

FOREWORD BY MARCI SHIMOFF

featuring interviews with Gary Vaynerchuk,
Mari Smith, and David Riklan

MONETIZE YOUR PASSION

*follow your heart and create
life's ultimate win-win-win*

RICH GERMAN

praise for monetize your passion

“Rich German’s coaching collides with Gary Vaynerchuk’s *Crush It!* and Tim Ferriss’s *The 4-Hour Workweek*, creating the perfect storm. Read this book and discover how to capitalize on the power of the Internet and social media. This book is a *must* for anyone committed to following their passion down the road to financial freedom!”

—Mari Smith, author of *Facebook Marketing: An Hour a Day* and *Relationship Age*

“*Monetize Your Passion* takes you by the hand and gives you the straight scoop on how to generate a successful mindset to create the life of your dreams. Easy to read, this book is filled with useful and practical steps to getting into action today.”

—Arielle Ford, author of *The Soulmate Secret*

“I am not at all overstating it when I say that the information taught in this book could change the world in profound ways. If all people could be living lives of passion as described by Rich German, indescribable abundance and happiness would be the order of the day. *Monetize Your Passion* should be put in the hands of every young person before they consider any career path in today's world. All my kids are getting a copy!”

—Bob Doyle, featured teacher in *The Secret* and author of *Wealth Beyond Reason* (BoundlessLiving.com)

“I’ve spent the last fourteen years building the largest self-improvement website on the Internet. The techniques Rich teaches in this book are the same ones I’ve used to build my company and still use today. This stuff works and Rich lays it out in a way that everyone can understand. This is a great read for both beginner and the seasoned online marketer alike.”

—David Riklan, founder of SelfGrowth.com, the #1 self-improvement website on the Internet

“Rich German and I have been close friends since we were both six years of age. He has been and continues to be a beautiful person with high integrity and brilliant insight. *Monetize Your Passion* is more than a book about abundant wealth; it is a way to reclaim your power and fulfill your life’s destiny. I highly recommend *Monetize Your Passion*, as it holds the spiritual keys to living a fulfilled life.”

—Dr. Darren Weissman, holistic physician, developer of The LifeLine Technique™, and international best-selling author of *The Power of Infinite Love & Gratitude* and *Awakening to the Secret Code of Your Mind* (DrDarrenWeissman.com)

“If you are looking to learn from someone who has done it and is doing it every day, then this is the book for you. Rich has been both teaching and living the principles within these pages for over a decade. He is not only a great coach but he is honest, genuine and totally transparent. He is the real deal ... follow his lead.”

—Peggy McColl, *New York Times* best-selling author

“The first step toward freedom is to create a lifestyle that supports and pays respect to the importance of personal freedom. In this powerful book, Rich shares the key steps required to create the lifestyle that empowers you to pursue what you love to do in your personal life and business endeavors. He provides real solutions to the high-tech, fast-paced lifestyle issues everyone is challenged with today. I have personally mentored Rich for five years now and can attest that he is truly practicing the techniques he is teaching.”

—Dr. Barnet Meltzer, best-selling author of *The Best Kept Secret to Permanent Weight Loss*

“If being truly happy, healthy, and abundant is your desire, then having a lifestyle is vital. In *Monetize Your Passion*, Rich guides you through the steps required to get there. Like he says, you can have it all ... and this book provides the roadmap! Rich is a gifted coach and I highly recommend his book to anyone who wants to have a magical lifestyle.”

—Christy Whitman, best-selling author and CEO of The Quantum Success Coaching Academy™

(ChristyWhitman.com and 7EssentialLaws.com)

“If you are looking to get out of the corporate world and create financial freedom by living your passion, then Rich’s book is a *must!* He lays out the exact A–Z steps required to make your dream your reality. Awesome stuff.”

—Joyce Bone, author of *Millionaire Moms*

(MillionaireMoms.com)

“We all know that the Internet is powerful. Rich German shows you how it all works and how to harness that power for your business. Rich’s business training has allowed me to truly monetize my passion, to find and work only with my ideal clients, and to go beyond financial security to financial independence. This provides me not only with financial freedom, but also with overall freedom. Today, I have more choices that allow me to have a better life for me and my family. Rich German will rock your world, energize your business, and energize your life!”

—Melissa Lierman, author of *Smart Tweeting*

(SmartTweeting.com)

“Inside many of us is a ‘dream job,’ yet it seems so hard to make our beautiful dreams a reality. Rich German’s latest book, *Monetize Your Passion*, is the key to unlock within you a life of vibrant work, exciting purpose, and unlimited creativity. In it, Rich shows how it is possible to remove the word ‘work’ from your vocabulary because living your passion prosperously feels like a celebration.”

—Kristen White, business and life coach, author of *Mystic in a Minivan*, (KristenWhite33.com)

“With so many people struggling in today’s economy, Rich’s wisdom is a breath of fresh air. His style is fresh, fun, and real. I am blessed to be monetizing my passion; I can tell you firsthand that what Rich teaches in this book absolutely works. This book is a must-read for anyone who is ready to turn their life’s passion into a cash machine.”

—Brian Proctor, owner of InsightoftheDay.com

“Building a profitable online business while doing what you love has quickly become the new ‘Gold Rush,’ and *Monetize Your Passion* is a practical and effective map into this potentially confusing and wild territory. It doesn’t have to be that way though. Follow Rich’s wisdom and strategies, and you will be rewarded with life’s ultimate win-win-win situation: living abundantly in every way while you make a positive impact in other peoples’ lives. It doesn’t get any better than that, and *Monetize Your Passion* will help you make that happen.”

—Chris Cade, author of *Think Without the Box*®
(ThinkWithoutTheBox.com)

“This is *much* more than a ‘how to’ book. Rich uses his years of coaching expertise to teach people the exact mindset required to create a successful business and to achieve financial freedom. His authenticity, knowledge, and passion ooze from every single word! Now is the time to monetize your passion. Buy this book for yourself and grab a copy for anyone you love who has the passion to live full out.”

—Gail Goodwin, founder of InspireMeToday.com

“In Garrett Gunderson's New York Times best-selling book he proclaims that you must never invest in anything other than your soul purpose. If you're looking to 1) find your soul purpose/passion 2) and monetize your passion then you MUST read Rich German's soon-to-be New York Times best-selling book by that same title.”

—Michael R. Drew, platform building consultant and best-selling book expert

MONETIZE YOUR PASSION

also by rich german

books

Living the Law of Attraction: Real Stories of People Manifesting Health, Wealth, and Happiness (with Robin Hoch)

Wisdom from the Path

audios

Living the Law of Attraction Interview Program: Real Stories of People Manifesting Health, Wealth, and Happiness (with Robin Hoch)

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ultimate win-win-win**

rich german

Fundraising Copy

All proceeds go to supporting homeless children in the USA.

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MONETIZE YOUR PASSION

Follow Your Heart and Create Life's
Ultimate Win-Win-Win

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This book is dedicated to all those with the courage and passion to follow their hearts and live life on their own terms.

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foreword

The first time I heard Rich speak, I knew he had something special. We were both speaking on an online teleseminar, and the minute it ended, I got Rich on the phone and said, “You were fantastic! You *own* this knowledge!” Throughout the interview I had been impressed by the depth of Rich’s insights and his lively and highly motivating way of sharing them.

In *Monetize your Passion*, Rich captures that inspiration along with a wealth of ideas and information on the page. Drawing on his extensive background in business coaching, Rich guides you to think clearly about what you really want in life and to discover what’s been keeping you from having it. He helps you understand yourself more deeply and then gives you a practical step-by-step plan you can follow to create your own successful business.

In my thirty years in the personal development field, I have found that we all share the same primary desire—to be happy. And one of the biggest stumbling blocks to fulfilling that desire is having to work every day at a job we don’t really care about. Rich’s focus is how to create happiness and fulfillment in this crucial area of life. His goal is to help you shift from having a “workstyle,” in which you have a job instead of a life, to having a lifestyle, in which rewarding work takes its rightful place as one part of experiencing a fulfilling life.

The first step in that journey is to find and live your passion. Passion gives our lives purpose, and one of the pillars of happiness that I’ve identified is living a life inspired by purpose. This means discovering what truly matters to you, aligning with what makes your heart sing, and serving others in great and small ways. However, if you are like many of the people I’ve met, living a life inspired by purpose can be elusive—at least at first. That’s why guidance is essential. If you want to build a business that you love, so that when you

wake up every morning, you are excited to go to work and you know you're making a contribution to the world by expressing your authentic passion, you have chosen the right book.

In Part One, Rich lays the foundation to creating what he calls “the win-win-win” of life: having work that fulfills your passion, brings financial security, and gives back to others. He has you create your perfect day, find your vision for your life, and focus on who you are being, rather than what you are doing. He helps you simplify your once-hectic life and get clear on your most important priorities. From many angles, he has you do the internal work that will clear the way to enjoying the free flow of creativity, achievement and success you want.

In Part Two, Rich lays out a specific program for creating a profitable and sustainable business that will support you in leading a happy, healthy, and balanced lifestyle. An expert in Internet marketing, mindset and manifestation, Rich has put this program to work in his life with excellent results, as you'll see when you read his personal account of how he turned his life around. After waking up to his dissatisfaction with his career, he took bold steps to better his situation. That's when he discovered the key to his professional happiness, which was harnessing the power of the Internet to build a speaking and coaching career in which he could help others experience happiness, and at the same time get great financial results.

I'm delighted that Rich has decided to share his discoveries with us. I admire his great communication skills, his grasp of the principles of success, and his practical, nuts-and-bolts knowledge. Rich walks his talk. He's out in the trenches doing exactly what he advises others to do, and he and all those who follow his guidance are enjoying the results.

With this roadmap to success in hand, you're well on your way. Enjoy the journey!

—Marci Shimoff, *New York Times* bestselling author of *Happy for No Reason* and *Chicken Soup for the Woman's Soul*.

introduction

one giant leap

“Living is a form of not being sure, not knowing what next or how. The moment we know how, we begin to die a little. We never entirely know. We guess. We may be wrong, but we take leap after leap in the dark.”

—Agnes de Mille

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma, which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

—Steve Jobs

It was a Monday night in early October 2008 when I felt the pain inside my chest. My body was telling me something and I needed to listen. For the previous five years, I had been one of the top dogs at my friend’s coaching company. From the inception of this company, I played an integral role in growing it to one of the larger real estate coaching organizations in existence. I had a prestigious title, got a ton of recognition, and was coaching a large group of incredible people. Plus, I was still making really good money, even as the U.S. economy and real estate markets were quickly sliding down the tubes without touching the sides.

The problem was that I no longer felt in alignment with the company. Energetically it was just not a match. Okay, I am being nice. The truth for me was that the company had dismal direction from the owners and it was extremely painful to work for. It was a pathetic, sad, fear-based environment, and, as a leader in the company, I felt like I had zero integrity staying there. All the prestige, recognition, and money may

have satisfied my mind (my ego), but these things meant nothing to my body and soul.

On that Monday night, I literally felt like I was manifesting a cancerous tumor inside my body. The moment I felt this feeling I was done. Although this was the first time my body began to physically react to the awful energy of the company, in my heart I knew I had been in a dead-end situation for a few years. Even though I knew this, I stayed.

I stayed call after call, hour after hour, day after day, week after week, month after month, and, literally, year after year—even though it didn't feel good at all.

Why did I stay so long? Why would I stay in a situation that felt so bad? Why would I stay when I could not change it and felt in my heart that it would only get a lot worse? Quite simply, I stayed out of fear. I was comfortable being uncomfortable.

But the moment I felt this feeling in my body, I knew what I had to do. I completed all my coaching calls that week and, on Thursday evening, I called the owner of the company and respectfully quit. I physically and energetically released myself from the situation. I decided my life was too valuable and that I could not do this job anymore.

The pain in my body vanished.

At that time, I did not have a solid backup plan in place. I had recently started my own coaching business “on the side,” but it was barely producing any income. Nonetheless, I did not care. “My life is too precious. I quit,” I told myself. I remember thinking that if I lost every dime I had it would not matter.

With that, I took a giant leap of faith into an unknown abyss. And I have to tell you, it was the most amazing thing I ever did! The feeling of liberation from taking that leap was amazing.

Looking back, I realize that by quitting I was simply practicing what I preach. I took the advice I had been giving to my clients and *did it*. The job did not feel good and feeling

good has got to be a top priority. I knew I couldn't change the way it was going to feel, so I had to get out.

I then went ahead and created a new vision. I declared the entire situation as “perfect.” After doing so, I could go create a new vision of what I really wanted, and really make the difference that I felt I was here to make. Next, I took action—and lots of it. I immediately improved my website. I created products. I created alliances and joint ventures. I built up my database (my audience). I offered free coaching calls to get new clients. Truthfully, I worked my butt off for several months in a row.

Also, I worked on myself. I exercised intensely, stepped up my nutrition, and worked daily to strengthen my self-confidence (belief). I knew my success was contingent upon both what I was doing and who I was being as a person.

I began to realize that my entire adult life I had worked in careers I did not like. When I graduated from Indiana University Business School in 1991 at twenty-one years old, I moved back to Fort Lauderdale, Florida, where I had grown up, and I joined my parents in their real estate business. This was a safe move with little risk that pretty much guaranteed me a good income. Honestly, I was very successful as a real estate salesperson. By the time I was in my mid-to-late twenties, I was recognized as one of the top salespeople in the country. I was making great money and living what I thought was a good life. The problem was that I had virtually no passion for real estate. Even though the income was good, this career was not fulfilling me at all. I was chasing money, and it quickly got old.

In 1996, I hired a business coach. While I did not love real estate, I really enjoyed being mentored and was intrigued by the whole concept of coaching. Fortunately my coach's business started to grow exponentially and he was in need of assistance. I was both a top salesperson and loyal client of his, so he hired me to become a coach for his company.

For a few years, I continued to sell real estate full time while coaching on a part-time basis. I loved coaching. It quickly became my passion. While I made way more money selling houses, I did not care. The feeling of supporting people in their success became much more fulfilling than my own success. I knew my life's purpose was to be of service and that coaching was to be the vehicle.

My business success allowed me to set up a very nice life for myself. In 1998, still only twenty-eight (and looking back on it, quite naïve), I married my girlfriend of four years. For the next few years, life was great. Together we lived in the “perfect” home, in the “perfect” neighborhood, in the “perfect” suburban city built out of the swamp just west of Fort Lauderdale. I was a decade younger than all my neighbors and making several hundred thousand dollars a year.

On the surface, I had it all going on. I was living the dream. And, honestly, for a few years it was a really good life. But eventually my wife and I came to realize that we just were not in love with each other. Our marriage quickly became flat and passionless ... it was dead. As you might imagine, being in a relationship without passion was suicide for me. In October 2003, my wife had the courage to tell me she wanted out.

Even though the marriage was no longer a good one, I was still thrown for a major loop at the prospect of getting divorced. During this emotional period, I began to re-think everything in my life. I decided that selling real estate did not feed my soul and so, even though I was making a ton of money, I walked away from my business. I needed to take some time to “find myself,” so I basically left everything and moved four hours south to the island of Key West, Florida.

The plan was to live there for one year, coach part time to pay the bills, and spend as much time as possible nurturing my mind, body, and soul. Island living suited my laid-back nature, and one year quickly turned into three.

Fast forward to October 2005, the year that a series of hurricanes came barreling through the Gulf Coast region. One was Hurricane Katrina, which skirted past Key West before eventually leveling the city of New Orleans. On the heels of Katrina, while the nation's focus was clearly on New Orleans, a smaller and less dangerous hurricane, Wilma, came heading towards Key West. The storm was a mere category one hurricane and was supposed to slide past our tiny two-by-four-mile island, causing limited if any damage. In the middle of the night, however, the storm gained strength and made a sharp turn to the East.

The eye of the hurricane missed Key West by just fifteen miles, basically making it a direct hit, and made land fall at high tide as a very dangerous category three storm. My home at the time was an island paradise set just a few hundred yards from the ocean. Bottom line ... my home was completely flooded out and the majority of my possessions were destroyed over night. Nobody was hurt, but I was left homeless.

I took this as a sign that it was time to get the heck out of Dodge. At this time I was a top coach at my friend's up and coming coaching company based out of Newport Beach in Southern California. Right after the storm hit, I was offered a high ranking "job" in the corporate office. I literally packed everything that the hurricane had not destroyed into two duffel bags and moved to California. Apparently it was time to trade in hurricanes for earthquakes.

By January 2006, I had switched coasts and was California dreaming. I spent an entire year working in the corporate office. It was actually the first (and trust me the last) nine-to-five job I had ever had as an adult. If you happen to know me, then you know that commuting, shaving daily, wearing a suit, and doing a corporate gig is just not my style.

I was making a solid impact during this period, but I knew in my heart and gut there was so much more for me to do in life. I had (okay have) a crazy amount of energy,

passion, and love inside of me that was ready to explode like a nuclear bomb. I knew I was placed on this planet to make a huge contribution and it was not going to happen in that company.

Looking back, I feel fortunate that the energy of that job was so draining and that I was pretty much forced out of the situation. If the dynamic there had been good, I probably would have stayed. As a result, I would not be on the path I am on now.

So, as I stated, this negative vibe led to my quitting, it led to me taking my giant leap. I was no longer willing to stay in a painful situation regardless of the security and money that it provided. My soul would no longer endure me just tolerating life.

I was ready to take control of my life. I was ready to begin making a huge contribution. I was ready to create a situation in which I would not know the difference between work and play. I was ready to shift from a “workstyle” to a lifestyle. I was done making other people wealthy while I put my dreams on hold. I was no longer concerned about what other people might think or say. I was ready to find real happiness. I was ready to end toleration and begin living my life at the highest level possible. I was ready.

This book is for people, hopefully you, who are also ready to make that same giant leap towards living the way you want and deserve to live.

After giving myself a well-deserved vacation following quitting my J-O-B, I took my energy and burning desire and began creating my own (little) online coaching empire. Just like you will learn to do in this book, I took my passion and began to monetize it.

For me, my passion is my lifestyle. My life is all about having balance, earning as much as possible in as little time as possible so I have the time to take care of myself (mentally, physically, spiritually, and emotionally) and focus on the most important relationships in my life. As we will discuss in this

book, I thrive by living an enriched and meaningful lifestyle. What I love is to coach people on having a similar lifestyle, one in which they get the results they desire in their professional and personal lives while also experiencing huge amounts of happiness.

The beauty of what I have created, and want to help you create around your passion, is that not only do I not have a job I also don't even feel like I "work." I spend the mass majority of my work time coaching my clients so they have better lives (is there a better "job" than that?), communicating with people in the community I have created (via email, Facebook, and teleseminars), and gently turning them into paying customers. When I am not coaching or communicating, I am creating.

My days include shooting videos for my blog (RichGermanTV.com), writing books like this one, or creating content for my next teleseminar. The rest of the time, I am sitting on the beach "working" on my tan while devising my plan to dominate the world and become master of all time, space, and dimension. (Heck, someone's gotta do it.)

I love being in creative mode ... nothing makes me feel more alive than creating! It is full self-expression. And this is where I see people selling themselves short. Everyone has a gift ... everyone has passion ... everyone has something inside of him or her that is worth dying for.

What is it for you?

What makes your heart sing?

What is inside of you that is silently *screaming* to come out?

What parts of your life don't feed your soul?

When you are lying on your deathbed, which will you be thinking: "I should have ... I wish I had..." or "Man, that was frickin' cool ... I can't wait for what's next"?

Listen, I don't claim to know too much, but I do know one thing: you ain't getting out of this game alive. You are

going to die one day. Are you ready to stop just tolerating life?

If you are in a situation you do not like, why are you still there?

In my situation, I stayed out of fear. As a coach, I realize the most common reason people stay in uncomfortable situations is because of their lack of belief in themselves.

I have looked a lot at what enabled me to take my leap. It boiled down to two keys. *Number one was belief.* I believed that quitting my job was what I needed to do. I believed that I could go out and make it on my own. I will admit there was a little more doubt in me than I would have liked, but clearly I had enough belief to jump.

The second key was support. I had great support from friends, colleagues, and family members. Whenever doubt would creep in, I would get calls from loved ones saying, “You can do this! I believe in you.”

This is what I want to offer you in this book as your coach: strong belief and support. We need belief. We need support. And I’ll tell you this: as soon as I made the decision to leap, as soon as I just said, “This is the move I am making,” the fear melted away.

The goal is that the line between work and play ceases to exist and that your life becomes a continuous series of pleasurable moments. This is how I roll, baby! I took my passion and monetized it. You can do the same. If you have the desire, I’ve got the roadmap for you to follow.

This is the first time in my forty years of living that I am totally on purpose. I am living my dream life and you can too. The beautiful thing is that it does *not* matter how old you are, what sex you are, what color you are, what your financial background is, what your family upbringing was like, how smart you are, how dumb you are, how attractive you are, or how much competition is out there. These are all just excuses of the mind based on fears that you have made up.

Our work here is to move beyond your excuses—your old stories that have kept you cemented into a life of toleration—and into a life that most would not believe possible. It’s never too soon or too late for you. I coach people who are in their early twenties up to their late seventies who are living and monetizing their passion.

I share my story as an example of what is possible. But this book is not about me. It’s all about you and what you want. I took my leap ... and the net appeared.

Are you ready to take your leap?

one

life's ultimate win-win-win

“It does not matter that only a few in each generation will grasp and achieve the full reality of man’s proper stature—and the rest will betray it. It is those few that move the world and give life its meaning.”

—Ayn Rand

“The mass of men lead lives of quiet desperation.”

—Henry David Thoreau

Imagine if this was your life *right now*:

- You spend *all* your time doing what you most love to do
- You have created financial freedom for you (and your family) while following your passion
- You are insanely happy *all* the time because you are making a real difference for other people by living your life’s purpose

Plus, you have shifted from a “workstyle” to a lifestyle, and you now possess both the money and the time to do whatever you want to do whenever you want to do it.

This is what I call *life’s ultimate win-win-win situation*. This is what is possible when you live your passion. Trust me ... life doesn’t get much better than this.

How are you going to do this, you ask? You’re going to capitalize on the gold rush of the twenty-first century ... aka the Internet ... by creating an online business based on what you love most in life. You are going to monetize your passion.

Now, you may be saying, “Yes, this sounds awesome, *but* I’ve got one (or two or three) of the following problems.”

1. “I don’t believe I can do this.”
2. “I don’t have the time and/or money to do this.”

3. “I don’t know *how* to do this.”

I’ve thought it through over and over, and, as far as I can tell, these are the only three potential problems (let’s call them hurdles) stopping you from living your ultimate win-win-win.

The purpose of this book is to jump these three hurdles and bridge the gap between your current reality and your dream life.

