



CATALYST
SUCCESS

PA\$\$ION PROFIT

\$ECRET\$:

SIX POWERFUL KEYS TO MAKING YOUR PASSION PROFITABLE!

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INTRODUCTION

What are the ideas or dreams that you pass off as fleeting thoughts? Do these ideas seem to keep coming back to you with more and more intensity? Do you say to yourself, "I really want to do this, but I don't know where to start"? Well this little booklet will provide you six keys to move you from fleeting thoughts to clear strategic vision and ultimately execution and fulfillment.

KEY NUMBER ONE: Passion: *What's in your heart?*

We all have an internal flame that flickers with the need for fulfillment in our daily lives. Some satisfy this flame with hobbies while others make it their life's work. Whatever it is for you, you would be willing to sacrifice whatever is necessary in order to satisfy it. The root word for "passion" actually means "to suffer". With passion there will always be pain, pressure and at times disappointments but those temporary roadblocks are never enough to stop the person who truly is passionate about their life's purpose or dream.

Passion oftentimes start as an idea or a passing thought. When it comes, we may say, "Hmm... "I wonder if it would be possible for me to..." or "what would my life be like if I really..." or "It would be nice if I could help people..." Only you can fill in the blank. Have you ever had an idea and brushed it off only to hear later that someone had the same idea but put action behind it? When I was a child, my brother and I used to mix up different things in our ice cream. Some days it was a fruit drink, but most of the time, we would use chocolate cookies. At times we would joke about selling ice cream that we created, but it never went past the joking stage. Several years later when ice cream companies started selling Cookies 'N' Cream ice cream, my brother and I said, "That was our idea!"

Action Items:

1. Take time to quiet yourself and do some introspection.
2. Pay attention to the things that excite, inspires or even annoys you.
3. Ask yourself: What is that one thing you are afraid of fully stepping out on, and why?
4. Clear the clutter: What things you are doing now that distract you?

KEY NUMBER TWO: Preparation: *Who does your passion serve?*

So now you know your passion, but what do you do next? Working with many individuals around the world, I have found that we oftentimes get so excited about discovering our life's work that in our zeal we run out, hang a shingle and make the great announcement, "I'm here to serve you," and we wait and wait, and no one comes, and the phone doesn't ring. Since we are excited about it, we expect others will automatically be also. We have bought into that famous line in the movie *Field of Dreams*, "**If you build it, they will come.**" Unfortunately, this is not how things work. There has to be some preparation on our part in order to draw those we desire to serve.

Action Items

1. Create a compelling message to communicate: What is the story behind your passion?
2. Determine who you want to impact or serve. How do you reach out to them?

KEY NUMBER THREE: Position: *Who Do You Know?*

Oftentimes we hear the term, "self-made" but nothing could be further from the truth. We all need someone to help us in this journey of life. All our lives are interconnected. The key is to know who to connect with in order to grow. I've talked to many people who have great ideas, dreams and visions, but when I ask, "Who do you spend most of your time with?" the answer is often shocking. Many people desire to step out but continue to invest time in relationships that can detract or derail them. I want you to take a moment and think about what is it that you truly desire to accomplish, whether it's in your personal life, business or ministry. Write that down. Now make a list of those who you currently spend your time with that help you move toward accomplishment. After completing that list, make a list of those that are currently in your life who move you away from your dream or keep you stagnant. Compare the lists. What do they tell you? If you have more people on the list that motivate and challenge you to move forward, you are well on your way to creating, establishing and expanding the connections you need to fulfill your passion. If you found that there are more people on your list that cause you to be

unchallenged, stagnant or even distracted from fulfilling your passion, it's time to make some adjustments. It doesn't mean that those people are bad people. It just means that you may need to reprioritize their influence in your life. You may say, "Well, they don't really influence me," but if you are spending more time with them than with positive, action-oriented achievers, it will impact your ability to remain motivated.

Action Items

1. Take inventory of your circle of associates. Do they help propel or hinder your progress?
2. Find ways to expand your circle with positive, purpose-filled individuals.
3. Search for and create relationships with people of like passion. Remember: iron sharpens iron.

