

Making Your Passion Your Purpose

I spend quite a bit of time talking and mentoring other business professionals. It's something that I really enjoy doing because it gives me a chance to talk about taking the next step in their life and I find that I walk away with as much if not more than the person I'm talking too!

Today while mentoring a close friend, it struck me when I ask one of my favorite questions, by the answer that I received. First off, my question is 'If I could snap my fingers and you would be able to do exactly what you wanted in life – committing yourself to your life's passion, what would you be doing right now?'

I was talking with a person who was extremely technical and the programmer type, so when he told me his passion; it was so far out of the box that I was expecting that it actually made me pause. It wasn't anything bad, but totally unexpected. It was very different from his current professional life but completely fit his personality. The only answer that I could give him was that he had to re-evaluate his priorities and figure out how he could live his passion.

On further discussion, we discovered that he's been unconsciously trying to live out his life passion without realizing for over ten years. Also once I knew his life passion; it totally changed the direction of our mentoring discussion. It also made him uncomfortable and excited at the same time. Uncomfortable because it was outside of his 'professional life' box but excited because it could become his 'professional life' box.

I believe that it is critical to know and understand your life passion. If you are not feeling satisfied with what you are doing, than you are definitely not operating in your life passion. To be honest, I think less than ten percent of all people alive today are living their life passion. That's a scary thought. You can never live life to its fullest unless you seek out your life passion and living it out.

So, take the time and ask yourself the magic question. 'If I could snap my fingers and I would be able to do exactly what I want in life – committing myself to my life's passion, what would I be doing right now?'

In most cases, it will come to you right away. If it doesn't you need to take a step back and contemplate that question. In my case, I am very technically minded. I love to find out how the clockworks actually make the clock work, so to speak.

The topic doesn't seem to matter. I enjoy reading and discussing computer programming to life mentoring. One place that I've begun to investigate with a fever is music. I'm learning how to play guitar with a great instructor who is a master at music and is also a great teacher. Since I started to learn the science behind the art, I started to build a great desire to learn more about the guitar and playing it well.

Then next question will be, 'How do I make my passion, my purpose?' The idea behind this question is how do I live out my life's passion and have it cover all of my financial needs? Many of the folks I talk to

stumble on this question. They struggle so much that they give up and go back to what is comfortable to them but still not their life's passion. It's easy to say that at least it pays the bills.

This question can actually be answered quite easily once you look at it in the right frame of mind. Think of it this way, if you are providing 'value' with what you are doing in your life's passion, than the person you are giving value too will be glad to remunerate back to you in time, money or resources. If you find that this isn't the case, than you are either not providing value or you are not providing value to the right person.

To ensure you are providing value, you need to determine your possible market. For example, when I started to build my business about seven years ago, I seem to be chasing all the wrong things. I keep trying to provide services and products that were not 'valuable'. Sometimes I had winners but more often than not, I had duds.

Over time though, I started to see high value tasks within my passion. For example, I love technology and web commerce. Now to hire myself out to build web sites, well, isn't my life's passion but helping a customer to build the strategy to monetize their business and laying in the technology, is a completely different topic for me. Plus I discovered that now I'm adding extreme value to their current situation.

Another important point to realize is that I do find that not everyone is my customer. If I talk to ten people, maybe one or two will be an ideal customer for what I can provide. The trick is working through the process of figuring out how to do just that and determine who your perfect customers will be.

Next, as I hone my life's passion, I need to also hone my skills. Two things occur when this happens. First, I do become more valuable. Second, I can better define who my best customer is because I am becoming more specialized in what I do.

My local family doctor is someone who really should be honing their skill set even further. He's a great troubleshooter, but he's been a general practitioner for so long, I doubt that he'd do anything else because he is comfortable being just a general practitioner.

Give him a thorny medical problem though and you can see him completely change. When I was going through the process of figuring out why I had a lump growing in my throat about three years back, he really went to task to figure out what was going on.

He eventually had to pass my case to a specialist but continued to watch from the sidelines. It turned out to be a form of cancer that has been dealt with, but to this day, my doctor continues to ask questions to fill in details of what has transpired. He literally becomes animated while discussing my particular case with me.