Does this sound good to you so far? If so, please continue.

time for a reality check

It was late December 2006. Earlier in the year I had moved to Southern California after my three-year mini-retirement in Key West, Florida. My relatives were all either back on the East Coast or in Chicago and I was alone for the holidays. My best friend Ty invited me to come spend them with his family just east of San Francisco. Always up for a road trip, I hopped in my car and drove all the way up the coast from my home in Laguna Beach to the Bay Area. (By the way, if you have never driven this stretch of coast, I highly recommend you put it on your list of things to do before you die.)

I took my sweet time cruising up the coast, stopped in the majestic town of Big Sur for a night, and eventually pulled into my buddy’s driveway as the sun was setting on Christmas Eve. Ty and I sat down in his home office to talk and catch up before joining the house full of people. I immediately noticed that he looked entirely happy and at peace ... in fact, he looked totally “lit up.”

I said, “Ty, you look awesome man! You look so happy.” I made a point of this because although it isn’t uncommon for him to be excited, inspired, and happy, there are also

times that he (like all of us) gets a little down about life and is not as happy as he looked at that moment.

Off the cuff, I asked him, “On a scale of one to ten, with one being that you are so miserable you’re ready to go jump off the Golden Gate Bridge and ten being that you are so incredibly happy you can barely stand it, how would you rate yourself?”

He quickly responded with, “I’m at least a nine!”

“Awesome,” I replied. “Living life at level nine is pretty amazing.”

“The problem,” he continued, “is that I’m a nine right now, but sometimes I’m only a three. I go up and down a lot. In fact, it’s like being on a roller coaster and, quite honestly, it is exhausting.”

And then I asked him a question I’ll never forget the rest of my life. I said, “Who do you know who is really happy? Who just lives life at level nine all of the time?”

I waited for his response. I thought for sure he’d quickly reel off a dozen or more names of consistently happy, joyful people. You see, Ty is a high energy, successful guy and we run in some pretty high-powered circles, so I thought this would be an easy question to answer. Honestly, he sat there in silence for nearly thirty seconds. He could not think of one person whom he felt was consistently happy. I stepped in and tried to help.

“What about ____?” I asked. (Names withheld to protect the unhappy.)

“No way,” he responded, “he’s frustrated most of the time.”

“Well what about ____? She always seems happy!”

“Nah, you don’t know her that well. She may appear to be happy, *but* she’s a six at best.”

I named about ten people we mutually knew, who I felt would score high on our made-up Happy Scale. No one scored higher than a seven.

I remember saying, “Now, isn’t that just pathetic? We hang out with a bunch of pretty high-conscious, positive-thinking people and we cannot think of anyone?!”

Truthfully, this made me kind of sad. For nearly every person we rated on our Happy Scale, Ty used the word “frustrated” as a description. And these were mostly financially successful people with seemingly good family lives. He flowed out a steady stream of fives, sixes, and sevens. None of these people was ready to slit their wrists, but neither was anyone we mentioned living a truly happy life. I remember thinking, “This is not okay! Any score under an eight or nine is not acceptable.”

You see, if I’ve learned one thing after conducting seventeen thousand (yes, 17,000) coaching sessions since 1999, it’s that we all pretty much want the same things in life. We want freedom and happiness. Now, we may not come right out and say, “I want to be happy.” It is more common that we say we want financial security, good health, a great family, and loving relationships. But when we dig a little deeper into why we want what we want, ultimately we always wind up at freedom and happiness.

How sad is this? We just want to be happy ... to enjoy the experience of life ... and yet happiness eludes most of us.

Think about it. How many truly happy people do you know? How many people would you rate an eight or higher on the Happy Scale? I bet you know *way* more people whose lives are dominated by fear, worry, and doubt than those who are living completely joyful, fun, purposeful, and passionate lives. In fact, I bet the ratio is more than one hundred to one.

Figure that if the typical person sleeps eight hours a day and works for eight then they are spending about 50 percent of their waking hours working. How many people do you know that absolutely *love* what they do? A few? One? Any? You probably don’t know more than a handful at best. Did you know that more suicides occur at 9 a.m. on Monday morning than any other time of the week? (True story ... I

Googled it). If killing yourself sounds like a better option than doing the nine-to-five grind you have a serious problem!

Most people are stuck in a tick tock, tick tock world. They get up and go to jobs they barely can tolerate. Then they come home at night feeling unsatisfied because of a lack of job fulfillment and absence of purpose. Since they cannot “turn it off” at night, millions of people numb themselves with alcohol, drugs like Prozac, food, and reality TV, before enduring a restless night of sleep with their “Crackberry” by their side. (Admit it, you know people... not you, of course... who cuddle with their cell phones, don't you?) They get up the next morning and repeat the process.

We've been programmed by years of school and work that the preceding scenario is “normal,” and we were taught to feel guilty for daring to think outside of this Industrial Age paradigm. The truth is that this path is no longer even a safe one in today's turbulent economic climate. The days of working until retirement, getting the gold watch, and then retiring to Florida are pretty much over. This path is an uncertain one in our world of downsizing, automation, and outsourcing overseas (and in my opinion, it is awfully boring!). If you are on this path and reading this book on monetizing your passion, chances are it is slowly eating away at your soul and you know it.

Are you stuck in the old way of thinking, acting, and being? If so, you are not nearly as fulfilled as you could be personally and professionally. Let's find out how you are really doing with a little reality check.

time for a feeling-good/feeling-bad assessment

Let's have a look at your life today. *My belief is that feeling good should be your number one priority in life.* Yes, I want you to make feeling good your highest goal. The bottom line is that when

you're feeling good, life just flows. When you're feeling good, you are just naturally happy.

Conversely, if you can barely get out of bed because you are tired, lethargic, and lacking purpose, life pretty much sucks, right? If you are not excited about going to work or doing whatever you're doing, you're probably not feeling so good ... in fact, you are most likely feeling bad. You're not going to have a good day. You're not going to be happy.

Consider that *your happiness is determined by your dominant emotion*. And, here is what is cool: there are only two types of emotions, those that feel good and those that feel bad. We can take it further and say that the quality of your life is determined by your habitual emotion, meaning, if you feel good most of the time, you will enjoy your life more often than not (and vice versa.) What I mean is that your dominant emotional state is a habit that you create.

The question is, do you habitually feel good or bad?

One intention of this book is first to help you look at your current reality and then (obviously) to make the changes necessary to get you into the habit of feeling good. If you are in the habit of feeling good, then you will naturally be motivated to take actions in your life that lead to the win-win-win scenario.

Here's how to do the Feeling-good/Feeling-bad Assessment. Take a look at the two columns below. The column on the left includes things that feel good and the column on the right includes things that feel bad. On each numbered line, you'll find a pair of opposites. Go through each of the twelve lines and circle the word or phrase from the pair that best describes your life today. The assessment is: which is the dominant item in the pair for you, the one that feels good or the one that feels bad?

By the way, I want to acknowledge you in advance for doing this exercise. In this book, I am going to ask you to go pretty deep inside yourself sometimes. I am going to ask you to stand naked (metaphorically, of course) before the mirror

and really look at yourself. This takes honesty and it takes courage. So congratulations in advance for your willingness to look at the things in your life that do not feel so great. This is an important element of the process, for it is only when we are willing to look at, and evaluate the deficits of our current reality that we can begin to move forward and create a better one.

Looking at the pairs of opposites on each line in the box below, circle the word or phrase that:

feels good	feels bad
1. lifestyle	workstyle
2. balance	chaos
3. financial freedom	financial stress
4. great health	being sick
5. high energy	tired & drained
6. love	fear
7. spiritual connection	spiritual disconnection
8. living on purpose	lost
9. meaningful relationships	shallow relationships
10. mental clarity	mental chaos
11. experiencing life	feeling stuck
12. happiness	frustration

Now let's break down each of the twelve categories.

1. *Lifestyle vs. workstyle.* Are you a life-aholic or a workaholic? Do you have a lifestyle or a “workstyle”? Most people have a workstyle, meaning that their entire life revolves around work. Get up. Go to work. Go home. Go to bed. Get up. Go to work. Go home. Go to bed. *Repeat.*

Unless you absolutely love doing what you do for a living (which most people don't) then a workstyle is a boring way to spend a life! I will discuss this more later; for now, just know that having a workstyle typically leads to more stress, poorer health, dramatically lower levels of happiness, and a much lower quality of life over all.

One of my main intentions for you is to make sure we get you living a lifestyle ASAP.

2. *Balance vs. chaos.* When you are balanced, you are in control of your time and at peace with yourself. Your stress level is low and you have plenty of time to do the things that are most important to you. When your life is in chaos, time controls you, you tend to feel constant pressure, and there is no harmony or flow.

Is your life in a bit of chaos? Do you typically feel rushed and not in full control of your time and your life? Chaos does not feel good, that is for sure. Which is the dominant mode for you, balance or chaos?

3. *Financial freedom vs. financial stress.* Now more than ever in today's uncertain economic climate, everybody has been forced to look at his or her financial health. Financial freedom clearly feels good and financial stress, of course, feels bad.

Which description applies to your situation right now? This is a simple determination to make.

4. *Great health vs. being sick.* You may be wondering why I would even bring up your health in a book primarily about business. I made a decision several years ago to coach people on their health—whether or not they want to talk about it. If the real goal is happiness, how can you not look at your physical health? You cannot have one without the other.

There is no doubt about it, when you are healthy and feeling good, life is better.

So, are you feeling great and healthy, or are you sick too often?

5. *High energy vs. tired and drained.* When you are energized and lit up about life there is no doubt you will feel good. And, of course, when you are tired, life is just not as much fun. High energy is critical if you are committed to both professional and personal success.

How is your energy? Are you energized and enthused on a consistent basis? Or, are you typically tired, drained, and reaching for coffee or an energy drink to make it through the day?

6. *Love vs. fear.* You have an option in every moment to come from a place of love or of fear. The mass majority of people in our society are driven by fear.

Think about your own life for a moment. Are you coming from a space of love or are you (like most people) living in fear?

If you answered fear, that is totally fine. This can be a tough one for people to come to terms with, as it is much “sexier” to say you only come from love. But it is important to be honest with yourself if you really want to create positive change. Which one is it for you, love or fear?

7. *Spiritual connection vs. spiritual disconnection.* Spiritual connection has a different meaning to different people. Only you can define what it means for you. It is fair to say though that when you are spiritually connected life has more meaning and you feel better. On the other hand, when you feel spiritually disconnected, life tends to lack a deeper meaning and purpose.

Which one is it for you?

8. *Living on purpose vs. lost.* When you are living your life on purpose, you know why you are here. You know who you are and you are fulfilling the purpose of your existence. This is a powerful way to live. The opposite is feeling lost. Sadly, this is

how most people in the world operate. They have yet to discover the real meaning in their lives.

Do you ever just feel totally lost? Do you ever wonder, “What the hell am I doing here?” If so, you are not alone.

9. *Meaningful relationships vs. shallow relationships.* Do you have deep, meaningful relationships with the most important people in your life? Are you closely connected to your husband or wife, lover, children, parents, good friends, and family members? Or are these relationships shallow? Are you just relating “on the surface”? Our ability to really connect with people is a major factor in the joy we experience as human beings.

Where are you?

10. *Mental clarity vs. mental chaos.* Are you in the flow of life? Is your mind nice and clear? If so, you have mental clarity. Or do you have mental chaos? Mental chaos is when your mind is full of non-stop chatter. It feels like there are a thousand voices in your head all of the time. Your mind feels like a kite without a string—because you are unable to control it.

Which one is it for you? What’s your dominant mode, clarity or chaos?

11. *Experiencing life vs. stuck.* This one is critical. Being stuck is boring—and boredom is the enemy of passion and purpose! It is time to experience life fully.

Are you truly experiencing life? Are you travelling? Are you going out and seeing the world? Are you having fun? Are you being an explorer? Or do you feel stuck? Are you stagnant?

12. *Happiness vs. frustration.* To me, it all boils down to this determination. When you are happy, you are fulfilled and you are feeling good. The opposite of happiness is frustration. Most people are simply tolerating life. You are not reading my book because you are content with toleration. You are here to start living full out, to have fun, to make the difference you are here to make, and to be happy!

In the next section of this chapter, I will ask you to grade yourself on the Happy Scale for the current moment and for six months from now. To me, if you score yourself anything below an eight, you are frustrated. I tell everyone in my world, which now fortunately includes you, that they want to be an eight or nine or above ... that's the happy side of the scale. If you're frustrated, you are merely tolerating life. We want to change that starting now.

The goal is to be living on the "feeling good" side of the chart. The question becomes, what does that require? The answer is that it requires a lifestyle (vs. a workstyle). Creating a lifestyle is the key that opens the doorway to the "feeling good" side of the other eleven categories above. With a lifestyle, you have more time to create balance, financial freedom, great health, and vibrant energy. With a lifestyle you have the time to deepen your spiritual connection, to create more love in your life, to have more memorable experiences, to strengthen your relationships, and to find your purpose. I want to help you create a lifestyle. This is the answer to freeing up your time so you can focus on living your passion. We will discuss in detail how you can make this shift in chapter five.

Good job on completing this self-assessment. It is an important first step. Let's take your initial discoveries even further now by doing the Life Fulfillment Reality Check.

life fulfillment reality check

Now take this additional self-assessment test, which reveals the gap between where you are now and where you would like to be six months from now. Simply score yourself from one to ten in the following ten categories. One is low and ten is high. One means you are looking for the nearest cliff to just jump off and get it all over with. And ten is like, "Oh my God, it couldn't be better!"

As with the Feeling-good/Feeling-bad Assessment above, what we want is for you to look clearly and honestly at the current state of your life.

Once you fill in your scores, take a second and add up those ten numbers and see what you get. Next, set some goals for each category in the far right column. For many people, this is a scary test to go through. Again, we don't usually like looking at reality.

life fulfillment reality check		
Category	my current reality is:	my 6 month goal is to be a:
overall happiness	_____	_____
energy	_____	_____
spiritual connection	_____	_____
physical health	_____	_____
nutrition & exercise	_____	_____
connection to spouse/partner	_____	_____
connection to kids/family	_____	_____
integrity	_____	_____
business/finances	_____	_____
contribution/purpose	_____	_____
	today = _____	my intention = _____
	max score is 100	

Scoring: Once you finish totaling your numbers, go ahead and answer these questions:

- What did you learn from this test?
- How do you feel?

Go inside for a moment. Do a check-in. Maybe you are feeling, "This is unbelievable, my life is great, and I only want it to get better." Or perhaps you are feeling, "Oh crap! No

wonder I'm not getting the results I want in my life. No wonder I'm not really happy!"

If you're not feeling so hot after doing this test, stay with me, because I'm going to work with you to help you move forward in all of these areas of your life. And no matter how you feel, do not beat yourself up, because I've got a solution for you.

Anyone who knows me knows that when we work together I am interested in having you look at all the different areas of your life—among them business, health, spirituality, family, and relationships—as well as the balance between working and leisure time. Our focus in this book will be on you building a business based on your passion that leads to both financial success and huge amounts of life fulfillment. The goal is that in six to twelve short months you are living your ideal life. By implementing this material you will begin moving in the direction of a score of 100 immediately.

Congratulations again on completing the tests that are presented in this chapter. It's an excellent beginning. We'll continue to look at your life in-depth and at the changes you may want to make throughout this book.

For now, as we move into chapter two, let's shift gears a bit and look at the how the world has changed. Let's look at how technology has created opportunities for you to begin loving what you do for a living that never existed before in the history of time.

new world, new rules

“No one gets to vote on whether technology is going to change their lives.”

—Bill Gates

“Stop settling for what’s good enough and start creating art that matters. Stop asking what’s in it for you and start giving gifts that change people. Then, and only then, will you have achieved your potential. For hundreds of years, the population has been seduced, scammed, and brainwashed into fitting in, following instructions, and exchanging a day’s work for a day’s pay. That era has come to an end and just in time. You have brilliance in you, your contribution is valuable, and the art you create is precious. Only you can do it, and you must. I’m hoping you’ll stand up and make a difference.”

—Seth Godin

The New World has been discovered, again. Hallelujah for that, because in this new world people like you and me can create an amazing life with some passion, tenacity, and a wireless Internet connection. Our new world holds new rules and new opportunities for us.

Honestly, I used to fear technology. Subconsciously I thought it would take me further away from my true nature as a human being. Now I use it to give me freedom—financial freedom and the freedom of *time* to do what is most important in life. The Internet is the gold rush of the twenty-first century. Although I used to resist technology entirely, I now embrace it. If you have not done so already, I suggest you learn to do the same.

Technology is moving forward at the speed of light. In fact, it is advancing so rapidly that the way human beings communicate changes on a daily basis. This has created amazing opportunities to share and connect with masses of people. The rise of social media, for one thing, has been

incredible, and it appears to be just the beginning of a trend with no end in sight. As of right now (and these numbers will be out of date by the time you read this):

- Facebook has more than 450 million members. If it were a country, it would have more citizens than the United States and would be the third largest in the world—behind only China and India. Incredibly, over half of its members are on the site daily and they spend an average of fifty-four minutes on the site per day. And do you know the fastest growing demographic on Facebook? It's not twenty to thirty year olds, but fifty-five to sixty-five year olds—and most of them are female. My parents are on there every day, for goodness' sake.
- Twitter has over 190 million members posting 600 million tweets a day ... and these numbers are growing like a weed.
- MySpace (remember MySpace?) still has over 263 million members.
- LinkedIn has over forty million members.
- YouTube has over eighty million visitors a month and hosts over one hundred million videos, making its search engine the second largest in the world (behind only Google).
- Ning has several hundred thousand community sites.
- Ninety-six percent of Gen Yers (children of the Baby Boomers) are on a social network.
- Social media (no thanks to me) has replaced porn as the number one activity on the Internet. (Just kidding, Mom.)
- There are over 200 million blogs and over half of the bloggers post content or tweet daily.

As I was saying, the Internet and social media are obviously not going anywhere. Social media is not a fad; it is

the new way to communicate. You get the point. The world is changing daily. Communication technology has changed your life, whether you like it or not.

Of course, the economy has changed too, which, even though it has been painful for many people, has forced *everyone* to take a look at what is important in their lives. We're all playing a new game. The question is: are you playing on the new field or are you stuck (and perhaps hosting a pity party) on the old one? Have you joined the new world or are you being left behind?

The world has changed and it is clear that some adjustments need to be made. This is true for everyone, even if you are not an early adapter who feels compelled to run out and get all the latest gadgets. It is worth considering if you might still be stuck in the old world. Is it possible that your past choices, actions, and decisions, and your addiction to the old ways of doing things, have created a current reality that is less than favorable for you?

If that is the case, it may be time for a reboot.

time for a reboot

I was sitting at a restaurant in Laguna Beach, California, with a buddy of mine having lunch in March 2009. This guy has lived the epitome of the American Dream. His family immigrated to the United States without a dime. He grew up on the wrong side of the tracks, but was determined to make something of himself. He had persistence and a strong will, and yet he lacked the proper mentorship as a youth, so he channeled his efforts into selling drugs. Fortunately, in his late teens he met a man who gave him the direction his upbringing lacked. This man was a real estate investor and taught my friend to become an expert in the field at a young age.

The long and the short of it is that my friend started at zero. He luckily avoided prison or worse. Instead of drug addiction, he became addicted to both personal growth and investing in real estate. By the time he was thirty-five years old, my friend had become a multimillionaire. And then, in late 2008, as the economy fell off a cliff and dragged the real estate market with it, my friend lost everything. His empire crumbled and he was back where he started—at least financially: at zero.

As we sat and had lunch, I asked him friend to friend, “Hey man, how are you doing? How do you feel about losing everything you worked so hard to build up?”

Without flinching, he replied with a question of his own, “What do you do when your computer acts up?”

“Normally I whine and complain for a few minutes,” I joked.

“Then what do you do?” he asked.

“Well, I reboot it.”

“That’s right,” he said, “you hit control-alt-delete. You start over. And that is what I am doing. *I don’t feel bad about it at all.* I am taking responsibility and not feeling like a victim. The economy hit the wall and took me with it. It is what it is. I could bitch, moan, and feel sorry for myself, or I can start over.”

He went on to say this critical thought: *“The key is to do it right this time! We all need to learn from our past mistakes or else it will all just happen again.”*

I learned a lot from my friend in that conversation. We went on to laugh together because we discovered that we did not know anybody who had not taken a hit financially to some degree in the last few years. So, if you are feeling the aftereffects of this recession, welcome to the party. Most everyone else is feeling some pressure also.

The lesson here is not to feel bad, not to feel like a victim. Instead, simply hit control-alt-delete and reboot your life. Let’s go into this a little deeper.

is it time to “man up”?

If rebooting makes sense for you right now, consider these three steps to do it successfully.

1. *Be willing to look in the mirror at your current situation.* You must first look at, and deal with your current reality. The key here is you must accept your reality and be okay with it. We are not going to stay there, but, as my friend shared, there is no long-term benefit to feeling bad about it.

If you completed the exercises in the previous chapter, you’ve already done this step. If you skipped those exercises, please go back and do them.

2. *Be willing to “man up” to your current situation.* Most likely, before you can powerfully move forward, you will need to clean up some things you’ve left behind in your wake. I find a lot of people avoid looking at their financial situation and therefore create a bit of a mess. They avoid, they get disorganized, and then, once they do finally look at it, they tend to feel overwhelmed. Sound familiar at all?

What do you need to clean up? What do you need to man (or woman) up to? Do you need to sell your home? Modify your loan? Declare bankruptcy? Contact the IRS? Write it down and start cleaning it up ... no more sweeping it under the rug.

Trust me on this one: thinking about what you need to do is always worse than actually doing it. Let’s man up now so you can move forward in your life. And again, don’t feel bad about it ... there are millions of people dealing with similar situations. Take responsibility ... man up.

3. *Plan on doing it right this time around.* Millions of people have a wonderful opportunity right now. They have the opportunity to start over, to have a new beginning, and to do things on their terms. Doing it right begins with deciding what you really want and what is most important to you in your life.

Let's take a deeper look into what "doing it right" looks like.

you can have it all

What does doing it right look like? Later on, I will have you create the ideal vision of what you want your life to look like. Here are my thoughts on what is possible. If you like these ideas by all means take them on and own them.

Doing it right means:

- You have a lifestyle (not a workstyle)
- You are working for yourself (your focus is to make yourself wealthy as opposed to someone else)
- You are fully expressing yourself, conveying your creativity and your soul
- You have escaped from the nine-to-five tick tock world
- You are putting *your* happiness first. You now have the time for self-care. (This is why shifting out of a workstyle is critical. A lifestyle affords you the time to focus on what is most important)
- You have a wonderful quality of life
- You are making a contribution and are a part of a community ... in this case, it's about you creating a community based on your passion
- You are financially free. In the new world, money is still an important thing, but it's not the only thing. Having money, nice home, nice cars ... these are all good. Doing it right means understanding *why* you are doing what you are doing. It is understanding why you want what you want. The new world is about satisfying your heart, not just your ego!

