is perceived. By perception we are not only referring to the public’s perception, but your own perception of your assets.

Notice that in the descriptions of the assets in the previous section, that the one constant throughout is perception. It is in the understanding, awareness and manipulation of that perception that the power of Wow exists. Once you can control the assets of public and personal perception, you can move yourself and the world to action.

The most empowering aspect of life is that you are able to tell people what you want them to think about who you are, what you do, and what you have.

In business, for example, you can control public perception by creating the advertising campaigns, brochures, press releases, interviews and all the means by which the public will learn about you, your company and your product. In relationships, you can control perception by how you carry yourself, how you treat others, how you allow others to treat you, what you say about yourself, and what others say about you.

In order to create the perception you desire, you must ask, answer, and act on the right questions. Here are some suggestions.

- What perception will a new person I encounter have of who I am, what I do, and what I have? How am I being perceived?
- What perception do I wish every new person I encounter to have of who I am, what I do, and what I have?
- What thoughts, words, actions, people and objects (i.e. assets) best convey the perception I wish to create?
- What creative ways can I come up with to harness the power of these assets to create the perception I desire?

## **Exposure**

$[(Assets + Perception) \times EXPOSURE] + Response = Wow Factor$

The next variable in the Wow Factor equation is exposure.

Once you have developed your list of assets, and determined how they are perceived, as well as how you wish them to be perceived, your next step is to gain exposure. In other words, it's time to let the world know about you or your product, your assets, and what to think about them.

Included in the process of exposure is the decision of whom to expose the perception. In business, for example, exposure may take the form of advertising, marketing and promotion. In relationships, it may take the form of simply being seen or heard in all your glory. In order to gain the level of exposure necessary to create the desired Wow, you must ask, answer and act on the right questions.

Here are some suggestions.

### *The Key Questions for Exposure*

- Which specific people need to be exposed to me, my assets and the perception I desire?
- What specific steps can I take to achieve the level of exposure I desire?
- What new and creative ways can I develop to expose my assets to ever-increasing groups of people.

## Response

$[(Assets + Perception) \times Exposure] + RESPONSE = Wow Factor$

The next variable in the Wow Factor equation is Response.

Response refers to the reaction and feedback you wish others to express in relation to the exposure of your assets. In other words, you need to request a specific action from those whom you wish to wow. This call to action is an often overlooked component of the Wow Factor. Whether you are launching a new product or looking for a mate, you must be clear on the desired response you wish to elicit from those to whom you gain exposure.

Many people fail to request an action to their exposure and thus are disappointed by the response or lack of it. Remember, you control almost every part of the Wow Factor process. You develop the assets. You create the perception. You control the exposure. And you can also determine the response. So, state clearly, therefore, exactly what that response should be. Of course, you will not always be able to control every response you receive, but unless you ask for one, you may never receive any at all.

Asking for a specific response is vital for another important reason. Within the response is the means to perpetuate the response. In other words, the creation of the initial response will lead others to respond in a similar manner. It's a unique fact of human nature that people follow other people. People learn what response is expected of them by seeing what responses others have. This creates a snowball effect that perpetuates the Wow Response. It doesn't matter whether you're launching a new business or pursuing a mate, you will find this to be true. (In fact, in the dating scene, many people have noticed that people's response to them often seems more pronounced and more frequent once they're already attached!) In order to achieve the response necessary to create the desired Wow, you must ask, answer and act on the right questions.

- What response do I desire?
- What do I wish to have happen next?
- What specific steps can I take to achieve the quality of response I desire?

By applying this unique formula, you can create your desired reality and achieve whatever goals you wish.

## Using Your Wow Factor

Imagine that you possessed the power to create reality. What if you had the undisputed ability to make things go your way 100% of the time? Well, you do. Such a power exists and it's contained within the formula of the Wow Factor.

Regardless of your social status, income, occupation, type and place of residence, or educational level, your Wow Factor can help you to achieve, acquire and cultivate success in any area of your life.

The reason why the Wow Factor works to get you what you want is because of The Basic Truths of Wow.

### **Basic Truths of Wow**

- New ideas, things and people are distinctly different from ordinary ideas, things and people. From that distinction comes the manifestation of uniqueness. In uniqueness there is cause for Wow.

- Every truly unique creation, once recognized, elicits a Wow. Wow is the world's response to what you say, what you do and what you have become.

