

Create your Passion Centred Life Plan
Profile Your Passions. Create Your Vision. Pursue Your Purpose.

**TURN YOUR
PASSION
INTO
PROFIT**

**5 Simple Steps to Turn Your
Passion into Profit**

**Based on the NY Times best seller, The Passion Test:
The Effortless Path to Discovering Your Life Purpose**
The #1 Tool Used Worldwide to Discover Passion and Life Purpose

Saz Bailey



“My Mission is to create a movement of Passion Centred Entrepreneurs. Inspired people, connected with their core on such a profound level that they are driven to succeed. These people are capable of shaping our experience of the world we live in.”

- Saz Bailey

Enjoy your Complimentary Chapter!

You are welcome to share this pdf with your friends and family, or anyone else you care about.

If what you read in these pages resonates with you then I urge you to get a copy of the full workbook.

Start uncovering your passions straight away at:

www.passionintoprofitbook.com

In this chapter you will learn:

- ✓ Why passion is different from skills and talent , and why you won't be successful until you act from it.
- ✓ The power that passion holds over your fulfilment and happiness, and how you can have both
- ✓ The science behind your passions, and how you can identify them
- ✓ How passion will have you operate at your optimum level, and why without it you will always feel cheated of that
- ✓ What the Passion and Happiness Dependency Cycle is, and how it will lead you to the full potential of your Genius!
- ✓ The steps you must take to achieve the what other highly successful people do

“A brilliant formula.....Saz takes you by the hand to achieve your success, fulfilment and happiness by getting clear on your passions and creating a business and life aligned with them.”

- Chris Attwood Co-author of the NY Times best seller,
The Passion Test:
The Effortless Path to Discovering your Life Purpose.

Defining Passion & Killing the Cliché

“Don’t think about what the world needs. Ask what makes you come alive because what the world needs is people who have come alive.”

~ Howard Thurman

In writing this coaching I needed to define what it is that people are actually looking for. Terms like passion, purpose, destiny, gifts, talents, personal value are all used in the context of achieving personal fulfilment and growth. Unlike the rest however, the word passion is an **emotion**. It is a word that people seem to inadvertently either shy away from or inappropriately over use to the extent that it has become a cliché. Type ‘passion’ into Google images and all you’ll get is flowers, fruit and sex! I want to address both the definition and the cliché up front with you before we move on.

The most pertinent dictionary description of passion I have found for the aspiring entrepreneur is:

‘a powerful or compelling emotion or feeling’

Job done hey?

Well, no, it seems not. It is in fact **critical** that you recognise passion for the power it has over you and why it is inextricably linked to your fulfilment and happiness. The Passion and Happiness Dependency Cycle on the next page illustrates how these are interlinked.

No passion = No GENUINE Success, Fulfilment or Happiness

As figure 1 on the following page shows, **passion** is the starting point of your successes, your resulting fulfilment and ultimate happiness in life. The levels that you experience are inextricably connected. It is passion that gives you a feeling of purpose which activates your proactive, creative nature - a natural hunger to actually experience what your passion is. You gain an exceptional level of clarity, focus and drive. This naturally spurs you into action as your passion becomes ‘in spirit’ - you are inspired. You feel a powerful internal energy when you are inspired in this way.

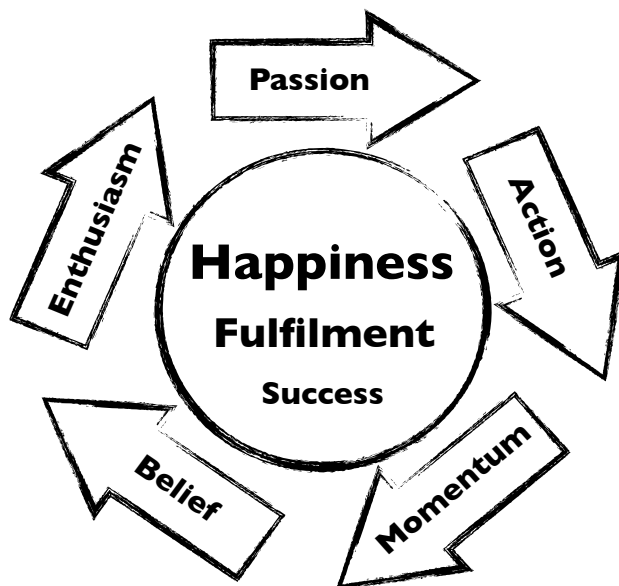


Fig.1: Passion and Happiness Dependency Cycle

Once you have that fire burning inside you the simple process of taking **action** advances you to a place where you are consciously taking steps to create something new. Taking this kind of inspired action further sparks your creativity, placing you in a powerful position. It is therefore crucial if you wish to operate in your optimal zone, where life naturally clicks for you, that you create and maintain end goals that are aligned specifically to maximise the potential of your passions.