My belief is that you can have it all. While, of course, “having it all” will be defined differently by everyone, I have discovered all of us pretty much want the same things in life. First, we want to be happy. Each of us wants to become a *whole* person. We want a deep spiritual connection. We want to be healthy. We want to be free.

Next, we want to have financial freedom. Ultimately the goal is to be happy, but let’s be clear, financial security is critical in our society. It is tough to be truly happy when you are flat broke!

Lastly, we want sacred relationships. We want intimacy with our spouses or life partners, deep connection with family members, and meaningful friendships.

We also want the ultimate win-win-win. We want to do meaningful work that makes a difference in the world.

Add all this up and you’ve got it all. This is really what this book is about, and why I wrote it. I want you to have it all. You deserve it ... it is your birthright. You can do it right and have it all. You can spend your time, all of it, doing what you love. You can monetize your passion and allow it to permeate into every cell of your being and every relationship in your life in an incredibly positive way.

creating a lifestyle is critical in the new world

Having it all requires a lot. Mainly it requires having a lifestyle. Clearly, most people have a workstyle. They get up. They go to a job they can barely tolerate. They work for a boss they cannot stand and with people they’d rather not spend time around. They go home stressed over the day and then they are not fully present with their families. They go to bed and have nightmares about their job. They get up the next morning and repeat the process.

A workstyle ultimately leads to fatigue, burnout, lack of purpose, lack of meaning in life, and, eventually, illness. It causes people to numb and abuse themselves with alcohol, drugs, oversleeping, overeating, and watching countless hours of mindless television. A workstyle typically leads to a long, slow, boring, soul-shattering, painful death.

My advice is to become a *life-abolic*. Get addicted to living, loving, being passionate, and being alive! Commit to being *rich in life*. This is what having a lifestyle is all about. With a lifestyle you have the time to focus on what is most important in life: your mind, body, soul, health, your relationships, and your work (passion). You have the *time* to take care of yourself.

We'll cover the details on how to shift from a workstyle to a lifestyle in chapter five. For now, just get clear that a lifestyle is what you want. It's time to get a life!

Having a lifestyle is a key element in creating the ultimate win-win-win. If you want to bridge the gap between your current reality and your dream life, it is a must.

Let's recap what we've covered so far. We want to create life's ultimate win-win-win. Meaning, we want to work our passion and create financial freedom and huge amounts of happiness simultaneously. We want and deserve to have it all in life. We want to have a lifestyle. We know there are three major hurdles that could stop us, but which we no longer allow to do so:

1. I don't believe I can do this (believing in yourself is covered in detail throughout Part One).
2. I don't have time or money to do this.
3. I don't know *how* (Part Two covers the "how" in depth).

The purpose of this book is to create the bridge between your current reality and your dream reality by empowering you to employ the new rules and take advantage of the opportunities of the new world. No more selling yourself,

your soul, and your family short. *Now* is the time to step up and make it happen. Don't let your trivial excuses keep you from playing full out. Don't let your pettiness stand in the way of your greatness.

So how are we going to do all this you ask? We are going to determine, live, and monetize your passion. Passion is the antidote for a lackluster, soul-debilitating workstyle. You are going to brand yourself as the expert in your passion—regardless of what that passion is. You're going to build a website and/or a blog. Then you're going to build an audience. You're going to provide great content and create great relationships with your base of followers. And then you're going to monetize these relationships in a variety of different ways (all of this will be discussed in detail in Part Two).

The key rule of the new world is to live your passion, which will eventually fund your lifestyle. Obviously in a book called *Monetize Your Passion*, we are going to talk a lot about passion.

Living your passion is a cure-all. First of all, passion eliminates procrastination. One of the most frustrating things I deal with as a coach is telling someone to do something and they don't do it! I've discovered—big shocker here—that the only reason we procrastinate is because we don't like what we're supposed to do. So don't give me the excuse that you are a "procrastinator" or that you are "lazy." If you had a winning lottery ticket worth one hundred million dollars and I told you that you had to be in China by tomorrow at midnight to cash it in and you lived in Toledo, Ohio, what would you do? Would you procrastinate? I didn't think so! Hell, I'd swim there for one hundred million dollars.

Living your passion gives you endless energy and happiness, and propels you into inspired, massive action. It gives you patience, courage, and the consistency needed to succeed. Plus, when done correctly, passionate action ultimately equates to financial freedom.

So, now you have a vision of what is possible for you. Let's move forward by getting clear on exactly what you want in business and in life.

three

juggling your crystal balls

“The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”

—Michelangelo

We have already discussed your current reality. Now let’s take a look at your desired reality, your ideal life, your “it doesn’t get any better than this” dream life. Once you are clear on what you want, you can start bridging the gap between the two, between the present and the future.

If it seems as if it’s going to be too challenging, or you just can’t imagine ever reaching your top goals in life, then keep in mind one of my core philosophies: *The life you want, wants you!*

My belief, and I see it proven every single day, is that if you have the power to think it up you have the power to have it. When people are clear on what they want, have the belief that they deserve to have it, and are willing to take inspired action towards it, they can achieve anything ... anything. Obviously, you cannot begin to create what you want until you decide what you want, so begin by creating a vision of what you want your life to be.

your life as a work of art

I want you to approach the exercises in this chapter as if your life right now is entirely open and new. Pretend you have a blank canvas in front of you and that this is your time to create the masterpiece of your life. The process we are going to walk through together is to:

1. Create the vision for your ideal life.

2. Create a business vision that supports this emerging life vision.

Since we are putting your life first, we want to create a business that supports and funds your ideal lifestyle. That means you have to know what “ideal” looks like, which is the step we’re on right now. Sound good?

Okay, I am going to give you a bunch of questions to answer. Take the time to really think about these questions. Here we go.

- *Do you have a vision for your life?* If you’re shaking your head no right now, you are not alone. Most people don’t. We are going to create that vision starting right now.
- *How do you want to spend your time?* I want you to take a serious look at this issue. How do you *really* want to spend your time? Time is the great equalizer. It doesn’t matter who you are, where you are from, what you have, what you don’t have, we *all* have the exact same amount of time in each day. How do *you* want to spend *your* time?
- *What is most important to you in life?* What are *the* most important things to you? My philosophy is that you want to pick just three to five things that are the most important in your life. Not one hundred, but three, four, or five ... the most important things. These are your top values, and once you pick them you’re simply going to focus your energy and attention on them.

I don’t think you need to be a master of a hundred different things. I would rather that you got really good at three than that you were average at thirty. What I’ve found is that *happy, successful people are focused on the critical things and they let most everything else go.* They cut away the excess fat and focus on what will bring them the most joy.

This is the beauty of what we are going to do together. This is the beauty of the business that you are going to create—or maybe of the one you’ve already got going that you are now going to propel further forward. It’s going to give you what everybody wants: *happiness and freedom*. This is what you are going to create: a business that makes you happy and creates financial freedom.

Along with relationship stress, financial strain is perhaps the greatest stressor that we have as human beings. Let’s eliminate that stress so you can truly enjoy your life at the highest level.

the crystal ball story

In general, all of us want freedom of time. We want financial freedom. We want happiness. We want the ability to enrich other people’s lives. In specific, of course, how we’re going to achieve those outcomes takes each one of us down a different road. Life is a unique adventure for each of us. No matter what road we take or what adventure we’re having, though, we have to keep our priorities in mind.

There’s a great quote that speaks to this point from Stephen R. Covey: “The main thing is to keep the main thing the main thing.” To understand why, check out this metaphorical story told to me by one of my best friends, Joe DiRaffaele.

The story goes like this. Life is like juggling. As we’re going through life, we’re juggling all these balls. Some of the balls we juggle are crystal balls, and the rest are rubber balls. The crystal balls are the main things in your life. Everything else is a rubber ball. The main things include things like your family, your health, your finances, and your spirituality. Everything else ... *everything else* ... is a rubber ball. The idea is that as you go about your day juggling everything, you cannot under any circumstance drop a crystal ball.

If you are juggling and drop a crystal ball, what's going to happen to it? That's right, it's going to break. It is going to shatter into a thousand pieces. But if you drop a rubber ball what's going to happen to it? It's going to bounce right back up and you can catch it. Drop a rubber ball and recover. Drop a crystal ball and it is broken forever.

How many crystal balls have you dropped in your life? How much time did you spend focusing on non-main things and what has this cost you in your life? Pretty agonizing, right?

As you envision your new life, your ideal lifestyle, let's make a deal that after you decide on your crystal balls you will do your absolute best never to drop one again.

What are the crystal balls ("main things") in your life? List them out on a piece of paper—1, 2, 3, 4, 5—and tack that list up on a wall where you can see it every day.

Again, welcome to the new world. In this new world, you're going to do it right. You are going to focus on the main things, the crystal balls, as you're figuring out the details of the specific lifestyle you want. Together, you and I are going to assess how you want to spend your time. With my guidance, you're then going to create a business based on what you love. And you're going to keep the main thing, the main thing. It begins with deciding right now how you want to spend your time.

Okay, here are some more questions.

what would a perfect day look like for you?

Describe in detail what a perfect day would look like for you. Grab a blank sheet of paper or open your journal and write down your vision.

1. *What time would you wake up?* Maybe you wake up really early to go to a job to which you have to commute. Perhaps

you'd rather sleep later and start your day with a different activity. When I ask, "Ideally what time would you wake up?" maybe it would be hours later than you wake up now. It's your life. You can do whatever you want. What time would you wake up on a perfect day?

2. *What would your morning routine consist of?* Most people roll out of bed in the morning, take a quick shower, get dressed, and race out the door to go to work. They make no time for themselves. As a coach, I encourage all my clients to establish a powerful morning routine—a ritual—that gets them mentally, physically, emotionally, and spiritually ready for the day. (More on this in chapter five.) It is wonderful to see people take the time to exercise, meditate, and eat healthier. As they begin to take this on, everything changes as a result. What would your morning routine consist of in your ideal lifestyle? What are you going to do to focus on your mind, body, and soul?

3. *Would you spend time with your family each morning?*

For years I have coached a young guy named Harold. He and his wife recently had a beautiful son. After his son was born, he came to me and said he did not want to start working each day until 10 a.m. and he wanted to be done by 3 p.m. At first I was a little hesitant to support this idea because I was not sure if he could get everything he needed to get done working those limited hours.

I expressed how I felt and his response was, "I don't care. I want to spend time each morning with my wife and our new baby, and I want to get home early to be with them also."

And I thought to myself, "Okay, cool. If Harold wants to spend every morning with his little baby son, who the hell am I to say, 'No, you can't do that!'"

Together we figured out what needed to be done each day between 10 a.m. and 3 p.m. to get him the results that he wanted. He said, "This is the lifestyle that I want." He made the decision to have a lifestyle, not a workstyle. He gets to

wake up every morning, plays with his baby and his wife, and then he goes to work for five straight hours, and then he comes home to do it again. Plus, he's killing it in his business and he is happy. Perfect.

If this sounds good to you, then decide to do the same. I want you to decide on what the perfect day would look like for you—*not for me or anyone else*. Describe it in detail. How would you spend your time on a perfect day? Jot down some notes now in your journal or notepad.

And if that little voice in your head starts chattering things like ...

- “I can’t do that.”
- “That won’t work.”
- “That’s not the way I was brought up.”
- “What will everyone else think?” ...

I want to encourage you to let go of the conditioning.

Let go of normal societal rules. Let go of what you think you *have* to do, and let’s begin focusing on what you *want* to do. Let go of all that crap and focus on defining, designing, and creating your ideal life. Don’t worry about if, or how, it is or is not going to happen; just decide what you want.

It begins in the mind, right? We have to create the vision in our mind before it can actually happen.

what would your perfect financial situation be?

Now that you’ve created the vision of how you want to spend your time, let’s talk about money.

- How much money would you like to make per month?
- What would make you feel financially free?

I don't care if you want to make billions of dollars. I don't care if you want to make millions of dollars. Perhaps you would be thrilled out of your mind to make three thousand to five thousand dollars a month working part-time so that you have the time to do all this other stuff you are writing down. Remember, this is about you. This is about what you want.

- How much money will make you happy?
- How much will support and fund the lifestyle that you want?

In *Rich Dad, Poor Dad* (Warner Books, 1997), Robert Kiyosaki defined financial freedom simply as bringing in more money every month than you're spending. That's freedom. If it costs you two thousand dollars a month to live and you are bringing in five thousand dollars a month, you're financially free.

What amount makes sense for you? Decide on an amount of money that you want to make per month that feels right to you. And it doesn't have to be some outrageously huge number that you can't believe in. This is about what feels right to you. It's not about living anybody else's life and meeting anyone else's expectations. The key is to get out of a situation where you're working hard to make someone else wealthy. It is time to look out for number one.

It is time to get over one of life's greatest addictions: seeking the approval of other people. Like I described in the Introduction, I did this when I quit my J-O-B and it was one of the better moves I ever made. It doesn't matter what anybody else thinks; this is your life! The beauty of what I'm going to teach you in this book is that you can work as much as you want or as little as you want. The good news is you are going to be doing what you love. You are going to be working your passion.

Personally, I don't *ever* feel like I'm working. I love what I do. I can do it as much or as little as I want. Typically, I choose to do it all day every day because I love it! But I also

like to balance things out in my life by doing other fun activities. My point is that you could work on a part-time basis, make a few grand a month, and maybe that's all you would need. You could also work as much as you can possibly imagine and absolutely kill it—or work a number of hours each week that is anywhere in between. It's about you and the lifestyle that you want.

Okay, you get the point.

I was talking to a friend of mine recently about how many people love what they do. Based on our intuition and the people we knew, we agreed that maybe only 1 percent of all people absolutely love what they do. Pretty pathetic, huh? I want you in that 1 percent. Do you want to be in that 1 percent? I want you to go out and do what you love to do. You won't know if you're working, you won't know if you're playing. You won't be able to tell the difference anymore because you'll just be having fun. You are living your passion.

Do you think the average person can tell the difference between work and play? You'd better believe it. We don't want to be average.

Okay, let's review the exercises covered in this chapter. Make sure you complete them all before moving forward.

assignment #1 **write a one-page vision for your life**

This vision is just for you and does not need to be shared with anybody. If you feel compelled to, you can send it to me to have a look at it. In fact I'd be honored to read it. Email it to me at rich@richgerman.com.

assignment #2
decide what your perfect day would be like

Spell it out. Write out exactly how you want to spend your time and if that little voice in your head starts talking to you, saying, “You can’t do that, who do you think you are, you’ve got to pay the bills, what are you talking about,” let it go. Just write that vision out.

assignment #3
pick your three to five crystal balls

My job as a coach is to hold people accountable to focusing on their priorities. People tend to get sidetracked by things that are not that important. The truth is that most things don’t make a difference at all. Let’s get clear on what is important and get you to focus 100 percent of your time and energy there. Determine your three to five main things, your crystal balls, and then go for it.

you gotta feel it!

Now that you have created your vision and your priorities, the next step is to start getting into the feeling of having this ideal business and this ideal lifestyle. Part Two of this book is all about the A to Z steps required to build your business, however I feel that the work we are doing here in Part One is just as critical a part of the entire process of building both a business and a life.

You have to get into the feeling of having and living your dream lifestyle in order to manifest it. I’m telling you right now, getting into the feeling of it will be a huge part of your success. You must get into alignment with the life that you want. So, in your notes, answer these questions.

- How will it *feel* to have your ideal business?
- How will it *feel* to have financial freedom?
- How will it *feel* not to have to worry about money anymore?
- How will it *feel* to do what you love all day every day?
- How will it *feel* never to have to work for someone else another day of your life?
- How will it *feel* to be amazingly happy?
- How will it *feel* to be living your life on purpose?
- How will it *feel* to be making a real difference in the world?
- How will it *feel* to have complete self-confidence, to really believe in you?
- How will it *feel* to be living life's ultimate win-win-win?
- How will it *feel* to have it all?

If this dream life seems like just a dream based on your current reality, it is critical that you begin to get into the feeling of having it. As you begin to feel it, you will begin to believe it; and as you begin to believe, you will begin to *be* it.

Focusing on being the person who can actually make this dream a reality is vital. Stick with me. I'm going to share more about that. And we will also cover in detail the actions you will need to take on a daily basis to get there.

Once we are done, you will be clear on your vision, you will *be* the person you need to be, and you will *do* what needs to be done so you can *have* the business and life of your dreams!

two major keys to your success

There are a couple more thoughts I'd like to share with you before we move on to the next chapter. I believe we can really break down your success into two keys.

Number 1: your mindset. I could teach you the steps to go out and make a bunch of money, but if you didn't have the right mindset, all the hard work in the world would only get you so far.

You have to have a positive mental attitude (PMA). You must have a strong mindset and self-confidence to succeed. *You need to develop an unwavering belief that you will succeed regardless of your external circumstances.* I love that you are reading this book right here right now, in the midst of a period of financial chaos on the planet. *Now* is the time to say, "You know what, I can't rely on the government. I can't rely on anyone else. I've got to grab the bull by the horns right now and take responsibility for my life and my financial success."

Thanks to the Internet, there literally has never been a better time to jump right in. There has *never* been a better time to create a business of your own and use online marketing to create the lifestyle that you want and let this business fund it. Perfect. It begins with that attitude. It doesn't matter what happens in the world. It doesn't matter what happens in the economy. It doesn't matter what the government does or doesn't do. You have to decide that you're going to be successful, you're going to be happy, you're going to be healthy, and you're going to have an amazing life ... no matter what. *No matter what!* This is an attitude.

I made that decision for myself. Nothing changed around me that caused me to decide. I made that decision internally. I don't care what happens around me; it doesn't matter. I turned off the news long ago. I don't even watch anymore. I do what I do and I do it with passion every day.

If you are feeling like this attitude is a major stretch from where you are mentally right now, trust me on this one: *it is*

just a decision away. It is merely a decision away. You have the option in this moment to make that decision if you want a brighter future. Just decide to take on the mindset that I am talking about. There's no trick to it. I don't think you would be reading this book if at some level you hadn't already made that decision. That is exciting.

The second key to your success is having a game plan. You need a plan of attack, a structure to follow. I don't know about you, but if I don't have a plan to follow I get lost. I will lose interest fast. But if you give me the exact steps to follow, I will get it done. If you say, "Rich go out and do A, B, C, D, and E, and you will get the result you want," look out. If you are the same way, then you also need a game plan. Keep reading because I have *the plan* for you. We're covering the mental part, and for sure we're going to talk about a game plan on how to make this thing happen.

Most people *never* stop to think about what they truly want in life. But you did just now. So congratulations on taking such an important step in support of yourself. Now it is time to jump the first of the three hurdles I mentioned in chapter one and to begin creating the bridge between your current reality and the dream life you created in this chapter.

four

the real “f” word

“Our doubts are our traitors, and make us lose the good we oft might win by fearing to attempt.”

—William Shakespeare

“Fear defeats more people than any other one thing in the world.”

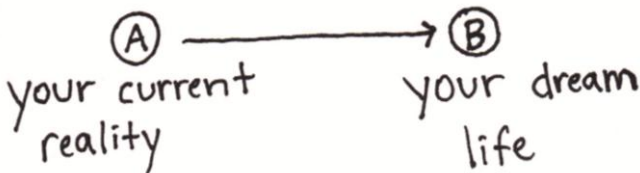
—Ralph Waldo Emerson

In this book, we are covering the mindset, plan, and actions required to have it all in business (and in life). Your business, which will be built on doing something you feel passionately about, will support you in living a life you love.

Having created a vision for your ideal life in the last chapter, it is time to start jumping over the major hurdles stopping you from attaining real success. Of these, right now, we want to tackle the fears and limiting beliefs that will stop you if they are not addressed.

jumping the first hurdle: lack of belief

So far we’ve taken a close look at your current reality. We have also painted a picture of what your dream reality looks like. Let’s call your current reality point A and your dream reality point B.



The question becomes: What is stopping you from reaching point B? Ninety-nine percent of the time, the answer is the four-letter F-word. (No, not that one.) Of course, I am talking about *fear*. Your fears are preventing you from living your dream life.



As a coach, my job is to help my clients bridge the gap between their current reality and their dream reality. This is accomplished by assisting them in reducing their level of fear, which simultaneously elevates their belief in themselves. Lack of belief is a byproduct of fear.

The first hurdle on the track to success is the most common, and it kills more dreams than all other obstacles combined. It boils down to a simple negative affirmation: *I don't believe in myself.*

We've *all* got fears. You have them; I have them. No one is immune to fear. The best way I know to reduce fear is to name it, face it and learn how to break through it. So, ask yourself this: When it comes to financial success, what are your greatest fears? What fear-based limiting beliefs are holding you back? Recognize any of these?

- “I am afraid of failure.”
- “I am afraid of success.”
- “I’m not good enough.”
- “I’m afraid of money.”
- “I always sabotage my success.”
- “What will ‘they’ think?”
- “I was not born to be wealthy.”
- “I’m not worthy!”

The last one, “I’m not worthy,” is by far the most common limiting belief. In my coaching practice, I tend to go

pretty deep with my clients to learn where these limiting beliefs stem from, and then we work together to eliminate them. (The limiting beliefs, not the clients.) You should do the same for yourself—with support if you need it. This book, however, is not intended to be a psychology book; so we are not going to go back to when you were four years old and your dad kicked you in the shins, and you then developed the distorted belief that you are not worthy of success. But I will give you a surefire formula to reduce your fears and eliminate your limiting beliefs whenever you are about to take an action so that you can get to your point B much faster.

Consider this three-step process.

1. Focus on your desires.
2. Focus on who you are being.
3. Take action.

step 1: focus on your desires

Focus on your goals, your passion, and on serving other people. Focus on what you want versus your petty fears (whatever you don't want to happen). Also, keep your attention on what you desire, rather than on the situation that gave birth to your desire.

Let me explain what this last statement means. We live in a world of contrast, and all desires are born out of contrast. Let's say, for example, that you despise your job. This hatred creates a new desire to start an online business and to monetize your passion. You must now stay focused on your desire, rather than on the negative energy of the job you hate, your lame co-workers, and your boss who is a heartless S.O.B. You must get out of that energy (as we previously discussed) and get into the *feeling* of your new desire.

Do your best to experience the feeling of the lifestyle you will have. Also, imagine what it would feel like to have your

passion fund this lifestyle. Get into the feeling of being financially free. Get into the feeling of having it all.

step 2: focus on who you are being

Part Two of this book is dedicated to what you need to *do*. Before we go there, however, let's look a little more here at who you need to *be*. Quite simply, what I want you to focus on is raising your energy and stepping into your power. Focus on being the person you need to be to pull this whole thing off. Basically, your ability to pull together everything we've already discussed and will soon discuss in this book—attitude, mindset, courage, belief, passion, patience, consistency, among other things—will determine how successful and happy you are.