- It is the law of nature that every Wow requires an action. The actions of others in response to the Wow you elicit set in motion another set of creative forces. These forces alter the streams of thought upon which all good things sail on their way to those who think them.

- Wow elevates you. It inspires respect. It begets trust. It creates positive expectations. It oils the transaction machine. It encourages others to share you with their circle of influence. People are attracted to those who wow. People will do anything for you if they are wowed. People will buy from you if they have been wowed.

Every time you meet a new person, you have a new opportunity to impress that person with yourself, your product, your service, what you've done, what you can do, what others have said about you, and what other impressed people have done for you.

The Wow Factor is not just about the image you present to the world, it is also about the image of yourself that you develop for no one else but you. When you become in thought and in deed that which you aspire to be, the world must respond accordingly. Their response may take the form of support, compensation, friendship, love or worship.

Once you know how to wow, you will have the ability to get anything you want.

### **Wanting What You Get**

Getting what you want is easy on this plane of existence. Of equal importance, but of greater challenge to the masses, however, is wanting what you get. This too, requires practice. Here is why it is important to develop this ability.

As you strive towards a particular goal, you will create results based on your thoughts, words and actions. Until you reach the level of mastery of the principles of Wow, however, what you intend to create is not always what you end up creating. This is true because the creative process takes place on the subconscious level of mental activity--the level of belief. Therefore, you should be open to the seemingly unanticipated occurrences that come your way. For example, if you plan and work towards "A" but end up getting "B", do not be alarmed and distressed, but simply learn to accept it. Unhappiness is caused by unmet expectations held too firmly in mind. The more attached you are to a particular outcome, the unhappier you'll be if you do not achieve it at first. Therefore, seek your outcomes, but don't be too attached.

Know that whatever reality occurs, that it has been created because it is necessary for it to exist so that the right awareness and responses will be developed in you. These responses move you to the next level of accomplishment.

Wanting what you get, therefore, does not mean to be satisfied with what you get. It means simply that you accept it as your own creation, grow from that awareness of it as such, and then continue to create from an ever-evolving state of mind.

## **The Wow Factor In Action**

The power of what you have just read will be evidenced by your own use and application of it. However, you can see it being used and applied right now by others whom you know to be successful.

Think of any successful individual whom you know. Think of what you know to be their assets. What makes this person special? What is their claim to fame? Think of what you know to be their perception of themselves as well as what you know to be the world's perception. What do people believe and say about them?

Think also of the means and manner of how they expose themselves to your awareness. How do you know of them? What media do they use to increase their customers, clients and followers? Think, too, of what response they demand of their followers. What subtle and overt ways do they request specific actions from us as their target audience? What do they ask that we buy, or that we buy into?

Are they not goal-oriented individuals, controlling the creation, development and exposure of the perception of their assets, while eliciting a response from us?

You will find in every instance that this is so. And now, you too are in possession of their secret to success.

## **Impress and Grow Rich**

In a capitalistic society, one of the most sought after applications of the Wow Factor is the creation of wealth through business success. Through years of research into the secrets of success, I've created a working understanding of how, why and under what conditions the Wow Factor aids in the creation of business success. I call it the

## **Science of Impress**

The Science of Impress is based on the following principles.

1. All things flow from those who have them to those who expect them. Money, for example, flows from those who have money and desire something, to those who provide that something and expect money.

2. The exchange of one object for another is called transmission. It occurs between a sender and a receiver.

3. No transmission can occur unless the sender and receiver are synchronized. No transaction can occur successfully unless sender and receiver are in agreement as to their mutual expectations. There must be a single path for the transmission.

4. Wow provides that path. It tunes both sender and receiver to the same frequency of expectation. It aligns two sides of a transaction. It creates the path upon which money, happiness, love and power travel from one individual to another.

5. Humans have certain observable needs, wants and expectations.

6. If you meet certain needs, fulfill certain wants, and exceed certain expectations, you can elicit the Wow Response.

As mentioned earlier, the Wow Response is the primary response which must and will always precede any action. Therefore, if you can control the Wow Response, you can control the nature and number of the world's response. The response may be a thought, a word, or any action including the transmission of compensation for that which

you offer the world. Your compensation can take the form of money, things, recognition, power, a following, worship, esteem or love.

Through the Science of Impress, therefore, you can use the Wow Factor to sell your wares, gain power, lead a nation, or attract wealth into your life. In other words, you can impress and grow rich!