If he pursued specialization, I believe that he could do great things. I believe that he already is doing great things but he may not be living to his greatest potential within himself. In other words, he has confused the great life with the good life. Life can be good but it can also be great! When you review your life's passion, be sure that you don't confuse the good life for the great life!

Don't be afraid to talk to potential clients about your life passion. Ask them what would provide the best value to their situation. You may be amazed plus you never know for sure, unless you ask!

You will also need to realize that this isn't like a two week vacation. With a two week vacation, you plan it, than figure out how to pay for it and then you live it to extremes and then it's over.

To fully live your life's passion, you need to put some serious contemplation into what it is, how will it look, taste, feel and be like. You need to see yourself in the 'end game' so to speak, even though there is no real end game. Your life's passion, if pursued correctly, will never stop changing and become better.

When I started my career, I felt that electronics would be my life's passion. At the time, it was and continued to be for about seven years. Eventually I discovered the personal computer. That was a game changer for me.

I was pretty good at electronics and I was excellent with computers! Why? I was moving deeper into my life's passion! I continued to work my craft until one day I discovered the Internet. Soon I was finding that I was looking deeper and deeper at the Internet and how it would become the next game changer for business.

Before long, I found myself diving deep into the Internet and what it was. That happened about eight years ago now. Now, I find that I've become a strong professional with online commerce and have helped scores of clients get themselves online with their business. It's exciting to see the power of the Internet and how a single message can make changes in the lives of many and also create \$20,000 in one day!

Yes, I did find that my skill set changed and grew in areas I never originally thought about way back when I started to learn about electronics. For example, I've learned tons about how to properly craft a sales letter that would sell. How far away is that from fixing radios?

As your life's passion formulates in your mind and you start finding that you are putting flesh on the bones of your ideas, you will find that your next steps will become clearer to you. That's critically import for you to realize.

Unless you take the time and think it through, write it down and plan it out, than all you have is a great idea. Graveyards are full of great ideas – that never saw the light of day. Continue to flush out your ideas that surround your life's passion. It won't be easy at times but it will be worthwhile!

As you flush out your ideas, bring people who you can trust to work through the problems that arise in your thoughts. Be sure to avoid negative people at this stage! You need to be talking to people who are positive thinkers. Just be sure that they are also going to give you the truth regarding your thoughts. There's a big difference from a negative thinker than a critical thinker.

Let's say you provide an idea. The negative thinker will be giving you ten reasons why it won't work. The critical thinker will be looking for the one great way that your potential idea will work. They will bring up negative points only if they feel that they would not be of benefit to you in the long run.

The critical thinker will help you round out your ideas. Plus if they are up to it, they can become your accountability partner to your ideas. If you want your ideas to see the light of day, you need at least one accountability partner to help you get there. When you know that you need to find three solutions to a particular problem by Friday, then you'll find those three solutions. When you are your own accountability partner, it's easy to dust the issue under the mental carpet and forget about it!

As your life's passion starts to play out in your life, you'll find that first you'll be happier than ever and second, it will start to cover your financial needs. Never make the financial needs become more important than the passion.

That will become a killer to your passion. Yes you do have to 'keep the wolves from your door'. You need to pay your bills. Sometimes you'll have to work outside of your life's passion to do that, but your primary focus has to be your life's passion.

Give your life passion time to grow and mature. It may take you years. That's ok. You hope to live until you see your life passion mature anyhow. Wouldn't it be better to be living life at 100% when that time comes than at 10%?

Finally, this is a journey and not a destination. You will have mini-destinations along the way but never stop travelling on the path of your life's passion. The minute to stop and become comfortable, you start to stagnate. Again, don't confuse the good life for the great life!

Continue to sharpen your skills, your passion and your clients who you will provide value too. This makes it your life passion as we were never meant to live in a void all by ourselves. We were born to fulfill a purpose and we can only fulfill our purpose with others.

So, my question to you today is, 'If I could snap my fingers and you would be able to do exactly what you wanted in life – committing yourself to your life's passion, what would you be doing right now?'

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