You must consciously choose to elevate your energy level. This is done through your mindset and also your actions. A major part of what I coach people on is a set of rituals designed to raise their physical energy—through exercise, meditation, proper nutrition, and simple mental techniques. For more information on how to energize your life, please refer to RichGerman.com.

Having high energy is critical to your success. In fact, look at your own life for a minute and you'll see this is true. When your energy is high, how do you feel? When your energy is high, what type of results do you get? Conversely, when your energy is that of a slug in a puddle, how do you feel and what are your results? You get the point.

When you are being who you need to be, your energy is high. Consider this equation:

$$\textit{High Energy} = \textit{High thoughts} = \textit{No fear}$$

The idea is that when your energy is high your thoughts will follow—meaning, you will think good thoughts. When your thoughts are high, your fears are minimized and, again, that is the goal: to move beyond your fears.

What are you doing to raise your energy?

What words describe the person you are committed to being? (For example: energetic, focused, passionate, happy, powerful, fun, abundant, loving, caring, genuine, enthusiastic, honest, real). Make a list of five to ten words that resonate with you.

step 3: take action

You can either be in your head or in action. If you are in fear mode, it simply means you are in your head. When you are taking action, the fear goes away. Again, Part Two is all about the actions you will need to take. For now, just understand that without action there can be no results.

This reminds me of a story from a few years ago. Before I moved to California, I did my three-year stint in Key West, Florida. I had a girlfriend there who was a bit of a thrill seeker. On my birthday (November 26 if you are keeping track and want to send me gifts in the future), she handed me an envelope. I opened the envelope to find a gift certificate to go skydiving. Now, let's be real clear. The last thing I ever wanted to do was to climb into a tiny little plane, fly ten thousand feet up into the air, and then jump out of it. This is not my idea of a good time at all!

But here's a question for all the male readers: if your girlfriend buys you a skydive as a birthday gift, what do you do? Answer: you jump. I mean I had to prove my manhood, right? I noticed that the gift certificate was valid for six months so I figured I could delay this inevitable experience

for, oh, about 179 days. But my girlfriend wanted no part of that. She was ready to jump immediately.

Now, my buddy Joe (the same Joe from the crystal ball story) was due to come into town to visit over the holidays, so I decided to call him up and drag him into this situation.

“Hey Joe, have you ever thought about jumping out of a plane?” I asked.

“Nope.”

“Well, Maura just bought me a skydive for my birthday. What do you say we all jump when you come to town in a few weeks?”

“Hmmm ... well, okay,” responded Joe, who is pretty much a “yes” to life.

So Joe came to town the week of Christmas and New Year’s Eve, and we booked our jumps for January second. They figured this would be a great way to start the New Year. I figured Joe was leaving on January third and this was the best way to delay the inevitable as long as possible. For several days leading up to the jump I was a mess. I was nervous and thinking of any possible way I could get out of jumping. Maura, the adrenaline junkie, was totally excited and couldn’t wait. Joe was Mr. Cool and acted like the jump was no big deal at all.

On the morning of the jump, at about 8 a.m., I was laying in bed half asleep and there was a knock at my door.

“Come in,” I muttered.

Joe’s little head peered through the door. “You know,” he said, “we don’t *have* to jump.”

I started cracking up. Finally a little of my tension was eased at the realization I was not the only one terrified to do this.

“We’re jumping, Joe. We’re jumping.”

That afternoon the three of us drove to the jump site. I made it clear that I was going first. I figured that would give me less opportunity to talk myself out of it. I hopped into this tiny little Cessna that was barely big enough to hold a pilot,

the tandem jump instructor (Craig), and the psycho with the video camera strapped to his head (dubbed the Sunman). We slowly circled up ten thousand feet over the Florida Keys.

Craig kept looking down to survey the situation, waiting for the perfect moment to jump to our potential death. We were flying above a thick sea of clouds. Eventually he deemed the moment right ... I have no clue how ... and he flipped open the door to the plane. A rush of freezing cold air sent a chill through my veins. He strapped himself to my back and made me place my feet on an eight-inch metal plank outside of the plane. After some mild resistance, he gently shoved me out of the plane. The point of no return had arrived.

The beauty of this story is that as soon as we began our freefall, which lasted nearly one minute, all of my fear disappeared. I magically found myself 100 percent in the moment. The thirty days of sheer terror, of worrying about this experience, were over. I was in action, in the moment, and, all of a sudden, fearless.

The moral of this story is that you can either be in your head or in action, like I said earlier. I was so in my head about the whole thing beforehand that my mind created fear and dozens of stories about what might happen. But as soon as I jumped into the actual experience, the fear was gone.

I wound up loving the jump. All three of us loved our jumps. We had the greatest day not only jumping, but also talking about our jumps and watching the video of it about a thousand times. The adrenaline rush was incredible. This was a moment in which I absolutely knew I was alive!

(For the record, I have no desire to jump again; so don't ask me. Don't send me a gift certificate for my birthday. I got the tee shirt. I got the DVD proving I did it. I got a good story to share with you about it. I'm good.)

By the way, to watch the video of my jump, go to my blog RichGermanTV.com and enter "the jump" in the search tab. You will be able to see the terror in my eyes that my words cannot quite explain.

filling the gap

Let's talk more now about the word "belief" in the context of building your empire.

Belief = Self-confidence
Fear = Lack of self-confidence

If you are living in fear, this is simply a lack of self-confidence. To succeed in monetizing your passion, the first thing you've got to be is self-confident. You've got to believe in you. Here's what I know as a coach: if you don't believe in you, the vote will be unanimous.

Please understand the difference between confidence and cockiness. Confidence comes from feeling powerful, while cockiness normally is forced. Confidence is very attractive to other people. Cockiness is typically repulsive.

Let's assume for a minute that I am coaching you. When you come to me as a new client, the first thing I'm looking to discover is your level of belief in yourself. I want to determine how much you believe in you. By the way, your level of belief is equal to your level of love for yourself.

Belief = Love

The more you love yourself, the more you will believe in yourself and the more confidence you will have in your creative ideas when you take action. Again, I don't mean in any kind of cocky, arrogant way. There is a big difference between being cocky and self-confident, and I know you get that. It is all about your level of belief in you and your degree of self-esteem.

After conducting seventeen thousand coaching calls, I would say that typically, on average, and this might be on the high side, people believe in themselves at about a 50 percent level. Our work together is to assist you in filling the gap

between wherever you are right now (be it 50 percent, 75 percent, 30 percent, or even 90 percent) and 100 percent.

Please understand that this game is not about striving for perfection. One hundred percent is you at your greatest. We are looking to seek greatness, not perfection. If you're playing the game of perfection, you're in a losing game. We're human beings. We're not going to be perfect, but we can be great. My belief is that true success—meaning, you are successful in every aspect of your life—requires 100 percent belief. True success in life requires 100 percent belief.

The comparison I like to give for this is working out at the gym. If you go to the gym often, you will relate to this one. My belief is that 90 percent effort, if you're working out with weights is not enough to transform your body. It is that missing 10 percent that makes the difference. It's that missing 10 percent that creates the change. And the proof is this: if you've ever worked out at a gym for an extended period of time, just look around you. Have you ever wondered why the same people are there every day, doing the same routine, but their bodies never change?

Watch what most people at the gym are doing. They are talking to other people. They are looking around. They are watching "SportsCenter" on ESPN or the news on CNN. They are reading a magazine as they are running on the treadmill. They are just kind of moving weights around. They are absolutely not giving 100 percent effort.

Again, creating change—either in your physical body or in any aspect of your life or business—requires 100 percent effort. Huge success requires 100 percent effort and 100 percent belief. And here's what's cool: once you get to that level, as you ascend from 30, 40, 50 percent to 60, 70, 80, and 90 percent—getting closer to 100 percent—the change that occurs is nothing short of miraculous. Seeing that change, for me as a coach, is completely magical. All of a sudden you begin to feel more complete, more powerful. You begin to feel free. *You begin to feel worthy.*

Remember, lack of worthiness is the number one limiting belief that gets in most people's way. If I could only help you with one thing, that would be it.

As your sense of worthiness and self-confidence grow, your life will change in ways your mind cannot even conceive. As this change occurs, you will learn to discover the emotional control and self-image that is necessary to sustain the change. Let me say that again. You will discover the emotional control and the self-image—the confidence—that is necessary to sustain your changes. Understand *the goal is permanent change*.

I have no desire to have you read this book and get you inspired for a day or a week, or even a year. We are looking for permanent change in your professional life, in your financial life, in your personal life. Permanent change across the board is the goal. My role is to teach you—through time, through patience, through awareness, through the tools that I'm giving you, and through the structure that you're creating—to fill in that missing void eventually on your own.

When I am working with my private clients, at some point, I gently let go so that they can feel their balance on their own. It's kind of like when you learned to ride a bike. Imagine when you were a kid and your mother or father was pushing you from behind. At some point, what did they have to do? They had to let go so that you could find your balance on your own. And once you found that balance, how did it feel? Balance feels solid and easy to maintain.

When you find your inner balance, all of a sudden you've got ownership of some of the most important possessions a person can have. You have the capacity for full self-expression. You've got personal independence. You've got freedom (something that we all desire). You're empowered and you've got a feeling, a *knowing*, that you will succeed regardless of external circumstances.

I want you to create an unwavering belief that you will succeed regardless of anything that happens. We all

understand what's going on in the world right now; everybody's feeling the adverse effects of the economy, the rifts in the government. Relationships are stressed right now. There's a heavy energy out there in general. Through this work, we can absolutely create a knowing that you will succeed regardless of what's going on around you. And that's a good feeling to possess.

So the question then becomes: how do we get to the level of 100 percent belief? How do we get to the level that I'm talking about? First off, we need to use the tools and techniques being covered in this book. Things like exercising daily, having a meditation practice to stay centered, and eating properly are critical to your success. We must have daily routines, or rituals, to which we adhere.

Also, as I keep mentioning, you must be who you need to be. We can never stray too far away from that conversation of being who you need to be.

being who you need to be

What you need to understand is this: we all live in a box. Some of our boxes are bigger than others, but we're all still in a box. The game here ... and I consciously use the word "game" because I don't want you to ever take life too seriously ... is to be able to step out of that box. And, any time you feel doubt, any time you feel a lack of confidence (which is normal as a human being), you've got to be able to just step back and acknowledge that your mind is creating the fear in its effort to keep you safe. It is your ego that is living in fear, but you are not your mind or your ego.

You've got to learn to take charge. My belief is that you would not be here right now reading this book unless you were moving to a bigger box. You know at some deep level that something *huge* is trying to happen in your life. You want to create a better life for you and your loved ones. You want

to create life's ultimate win-win-win. You want not only to monetize your passion, but also to find extreme amounts of happiness and purpose in your life, right?

This book is really about helping you handle the pace of what's coming. You already see that the world is changing. It's shifting fast. It's shifting dramatically. But are you equipped for the shift? Have you created a space for the change? This is why I don't just talk; I also give you tools and structure. As your coach, I would hold you accountable. On your own, you'll need those daily rituals to help you stay on course.

The deal is that you have picked a new box, but your ego likes the old box. Your ego is comfortable being uncomfortable. Can you relate? Your ego gets upset when all of a sudden you start playing at a higher level. It starts panicking, "Wait a minute! What's she doing? We're safe right here! What's going on? I don't like it. It's not very comfortable here, but I'm scared to go up there."

How do you know when your ego's upset? Two words: *mind chatter*. When your ego is upset, it shows up as incessant mental activity. Think about it. Listen to your mind. Is it going a hundred miles a minute? Maybe more like a thousand miles a second?

The problem with mind chatter is that it zaps your energy. When your mind is overactive, your energy gets drained. And, as you now realize, your energy is everything. Much of what I want to coach you on includes tools and philosophies designed to raise your energy and slow down the mind chatter.

One of the greatest lessons I have learned in life is that you are not your mind. All of that mind chatter, that's not who you are. So what you need to do in order to grow is to sell your ego on its new role. Notice that I didn't say that we want to kill and destroy the ego. That's a battle you will never win. There're a lot of teachers out there that will say, "Yeah, that's what you want to do, you want to kill the ego." Good

luck with that. If you try to kill off your mind, it will come back fighting with guns blazing. Instead, we're going to work with it. We're going to sell the ego on its new role. And that new role is to be on your side, to work with you in the present.

You want to follow your heart, listen to your soul. Understand that your soul lives in the now. It resides in the present moment, whereas your ego lives in the past. Only your ego has problems, has fear, has limiting beliefs. Your spirit, which is the core of who you are, lives in the now and has no problems, no fear, no limiting beliefs. The point is that you want to live in the present moment as often as possible so that you can experience a quiet mind as you move actively towards your point B.

How do you feel as you are reading these words? If you are fully engaged in this book, then you have to be feeling good right now. If you are at all stressed, you are not in the moment. If your limiting beliefs are acting up—"I can't do this," "I'm not worthy," "Maybe this would work for someone else, but not for me"—then you are just caught up in your head.

Take the time to get into the present moment and find the peace you seek within you. If you need to, pause for a moment and take a nice, deep breath. Just feel the peace that is already within you. We all have inner silence, inner stillness we can access at will. It's always there. We're just not tuned into it all of the time, because our mind chatter is going on, and on, and on, distracting us from the truth of who we are. Any time you're not feeling peaceful, use your discomfort as a reminder to simply check in with yourself. Once you are feeling peaceful, focus on your desires.

how fear stops us from taking action

One of the obvious reasons people fail is that they don't take the actions they need to take to build their business successfully. What stops us from taking action? Right, it is *fear*.

Consider that fear comes from trying to figure out how things will happen. As I've said before, there are only two types of emotions, those that feel good and those that feel bad. Bad ones come from fear. Good ones come from being confident. When you are in the flow and trusting your heart and intuition, you are emoting confidence, which is obviously where you want to be.

Too many people in today's world are allowing themselves to be guided by fear. Are you one of them? How much is fear dominating your life?

As an example, imagine you've come up with an incredible concept for a new business or product. This amazing idea will absolutely change the world and make you immensely happy. In fact, this idea has the potential to make you a gazillion dollars and create world peace. You are clearly inspired. You could care less that the economy is turbulent. You set a huge goal. You cannot sleep that night because you are so excited. You finally peel yourself off the ceiling and get a couple hours of sleep. You wake up in the morning and you love the idea even more than you did the night before. And then, about an hour or so later, you ask yourself a question. You ask *the* question. You ask the question that crushes more intentions than any other. You ask, "How am I going to do it?"

You ask "how" and then, all of a sudden, what happens? It all starts to fall apart, doesn't it? You have this great idea—this great intention—and all of a sudden, you begin wondering, "*How* the hell am I going to do that?" Getting stuck in the "how" will always kill good intentions.

The antidote to this kind of stuckness is another equation:

$$\textit{Intention} = \textit{Results}$$

If you want to get out of your head, just refocus your thoughts on what you want. Let go of *how* your outcome is going to occur, and focus on the results you desire knowing that your intention equals your results.

One of the most powerful thoughts I can share with you is that *when you decide what you want, it has to manifest, but it can only manifest at the level of your belief.* You have the power to create, attract, and manifest anything that you want in your life. I firmly believe that you are that powerful. When you decide what you want, it will start coming to you.

To this, you might be saying, “Well, I don’t believe that. That doesn’t make any sense, because I’ve had all of these desires and they haven’t come to me. What’s wrong?”

Well, that’s because the second part of that sentence is key: *only at the level of your belief.* The key understanding is that when you choose, *it has to manifest,* but your beliefs dictate the nature and degree of the manifestation you experience.

The way to raise the level of your belief is to focus on your intention, not on your past, not on your fears, and not on your limiting beliefs. As you focus on what you want, allow yourself to dive deeply into the feeling of that desire. Stay immersed in that feeling. The person you are being will begin to shift according to your immersion in the feeling of the accomplished intention.

Again, self-confidence and belief are synonymous. Your belief in you is the key to your success.

Think about this question for a minute: who inspires you?

What names come to mind? Who are the people living or dead—maybe you know them, maybe you don’t—who have most inspired you? When you think of what they have

accomplished, you will be moved. Their accomplishments will stir up your energy and emotions. Jot down their names.

Maybe you are inspired by Gandhi, a man who freed his country from tyranny without lifting a weapon. Perhaps Mother Teresa comes to mind. Maybe it is Bill Gates, a college dropout who became the richest man in the world, changed the world forever with his technology, and now is one of the most active philanthropists on the planet. Or how about Walt Disney, whose creative genius forever changed the field of entertainment?

Think of people who have done amazing things. My question to you is: do you think they knew exactly *how* they were going to do what they did? Do you think that when he was locked in his garage creating his original computer Bill Gates knew his invention would change the world so dramatically? Did he know how it was going to happen? No way!

Did Walt Disney know how he was going to change the way we look at being entertained?

Do you think Gandhi knew exactly how he was going to free his country from English rule?

Maybe the real question to look at that stops us in our tracks, is not *how* am I going to achieve this goal, but *who am I* to do this? Who am I? Who am I to have an amazing business? An amazing relationship? An amazing spiritual connection? Who am I to lose the weight I want to lose and have an ideal body? Who am I to turn my passion into financial freedom?

I've never met Bill Gates, Mother Teresa, Mahatma Gandhi, or Walt Disney, but I'd be willing to bet on a few things. One, they did not get stuck in knowing how they were going to achieve what they did. Two, they were more focused on making a difference than on their petty fears and limiting beliefs. Maybe I will go onto Facebook and friend them all and ask how they did it. (Okay, I was only kidding, but I just went on there and actually befriended all four of them!)

The point is this: if you are dedicated to real success and happiness, you must learn to acknowledge and overcome your fears and limiting beliefs. *Your fears have you cemented into a life of toleration, while a life of immense joy and purpose awaits you.*

Don't let your pettiness stand in the way of your greatness.

the worst-case scenario

There are some good acronyms for the word “fear.” You’ve probably heard them. The most common one is False Evidence Appearing Real. My personal favorite is F\$%k Everything And Run. This is what a lot of people do when they get into fear. They forget it all and run. Think of the *millions* of dreams that have been flushed down the toilet because of fear.

Let’s walk you through another exercise now. Think again about what your greatest fears are, the ones holding you back from taking massive action on your desires.

What we want to do now is to define your worst-case scenario. Literally, define your nightmare, the most awful thing that you believe could happen. For example, if you hate your job and it’s eating you alive, so you decide to quit your job ... what’s the worst thing that could happen?

What if you decided that you were going to go spend the year travelling the world? You’re just like, “You know what? Life is short. I want to go experience the world.” If you decide to spend a year travelling, what’s the worst that could happen?

What if your marriage sucks and you decide to get a divorce? What’s the worst-case scenario?

More relevant to this book, maybe it’s time for you to start a new business. If you start an online business, what’s the worst-case scenario? What if you lose your home? There are a lot of people losing their homes in this world right now.

What's the worst thing that could happen if you lost your home? What if you lost your job? Again, what's the worst thing that could happen?

Go ahead and write out your absolute worst-case scenario. Play it *all* the way out to the end, event after event in detail. For example, "Okay, if I quit my job I would have only two months of money to live on. If I didn't get another job by then, I would probably have to sell my home. The market is down, so I lost all of my equity. So I'd probably have to do a short sale or maybe even lose the home to foreclosure. My credit would be ruined. I'd have to go rent a little apartment. Now I am living in this nice home, and then I'd be renting an apartment. My quality of life would suffer and my family would not be crazy about that. It would put a huge stress on my marriage. My kids would have to switch schools."

Define the worst-case scenario for you just like that. Put it on paper. Then, allow yourself to recognize the truth: "I'm sure over time I could go find a job and I would be okay. Plus, I'd have the time to focus on building a business that feeds my soul..."

Over the past decade as a coach, I have gone through this process with hundreds of clients. Here's what I have discovered: *your worst-case scenario is better than most people's best-case scenario.*

That's right. If your worst-case scenario actually came to fruition, you would still be better off than most of the world. Did you know that 50 percent of the people on the planet live on less than two dollars a day? Yes, *billions* of people live on less than two bucks a day. Billions. Did you also know that if you have food on your table, clothes on your back, and a roof over your head you are better off than 75 percent of the people on the planet? Hopefully your worst-case scenario does not seem so bad anymore. Hopefully your fears are feeling a bit insignificant all of a sudden.

The big question you want to look at is how likely is it that your worst-case scenario would even actually occur? Let me clue you in on the answer. *It ain't gonna happen.* I've gone through this exercise with *hundreds* of people and I don't know anyone who has actually experienced his or her worst-case scenario. It's not going to happen. Again, your fears are illusions you have created in your mind.

You have probably heard Mark Twain's famous quote: "I'm an old man, and I've known many great troubles, but most of them never happened." He was right!

By the way, if you are wondering, "Wait a minute, Rich! I thought you were Mr. Happiness Coach! Mr. Positive! Why in the world are we even looking at the worst-case scenario? You told me to focus on what I want, but now you've got me focusing on what I don't want. Why don't we just 'be positive?'" I think that's a great question.

Here is the answer—and trust me on this. The fear is there whether or not you choose to acknowledge it. You are a human being. It is built-in.

We've all got some form of fear. It's a survival mechanism. It's built into your DNA. And if we don't look at it, then it's in your blind spot. So you're driving along, doing life. You've got this fear, but you can't see it. Then, all of a sudden, what happens? *Bam!* Life gets you in a little accident.

So, I want to pull that fear out of your blind spot. Let's acknowledge the boulder in the road. Let's get it out into the open, while also knowing two things. Number one, it is not going to happen. Importantly, number two, you made it up. You have made up all your fears. While your fears feel real, they are not.

This is a realization most people live their entire lives without getting. Re-read this chapter, over and over if you need to, until you really get this one deep in your bones.

Your fears are not real. They are simple illusions created by your mind. But they sure feel real, don't they? Perhaps

Albert Einstein said it best: “Reality is merely an illusion, albeit a very persistent one.”

the best-case scenario

Now that you have established the worst-case scenario, let’s go back to the best-case scenario of your ideal life (point B) again. Answer these questions.

- What are the positive outcomes of going for it?
- What is possible for you if you really go after the win-win-win?
- How will it feel to do what you love all the time?
- What would financial freedom mean to you and your family?
- How will it feel to experience true happiness?
- How will it feel to be living a life of meaning and purpose?
- What will this mean to your health and energy?
- How will it feel to have great belief, self-esteem, and self-confidence?
- How will it feel to feel totally worthy and to live without fear?

Living without fear is the way to go! Imagine stepping into your fears and taking action on them.