### **Who Will Be Wowed?**

In applying the Wow Factor to business, there are two types of people you'll meet: customers and gatekeepers. Customers are people who buy your product. Gatekeepers are people who, by virtue of their position and status, have access to and influence over the people who buy your product. Examples of gatekeepers are magazine/newspaper publishers, writers, public speakers, organization presidents, etc. Each has their own set of needs, wants and expectations. And each will require a different use of your Wow Factor.

The operative question you must answer in your potential customer's mind is "Where is the personal benefit for me?"

The operative question you must answer in your gatekeeper's mind is "Is this product, service, or information of value to those to whom I communicate?"

The recognition, encouragement, and exploitation of these needs, wants and expectations will be the primary task of anyone who wishes to succeed in business. Your success will be determined by your thoughts about yourself, your thoughts about the laws of reality, and your thoughts about other people. The *Tao of Wow* will help you to develop the right thoughts.

### **The 12 Rules of Wow**

In order to use the Wow Factor for business success, you'll need to know and apply the 12 Rules of Wow. They are proven techniques based on the understanding of basic human nature and people's responses to each other. You can be assured that success in any business endeavor is based on one or more of the following rules. Once you understand the psychology underlying them, you too can use them to impress and grow rich in your life!

#### *1. Better always impresses*

Competition is the basis of our society. Those who can run faster, deliver quicker, jump higher and sell cheaper will outperform those who cannot. However, a true "Wow Master"--to use a term in the *Tao of Wow*--does not compete. He or she merely recognizes and exploits the power of the inherent differences to create the Wow Response.

#### *2. Consistency and completion impress*

It's a fact that most people don't have what it takes to get a job done. Therefore, if you build a reputation of doing what you say you'll do, and doing it consistently, you'll automatically create a Wow Response in the minds of others.

3. *Beauty always impresses*

In our increasingly materialistic society, that which is pleasing to the eye is accorded more attention. Use this to your advantage when you present yourself and your product to the world.

4. *The new and unusual impress*

Great wealth has been created selling old things to new customers, and new things to old customers. Marketing experts know that a thing only has to be 10% different from something else to be perceived of as radically innovative. Therefore, there's great wealth right in your own backyard repackaging ideas so they appear new, and reselling them to old customers!

5. *Unexpected accomplishments always impress*

The deaf or blind who perform music, the physically handicapped who participate in sports, the elderly who climb mountains, the very young who perform as virtuosos, are all examples of people exceeding expectations to create a Wow Response.

6. *Intelligence impresses*

We're living in a society that values athletic prowess and beauty over academic proficiency. Therefore, those who nurture their mental abilities, will possess the ability to wow. Read, write, speak, add and subtract well, and combine it with the ability to think critically about the world around you, and you will wow the world. There's Wow in wisdom!

7. *The invisibly obvious impresses*

Have you ever seen a new product on the market, and found yourself exclaiming, "Why didn't I think of that?!" The best inventions always create that response, and their appeal is almost always intuitively obvious to us.... once we see it!

8. *Success impresses*

When attempting to become successful, one must live from the feeling of the wish fulfilled. In other words, because success only visits the familiar, you must *become* success before success will be coming to you. Walk, talk, think and act the part, and the world will have no choice but to confer prizes and honors to match their perception of you. Then use all the awards, and prizes to impress the world even more!

9. *Power impresses*

The greatest power is not political power, but the personal power that people refer to as charm. Many of the world's successful people, rely on the strength of their personal charm to make the world go wow! Remember, people will elevate you to the level of your own self-image. Your charm, your wit, your words, your wisdom, and how you wield them, is in direct proportion to your self image. That, and all the qualities of a pleasing personality, attract others into your life and make the world go wow!

10. *Creativity/talent always impress*

We all have a creative spark within us. Do you paint, write or sing? Whatever your talent, discovering, developing and sharing your special gift is the surest way to impress the world.

11. *The praise of others impresses*

People will trust in, and be more impressed by what others say about you much more than what you say about yourself.

12. *Passion impresses*

There is something that you, and you alone were put here to do. There are activities that thrill you when you do them, and for which the doing is its own reward. That is your passion. Find it, share it with the world, and share it with passion! For it is the depth of your enthusiasm about a thing that will enroll others in your dream. Great leaders move the masses not just with words, but with the strength of their inner conviction of their beliefs. Whatever your interests, people are always impressed by passion!

These 12 Rules of Wow, practiced in all areas of your life, allow you to create the path for all good things to come to you.