KEY NUMBER FOUR: Provision: *What's in your wallet?*

Have you heard of Capital One credit card tagline, "What's in your Wallet?" That's the question we must all ask. It's great to have a passion and to make great connections, but at the end of the day, it takes resources (money, time and people) to achieve any goal you set. Whether you work for someone or are lead an organization, you should think of cash flow in multiple streams. When people think of multiple streams of income, they often think: more work, more hours. However, if you study some of the more financially successful people, they discovered ways to maximize an idea, product, or service to achieve multiple streams at one time – both actively and passively.

Action Items:

1. Write down 50 different ways that you can use your passion to make money.
2. Circle the top 6-9 ways that you believe are feasible in the next 90 days
3. Prioritize those 6-9 items using the following criteria:
 - a. Makes the most money
 - b. In the shortest amount of time
 - c. With the least amount of effort
 - d. Has the greatest long term impact

KEY NUMBER FIVE: Pursuit: *Where are you going?*

So you have identified your passion, made the proper preparation and began connecting with other passionate people, but there still another step. You have to get out into world and share what you have! Too many people have dreams of doing great things, but no action is applied to give life to them. There are so many ways for you to get your message, service and/or product out to those that you desire to serve.

Action Items:

1. **Get Online:** With the rapid growth of social media sites, there are so many FREE opportunities to market yourself and create a buzz around your passion. Use sites like Facebook, LinkedIn, Wordpress.
2. **Increase Exposure:** Where is there a need for what you desire to do?
3. **Find Allies:** Oftentimes when others offer the same or similar service, we see them as competition or a threat. I challenge you to think differently. Create an alliance to reach more people.

KEY NUMBER SIX: Perseverance: *What's hindering you?*

I've worked with many people who have great ideas but get easily discouraged when things don't materialize as fast as they believe they should. They give up and begin to doubt the value of what they have to offer. Anything worth having requires work and patience. Sadly, most people give up right before their greatest opportunity appears. As a result, they miss their moment of making a connection that could open many doors to serve their ideal client. Oftentimes this happens because they don't anticipate the challenges that can surface during this time.

Action Items:

1. List all of the possible roadblocks and obstacles that can hinder your progress.
2. Write a possible solution for each roadblock.

3. Write what actions you will need to implement for each solution.

Remember: These roadblocks may never happen, but if they do, you already have a plan of action in place so that you will not get distracted, discouraged, or derailed.

4. Constantly reflect on why fulfilling your passion is so important. There are people who need what you can provide.

These keys have helped me launch a company that is my life's work. In addition to working these principles, another key factor for me throughout this process has been having a strong mentor. It is important that you find an accountability partner to keep you focused on the big picture! People will try to use their friends, but friends will not always tell you the truth. It's not because they don't want to but oftentimes they don't have the information or skills you need to move you to the next stage in your life and/or business. Having a formal relationship with a coach or mentor who's not afraid to ask you the tough questions and challenge you will help you move out of your comfort zone, through the journey of transition, and into that place where you are living your dream and making money while doing it!

ARE YOU READY TO MAKE MONEY DOING WHAT YOU LOVE TO DO?

These six keys helped me to build the successful business that I now enjoy. I believe you can do the same and I am absolutely passionate about helping you fulfill the vision of your business!

Your first step to turning your passion into a lucrative, profitable business, is to sign up for a 30 minute ***NO COST* Passion Profit Secrets Breakthrough Session** with me. I will send you a brief questionnaire via email to focus our time on what you need most. Then we will schedule your session.

During this session I will help you:

=> Create a crystal clear vision for 'ultimate success' so you know exactly what you want, where you're headed, and what you need to do to make it happen.

=> Uncover hidden challenges that may be sabotaging your ability to make changes that last or that are slowing down your progress.

=> Leave this session renewed, re-energized, and inspired to finally achieve the change you seek- once and for all

You'll get direct access to my years of corporate and entrepreneurial experience so that you can avoid the same costly mistakes that many business owners make.

If you're serious about turning your passion into a thriving business, give my team a call today to schedule your one-on-one **Passion Profit Secrets Breakthrough Session**.

Call us at 866-403-5779 or email Info@catalystsuccess.com to get started immediately. For more information about my services, visit my websites at www.catalystsuccess.com or www.Catalystenterprise.com

Have a Purpose Filled Day!

Michelle