Here are two great thoughts from Timothy Ferriss’s book *The 4-Hour Workweek* (Crown, revised edition 2009) that I absolutely love, which have been integral factors in my own growth.

Thought 1: What we most fear doing is what we most need to do. What are you putting off out of fear? Don’t let the fear of the unknown continue to hold you back. This week, I suggest that you go out and do one thing each day that you fear. Make the call that you’ve been putting off. You know that

gym that you pay money to each month? Maybe it is time to go find it again and go work out. If you haven't been eating the way that you need to eat, start that nutrition plan. If you are resisting getting up early, just do it. Just for tomorrow, get up at a certain time. Even if there are major changes you want to make, just start with small things ... take baby steps. After all, if you wanted to eat an elephant, how would you do it? One bite at a time.

Thought 2: Your success can be measured by the number of uncomfortable conversations you're willing to have. Who do you need to have a conversation with? Is it your boss? A co-worker? An employee? Your spouse? One of your kids? A family member? I propose you have that conversation in the next forty-eight hours and then observe the relief you feel. Trust me, and you know this, the conversation is way worse in your head than it will be in reality.

Let's review the process.

1. Define the worst-case scenario.
2. Accept it, knowing you made it up—and that *it is not going to happen*.
3. Re-focus on the best-case scenario.
4. Move forward by powerfully taking action. Do something you fear. Have an uncomfortable conversation. Get out of your head and into action, knowing there is no risk in action. The real risk is in *not* taking action. The real risk is in giving up on your dream because your fear is stronger than your belief.

how badly do you want it?

The final thing we want to cover in this chapter is the topic of your will power, your desire. Honestly answer the following questions.

- How badly do you want what you say you want?
- How badly do you want to change your life?

- How important is it to shift from a workstyle to a lifestyle?
- How badly do you want to monetize your passion?
- *How badly do you want it??*

It is easy to get motivated temporarily and say, “Yes, I want it.” But do you have the will power to really do what it takes? Understand this: *the greater your desire is, the lower your fear will be.*

Take a look at the following eight words. Which word best describes how strong your will is? Circle the one that most resonates with you—and, again, be honest with yourself.

- Want
- Hope
- Desire
- Intention
- Commitment
- Conviction
- Dedication
- Devotion

Read the list of eight words again and see if you notice a difference between the first four words and the last four words.

Think about your business and life vision again.

- Do you *want* to make it happen?
- Do you *hope* you can change your life?
- Do you *desire* financial freedom and a better lifestyle?
- Is it your *intention* to create a better life for you and your family?

Or ...

- Are you extremely *committed* to success and happiness?

- Is shifting from a workstyle to a lifestyle an absolute *conviction* of yours?
- Are you *dedicated* to turning your dream life into your reality?
- Are you *devoted* to living life's ultimate win-win-win?

Do you see the difference?

Hey, let's be real here. It is a tough world out there and it probably is not going to get much easier for a while. When everything was booming a few years ago, "wanting" something was enough. But just wanting or desiring something is no longer good enough. In this new world, you must be committed to your success. Experiencing success on your terms has to be a conviction of yours. Better yet, you need to be dedicated and devoted to your success and happiness.

I love the way the great Luciano Pavarotti explains it: "People think I am disciplined. It's not discipline. It's devotion."

There is a great difference between being disciplined and having devotion. What is the difference to you? Personally, I agree with Johann Wolfgang von Goethe, who famously said: "Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that *the moment one definitely commits oneself, the providence moves too.* A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance, which no man could have dreamt would have come his way."

Devotion is commitment at a deep cellular level. You have to devote yourself to what you want, and when you do the universe will align itself to give you what you desire.

Once you are clear on what you desire in life, the big question becomes: *how badly do you want it?* When I look at my

life, I know that I am absolutely committed to what I do. Coaching people to greatness is my conviction. I am entirely dedicated to making a huge impact. I am devoted to living a healthy lifestyle and assisting people in doing the same. I sleep soundly every night because I have found my purpose and I am following my heart.

Plus, I feel extreme amounts of gratitude for the gifts I have been given. And this is a huge part of why I have written this book. You also have gifts and I believe it is your obligation to share those gifts with the world. No more holding back. No more playing small.

Good job on getting through this chapter. This is material you will want to go back and review often. Next, let's go after the second hurdle of time and money. It is time to discuss how to make the shift from a workstyle into a lifestyle. Let the fun begin ...

five

making the shift— “workstyle” to lifestyle

“The only reason for time is so that everything doesn’t happen at once.”
—Albert Einstein

“Time is more valuable than money. You can get more money, but you cannot get more time.”
—Jim Rohn

“Simplicity is the ultimate sophistication.”
—Leonardo da Vinci

I want to begin this chapter by acknowledging my wellness mentor, Barnet Meltzer, M.D. He has taught me much of what I will share in this chapter regarding creating a lifestyle. It has been my honor to study directly under him since 2006. If you are interested in creating greater health, vitality, and balance, I cannot recommend him highly enough. I have never met anyone who better understands how to live a healthy, happy lifestyle.

His website is MakeTimeforWellness.com.

be honest with yourself

Take a look at these questions again:

1. Do you have a workstyle or a lifestyle?
2. Are you a workaholic or a life-aholic?

One of the biggest complaints I hear from people is “I don’t have enough time.” It comes in many different forms:

- “I’d love to exercise more, but I am too busy.”

- “I know I should eat healthier, but I don’t have enough time.”
- “I really want to get my website up, but it takes a lot of time and I just don’t have it.”
- “I hope to get my online business going, but I have a job and a family so I don’t have time to focus on it.”

The purpose of this chapter is to eliminate the problem of not having enough time. Imagine if you had all the time in the world to focus on your most important priorities, your crystal balls. Imagine if you had unlimited time to focus on your passion, your health, your relationships, your family, your spirituality, your hobbies ... yourself. How would you feel?

I mentioned previously that the second hurdle between you and your win-win-win lifestyle is time and money. The issue of lack of money will be discussed throughout Part Two of this book. In this chapter, however, we’ll focus on the topic of time.

The first thing you need to understand if you want more time—more time to focus on your business, your health, your relationships, yourself—is that it is critical for you to begin to make the shift from a workstyle to a lifestyle. Most people in our culture have a workstyle.

Here’s one thing I know to be true: If you have a strong enough desire to do something ... anything ... you will find the time. *Saying you do not have enough time shows me that you are not 100 percent committed to what you say you want.* At the same time, I completely understand how jobs and families can be extremely time-consuming. This is why I had you pick your crystal balls (your five top priorities) in chapter three, and why now we are going to discuss making the shift to a lifestyle.

Let’s begin with covering the benefits of having a lifestyle.

the benefits of a lifestyle

The greatest benefit of having a lifestyle is that it gives you the freedom to focus on what is most important to you. Typically, people with a workstyle have cluttered lives. A cluttered life leads to self-abuse and stress. People with cluttered lives normally have chaotic minds. Chaos in thinking creates burnout and eventually can lead to self-destruction and illness.

Who do you know with a cluttered life? Am I perhaps describing the person holding this book?

Our goal is to create a simple lifestyle. A simple life gives us freedom of time. Simplicity leads to more energy and vitality. A simple life gives us the time to focus on our purpose, gain clarity, and to get the results we desire. A simple life also leads to balance and harmony. It gives us the time not only to create financial freedom, but also to focus on being happy and healthy.

A simple life allows us to focus on finding fulfillment through our work. It also gives us the time to eat well, exercise, and have more fun. It gives us the time to create positive habits. As one of my greatest clients, Pam Sterling, who is already monetizing her passion, puts it, the goal is to have a “bigger, smaller life.” (Check her out at PamSterling.com).

The bottom line is that people with lifestyles enjoy being alive more than those with cluttered, abusive, chaotic workstyles. *Simple truly is beautiful.*

how to make the shift to a simpler life

Let's go over the steps required to make the shift.

Making the shift to a lifestyle *begins with determining what in your life holds the most value for you*, and then keeping that and letting other things drop away. Evaluating your priorities was

the purpose of the crystal ball exercise in chapter three. If you completed that exercise, you have extreme clarity around what is most important to you. If you have not taken the time to figure it out, I cannot stress enough the importance of doing so. Before you continue, please go back to that chapter and get it done! If you are committed to making the shift, this is a must.

It is one thing to determine your priorities, but the second step in making the shift is to determine how well you are honoring each one.

Go ahead and list your five crystal balls again, and this time give yourself a grade in each category. How are you doing in each one? Would you give yourself an A? B? C? D? F? Get out your notebook and make two columns on a fresh sheet of paper. Label the left column “My Crystal Balls.” Label the right column “My Grade.” Go down the page 1, 2, 3, 4, 5 and fill these in.

Having graded yourself in these critical areas, the next step is to take 100 percent responsibility for your success in each one.

take 100 percent responsibility

As Dr. Meltzer says, “Stress is the tax you pay for not taking complete responsibility for your life.” Most people do not take responsibility for their security, success, and happiness. In a workstyle, people tend to rely on their employers to create security for them. The problem with this, as you know, is that security is an illusion in today’s world.

It is not safe to rely on an employer or the government to give us financial security. If we truly want success, we must go out and take it. We must own it ... we must take responsibility.

Part Two of this book is committed to giving you the tools and the actions required; but first you must be willing to take the responsibility to succeed.

Take a look at the following questions.

- What am I committed to in each of the most important areas of my life?
- What changes do I need to make?
- What non-crystal ball things am I consumed with that are taking my attention away from what truly matters? (Remember: *most* things make no difference! Let's cut out the fat and focus on the important stuff.)
- What do I really need in my life to be fully happy?
- What patterns keep repeating in my life? (For example: relationship breakdowns, financial worries, career issues, poor health)
- What changes do I need to make to shift into a lifestyle?
- What fears do I need to overcome?
- What are the “what ifs” that come up when I think of making changes?
- What will it take to begin living my ideal lifestyle?
- What will it take to begin living my ideal work situation? (Remember, success is over 90 percent mental.)
- What would be optimal in my primary love relationships?
- What can I do to create and/or improve these relationships?

Spend some time honestly answering all of the above questions. Write your answers down in your notebook where you can revisit them later. Within your answers, you will find some key elements required to both take 100 percent responsibility and to move towards a more simplified lifestyle.

cleanse your mind, body, and soul

In the previous chapter, I introduced you to this equation:

$$\textit{High energy} = \textit{High thoughts} = \textit{No fear}$$

The idea is to do everything you can to increase your energy level. Much of what I coach people on are tools designed to help them elevate their energy levels. I teach tools focused on cleansing the mind and body, and nourishing the soul. The goal is to have all good days. This requires a powerful mindset and also a structure to follow each day. I want you to implement a solid structure, or formula, into your daily life to ensure maximum energy and performance.

the four pillars of a powerful day

Let's discuss four essential tools, or pillars, needed to have the lifestyle you want. In my work as a coach, I talk about this information in great detail. For the purpose of this book, I will touch on these topics just enough to get you started and give you some concepts to consider. You can watch videos on each of these topics on my "Rich in Life" blog at RichGermanTV.com.

Pillar 1: Establish a Morning Routine (Sunrise Energize). People frequently ask me, "Rich, if I implement just one tool that you suggest, what should it be?" My answer is always the same. There is nothing more important than following a morning routine, or ritual, that gets you physically, mentally, spiritually, and emotionally ready for the day. The ideal morning routine, or Sunrise Energize, as I like to call it, includes the following items:

- Some form of exercise to get your body moving and blood flowing—this could be a walk, a run, going to the gym, swimming, biking, tai chi, yoga, and so forth.

- Some form of meditation to make connection with your Source.
- Writing out a gratitude and intention list (search for the “10–10 Exercise” on my blog).

I could write an entire book on the importance of the morning routine alone. This is not a health book, but please just embrace the fact that to live a healthy lifestyle it is imperative to begin your day focused on you. Before you attend to your family and your work, take the time for self-care.

Pillar 2: Ensure You Receive Proper Nutrition. Eating healthy is critical to having a good lifestyle. The idea is to eat foods that give you energy rather than those that take energy from you. I suggest a diet consisting primarily of whole, live foods—not necessarily raw food, but lightly processed ones—and tons of organic produce. To live your dream lifestyle, you will need as much energy as possible and eating right is essential to making this happen.

Pillar 3: Heighten Your Consciousness. You were born with the greatest tool of all ... consciousness. To ensure a powerful day, make sure to be very conscious of your thoughts and feelings. Check in with yourself throughout the day and see how you are feeling. Any time you are not feeling good (which we have agreed is your number one priority, right?), this simply means you have gone unconscious. In this case, pause for a minute ... relax ... and breathe. Remind yourself that all is well. Do your best to feel the perfection of life and get back in the flow.

Pillar 4: Wind Down with an Evening Routine. After a full day, I recommend you engage in another ritual, comparable to your morning routine, which is designed to help you let go of the workday so you can be fully present with your loved ones. Even if you plan to spend the night alone, it is important to learn to let go of any tension and stress from the day. Remember, you are creating a lifestyle.

In a workstyle, we bring our tension into all aspects of our life. In a lifestyle, we learn to simplify, let go, and live in the moment.

The perfect evening routine starts with some form of exercise—perhaps just a walk around the neighborhood with your family and your dog. Follow this up with a meditation to center yourself before eating a nutritious, healthy dinner.

Note: I coach a lot of people who still have a “day job” while simultaneously building an online business. If this is your situation, too, I suggest wrapping up the day with an evening routine (which gives you several more hours of great energy) and then going to work on monetizing your passion!

When your mind, body, and soul are all in alignment, you will feel powerful, connected, healthy, happy, and alive! When you are in alignment, the strength of your will naturally increases. You will have the will power to succeed ... the will to live your life to its fullest!

get clear on your purpose

Some people are blessed to know exactly what their purpose in life is while others struggle to find it. In either case, everyone is here for a reason.

As you begin to discover and live your purpose, life becomes truly magical. If you are not clear on yours yet, understand that clarity will come with time. As you begin to shift to a lifestyle, you will have more time to realize your purpose. When you live “on purpose,” you are in the joy of

life. You are making the difference you are here to make and all your individual needs are met.

drop the dead weight in your life

A huge part of making the shift to a lifestyle is letting go of the “dead weight” in your life. It is vital that you take a few minutes and list the unnecessary responsibilities, useless obligations, and self-abusive thoughts or behaviors that have you weighed down. As you begin to release some of this physical and mental dead weight, you will feel lighter emotionally and more energized, and you will free up the time and energy needed to focus on what is most important to you.

Reflect upon the dead weight you may be carrying in the following areas of your life. Spend time with your notebook, writing down your thoughts about these areas of your life.

Home: What responsibilities do you have at home that you can give up? For example could someone else pay the bills, do the cooking, and the cleaning? What chores can you delegate?

Work: What do you do during work hours that is just a waste of time? If you are stuck wasting hours a day in a workstyle, I highly recommend you read Tim Ferriss’s book, *The 4-Hour Workweek*. He gives solid advice on how to become more effective and efficient with your time, and also on how to convince your boss you don’t need to be sitting in the office all day long.

What can you get rid of from your workday? What are the major time wasters that need to go? Can you eliminate spending time with any co-workers who are not in alignment with your vision and subsequently drain your energy?

Personal Relationships: Do you have any relationships that suck the life force out of you? What can you do to change these relationships? Is it time to eliminate some of these energy vampires from your life?

Thoughts: The typical person has approximately sixty thousand thoughts a day. You are probably an overachiever and have more than that! The mass majority—studies show over 80 percent—of these thoughts are negative ones. What do you think tens of thousands of negative thoughts are doing to your energy?? What will it take to reduce the number of negative thoughts racing through that dome of yours? As you learn to simplify your life, your thoughts will naturally simplify.

Behaviors: What toxic behaviors do you have? What behaviors are holding you back (for example, too much sleep, poor eating habits, lack of exercise, smoking, drinking too much alcohol, watching too much crap on TV, excessive work, and not enough time with loved ones, and so on)? List them out, and then ask yourself a couple of tough questions:

- What benefits do you receive from these behaviors?
- What will it take to change these behaviors that no longer serve you?

find your balance

The final piece to simplifying your life and creating a lifestyle is finding your balance. In today's hectic, fast-paced world, creating balance is not easy. Balance requires two essential elements: *structure* and *attitude*. You must implement structure (discipline) into your life and you must cultivate a powerful attitude if you expect to attain balance between leisure and earning activities.

$$\textit{Structure} + \textit{Attitude} = \textit{Freedom}$$

The real goal is freedom. Freedom means you have the time to create, to love, and to live! If you are committed (convicted, dedicated, or devoted) to true happiness and

wealth, you hopefully now understand the importance of having a lifestyle.

In my opinion (and I am only mildly kidding), a lifestyle is for lovers of life and a workstyle is for suckers! Let's make the changes necessary to make the shift. Freedom and happiness await you.

I suggest you come back to this chapter often and review all the questions we covered. Creating a lifestyle is an ongoing process, one that is vital to your success and happiness.

picking your horse

“Work is love made visible. And if you cannot work with love but only with distaste, it is better that you should leave your work and sit at the gate of the temple and take alms of those who work with joy.”

—Kahlil Gibran

“If there is no passion in your life, then have you really lived? Find your passion, whatever it may be. Become it, and let it become you, and you will find great things happen for you, to you, and because of you.”

—T. Allen Armstrong

“When work, commitment, and pleasure all become one and you reach that deep well where passion lives, nothing is impossible.”

—Anonymous

As we conclude Part One of this book, it is time to pick your passion or, as I like to call it, *your horse*. Once you have decided what horse you want to ride, we can move forward to Part Two and go through the plan to ride that horse all the way to financial freedom.

Just like we did in determining your main priorities in life, we are going to focus on one passion. We are going to pick the main thing—your number one passion—and work it. It would be impossible to ride ten horses at the same time, right? That would be very painful on your thighs.

If you have made it this far, you are clear on many things. First off, you understand the concept of life’s ultimate win-win-win. You know that it is a new world with new rules. You are ready to live life now on your own terms and nobody else’s. You are committed to being happy and to being wealthy financially and in all the other areas of your life. You have gained clarity around the crystal balls of your life. You

have created a vision of your ideal lifestyle. You are now ready to pick your passion.

To determine your greatest passion, I am going to give you a series of questions to reflect upon and answer—yes, more questions. Through the process of answering these questions, you will discover your passion, and then you are going to monetize it. You will create financial security by doing what you love, how cool is that?

I know for some people this sounds too good to be true, and the only reason I think it might sound that way is that they've been conditioned. All of us were, including you and me.

Think about this. Think about when you were a little kid and you had to go to school. They put you in a classroom and you sat there for an hour, and then they rang the bell and what did you do? You got up and went to another classroom and sat there for an hour, and then they rang the bell and you moved again. You did that seven times a day for about fifteen straight years. Go to school. Get a job. Go to work Monday through Friday from nine to five. Pay the bills. Go to work again. Come home. Go to bed. Go to work. Do that for about forty years.

I think it is time to challenge our cultural conditioning. More importantly, as we have covered throughout this book so far, it is time for you to take control of your time and of your life. It's time for you to find passion, freedom, and meaning while you are still working, rather than waiting until retirement to start really living. Let's go ahead and pick your passion.

visiting the corral

Make sure to have your journal or workbook with you now as we go through the following important questions. Reflect and write your responses in a stream of consciousness, using as

much space as you need to get your thoughts down on paper. Imagine you're on a ranch looking at a corral full of horses. This is how to assess the one you're going to rope and toss your saddle on.

The first question to answer is this: *if money were no object, what would you do all day long?*

Do not judge or analyze your response. Don't worry what your spouse or family might think of your dreams. Am I saying you should not care what anyone else thinks? Well, sort of! Remember, this is your life, your passion, and your business that you will be building. Of course I want you to be a loving, caring, and giving person. You're not going to become a mean person by living a win-win-win lifestyle. But I don't want you to allow the opinions of others to stop you from living your passion. So, with these thoughts in mind, answer the question: if money were no object, what would you do all day long?

More questions to answer:

- What are the top five things you love to do more than anything else in the world?
- What makes you feel really good while you do it?
- What do you do that when you do it hours just fly by?

Let's take the inquiry even deeper.

- How could you help other people by doing what you love to do?
- What contribution are you here to make?

Most days I feel like the luckiest guy in the world. Why? Because I get to write and talk about everything you are reading about in this book all day long every day. I write about, make videos on, and coach people about love and passion, and being healthier and wealthier. It makes me stronger every time I talk about it, it makes a difference for people, and it funds my lifestyle! Win-win-win, baby! Think

about what you love to do ... how could it help other people?
What contribution are you here to make?

There is not a day that goes by that I don't get at least one email from somebody somewhere in the world saying something like, "Rich, I know I'm here to make a difference. I know I'm here for something more than what I am doing right now. I really want to find that purpose and put it into practice. Help me." We're going to do that right here.

To watch a six-minute video of me speaking live to an audience on how to pick your passion, please go to RichGermanTV.com and type the phrase "ultimate success" in the search bar at the top of the page.

- What difference do you feel you were put on the planet to make?

Like me, is your purpose to help people through writing and coaching? The best part is that it does not matter what your passion is—it could be writing, coaching, needlepoint, biking, yoga, green living, reading, movies, travelling, personal growth, art, charity, going to the beach, kite flying, music, and so on. Whatever your passion is, I guarantee there are many, many other people on the planet with the same interest, and I intend to teach you how to connect with them.

Next question:

- What niche can your passion fill?

Perhaps you have heard the expression "Get rich in your niche." What niche could your passion—your business, your product—fill? The idea is to become recognized as one of the top experts in your niche. This is a key to monetizing your passion.

A couple more questions:

- How will you make your mark in life?
- What will your legacy be?

With these two questions, we are taking it deeper than simply asking, “What do you love to do all day long?” Pretend for a moment that you are one hundred years old and you are reflecting back on your life. What mark did you make on this planet? What legacy will you leave behind?

pick your favorite thing to do

Now, take the list of your five favorite things to do and write these activities down on a piece of paper, one on each line—one through five. Again, these are things you love to do, time flies by when you do them, you could do them all day long, you never get bored doing them, and you drive everyone around you nuts because you talk about them non-stop.

After you have your top five written down, what you want to do is look at your list and circle the one thing that you love to do more than the rest. Choose the one thing you do that excites you the most ... the one that is calling your name.

Pick the one that makes your heart sing and smile, even if it simultaneously makes that critical little voice in your head go off and say, “You couldn’t do that all day long and make a ton of money doing it.” If it makes your heart beat a little faster while causing your mind to act up, then congratulations, because you’ve most likely just picked your number one passion!

If your mind doesn’t act up a little bit, you probably want to go back and look a little bit deeper. Your passion should scare you a little bit, like, “Oh my God, I really like to fish! Are you really saying I can go fish all day long and make money doing it?” Uh-huh.