## **The Journey Continues**

In summary, everyone has a unique set of assets, which, when perceived and exposed correctly with the intention of eliciting a specific response, can result in phenomenal success in any undertaking. This is called your Wow Factor.

However, simply knowing your Wow Factor is not enough to secure a place of greatness for you. In order to gain the maximum benefit from your Wow Factor, you must “go for the Wow” in all that you do. In other words, you must become a Wow Master.

In order to become a Wow Master, you must adopt a workable set of thoughts, beliefs and understandings about yourself, the world, and others that will serve you as you encounter the challenges that the self, the world, and others will present to you. The *Tao of Wow* will expose you to those ways of thought and being. They are the context within which the Wow Factor must be understood and applied in order to maximize its effectiveness. For example, the *Tao of Wow* teaches that Wow Masters do not compete with others. You must know this to be true before you can maximize your Wow Factor. Failure to truly incorporate the ways of Wow into your belief system will result in frustration as you apply what you have learned. These and other ways of thought and being are an essential part of the journey to mastery.

No matter what your particular goals are at this moment, harnessing the power of your Wow Factor can help you achieve them. In addition, as you proceed on this specific journey of turning your passion into profit, you will now have a new vocabulary, as well as a new way to perceive of success and how to achieve it that will help you manifest your dreams as you make the world go wow! So, let the journey continue.

*For more guidance on becoming a Wow Master, see The Tao of Wow by Walt Goodridge*

## **MAIN POINTS OF CHAPTER 4**

### **“Your Wow Factor”**

- Your Wow Factor is the “goal-oriented, response-driven creation, development and controlled exposure of the private and public perception of your unique assets.” This is the key to your success in anything you do. As a formula, it looks like this:

$$[(\text{Assets} + \text{Perception}) \times \text{Exposure}] + \text{Response} = \text{Wow Factor}$$

- Anything can be an asset. The thoughts, words, actions, people and objects associated with what you are, what you do and what you have can be assets.
- The most empowering aspect of life is that you are able to tell people what you want them to think about who you are, what you do, and what you have. You can control the world’s perception of you.
- Exposure means telling the world about you and your passion.
- People learn what response is expected of them by seeing what responses others have.
- You control almost every part of the Wow Factor process. You develop the assets. You create the perception. You control the exposure, and you can determine the response.
- You can use your Wow Factor to achieve anything you desire because of the basic truths about wow.
- Once you know what impresses the world, you will have discovered the secret formula for using your Wow Factor to impress and grow rich!
- The 12 Rules of Wow, practiced in all areas of your life, allow you to create the path of for all good things to come to you.
- Knowledge, understanding and application of this unique concept will improve your chances of success turning your passion into profit.

## **FOLLOW-UP FILE FOR CHAPTER 4**

### **“Your Wow Factor”**

#### ***INSPIRATION: Passion Seeker Profiles***

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##### ***“The Sculptor’s Passion”***

By the age of 14, Donald Brown drew national television and media attention for his sculptures. His first university degree application was rejected on the grounds that there was no one at the university capable of teaching him anything new where his technique and ability was concerned. He is self taught and even from that tender age chose to ignore those who discouraged him from making, what they viewed as an unwise career choice. However, he pursued his dream of becoming a sculptor. With numerous celebrity endorsements, purchases by Morehouse College, The Nigerian Embassy in Washington D.C., The NAACP and the ANC in South Africa, the international demand for his works have excelled even his expectations!

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#### ***IDEAS: The Right Questions To Ask***

##### *for assets*

- What specific assets do I have or have access to that I can use to achieve my goal?
- What creative ways can I come up with to harness the power of these assets?
- Who do I know? What do I know? What do I believe? What Do I own? What have I created? What am I good at? What am I known for? What have I done?

##### *for perception*

- What perception will a new person I encounter have of who I am, what I do, and what I have? How am I being perceived?
- What perception do I wish every new person I encounter to have of who I am, what I do, and what I have?
- What thoughts, words, actions, people and objects (i.e. assets) best convey the perception I wish to create?
- What creative ways can I come up with to harness the power of these assets to create the perception I desire?

##### *for response*

- What response do I desire?
- What do I wish to have happen next?
- What specific steps can I take to achieve the quality of response I desire?

##### *for exposure*

- Which specific people need to be exposed to me, my assets and the perception I desire?
- What specific steps can I take to achieve the level of exposure I desire?
- What creative ways can I develop to expose my assets to more people?