Moving through the cycle it is in taking consistent action toward these passion aligned goals that you build up **momentum** whilst relishing in the activities that naturally energise you. Living your natural talents and preferences allows you to experience life on a roll like you are being propelled forward on a travelator. That increasing impetus together with the resulting evidence of your heart felt desires becoming reality provide you the motivation to continue investing your energy in the activities that will deliver the results you desire.

Subsequently your **belief** system is reinforced. This renewed faith instills in you an absolute trust and conviction that what you are working towards can and will be achieved. A natural strengthened desire and persistence emerge. All of this in turn creates renewed enthusiasm in the personal investment you are making.

Finally, the dictionary description of **enthusiasm** is; to be possessed by a God or inspired. Inspiration feeds your passions taking them to new and higher levels of creative power. This is where your Genius resides and your true potential can be ignited. With a renewed, re-enforced, burning passion within you, you cannot help but be compelled to take further focused, energised and

inspired action. And so the cycle supporting your success, fulfilment and happiness continues with increasing intensity.

Without passion as your underlying force you are missing the key ingredient that activates and turbo charges every thought and action that should drive you naturally towards your goals and ideal life.

Passion Deficit Disorder has become epidemic!

Let me put that into context for you.....

The UK, USA and other countries are mindful of the significance of happiness and its impact on the levels of a nations well being and success. In the USA a study completed by Harris Interactive found that only 20% of Americans are passionate about what they do. That means that 80% are unfulfilled to varying degree. The UK has commissioned a The UK Happiness Index with results due to be published by The Office for National Statistics in July 2012. I believe we will gain similar insight.

The statistics illustrate that you are certainly not unique if you have found it difficult to identify your passions to enable you to live the vibrant version of your life that you think you should be living. If your life's path to date has any resemblance to mine you've probably pursued a road that you thought was taking you where you wanted to go, only to slowly realise that it's not providing you with a personal fulfilment that has become significantly more important over time.

You may have been buoyed by your achievements in the past but now realise that they were never born of the things that actually matter to you the most. Worse, you've gone so long down that path that you've actually lost touch with the person you have a vague recollection that you were always meant to be, and formed an ego (everyone creates one) that prevents you from re-connecting with who that authentic person really is. Welcome to the club - it's a big club!

Conversely you might have experienced life in total alignment to an absolute passion that you are no longer able to pursue. That vacancy will need filling, and quickly.

In my opinion the most pivotal time that shapes our lives is as young teenagers. At this age we are on the cusp of making choices in our personal direction and education that will influence how we experience much if not all of our future. At this time we need our natural talents and unique gifts to be identified and nurtured, and we need to be inspired to live our lives engaged in these so that we have opportunity to excel.

We are let down massively by our schooling system and society. UK education is historically archaic in terms of developing anything other than academic skills. Our system needs to evolve to deliver students that know how to reveal their real personal value rather than how to do 'work'. Few are lucky enough to benefit from the simple yet profound life coaching at this stage that can transform ones whole life experience. So the norm is to stumble through adolescence with vague or no direction.

It has become very obvious to me that onward through adulthood the majority of people do not get what they want out of life because they don't actually know what it is that they want. That lack of clarity and direction comes down to not being centred: not feeling a connection within themselves that enables them to know what makes them happy on the simplest level. The really frustrating part for most is that it's so difficult to get to the root of what they are about, to enable them to get clear and make positive change to achieve the fulfilment, happiness and balance they are looking for.

It just takes a little personal investment to begin the process to change all that. When you start to investigate what it is that makes you tick, dormant talents, attitudes and ideas can come alive so that it's possible to discover yourself to be a far more dynamic person than you ever dreamed you could be. Remember the boundless possibilities life held when you were a child? They are all still there waiting for you to claim them.

Do you have nagging thoughts of a different life experience that won't go away? You should consider these to be your passions tug, tug, tugging at you. And is it possible to have some control over what could grow into a passion for you within your character and genetic make up? Definitely. You can nurture a talent or develop an interest to the extent it evolves into a passion.

It is written into our DNA to continuously evolve. When we have fulfilled our very basic needs in life, when we are safe and emotionally comfortable we all seek higher levels of fulfilment and purpose. Our next level of need dictates that consciously or not we will strive for creativity to become what we believe is our fully functioning person. We feel a real urge to connect with our core being, to use our innate gifts and talents as nature intended us, to nurture our passions so as to realise our fullest potential. To create. To become more. This is evolution.

If you are trying to work out how this fits with your sense of purpose and destiny then you might translate that; as you apply your passions/gifts/talents in your life this is your innate or natural 'being'. By just being who you are naturally meant to be you are fulfilling your purpose, your personal evolution. Therefore, your passions which enable your evolution are what lead you to your destiny. Clear as mud? Let's just say that your passions are the keys to your destiny.