From my experience, the majority of people can fairly quickly draw a list of their top five favorite things to do and then choose their number one passion. If, by chance, after doing the exercises in this chapter you are still a little stuck, I

want to help you. Feel free to send me an email asking for support if you are struggling, and perhaps I can help you choose your real passion. Email me at rich@richgerman.com.

Now, you might be wondering if you can have more than one top passion. The answer is yes, absolutely. I personally love to do a bunch of different things: coach, play my guitars, walk on the beach, and travel, among others. But I looked at all of the questions above and realized that coaching provided the best opportunity to make the biggest impact and create the strongest legacy.

My advice is to really hone in on just one passion—one horse—and focus on riding it. Lack of focus typically leads to inconsistent actions, overwhelm, frustration, and poor results. Focusing on one passion with a strong commitment and inspired action, on the other hand, will lead to patience, consistency, and great results.

After your business is running successfully, you can branch out some or start a second business. But you need to build a solid foundation with one business before you do that. Stay intently focused and you'll be amazed at how quickly you begin to monetize your passion.

As we move now into Part Two of this book, I will teach you exactly how to monetize your passion. Now that you've picked your horse, it is time to ride it!

part two

building your empire

In the old world, you had to pay to play. In the new world, you have to play to play. Are you in the game? If not, it is time to get off the sidelines and get in the game! It is time to play.

the nuts and bolts

We covered a lot of ground in Part One. We started with the vision of living the ultimate win-win-win. Then we covered the importance of shifting from a workstyle to a lifestyle. Next was creating a vision for your life and your business. We jumped the first two hurdles that could potentially block your success. Finally, you picked your passion ... your horse. Now it is time to ride that horse. Let's start building your online empire.

Here in Part Two, we will simply destroy the third and final hurdle in the way of living the life of your dreams, which is "I don't know how." Getting stuck in the *how* is what kills most people's goals and dreams. It keeps us stuck doing the nine-to-five tick tock. It cements us in safe, but sad and meaningless lives. Fear (the first hurdle) comes from trying to figure out *how* things are supposed to occur.

The intention of the rest of this book is to give you a step-by-step A to Z breakdown of:

- How to get started
- What to do every day to build your brand
- How to begin monetizing your passion

If you are just getting started, the first step is to educate yourself. Like I said earlier, I am *not* a tech person, and I have

no real desire to become one. I have learned just enough to be dangerous. Then, I outsource and automate the rest so I can focus on my passion, which is coaching and creating.

As we go through the following steps, keep one important concept in mind. Your number one focus is building a brand and the brand is *you*. Your job is to position yourself as a top expert in whatever your passion is, be it a coach and author, like me, or a sustainability expert, a healer, a real estate agent, a hiking guide, or a photographer.

By the way, since I am not a technical expert I have surrounded myself with people who are, and I am bringing them to you. I have interviewed some of the most knowledgeable experts on the planet, who fully understand the concept of how to monetize your passion. These experts include, among others, people like:

- Gary Vaynerchuk, the King of Social Media, author of *Crush It!*
- Mari Smith, the Pied Piper of Social Media, author of *Facebook Marketing* (Sybex, 2010)
- David Riklan, founder of SelfGrowth.com, the largest *personal growth site* on the Internet with over 1.2 million visitors a month

The remainder of this book will include advice from these experts.

Plus, you can go to MonetizeYourPassionProducts.com to download several free live interviews.

opening your storefront

“In every phenomenon, the beginning remains always the most notable moment.”

—Thomas Carlyle

In August 2008, I got a phone call from my best friend Ty. Quite dryly, he mused, “Hey, Rich, the 1990s called. They want their Internet marketing back.”

My initial reaction was to tell him to stick it where the sun don’t shine, but he is my best friend, he is extremely smart, and I knew he must have had a good reason for his statement. “Uh, what the hell are you talking about?” I asked.

He went on to explain that he had just walked out of a seminar in which social media icon and author of *Crush It!*, Gary Vaynerchuk was the keynote speaker. At that time I had heard of Gary, but did not really know who he was.

Ty suggested I immediately check out GaryVaynerchuk.com and follow Gary closely. He said “Rich, you and Gary are polar opposites. He is a loud, sometimes obnoxious New Yorker and you are a mellow, Southern California dude, who likes to hang out on the beach. Don’t necessarily worry about *what* he says. Pay close attention to *how* he does what he does.”

I completely trust Ty and took his advice. I went to Gary’s site and quickly understood why Ty was so insistent that I do so. Up to that point, I was fairly successful online, with a nice-sized list, and was doing very traditional Internet marketing, 1990’s style. But Gary clearly was (still is) on the cutting edge. While I was sending trite emails like most other online marketers, Gary was totally fresh, new, and exciting. While I was playing small and hiding behind impersonal email marketing, Gary was pouring his heart out to the world via video and social media.

While I did not yet understand the power of Facebook and Twitter, Gary was creating meaningful relationships with hundreds of thousands of people and dominating his niches. (Gary has two distinct niches. One is selling wine and the other is personal branding).

You see, Ty believes in me and in my work as much as anyone on the planet. He wanted me to learn from Gary's personal branding genius and to use his cutting edge techniques to get my own message to the masses. And this is exactly what I want for you. The remainder of this book is dedicated to teaching you a blend of traditional and cutting edge ideas you can implement to begin making a huge impact à la the Gary Vee's of the world.

I took action immediately after studying Gary's work. Within a couple months, I launched my "Rich in Life" video blog and began posting videos every weekday. If you compare my blog to Gary's you will see a lot of similarities. Imitation is the greatest form of flattery, right? I also totally overhauled my main website and branded it to look similar to the blog.

By the way, I had the great pleasure of interviewing Gary Vaynerchuk in March 2010. In his humorous and "humble" style, he dubbed it "the greatest interview of all time." It is a powerful interview and if you are committed to "crushing it," You can download it for free at MonetizeYourPassionProducts.com, plus the transcript is included at the back of this book.

creating your website

If you do not already have a website and blog, then this is your starting point. I want to clarify a few things right here. First off, depending upon your current knowledge this section may be very basic for you. Your website is essential

and I want to limit the risk of you not fully understanding anything.

Secondly, I want to make a clear distinction between a website and a blog. While both a website and a blog technically are both websites, I feel they should be used in separate ways. While your website has many purposes, ultimately it is used to sell your products. Your website is meant for commerce. A blog on the other hand is used primarily to display your content. The purpose of your blog is to gain people's interest in you and your products so you can then send them to your website to buy.

Here is how I do it. My main website, RichGerman.com, is my commerce site. This is where I send people to give them something free (we'll discuss "freemiums" in detail) and simultaneously have them opt-in to my email list and where I sell my coaching programs and products.

My blog, RichGermanTV.com, is pure content. It is full of tools that people can use to enrich their lives. I *never* sell anything on my blog. The intention is to connect and communicate with people and to show them what I am all about. Once a relationship is established, then I can comfortably send them to my main (commerce) website.

Your website is your storefront. *It is the destination point to which all of your online efforts will eventually lead people.* The purpose of this chapter is to make sure you get your website and blog up so that you can start driving people to visit them and eventually, in not too long a time, begin monetizing.

what's in a name?

If you do not have a site yet, your first move is to go to GoDaddy.com and to pick a domain name (also called a URL). This name, for all intents and purposes, will serve as the title of your business, so I encourage you to really think this through. *What do you want to call your website?* You can

either use a name that describes what you are promoting or you can use your own name as the URL.

For example, I created a new site specifically to promote this book and some products based on the book. I chose the name MonetizeYourPassionProducts.com. This name tells you exactly what the site is. I also have my main website, which is obviously my name. This one is used to promote me and all my coaching products.

While you may at some point create a website to promote a specific product (like a book), I suggest you attempt to purchase your own name and have that be the name of your website. Many people ask, “Why would I want to buy my name versus naming the site after what I do?” The reason is simple: you want to brand your product and the real product you are selling is *you*.

We’ll talk a lot about branding in future chapters; to begin, just understand that you won’t be the only one working your chosen niche. The people who buy from you will do so because they know, like and trust *you*.

If you attempt to buy your own name and it is already taken, you can try to buy it from whoever owns it. You can see how to do this on GoDaddy. Typically the person selling it will tell you a price higher than they are willing to accept, so I encourage you to negotiate with them. Only you can decide how much owning the domain you want is worth.

If it is not for sale you may need to get a little more creative. One option is to use a different address extension, such a .TV, .NET, .ME, or .ORG. Personally, I prefer .COM domain names since people are pretty much programmed to use this extension when searching online.

Purchasing domain names is inexpensive, so you may want to buy more than one. You can easily drive multiple domain names to one main site. By the way, if you already have a site or blog and you want to change the URL to your name (or any name for that matter), this is easy to do.

The easiest way to do this is to have your website be called YourName.com, and then your blog will simply be YourName.com/blog. If you hire someone to build your website and blog, I suggest you ask for their direction on the best way to go. For information on the pros and cons of hosting your website and blog separately, send me an email at rich@richgerman.com.

After you buy the domain (a process that takes all of three minutes), your next move is to open a Wordpress.com account. Wordpress is a service that offers templates that make building websites and blogs remarkably simple. While there are definitely many options available to you, I suggest using Wordpress to host your site. It is currently the leader of the pack among hosting services and it is pretty easy to use.

Next, you will most likely want to hire a designer to build your website and blog. Although Wordpress offers a ton of free themes and you could put your site up yourself, I suggest you be open to the idea of personalizing it and paying a professional graphic designer to help you. The beauty of the business you are creating is that, compared to most other businesses you could open, it does not take a lot of money to start and to operate. That being said, if there were a time and place to invest some money, do it here, as you only get one chance to make a first impression upon people.

Think about it. When you go to an ugly-looking website that is hard to navigate, how long do you stay there? Not long. That's why it is critical to have an aesthetically pleasing site that is fully functional with all the right links and buttons.

All the hard work you will be doing to network and build up a pool of potential customers is intended to drive them to your website. It is your baby, and if your baby is ugly people will go elsewhere, rendering all your hard work useless.

Having an efficient, professional-looking storefront is important, so don't be afraid to spend a few bucks doing it right. You will want to build a nice looking, easy-to-navigate website and blog. Spend the time necessary searching for

other sites within your genre that you like. Design a mockup of exactly what you want yours to look like. Find a designer who understands your vision and can create something that embodies that vision. Appeal to your audience's senses, while also factoring in best practices and functionality. Create something you will be proud to show off.

If you need help finding a designer, Elance.com or Guru.com are good resources to utilize. On these sites you can find freelancers who can do just about anything you need in your business, not just site design. Depending on how fancy you get, you can have yourself both a website and blog for anywhere between several hundred dollars to well into the thousands.

If you prefer not to have to research and find a good designer, I suggest you turn to the Resources section at the back of the book and check out the One Stop Shop package. I offer an all-inclusive service that will take care of all this work for you.

A final note on the subject: one thing I see that frustrates me is people who need everything to be just “perfect” before they launch their websites and blogs. They are always getting ready, and never begin. They get ready and aim. Then they get ready more and aim again. It is ready, aim ... ready, aim ... ready, aim ... and they never actually fire!

While of course you want to do it right, at some point you need to fire your gun. If you are waiting for everything to be perfect, you will never begin. If you are a highly analytical person, instead of ready, aim, fire consider *ready, FIRE, aim!* If you are waiting for the perfect moment you will never find it. At some point, you need to pull the trigger and get yourself out there. You will always be tweaking your site as you go, so why not start firing today?

eight

creating your community

“There is no power for change greater than a community discovering what it cares about.”

—Margaret J. Wheatley

There are many critical aspects involved in creating your online empire. In the last chapter, we discussed the importance of your website as a destination for your clients and customers to visit and meet you. Moving forward now, we will talk a lot about creating powerful content, building relationships, monetizing your services, and running an efficient business. While these goals are all vital to your success, perhaps the most important focus you should have is *list building*.

Your email list is your community. Subscribers to your list are people who have expressed interest in you and your services by opting to join your database—meaning they have chosen to give you their email address. Many people would argue that Facebook friends and Twitter followers are part of your “community” also, and I agree, however, having opted-in subscribers is more valuable to your business in my opinion. Once you capture their information, legally you now are allowed to email them on a consistent basis. Your list includes your prospects and customers. These are your fans, your audience. They are people who share the same passion that you do.

Why is building a list so important? Quite simply, it does not matter how pretty your website is or how amazing your products are if no one knows who you are and what you do! Without a list, your opportunities to monetize your passion are extremely limited.

When I first started my business, I hung on a sign on the window above my desk that read: *“What are you doing to build*

your list today?” This was my constant reminder that I needed to build an audience for my offerings. I was confident in my message; I just needed people to hear it.

List building is still a huge priority for me today; however, my activities now have a dual focus:

- Build the list
- Build relationships with my list (get people to know, like, and trust me)

Building relationships will be discussed in detail later in this book. For now, it is vital to understand that your goal must be both *quantity* and *quality*. It is fun to look at your database and see a huge number of subscribers, but if your ultimate intention is monetization you must also master the ability to create meaningful relationships with your people so that they are following your actions, checking out your blog, opening your emails, and buying your stuff.

I will teach you exactly how to create that type of relationship. First, let’s talk about how to get people to enter your world.

attracting new subscribers to your list

Once your website is up (or even as you are building it), you are in a position to begin creating a following. Creating your own specialized community is not only one of the most critical aspects of your business; it is also one of the most fulfilling parts of the process. It is very cool to create a community of like-minded people from all around the planet who share your same interests. It is even cooler to have these people happily fund your dream life.

Be very clear: *list building takes time*. Just accept the fact that it will be a never-ending focus for you and something you will want to think about non-stop. I am always asking myself, “What can I create that will impact people’s lives

positively while simultaneously building my list?” I will share several examples of how I accomplish this in this chapter.

Starting now and throughout the remainder of the book, I will share with you proven, practical ways to increase the size of your following. These concepts are ones that have personally worked for me and also for some of the top online marketers in the world.

Here are some of the best ways to build your fan base:

- Start with who you know
- Form joint ventures
- Offer free teleseminars
- Give away “freemiums”
- Hold contests
- Post great content
- Communicate using social media
- Build your online list with offline activities

Let’s cover each of these tactics one by one.

start with the people who already know you

Unless you live alone in a cave, you know other people. The people you currently know are your center of influence. If you are just beginning your business, it is wise to start your database with these people. When I left my former coaching company to start my own coaching business in 2008, the first thing I did was to pull out nearly every email address from my Outlook—representing about 1,200 people—and put these into an iContact database. These were the email addresses of people I had known and perhaps worked with in some capacity over the previous decade. Day one, I had a built-in base of people who respected me with whom I could communicate freely. It doesn’t matter if you know twelve

thousand people, twelve hundred, or only twelve... start with who you know and build from there.

Also, know that as you build your database you will need to ask such people to opt to join your database. You don't want to be "spamming" people (contacting them without permission to make sales pitches) who do not choose to be contacted by you. Nobody likes to be spammed. Not only is it not a smart business practice from a legal standpoint; but it really only makes sense to market yourself to people who have chosen to be on your list—meaning they have expressed an interest in your information. Again, you want to attract quality people as well as a quantity of people.

joint ventures: the *fastest* way to build your community

What is a joint venture? In simple terms, a joint venture (JV) is when you collaborate with another person or company to share your expertise and also any revenue created.

In my personal experience *nothing has helped build my list faster than participating in joint ventures*. From a list-building perspective, a good JV will give you exactly what you want: a new audience of people in your target market. (Not to mention they can be very profitable.) While many of your list-building efforts will lead to small increases in the size of your list, JVs with successful online marketers as your partners can help you to build your audience *fast*.

Joint ventures come in many different forms. Here are three good examples.

1. *Get Interviewed*: Check out this example of how I added 856 interested prospects to my list in a few days.

In late 2008, I called my friend Kristen Schuerlein to discuss my new business. She said, "Rich, I want to support you. You need to meet my friend Christy Whitman. She is an awesome life coach and speaker. Her audience will love what

you are doing.” Kristen did a virtual introduction by email connecting us, and then I took over. I contacted Christy and we set up a phone call to talk about how we could support each other. I told her about the awesome eight-week Art of Attraction class I had created based on my book *Living the Law of Attraction* and asked if she would interview me for her list. I suggested we would do fifty-five minutes of pure content that her people would love, and then end the call with a five-minute pitch promoting the eight-week class. I told her that “my team would handle all the technical details” (a fact she loved). All she needed to do was send two emails to her list promoting the call, which I would write for her, and then show up and do a great interview with me. I also offered to give her 50 percent of the revenue from the call. She happily agreed.

We drew 856 people from her list to an hour-long interview that ended with me promoting a \$197 eight-week class. About two dozen people enrolled in the class after the call. More importantly from a list-building perspective, the 856 people from her list who registered to hear the interview were all automatically added to my database.

In case you are wondering why Christy would happily allow that to happen vs. be concerned that I was stealing her audience, there are a couple reasons. First of all, I agreed to handle the technical details, which meant all she needed to do, essentially, was show up on the call for an hour.

Secondly, by me handling the details we could track the signups and make sure she would get paid her 50 percent as part of our JV partnership agreement. Plus, we set up our system to track the future purchases of those 856 people and pay Christy affiliate commissions on anything they might purchase from me in the future. (There will be more on affiliate marketing in chapter eleven.)

This JV was a classic win-win-win scenario. Christy exposed her audience to some cool new information from me and made pretty good money with very little work. I got

twenty-four new paying clients and added 856 new people to my subscriber list.

Ever since then, Christy and I have continued to support each other. About two to three times a year she asks me to blast an email to my list advertising one of her promotions, which, of course, I gladly do. She happily returns the favor when I need something shot out the gate for me. It has been so fruitful for me that I am constantly on the lookout for more Christy Whitmans!

By the way, you can check out her great work at ChristyWhitman.com.

In order to employ this tactic, ask yourself two questions:

- Who can you contact that already has the audience you want that you can ask to interview you?
- Who do you know that knows other experts that they can refer you to?

2. *Interview Other Experts:* As the above story proves, getting interviewed can be a very powerful tactic. I also suggest you find experts whom you can interview. Initially, you are likely to find it is easier to locate people open to being interviewed by you than people who will want to interview you and promote you to their community. But as your list grows, so will demand for your appearances.

Interviewing top experts is a wonderful service to offer to your list, plus it can be profitable for you if you promote that person's products. You can promote such interviews to your list and have them invite their friends to join the call, which will build your list. You can also promote the heck out of these interviews via social media marketing.

While interviewing others won't necessarily be a huge list builder, this tactic has several benefits including that it:

- Increases your credibility to your community. For example, when I landed an interview with Gary Vaynerchuk my stock went up big time.

- Gets you rubbing elbows with other well-known experts in your niche—this is very important, as it will lead to more JVs in the future.
- Is a great service to your list. The more great content you bring to your community, the better.

When I started my online business, I would say yes to anyone who wanted to interview me. I did live interviews with as few as twenty people listening. I did interviews with people who had their own online talk radio shows having no clue if anyone would ever hear the recordings. My advice to you is to do the same: *say yes to anyone willing to interview you.*

Both being interviewed and leading interviews is great training for you in broadcasting your message and something good will always come out of it. In fact, to this day I usually say yes to interview offers no matter where they come from.

To put this tactic to work, ask yourself:

- Who are the higher-tier players in your field that you can ask to interview?

3. *Send Cross-promotional Emails:* Instead of interviews, like I the ones I just mentioned, you can ask people to email their lists promoting your services, products, and/or events. This doesn't include the live interaction of an interview, but you can get opt-ins (and sales) from it just the same. Do not expect people just to mail to their databases for you at the drop of a hat. Most people (and rightfully so) treat their lists like their babies. I know I do. The value of your business is equivalent to the value of your database.

There are several keys to getting good people to agree to mail for you. The main one is that you have a good list (both in size and responsiveness) and that you are willing to mail for them in return.

Some other keys are that you must create relationships with other online marketers. Just like you need to get your audience to know, like, and trust you, you also want to create

great connections with the other experts in your field. As you dive deeply into your business, you will find that, whatever your field is, it is most likely dominated by a small group of highly committed people. If you focus on supporting these people in growing their businesses you will be able to create meaningful relationships with them, and you will become (sooner than you can imagine) a respected peer.

Again, I use myself as the example. Two years ago I was a relative unknown in the field of personal development. I was a small fish in a big pond. Today, I have done JVs with the likes of Gary Vaynerchuk, Bob Doyle, Marie Diamond, Joe Vitale, Wayne Dyer, Esther Hicks, Mari Smith, David Riklan, Marci Shimoff, Arielle Ford, Michael Beckwith, Bob Proctor, and many other top speakers, coaches, authors, and online legends. Now I feel more like a big fish in an ocean of amazing leaders and thinkers all committed to making a difference in the world while living remarkable lives. I put myself in this position by approaching these people and asking what I could do to support them. You can do the same.

It may not happen overnight, but with hard work and persistence you can get to the point where people with lists of ten thousand, twenty thousand, one hundred thousand, and more names will promote you and what you offer to the world. I call that exciting!

the guru is dead... meet the nuru

We'll come back to the topic of creating a community in a minute; until then please allow me to go off on a little rant here. You see, I believe that the "guru" is dead.

You really need to understand that the real power players in your niche (no matter what it is) want to connect with you. That is, *if* you are committed to making a difference, a major contribution. If you are, you can connect with these people

and create JVs and alliances. These people are typically open to meeting you, as they can also gain from the relationships.

In the old world, especially in the world of personal development, there was a guru/disciple model. The teacher or head of a coaching company was the untouchable guru up on a pedestal. We did not really know much about him and he had an aura of being perfect around him. He was not relatable. Nor was he transparent. He was not real. He left his students on the ground and forced them to look up and admire his greatness.

This model has recently collapsed. Through the power of technology, social media, and a shift in global consciousness, the playing field has been leveled, creating wonderful opportunities for you.

In the new world, the guru is dead and has been replaced by the *nuru* (new guru). The *nuru* is progressive, open to sharing, real, transparent, and raw, committed to making a difference, sees the imperfections in herself, and she is woman enough to expose her humanness. People can relate to the *nuru*. They can talk to and touch the *nuru*. They can be the *nuru*. *You* can be a *nuru*.

The guru is dead... long live the *nuru*.

book promotions

Most likely you have seen an email promotion encouraging you to “buy this book for \$17.99 and get \$8,000,000 in free bonuses.” These are good promotions to get involved in and normally lead to new opt-in subscribers. The idea is that you agree to promote the author’s book to your database in exchange for you being featured on their sales page, which is typically being sent to several hundred thousand people at once.