## **The Cycle of Success**

### ***“A Preview”***

#### **Where are you in The Passion Profit Cycle of Success?**

The Passion Profit Cycle of Success describes the phases of the process of turning one’s passion into profit. Starting in the upper left of the diagram above and going clockwise, the sequence includes Purpose, Passion, Product, and then Profit. In other words, according to the cycle of success, to turn your passion into profit, you must

1. Find your purpose in life
2. Discover your passion
3. Create a product (or service), and then
4. Sell it for profit.

At any given point in your life, you may find yourself in any one of the phases.

Have you just started the journey and are looking for your life's PURPOSE? Do you already know your purpose, but don't quite know what your PASSION is? Maybe you know your passion and need to create a PRODUCT. Perhaps you have a product but don't know how to sell it to make a PROFIT. Or, perhaps you're already making a profit from your passion, but need a new or defining PURPOSE in life?

Following is a preview of the process we’ll be exploring from this point on.

## PURPOSE

According to the Passion Profit philosophy:

*Your passion is an expression of your purpose*

Have you ever asked, “Why am I here? “What am I here to offer the world?” or “What’s the meaning of my life?” That--and similar questions--is at its core a spiritual one. The answer is the first and most critical part of turning your passion into profit. Everyone is here to experience, to grow and to become. Without an understanding of the spiritual component of your journey here on earth, you may find that everything you do leaves you unfulfilled.

In my book, the *Tao of Wow*, based on lessons learned from my continuing quest into things spiritual, I explore a concept based on the teachings and insights from a variety of spiritual perspectives. The "45 Ways of Men (and Women)" explores the "life themes" that are believed to exist for everyone on the planet. According to the life theme concept, each and every one of us is here to live out a particular theme. In analyzing your life, have you noticed that certain situations and circumstances seem to reveal consistent themes? Based on the opportunities, decisions and circumstances that take place in your life, are you here as a *builder*? Are you living out the *poverty* theme? Are you an *artisan*? Are you an *experienter*? Do you seek *harmony*? Are you a *survivor*? Is the theme of serving others, or of being an advocate, seeking justice, or of making a difference one that comes up often? These are just a few of the 45 themes that offer keys to what your purpose here on earth may be.

Additional questions you can ask in this search are: How will I help the world? What change am I here to enact? What solutions can I offer? Who am I here to help? What contribution will I make to life on the planet? Questions like these lead to more profound analyses and greater insights into using your life to fulfill a specific purpose.

Don't overlook this important aspect of the Passion to Profit Journey. In addition to the chapters in this book, I've created special online reports, coaching opportunities, workshops and services to help you focus on the search for your life's purpose. I sincerely believe that turning your passion into profit is really a spiritual journey at its core.

## PASSION

According to the Passion Profit philosophy:

*Everyone has a passion*

The fact that everyone has a passion means that we all have something that we're good at; something that we're experts in; something that provides us an inner sense of freedom, happiness, fulfillment and personal expression.

There's more to life than working for someone else for 40 years and then retiring. Life should be fun, meaningful, satisfying while offering some benefit to the world. What do I love to do? What are the activities that give me my greatest sense of purpose and fulfillment? These are some of the core questions to be asked during this phase.

Don't know where to look to find your passion? Your passion may be hiding in your hobbies; it may be in your desire to make a difference; it may be a childhood wish. I've created exercises as well as a secret formula for discovering your passion. Wherever your passion is, the Discovery Exercises can help you find it.

Don't know how to choose your passion? Don't worry. The choice of which

passion to pursue is LESS important than simply choosing. I find that when people believe they are choosing one passion at the exclusion of all others, that they often choose not to choose. Remember, you are not making a FINAL choice, just the FIRST one. In other words, whichever passion you decide to pursue is just the first step in a journey that may lead through different expressions of your passion. Like me, you may choose to pursue say, a passion for music, which might then lead to you becoming a writer, which may lead to public speaking and eventually coaching. I couldn't have predicted where I would end up (I wasn't always called a passion "Prophet"). I do know, however, that I wouldn't have gotten here had I not taken that FIRST step.

According to the New York Times, "80% of all working Americans are unhappy about their careers..." I sincerely believe that you never fully ENJOY life to its fullest, nor REALLY have the sort of FUN life was meant to be unless you're actively pursuing your passion!

## **PRODUCT**

According to the Passion Profit philosophy:

*Every passion has value*

The fact that every passion has value means that everyone can be rewarded for the pursuit of something that has special meaning in their lives.