As with all of nature around you, everything in your life is designed for your own personal evolution. When you are evolving and creating something new, you experience positive compelling **emotion**, feelings of joy, energy and vitality. How amazing is it to realise that life is therefore designed for us to experience continued and ever increasing growth, expansion and fulfilment?

So, let's have more of that HAPPY feeling!

In their book: The Passion Test, Janet Bray Attwood and Chris Attwood quiz Neuroscientists Dr Andrew Newberg and Mark Waldman, authors of Born to Believe about the idea that when you align your life with the things you love the most, you will feel increased purposefulness, joy and fulfilment. Here's what they told Janet and Chris:

“ *The brain is very happy when you're focused on what you love. The more you focus on what you truly love and desire, the volume gets turned down in those parts of the limbic system where the destructive emotions of fear, anger, depression and anxiety are controlled. This allows you to think more clearly. You also turn up the volume in other parts of the limbic system that generate positive emotions. When this happens, you get a release of dopamine, endorphins, and a variety of stress reducing hormones and neurotransmitters. The more you focus on what you truly love, the healthier you are likely to be, and the more you will feel the positive effects of those stress-reducing neuro-chemicals in your body and mind. You actually get a kind of double whammy. You can have a decrease in negative emotions and an increase in positive emotions when you align yourself with what you believe is most important to you.* ¹ ”

How happy we feel about ourselves must therefore be inextricably linked to our ability to operate from our personal passions. When you live your passions, you will love your life.

It is instinctive for us to pursue and be what nature wrote in our personal script. When we choose to exercise our innate gifts, talents and preferences life feels easy, we get into our flow and radiate a willingness to give. We enter into a cycle whereby in serving others we are nurturing ourselves. This is when the magic happens. We attract. We magnetise. We emanate a natural positive energy. Success becomes a by product of choosing to be part of an easy world.

I can tell you from personal experience that when you begin to do what you love, what you are genuinely passionate about, life is pulled in directions that you could not even begin to have imagined before. It is interesting to consider that in giving yourself the gift of living your passions you are in fact being incredibly selfish because you benefit from it so much yourself. In choosing to serve others through your talents and gifts you are really serving yourself by fully immersing in your own creative being to experience continual expansion and fulfilment.

We feel most 'on purpose' when exercising our natural gifts by giving value to others. By being who we are meant to be, doing what we are meant to do without an agenda or being attached to an outcome. We recognise this from the resulting feelings of exhilaration, happiness and contentment that nourish us personally rather than from external recognition or the bank balance. Our personal rewards in all areas multiply exponentially when focusing on giving from inner self rather than the receiving of results.

When your energy is flowing from your personal value you see a major difference in the way people react to you. You carry an air of confidence that emanates from within as you act outwardly from insight and commitment. You make decisions quickly. You are not compromised by other people's needs of you, saying an appropriate 'no' is natural to your higher calling priorities. People feel empowered and energised by your presence and you create allies who will support you in your

¹ Excerpt from 'The Passion Test' by Janet Bray Attwood and Chris Attwood

goals. Your world expands as you create connections that can only lead to further opportunity to experience more, to grow, and create more value. Life becomes filled with an abundance of opportunity and potential.

If you observe the attributes of successful happy people you will notice that they are inspired, resulting in that they carry themselves with conviction and integrity. They manage their emotions well with an optimistic mindset and ignore negative influence so they repeatedly bounce back on form. They are not concerned with how others judge them. They are grateful for what comes to them, generous in their relationships, appreciate you for your own unique value, wanting to assist you in achieving your desires. They are aligned to their purpose and personal value and act with unwavering tenacity and consistency towards their end goals. They want the same for you. This all comes from a deep inner knowing of themselves and in context of their bigger picture.

It doesn't just happen. You have to choose to pursue it.

You are the only one with the power to create change in your life. One of our higher evolutions is our ability to exercise free will - choice; proactively or passively, and with that comes the obligation to accept the outcome as our own creation. You may journey endlessly wondering why others are experiencing the kind of passion fuelled fulfilment and successes that elude you, or you may make a decision to consciously and deliberately create your future here and now.

My intention through this workbook is to help you to recognise your true capabilities and encourage you to deliver your personal value to the world by living fully present and engaged in all areas of your life. In order to do this I need you to realise that you have the power to create your own experience and define your contribution.

Identify your passions. Know what it is you are here to contribute. Work out how you can give your valuable knowledge, experience and expertise to others. If it transpires that it is your calling to channel this effectively as an entrepreneur then the money will come and, ironically by then, with least importance.

Your time is now. Are you ready to come alive?

Get your copy of the full workbook and re-connect with me at:

www.passionintoprofitbook.com