To participate, you need to provide a free bonus that people can access when they give you their information. If

you don't already have any freebies—a free report, a free downloadable recording, or a free ebook—make a list of some things you could create immediately. Don't expect huge results from being in a book campaign; but you should add some good people to your list and it gets your name out there circulating as an expert in your field. Hence it is good for branding purposes.

A side benefit when you start doing some of these types of promotions is that it makes it easier to contact other experts involved in the same promotion for JVs. Again, you may not get a ton of opt-ins from a book promotion, but it will put you in the cross-promotional game.

free teleseminars: how to get 2,800 people on the phone with you!

At the same time that I launched my business in late 2008, my co-author and sister, Robin Hoch, and I released our book *Living the Law of Attraction*. To kick off our marketing efforts, we decided to host a virtual book party. The idea was to invite everyone I knew (only twelve hundred folks at that time) to listen to me talk about the book. By a stroke of good fortune, I was able to get Bob Doyle from *The Secret* (the expert who wrote the foreword to that book) to invite his entire database to listen in. Now, I won't tell you just how big his database is, but when you are in a movie seen by a few hundred million people you can imagine it was a little more than my diminutive list!

With one stroke of a key, he promoted the call to his list and within forty-eight hours we watched twenty-six hundred people from all over the world enter my world. About two hundred people from my list registered, which gave us two thousand-eight hundred in total for the call.

Now, I have done literally hundreds of conference calls in my coaching career and I really don't get nervous leading big

calls. But I have to admit, the combination of launching my new business with the debut of our book and the thought of twenty-eight hundred people listening to me from all four corners of the planet had me sweating like a jittery groom on the way to the altar.

The call turned out to be a massive success in many ways. I led a powerful teleseminar for a huge group of people. We sold a whole bunch of books. My credibility skyrocketed by having Bob participate in the call. And, oh yeah, I added twenty-six hundred people to my community! My database literally tripled within a few days. It was a grand slam homerun.

Okay, I know what you are thinking. You are not rubbing elbows with the Bob Doyles of the world, right? I hadn't been either. When we were looking for people to contribute stories to our book—which is a book of law of attraction success stories—Robin created a MySpace page. (This was before Facebook.) She proceeded to contact Bob via MySpace. He saw our passion and wanted to come on board. In fact, he liked our project so much that, in his words, he “practically begged us to write the foreword to the book.” We happily said *yes*.

It took some proactive action to reach Bob, but it was quite simple. Similarly, with a little courage and tenacity, *you* can contact and work with some of the top dogs in your field.

In *The 4-Hour Workweek*, Tim Ferriss so eloquently says that it is easier to pick up the one “perfect ten” in a bar than five “eights.” I say go for both. Hit as many base hits as you can, and every now and then you will hit a grand slam.

Remember, you are in this for the long haul. It's a marathon, not a sprint. So it's necessary to be okay with slow and steady growth. Feel immense gratitude when you knock one out of the park.

As you can tell, I am a huge fan of teleseminars and regularly draw crowds of 750–1,500 listeners (or more) to them. I typically do one every thirty to forty-five days. The

JVs with Christy and Bob are good examples of how to increase your list. In chapter eleven, I will discuss additional ways to monetize your passion using free teleseminars.

If you go to RichGerman.com, you can see a list of my upcoming and recent calls. I suggest you pick a few topics that interest you and listen to them to see how I do them.

the most important question you could ever ask

Your ability to communicate and create meaningful relationships is essential if you want to master the art of the JV. I will now share with you *the* most important question you need to know. These are five words you will want to use all day every day: “*How can I support you?*”

Never forget we live in a WIFM (what’s in it for me) world. When you contact people you want to work with, *never* make it about you and how great you are. No one cares. Make it about them. Let me give you an excellent example of how this critical question can create a mutually beneficial situation.

I was interested in collaborating with Marie Diamond. Like Bob Doyle, you may know of her from *The Secret*. She graciously gave Robin and me an endorsement for *Living the Law of Attraction* and I wanted to see if she was open to doing something together.

In case you are wondering how we got the book endorsement, I met her at a fundraising event, told her about the book, and asked her if she’d provide a testimonial. I asked and she said yes. It was simple. Again, it is easier to connect with big name people than you might think.

It was one thing to have a quote of hers in our book, now I wanted to leverage that into something more. So, I found her virtual assistant’s email address on her website and sent an email requesting to speak to Marie. I got no response. A

week later, I sent another one. This time I got a response. We scheduled a time to talk.

I got Marie on the phone in the middle of the workday and said, “Hi Marie! Thank you for taking a minute to speak to me today.”

“What do you need?” she responded in a business-like tone.

“Nothing,” I replied, “I really admire what you do and I just wanted to ask *how I can support* you.”

There was a moment of dead silence. She was clearly not expecting this question.

“Wow, Rich. You caught me by surprise. Thank you for asking.”

“You are welcome.” I smiled.

She thought for a moment, and then asked, “You teach meditation, don’t you?”

“Yes, I do.”

“I have an idea. I’d like to have you lead a gratitude meditation with me. We’ll invite both of our databases and do it right before Thanksgiving. How does that sound?”

“Sounds perfect,” I responded.

My next line was as important as asking how I could support her.

“To make it easy for you Marie, I will handle *all* the technical details so you don’t have to do anything, okay? I will handle the registrations. I’ll even write the email invitations. All you need to do is send them to your list prior to the call.”

“That would be great!” she said.

So, a few days before Thanksgiving, Marie and I led a live gratitude meditation for our combined mailing lists. Just under a thousand people participated; about half of them were from her database. We sold nothing on this call; it was done as a pure service to our faithful subscribers, but I did add approximately five hundred new fans to my community.

Now the point is this: I am positive that the only reason our simple project ever occurred was because of me starting

the conversation asking her how I could support her. That question is priceless.

freemiums: the power of free

One of your main goals with all your marketing efforts is to create a buzz about you, your website, and your services. *Freemiums* are a perfect way to do this.

A “freemium” is a free premium. Let’s be honest: people like free stuff. Giving away free stuff is a great way to create relationships and also to build your database. It gets people in the door and it shows them you are generous.

To access your freemiums, you will direct people to a page that requires they enter their name and email address before granting them access to the goods. That’s a simple trade, and they can unsubscribe at any time, so it is a low-risk to them. I love giving away freebies and it always comes back to benefit my business.

Here are some examples of items you could give away:

- Teleseminars
- Recordings like the meditation I offered on my blog (richgermantv.com/2009/11/20/a-gift-of-thanks)
- Ebooks
- Reports (for example, “5 Ways to Lose Weight Without Trying”)
- Videos
- Book samples
- Newsletters

All of the above have proven in my business to be *effective* freemiums, meaning they grew my list, sold my books, and brought me coaching clients. My advice is to be different *and yet the same*. Try a combination of different things. Do things known to work, like these, and also create brand-new tactics.

This theory applies both to any freebies you give away and to all aspects of your marketing.

Here are a couple more creative freemium ideas to get you thinking.

The first is something I created called the “Daily Meditation for World Peace.” I wanted to come up with an idea that would help, even in some small way, to bring more peace into the world. So I started recording a five-minute guided meditation every day, which I encouraged people to join me in doing at no cost. When they join, they receive a daily email that includes a peace quote along with a short audio recording. Not only do the people enjoy the short daily meditations, but I feel like we are making a difference in the world through them. Plus, when people sign up, we capture their name and email address, hence adding them to my list. As a result of this promotion, I have added 1,500 more raving fans to my community.

I have since morphed the “Daily Meditation for World Peace” into a concept called the “Daily Energize.” This is a free service in which subscribers get an email from me each weekday that includes a combination of quotes, coaching tips, meditations, audios, videos, and stories designed to energize and inspire them. Like the “Daily Meditation,” it is a free service that enriches people’s lives. People enjoy the content and share it with their friends, creating a viral effect that increases the size of my list each day. It was simple to create and is easy to operate. You can check it out at DailyEnergize.com.

I actually patterned the second idea from my friend Brian Proctor’s incredibly popular “Insight of the Day” (InsightoftheDay.com), which has a cool 180-plus thousand subscribers. People on Brian’s list get an inspirational quote Monday through Thursday and they receive a story each Friday.

Imagine the power (and income potential) in having nearly two hundred thousand people receive an email from

you each day. Brian was generous enough to do an interview with me, which is included in the Monetize Your Passion Toolkit (see Resources at the back of the book). In the interview, he shares exactly how he turned his simple yet powerful idea into a business that makes well over a million dollars a year on a part-time basis. Brian is an amazing, generous person and the son of personal growth icon Bob Proctor. I took his concept, tweaked it, and made it mine. You can do the same.

The next idea was something you may have heard of called Tut. Tut was co-created by Mike Dooley and his brother Andy, who is a friend of mine and a former coaching client. Tut’s daily “Notes from the Universe” (tut.com) is a totally free service with over three hundred thousand subscribers. Imagine three hundred thousand people receiving a message from *you* every single day.

Are you starting to *get* the power of free?

Please take some time to answer the following questions in your notepad or journal:

- What freemiums can you use?
- What can you give away that people would want?
- What can you create that is simple and yet powerful?

the ultimate freemium if you have a coaching business

If you happen to be a coach like me, then this is an idea you want to try ASAP. The best freebie deal I ever did—by far—was offering a free coaching call to anyone who wanted one. When I was coaching for my former coaching company, I would literally do fifty or more coaching calls a week. I was on the phone basically from 9 a.m. to 4 p.m. every day Monday through Thursday. I did this for years. For anyone who’s coached before, you can appreciate that this is a *lot* of

time spent on the phone engaged in intense coaching conversations. People were paying their hard-earned money and I had to be super focused. When I first left to start my own company, all of the sudden I had no coaching calls to do. My schedule was wide open. I asked myself, “What is *the best* use of my time?” The answer was clear: be on the phone with potential coaching clients.

Following this insight, I sent out an email offering a free coaching call to my entire database. To my surprise (and overwhelm), over 250 people said yes to the offer. For the next couple months, my schedule was again jammed with calls. But now it was different. I was not only offering a free coaching session; I was also selling people into my various coaching programs. I was successfully able to place a nice percentage of the people into ongoing coaching. Within a couple months, as a result, I had a flourishing coaching business of my own. I turned free calls into a large amount of reoccurring revenue.

If you are a coach of any kind, I highly recommend this technique. Offer free calls to your database and, of course, promote it like crazy on the social sites. Not only will this get you doing what you need to be doing, which is coaching, it also will create revenue for you fast.

If you have any questions about how I did this and how you can make it work for you, feel free to send me an email at rich@richgerman.com.

contests

Like freemiums, contests are another great way to really create a buzz online and to grow your community. Here are two simple ones I did that made a good impact.

The Luckiest Person in the World Contest: One morning several months ago, I had an epiphany as I was showering. I realized that I do what I love to do all the time and that doing

so creates happiness as well as financial freedom for me while it makes a real difference for other people. This realization was the birth of the ultimate win-win-win concept. My epiphany was that I feel like the luckiest person in the world. I immediately grabbed my Flip camera and filmed a video of myself talking about this concept and how I wanted to help others also to feel as if they are the luckiest people in the world.

I decided to create a contest on my blog. To enter, people simply needed to leave a comment on the video. I would give away a free one-on-one session with me for the grand prize winner and ten runners-up would get a downloadable product. Plus, every single person who entered would be invited to a free live “fireside chat” with me. This contest generated over 220 comments on my blog and created a big buzz.

You can watch my shower video (don’t worry, I threw some clothes on) at richgermantv.com/2010/01/28/lucky.

Signed book give-a-ways: Typically each month I will do a live, free interview with someone I like with whom I feel my list will resonate. In February 2010, my guest was author Arielle Ford, who had recently released her book *The Soulmate Secret* (HarperOne, 2008). During the call, I announced that we were going to do a drawing for a copy of her book signed by both of us. To enter the drawing, people simply needed to go to my Facebook business page and enter any comment they wanted to about the interview.

After the interview was over, I threw all the names of people who made comments into a hat and drew the name of the lucky winner. A whole bunch of people entered, which created some great action on the business page, and one happy winner got the signed copy of the book.

I have since done autographed book contests with *Crush It!* author Gary Vaynerchuk, *Happy for No Reason* (Free Press, 2008) author Marci Shimoff, and *Facebook Marketing* co-author

Mari Smith. All three of these interviews are available for you to listen to for free at monetizeyourpassionproducts.com.

In your notebook, consider the question:

- What contest(s) can you create to generate a buzz?

great content

You've most likely heard the expression "content is king." Well the truth is that content *is* king. If you are putting out great content, your voice will be heard. Many people come to me concerned that there is too much competition out there and they are hesitant to put themselves out there as a result. Here is the deal: *the cream always has (and always will) rise to the top*. If your content is good ... really good ... and you understand how to market in the new world, you will succeed. It may not happen overnight, but soon you will gain traction and you will eventually learn to monetize.

Content will be covered in detail in chapter ten. For now, just understand that your content is vital to creating your community.

Let's continue with more ideas on how to build your community in chapter nine, as we cover the importance of communicating through online social media, plus many ideas on how to grow your business using offline techniques.

social media and beyond

“If content is king, then relationships are queen.”

—John Munsell

“Social media is business.”

—Gary Vaynerchuk

“Social media does not make a business great; it allows more people to find out about a great business.”

—Melissa Lierman

In chapter two, I shared the astounding statistics on social media and its remarkable growth. While there used to be a lot of doubt out there as to whether or not marketing yourself via social media is a worthwhile use of time, I feel it is fair to say that doubt is long gone.

Although there are countless social networking sites out there, in this chapter we will cover what I consider to be the four most essential and powerful ones you want to have a presence on: Facebook, Twitter, LinkedIn, and YouTube.

Before we discuss these four, let’s talk some philosophy and psychology.

It seems like everyone understands that engaging in social media is important, and so I want you to make sure you know exactly why you are doing it.

The main goals of all your social media efforts are:

- To connect and communicate with people who are interested in your passion
- To drive these people to your website
- To monetize them (*but only after* you get them to know, like, and trust you!)

earning the right to sell

A big mistake I see every day is constantly cramming stuff down people's throats via social media. People are just trying to sell, sell, sell and do not seem interested in building relationships. This is no different than spamming, and it is quite annoying.

To succeed online, it is critical you build up your *social currency*. Social currency is the leverage you accumulate through your ongoing presence in social networks and communities. The idea is that by getting involved, creating a sense of community, and sharing your knowledge and expertise with other users you create an identity, which is accompanied by status and recognition.

As you create your presence in a giving, influential way, you will (over time) build up significant social currency. In other words by enabling people to get to know, like, and trust you, eventually you earn the right to sell them your stuff.

Just like anything worthwhile, this takes time, patience, and consistency. Don't expect to be able to just show up and have everyone buy all of your products immediately. Build up your social currency and earn the right to monetize. This is essential if you are in this game for the long haul.

praying vs. staying

This brings us back to another difference between the old world and the new world. In creating the content for the Monetize Your Passion Toolkit, I interviewed Twitter phenom Scott Stratten, who explained how old media differs from new media.

Old media = Push and pray

New media = Pull and stay

Companies used to spend a fortune with their marketing dollars and basically they would blanket the marketplace with their message. They would (and some still do) *push* their products in our faces and then essentially they would pray that we would buy them.

In today's world, using the power of social media, we can do the opposite. By building up social currency and creating real relationships we can *pull* people into our world. Then, as long as we keep pumping out meaningful content, they will *stay*. People who are pulled in and stay also eventually will pay!

The “push and pray” approach is expensive, unpredictable, and passé. The “pull and stay” method is comparably cheap (costing mainly your time and energy), predictable (once you figure out how the game works), and leads to building relationships, which always equates to a sustainable business.

couldn't i just hire someone to be me?

People ask me all the time if they can just hire someone to “be them” on social networking sites. Let's address this question now, before discussing the major social sites on which you want to establish a presence.

Frankly, it is obvious when people hire other people to “be them” on social sites. Their Facebook posts and tweets are programmed quotes and they are not interacting with their fans and followers. This is clearly not a strong way to build an authentic relationship with anyone.

If you are committed to building a fat stack of social cash, then take the time to understand how these social sites operate and make sure that you are the one engaging with the people who are linked to you there. This is especially important on Facebook and Twitter, which are presently the two most dominant social networking sites on the planet.

Having said this much, let me add that it is totally okay to get help. For a reasonable amount of money you can hire a twenty-something computer junkie to help you get going and build your brand. I personally have a social media expert who assists me. His main role initially was in getting me set up on about ninety of the top social networking sites, and currently he promotes my daily video blog posts appearing on RichGermanTV.com.

You can hear an interview with my guy, Vince Bucciachio, in the Monetize Your Passion Toolkit.

The idea in managing your time is to decide on what is the highest and best use of your time and then to delegate out the rest. For me the highest and best use of time are the three Cs (coaching, creating, and communicating). I am most productive and happy when I am coaching people, creating new content, and building relationships (communicating). I know the more I focus on those three activities, the better my business will be.

Focus on what you do best and delegate the rest.

We will talk more about delegation and outsourcing in chapter twelve.

the big four

Let's now cover the top four social networking sites on the planet. The online world changes at lightning speed, so hopefully these will all still be relevant by the time you read this. Don't laugh; it was not long ago that MySpace ruled the social community world.

My intention here is to give you fairly basic, yet pertinent information on each of these sites. I will also refer you to other sources if you want to go deeper with each one.

1. *Facebook*. Probably, okay definitely, the most dominant social networking system on the planet, as stated in chapter two, Facebook currently has over 450 million

members and some reports predict it will eventually rise to over one billion. A b-b-billion... a thousand million!

Facebook has become known as the perfect place to be a legal “stalker.” People commonly share as much of their private lives as they want—photographs, videos they like, music they are into, places they are travelling to, articles and books they are reading, and so on. And it is both a very easy and a very fun platform to use. From a business standpoint, it provides you with three great locations to talk about your business:

- Your personal profile page
- Your business page
- Your group

You are reading this book so chances are you already have a business, or will soon. If this is the case, then having a Facebook business page is a must. You can share the same information on your personal page as you can on a business page, but there is (currently) one major difference between the two types of pages: you can only have five thousand friends on your profile page.

If your goal is to build a huge brand, the business page is the way to go, as there is no limit on the number of fans you can amass. With a business page, you can update all your people with one click, plus it allows for great interaction right there on the page.

My suggestion is, if you already have a personal page, to max it out to five thousand friends, while also building up your number of fans. I spread out my posts throughout the day, typically re-posting the same thing on one page a few hours after the other, which keeps my content appearing on the newsfeed. Make sure to add a link on your personal page driving people to join your business page.

Typically, I will share more personal information on my personal page (like what my weekend plans might be), whereas I keep the business page more business-oriented. I

definitely use my personal page to promote my business though, normally using it to invite people to listen to the free informational calls that I lead.

The key is to be you, to be real, to be authentic. What I post on Facebook (and also on my video blog) is a true expression of how I live my life. I look at it like a live, casual networking event that I can attend from the comfort of my home. The majority of business networking has always been done in casual environments—on the golf course, at the ball game, at the local coffee shop. I encourage you to look at Facebook in the same way you look at those environments.

It took a little time, but after playing with Facebook for a while I found my groove. I now know what people react to, and what they don't. I know what will get me a lot of comments and what will spark an interesting dialogue. I blend a mix of business content with informal posts like, "What are you listening to right now?" and "What is your favorite word?" Short questions always seem to generate lots of responses. Some posts are deep thoughts; some are light comments.

You are reading this book, which makes you a smart person. Play around, mix it up, and you will quickly find your Facebook groove, if you have not already.

Facebook groups are also good for business promotion. The main advantage of a group is that as long as your group membership is under five thousand people, you can send a message to your members that will appear in their inbox. It is easier to control who is in a group than who is on your business page; nonetheless if the goal is to build a huge following, I prefer the business page.

Another idea is to join the pages of other experts in your field who share your passion and begin interacting. In fact, please go to mine and join [facebook.com/richinlife](https://www.facebook.com/richinlife). Make sure to say hi while you are there.

The best part is that you can build an audience on Facebook in very little time per day. On average, I spend a

maximum of thirty minutes a day (if that) on the site each workday. I will pop on throughout the day, post a comment, check my personal page, check my business page, respond to messages, check the newsfeed, interact a bit, and move on.

For more information on how to maximize your Facebook efforts I highly recommend two things:

- Listen to my interview with Facebook expert, Mari Smith. This is an hour-long interview loaded with practical information. You can access the interview at: monetizeyourpassionproducts.com.
- Check out Mari's book *Facebook Marketing*.

2. *Twitter*. A few months before I started writing this book, I put the following post on Facebook: “*I’ve tried, but I just don’t get Twitter. Am I alone?*”

The response I got was quite amusing. About fifty people felt compelled to chime in, and the comments were not for the faint of heart, prudes, or those easily offended by profanity. The majority of people were like me... confused. I got responses like:

“Twitter sucks.”

“Waste of time.”

“Facebook rocks. Twitter is dumb.”

“Twitter is for sissies.”

“You can take your 140 characters and...” (Fill in your own ending to this one.)

A few people told Twitter what it should do to itself. Another person asked it to kiss them where the sun does not shine. (I’m not really sure if that is possible.)

I enjoyed the comments for a couple reasons. First off, they were funny. And secondly, I no longer felt like the only stupid one who could not figure out the point of Twitter.

There was no gray area in the retorts. It was a definite love or hate reaction.

While most of the responses were from the haters, there were a few people on the love side of the spectrum staunchly

defending Twitter as an important source in building a business. They were people I know and respect, so I decided not to give up so fast.

I asked myself: Could 190-plus million people be wrong? There must be something to this site that is growing like a weed. I decided to reach out to the people who were pro-Twitter hoping to be persuaded of its value. While I am still not confident enough on Twitter to call myself an expert, I do now see Twitter's huge value in personal branding.

Recently, while flying cross-country, I was flipping through Delta's *Key Magazine* and stumbled upon an article about Ashton Kutcher, who, with over four million followers, is currently the most followed man on Twitter. Ashton's words convinced me of the extreme power of social media, specifically Twitter. He said: "The social Web is the most extraordinarily valuable communications device ever invented in the history of man. Now it is also a giant ego stream of a generation being filtered through a black market in an effort to monetize the individual. But, still, it's the most extraordinarily valuable communications device ever invented."

After reading this thought, but still not understanding how to really use the site properly, I went out and hired a Twitter expert for a little help. Her name is Melissa Lierman and I asked her to share her top ten reasons why business people need to be on Twitter. Here they are.

1. Twitter allows you to *listen to what people are saying* about you, your product, your service, your business, and your competitors.
2. Twitter is perfect for *market research*. You can instantly find out what people want, what they need, what they hate, and what they love.
3. *Joint ventures*. As I previously mentioned, JVs are the fastest way to build your list, and Twitter is the perfect place to find like-minded professionals in your industry with whom to collaborate.