In order to create a winning idea, you need to know what questions to ask in order to isolate the hidden value of your passion. You need to be able to determine what physical form or conceptual angle to attach to your passion in order to communicate that value to the world. (In other words, you need to know what people will pay for--those are the Magic Questions!) And you need access to the means to manufacture, print, create or assemble your product, or the means to offer your service to the world..

## **PROFIT**

According to the Passion Profit philosophy:

*You can make money doing what you love*

You NEED Money!! Don't let anyone fool you. As long as you're living in a capitalistic society, much of the good that you'll do for others, the fun that you'll have, and the security you'll achieve will come from the money you earn. Surely, you can do a lot of good without money, but it sure does help.

There are only two ways to make money in business. Charge more, or spend less. In this phase you'll learn how to do both, as well as how to create streams of repeat-business income from your current customers!

I'm sure you've also heard, that it's not how much you make, but how much you keep. In order to keep more of what you make, you need to maximize your profit. In order to do that, you'll need to set up a legitimate business, launch it simultaneously on the Internet, and market your business, product and service creatively and effectively.

From part-timers who make a few extra dollars, to MILLIONAIRE passionpreneurs who get nominated for prestigious awards, the sky's the limit as to how much money you want to make from your passion! REALLY! It's all possible! The Cycle of Success will show you how!

### **Other Applications of the Cycle of Success**

People have asked if the cycle of success has other applications in other areas of life. The answer is an unequivocal yes. The cycle can be applied to any pursuit that one engages in, from cleaning one's apartment to the quest for romance.

Let's apply it to the pursuit of romance. Your purpose/goal (your reason why) in such a pursuit might perhaps be marriage. Your "passion" is what you do (charm, wine & dine) to win that person over. Your "product" is the value that your intended partner sees in you. Your "profit" is the payoff—the realization of your dream and the myriad benefits (love, security) that you achieve as a result.

|           |                          |                              |
|-----------|--------------------------|------------------------------|
| purpose = | goal of the activity     | marriage                     |
| passion = | actions towards the goal | the pursuit/wine & dine      |
| product = | the value                | what your intended buys into |
| profit =  | payoff                   | love, security, etc.         |

Seen in this way, the Cycle of Success can be a powerful lens through which to view the pursuit of your dreams in many areas of life.

### **The Cycle Never Ends**

The Cycle of Success represents a continuous journey. You may find yourself at different points of the cycle at various stages in your life. Your purpose at age 25 may differ significantly from your sense of purpose at age 75. Your passion when you are single may differ significantly from your passion after you've raised children who are now adults. After you've expressed yourself and derived profit from ventures you started in your youth, you may be ready once again to find a new purpose when you're older.

There's no right answer, or right place to be in the cycle. Just the opportunity to ask more questions as you grow and expand your awareness of who you are. The Cycle of Success simply represents a framework within which to organize the questions you ask. So, let's start asking questions!



## **Chapter 5: Purpose**

### ***"What's the meaning of life?"***

#### ***The FIRST Law of Passion Dynamics:***

*"A person NOT in alignment with his or her purpose, will remain unfulfilled, living out someone else's purpose unless acted upon by outside forces."*

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#### **The Ultimate Truth: It's a spiritual journey, silly!**

I've always felt that this direction I've taken in my own life was not a business decision, but actually a spiritual one. It was not a decision to become rich financially, but one to become more of who I was meant to be.

Similarly, your own desire to turn your passion into profit comes from a basic and fundamental need to become more of who you are meant to be. The act of *becoming* is a spiritual evolution. Therefore, your decision to turn your passion into profit is ultimately a spiritual decision. The actual act of turning your passion into profit is, at its core, a creative act. It is you doing your part in a much bigger cosmic act of creation.

A small serving of water from a large pitcher has all the properties of taste and texture of the larger body from which it was poured. You, too, as one of the billions of different entities that comprise our universe, are but a single serving from the "infinite all" which seeks forever to express itself in more and more ways. The universe's expansion and movement towards greater expression does not stop simply because you exist. The little serving that you are, with all the taste and texture of the source from which you were poured, seeks similar expression as well. Your desire to do what you love to do is the universe calling out for further expression through you. The fulfillment of that calling results in your willfull participation in a cosmic act of creation. The gifts you offer the world as you turn your passion into profit continue the universe's never-ending act of creation. In other words, it is you fulfilling your reason for being here. It is your purpose.