4. It is the perfect way to *network with your target audience*. Twitter is the new way to attend a networking meeting. You can quickly meet and connect with the exact type of people you want to without expending the effort, time, energy, and money required in traditional networking. (Plus, ladies, and some gentlemen, you can do it without dressing up and putting on makeup.)
5. *Attract press and media*. Your presence on Twitter can create a snowball effect in which you begin to get noticed both online and offline by magazines, newspapers, and television networks.
6. *Get speaking engagements*. Twitter exposure helps you to become known as an expert in your field, which can lead you to book speaking gigs.
7. Twitter is the perfect place to *create a community* of like-minded individuals.
8. *Drive traffic* to all of your other media vehicles. With Twitter you can lead and drive people to your other social media sites, like Facebook, YouTube, your blog, and your website.
9. You can *teach people about your business*. By taking the time to develop relationships on Twitter (aka getting people to know, like, and trust you), you can begin to qualify potential leads and teach them why they need your product or service.
10. *Create a virtual sales team*. Your customers on Twitter will be talking about you and your services to their community, thus basically becoming a free sales team for you.

These are ten strong reasons why developing a presence on Twitter can help you build an audience and monetize it. My advice is to commit to one full year on Twitter. Take the time necessary to get established as an expert and decide for yourself if it is worthwhile. Like I mentioned previously in

regard to Facebook, you can build this presence without living on the site. Melissa has graciously agreed to share her ideas on how to succeed with Twitter in as little as fifteen minutes a day.

To access this report for free go to: MonetizeYourPassionProducts.com/smarttweeting.

I also conducted interviews with both Scott Stratten and Melissa Lierman. These are available with my Monetize Your Passion Toolkit (see Resources).

3. *LinkedIn*. Since its inception in 2003, LinkedIn.com has collected résumé data and business networks of over forty million members. It is the largest and most well-known business-oriented social network on the Web. I have found it to be much more limited than other networks (like Facebook), yet it is a great place to get recommended and to recommend others and their services. You can quickly set up an account and start connecting with tens of thousands of people quickly. And, unlike Facebook and Twitter, you do not really need to spend time on the site on a regular basis.

4. *YouTube*. YouTube.com is my favorite video platform. It is by far the largest source for online video with over one hundred million people watching close to seven billion videos *per month*. With YouTube you can easily establish a profile, upload videos, and create your own channel (mine is richgerman).

Viddler.com is another popular video site, yet when I started my video blog I decided to go with YouTube since it has a much larger user base. I create and edit my videos with my Flip cam (extremely easy to do), and then upload the videos (ten-minute maximum length allowed) onto YouTube. I then copy and paste the embed code (again simple to do) into a new blog post.

It is simple and free to have YouTube host the videos. Plus, the exposure I get on YouTube is powerful. If you check my channel you will notice that many of the videos have well over ten thousand views.

We will discuss video more in the next chapter on picking your medium.

I suggest you begin with those four sites. There are obviously many more with lots of eyeballs on them, but there are only so many hours in the day. This is where hiring a social media expert can come in handy. And this is where your business sense must kick in. It is important to create a budget and decide when and where to get help. We'll discuss this more in chapter twelve.

more ways to build your audience online and offline

Let's now discuss more ways to build your audience using both online and offline techniques.

Go out and speak. Public speaking is perhaps the most powerful way to interact with people. If you are new to speaking I recommend you start simply by finding local groups that are interested in your passion and go speak to them. It is easier than you may think to get speaking engagements. Local groups are always looking for speakers to bring in.

If you are new to public speaking, do it for free at first. Practice, get good at it, and eventually you will earn the right to get paid. The easiest way to find the right groups near you is by going to Meetup.com. There are Meetup groups that exist for everything you can possibly imagine. Whatever your passion is, there are Meetups with lots of people in them just like you.

You can also contact your local Chamber of Commerce and Rotary chapters. I know public speaking is not for everyone, but it is a great way to build your base offline (vs. online) plus it can wind up being a fabulous way to monetize. So go out there, meet people, get good at it, and then start billing people for the pleasure of listening to you!

Public speaking is a great way to blend your online efforts with your offline efforts. When you go out and speak, people will find you and connect with you on Facebook and Twitter, plus they will opt to join your database. People you already know through social media will come out to meet you in person when you speak.

If you decide to make public speaking an integral part of your business, I suggest you create a “speaker page” on your website that includes the following:

- Your bio
- Topics you speak on
- Format of your talks—length and type of presentation
- Testimonials
- A video of you in action—very important
- A way for people to contact you

For an example of what your page could look like, check out mine at: richgerman.com/speaker.

Start your own Meetup group. Okay, so you are going to go out and speak to groups who love what you love. Another effective idea is to start your own group via Meetup. It is easy to do and the cost is nominal. One of the beauties of Meetup is the site automatically tracks down local people interested in your topic and invites them to join your group. You will typically have an active group with real members within days of starting up.

Here’s another real life example. One of my long-time coaching clients, Renee, started her own group called Women in Wealth in December of 2008. Renee is a real estate agent in Los Angeles and wanted to build a group of women interested in creating financial abundance. She started the group, had about twenty members right off the bat, and held a very successful first meeting. Her small group of twenty quickly grew to fifty. Fifty turned into one hundred. One hundred into two hundred. As of right now, she has slightly

under three hundred members. Her focus is simple: provide great value and benefits to her members. Some meetings she is the speaker, sometimes she will bring in a guest who will speak on a financial topic, and sometimes the meetings are purely social. She has a different local bar or restaurant host each meeting (for free).

Renee's goal is to have over five hundred members in Los Angeles and then to open new chapters in other major cities around the country. The benefits of the group are numerous. She is building a huge community of raving fans. The events are fun to put on and satisfy Renee's social interests immensely. She charges people to attend, so she creates monthly revenue. Plus, she is getting real estate referrals from the members left and right. This is a win-win-win situation for sure!

You can check out Renee's group at meetup.com/women-in-wealth.

I love the Meetup group concept because it is inexpensive, easy to set up, and it gets you in front of a targeted group of people on a consistent basis.

Host your own radio show. I wrote earlier about getting interviewed as often as possible. Another approach is to start your own radio show. Thanks to the magic of the Internet, it is simple to start your own talk show. I recommend Blog Talk Radio (blogtalkradio.com), which has thousands of different talk shows and millions of listeners around the world. With a computer and a telephone you are in business. Blog Talk is integrated with the major social sites (like Facebook, Twitter, and Ning), which allows you to share your passion with listeners worldwide.

I co-host my own weekly radio show with an awesome woman, Kristen White. Our show is aptly titled "Monetize Your Passion." There is an interesting story behind how the show came to be. For a long time, I had considered starting my own radio show, but held off based on time constraints. I was on the road speaking at an event in spring 2010 and

Kristen was in the audience. She befriended me and mentioned that she had her own radio show. She had hosted the show initially on Blog Talk and then as it grew in popularity she got picked up by Vivid Life radio and now had a large listener base of eighty thousand strong.

Kristen liked my style and asked me to co-host a new show with her. I hesitated initially because she had worked so hard to build up her audience and I did not want to steal any of her thunder. But she insisted that we should do it as a team, so I happily said *yes*. So, from day one, I had access to her established, captive audience. My point for sharing this story is that it would not have happened if I had not gone out on the road and done the speaking gig where Kristen met me.

The moral: get out into the world!

Our show airs live on Tuesday's at 11 a.m. Pacific time/2 p.m. Eastern time. Check it out at: VividLifeRadio.com.

Rub elbows with the top experts in your field. Arielle Ford, one of the most influential book publicists of all time says, "If you have a big mouth and some passion, you can make stuff happen."

As I keep saying, it is easier than you might think to connect and work with the top experts in your chosen passion. Check out this story of what happens when passion meets a little courage.

I decided in the beginning of 2010 that I wanted to interview one top level player in the personal growth and/or Internet marketing arena each month. I wanted to do this for a few reasons. First off, I thought it would be a great service to my list to hear the wisdom of some amazing people.

Next, I figured it would elevate my status and credibility to be working with these top-tier players, which would lead to more joint venture opportunities. Lastly, I knew it would provide great content for the book you are holding and the other products I would re-purpose this book into (like my Toolkit and One Stop Shop).

One person who had been on my radar for a while was Arielle Ford. Arielle literally knows *everyone* who is anyone in the world of personal growth and book publishing. Her clients and friends include the likes of Deepak Chopra, Wayne Dyer, Jack Canfield, her sister Debbie Ford, and Marianne Williamson, just to name a few. Clearly she is a good person for me to know.

After politely hounding Arielle for an interview for a month or so, she eventually agreed. Thus, in February 2010, a couple of days before Valentine's Day, we drew a nice crowd of over seven hundred people who loved hearing about her book on manifesting love called *The Soulmate Secret*. During the interview, she mentioned her friend, the best-selling author and speaker Peggy McColl. I got the insight to contact Peggy, so I found her on Facebook and sent her a message.

Now, this was right as I was deep into writing this book. Because, as I have stated, I am not a tech expert, my intention was to include interviews with people who are. So I wrote out a short "wish list" of people I would love to interview for this book. The list included the names Mari Smith, Scott Stratten, and David Riklan, founder of SelfGrowth.com.

Peggy wrote me back and we set a time to chat. I started the call with my usual line "How can I support you?" She said she had a huge book launch party coming up to promote her new book *Viral Explosions* (Career Press, 2010) and asked if I would promote her event. I told her I would happily mail to my list and invite them to attend. She went on to tell me the event featured a dozen powerful speakers and authors.

Peggy then asked me what I was up to in the world. I told her about this book and how my focus was helping people to live their passions. She got so inspired by what I told her that she immediately offered me to come to Canada and wanted me to be the opening speaker at the event! Of course, I happily said yes again.

Now, here's the kicker. She sent me to her website to read more about the event. The site listed all of the featured

speakers, a list, to my amazement and delight, which included (and no, you can't make this stuff up) Mari Smith, Scott Stratten, and David Riklan. The following month I was in Ottawa opening up Peggy's event, making new friends, rubbing elbows, and setting up new alliances.

So again, anything is possible with, as Arielle says, a "big mouth and some passion."

I was so inspired by this experience I made a short video about it. Check it out at:

richgermantv.com/2010/02/23/when-passion-meets-attraction.

In the last two chapters, we have covered a lot of proven ideas you can implement to build your community. From starting with who you already know, to joint ventures, free teleseminars, freemiums, contests, social networking sites, public speaking, and more, you can see there are many ways for you to get yourself out there and build a following. Whether you are brand new to doing promotion or you are a seasoned veteran, building your list will always be a key element to the success of your business. In chapter twelve, I will walk you through the creation of a business plan, which will include your marketing strategy for creating your community.

Let's move now to the creation of your content.

create killer content

“To me, it is really so simple, that life should be lived on the edge. You have to exercise rebellion. To refuse to tape yourself to the rules, to refuse your own success, to refuse to repeat yourself, to see every day, every year, every idea as a true challenge. Then you will live your life on the tightrope.”

—Philippe Petit

The goal is to monetize your passion. To do this, your business must have a strong foundation with two pillars firmly in place. First, you need something to monetize and, second, you must create powerful, intriguing, meaningful content for the world to see. We’ll get to the monetizing part in the next chapter; here let’s talk about your content.

Content is king. Always has been. Always will be. Your content is critical. You can do everything we’ve discussed to this point perfectly—develop the perfect mindset, create a nice looking site, and connect with a large group of people interested in your passion—and the hard truth still is that if your content sucks you will never make money.

If your goal is to be looked at as one of the top experts in your field, creating killer content is the best way to make it happen. Every day you will be funneling your content to the world through your website, blog, email blasts to your list, and social networking. This content will be derived from your expertise.

To become recognized as an expert requires two things: passion for the subject matter and expertise. If you are passionate about your topic (which should come naturally since it is your passion!) and you know your topic better than the rest, you will have plenty to say and you can quickly elevate yourself to expert status within your niche.

Every day you want to be learning and studying your passion. Know it better than anyone else. Eat, drink, and sleep it. Then tell the world about it.

picking your medium

This leads to an important question. What format will you use to express your message? Meaning, what medium of expression will you use? Your online options are: written blogs, audio podcasts, and videos. Will you do written blogs? Will you do audio podcasts? Or will you go with video? While of course you can do a combination, it is best (in my opinion) to focus on one. I prefer you get really good at one thing than that you are only pretty good at a few.

Back in chapter seven, I shared the story of my buddy calling to tell me that the 1990s called wanting their Internet marketing back, and I explained how that led me to choose video as my medium. Within about six short months, I was able to establish myself as a bit of an Internet TV star, driving thousands of people to my blog each month. I do some written content and some audio, but the vast majority of my content is released on video.

Personally, I prefer video because it is fun, fast, and easy for me. All I need to do is decide on a topic, and then I just turn on my Flip and record whatever comes out of me. Ninety percent of the videos I release are unrehearsed and unedited. One take and I'm done. As much as I love to write, my patented two-fingered stabbing (*er* typing) technique would take me *much* longer than shooting a video does, and I prefer to be doing other things with my time. Plus, I love the intimacy of video. People can see and hear me. I can really let people into my world through video. I get feedback from complete strangers all the time like, "I love your videos. I really feel like I know you." I feel it is harder for me to create that intimate connection with the written word.

It is easier to pull people in and get their attention with video. Over 50 percent of all content now coming online is in video format. This tells me people are reading less and watching more. I already shared the mind-blowing YouTube stats with you that prove the influence of video. Plus, if the brand you are creating is *you*, it helps to let people see your pretty mug.

Notice that I say video works “for me.” Video is not for everyone.

As you move to select your medium of expression, the key questions to ask are:

- Which medium will make me shine?
- What is the best way for me to get my message across?
- How can I best express my passion to people effectively?
- Which medium will allow me to make the greatest impact?

If the thought of becoming a video star terrifies you and you are sure you’ll never be comfortable with it, don’t be discouraged. Written blogs are still immensely popular and may better suit your personality. And written blogs make it easier for people to find you through the search engines—namely Google, Bing, Yahoo, and others.

Audio podcasts are very popular, too. If you have a great voice, but you are shy or feel uncomfortable with your appearance, then maybe podcasting is the way to go.

- Which medium do you feel makes the most sense *for you*?

what's your story?

Regardless of the medium you choose for communication, the most important thing to know is that marketing is all about telling great stories. If you can tell me a great story, I will read, listen, and watch you. Never forget that while people buy for a variety of reasons, the number one reason they buy is *emotion*. Your content must evoke emotion or else no one will be moved to take action.

When people are moved, they will buy your stuff. When people are moved, they will keep coming back to hear what else you are up to. When people are moved, they will begin to tell their friends about you. This is how viral explosions occur. Once you become viral, you will piqué the interest of the people you want paying attention to you: potential clients, joint venture collaborators, advertisers, sponsors, and people bringing other opportunities you have never even thought of. In a world of intense competition, your ability to communicate your message in an enticing way through your killer content and emotive storytelling will separate you from the hacks out there. Learn to communicate and the money will follow ... and lots of it.

list it out... then bang it out

Once you pick your medium, your next task is to come up with at least one hundred topics to blog about. This is really the passion test. Meaning, if you can't come up with a long list of topics, you may want to re-think your passion. What you will find is that when you are working your true passion you will *never* ever run out of things to talk about, I promise you. One hundred-plus topics proves you have a sustainable passion as well as enough content to get into the game and last.

Grab your journal or notepad and just start writing down ideas and topics. When I first did this I went a bit nuts; I wrote down several hundred potential blog topics. This assured me I had an endless stream of content to create.

Once you have a ton of topics written down, then you can focus on letting your creative side flow. Now your job is just to bang it out. Start creating your content like there is no tomorrow. Whether it is writing them, speaking them, or videotaping them, start telling your stories.

how often should you post your content?

As you begin creating your content, you may have some of the following questions:

- How often should I blog each week?
- How often should I post on Facebook?
- How often should I tweet?
- How often should I email my entire list?

I really feel only you can answer these questions. Your best bet is to experiment a bit and see how people respond. *The key is that you must be consistent.* Be consistent in everything you do. Consistency is essential. If you are committed to monetizing, then be committed to doing everything—blogging, email blasting your list, interacting via social media—on a regular basis.

Remember, you are in the business of creating meaningful relationships. And guess what? Establishing a relationship takes time and patience. If you are in this for the long haul, then take on the mindset that you are running a marathon, rather than a one hundred-yard dash. Strive for smooth and steady, not out-of-control and desperate.

Personally, I will reach into my wallet for smooth and steady. But when I see someone acting inconsistently and

reeking of desperation (in others words, trying to hard-sell me) I run.

Think about the important relationships you have cultivated in your life. Did they involve some consistent communication on your end?

A big part of answering the preceding questions will be based upon how big you want to grow your business. While only you can define what being consistent means, I will give you my rules of thumb.

blogging

Decide how many days a week you will post. I don't care if it is one day a week, three days a week, five days a week, or eight days a week. What I do care is that you are consistent. The goal is to cultivate an audience and then train them to tune-in on a regular basis to what you are posting. This can only be done by consistently posting your content. Train them that you post something new every Monday—or every Monday and Friday. Or every day that ends in the letter “Y.”

When I launched my “Rich in Life” blog, my goal was to *go big* and to differentiate myself. I did not see anyone else in the personal growth/coaching space posting daily, so I decided to post a new video every day from Monday through Friday. I committed on Day One that no matter what happened I was going to post daily for an entire year. If no one ever watched the videos, it did not matter to me. If no one ever commented, I would not change my course. If I sold zero products as a result, I would stay at it. These were my commitments.

As you can see, I understand the concepts of patience and consistency. I also had a pretty strong hunch that people would watch and respond. Fortunately, I was correct.

My focus was on the process. My focus was and always will be on creating killer content and delivering it on a very

regular, *predictable* basis. My focus is on providing material that will help people transform their lives.

The good news is that my strategy is paying off big time for me. Here are some stats that prove how patience and consistency can pay off for you also. In the first eight months since launching my blog, I posted 136 videos (an average of seventeen per month, which means I fell a tad short of my five-per-week goal). We had 2,093 comments in total, or an average of 15.3 per post. On YouTube, which hosts all my videos, we had 406,877 total views, or 2,991 per video.

To me these are significant numbers. These numbers prove that consistency works... and quickly.

I had *zero* Internet presence until the middle of 2008 when I launched my website, and no social media presence until starting the video blog in October 2009. More importantly than the numbers (which, if you are somewhat analytical like me, are fun to look at), I have created a community of people who look forward to my content and are clearly benefitting from it. Creating content based on your passion and having people react in a favorable way to your messages is extremely gratifying.

As the saying goes: “Infinite patience creates immediate results.” The point is to focus on creating content that impacts others and you will see results faster than you can imagine. As Gary Vaynerchuk says, “Patience is the secret sauce.”

It is up to you to decide how often you want to blog. Just be consistent.

- How many blogs are you committed to posting per week?

facebook

Again, this is something that only you can decide on based on practice and some trial and error. Too much posting becomes

spamming and is a turnoff. Not enough posting and you won't develop the presence you want. I typically will post two to three times per day. Normally, I post something between 8 a.m. and 9 a.m., as I am starting my workday. I check in again at midday and usually once again at the end of the day. Like your blogs (and everything else), be consistent.

twitter

It is definitely kosher to tweet more often than you would blog or post on Facebook. I tweet approximately ten or twelve times a day. You can type out a whole bunch of tweets in advance and then pre-program them with a service like SocialOomph.com or HootSuite.com to appear throughout the day—meaning, you don't have to live on the site.

Some people tweet way less than me and some people, like self-proclaimed Twitaholic Scott Stratten (aka @unmarketing), tweet more. Scott has tweeted over 53,000 times in about two years. You can calculate how many that is per day, but I am pretty sure it is more than ten or twelve times! Did I mention the key is to be consistent?

- How often will you post on Facebook?
- How often will you tweet?

email blasts to your list

The frequency with which you email your list is an extremely important topic. Your list is your baby. Your list pays the mortgage payment. Treat your subscribers well and they will support the life of your dreams. Tick them off and they will unsubscribe from your list at lightning speed.

We are all bombarded with emails these days. Initially, I subscribed to a ton of different lists (which I highly recommend you do also, at first) to see exactly what types of

content people were putting out, how often they were mailing, what others in my niche had to say, and how they were selling their services to people. Truthfully, I have unsubscribed from most of them. There are only so many hours in the day and I prefer to be spending time returning emails from people on my list (or sitting on the beach) rather than reading a ton of mass emails.

Primarily, the lists I unsubscribe from are those from the people who are constantly trying to sell me something and those from the people who send emails every day.

On average, I email my list two times a week. Sometimes it is just once and some weeks, if we are running a big sales promotion or promoting a free teleseminar, I will hit the list three times. But never more. This frequency feels right to me, in part because I rarely, if ever, get complaints from my subscribers. My opt-out rate (meaning the number of people who unsubscribe when I send a mass email) is very small, which also proves to me the content is good and I am not over-blasting people. When I say my opt-out rate is low, I am basing that purely on my own instinct, not any fancy analytics or stats.

The fact is that you should expect people to opt out every single time you do a mass email. In the beginning, this used to drive me crazy. Then I learned to embrace it as a normal part of doing business as an online marketer. If people opt out, they are just not interested in what I offer. It's no big deal. If, however, you get a significant amount of people dropping off your list every time you send email, you definitely want to re-think the content you are sending out, the format in which it is being delivered, and the frequency of your emails.

Re-think, re-strategize, and keep moving forward. And know you cannot please every person on the planet. It's not going to happen, so get over it. Figure out the strategy that feels right to you, that your list reacts to in a positive way, and (for the last time, I promise) be consistent.

- How many emails do you feel are appropriate to send to your list each week?

ready, set, go

Okay. You understand the importance of creating killer content. You have picked your medium and you are ready to tell great stories. You've got a ton of topics from which to create. You are prepared to Facebook, tweet, blog, and email your little butt off. And you will do it (okay, I lied) on a *consistent* basis. Now we can (finally) go to the topic you have been waiting for... how to monetize your passion. *Phew!*

Let's go.

monetize your passion

“Money can’t buy you happiness, but it does bring you a more pleasant form of misery.”

—Spike Milligan

If you are anything like me, you don’t necessarily read books in order from the beginning to end. In fact, I think if I picked up this book in a bookstore, there is a chance I would have skipped through all the beginning chapters and turned right to this one ... the one telling me how to make money ... how to *monetize*. If by chance that is what you did, I want to recommend strongly that you turn back to page 1 and take the time to study this book from the beginning.

The reason is that the first ten chapters were specifically designed to create the foundation necessary to build a profitable, sustainable business. The goal is to have a business that will give you financial freedom *for life*—not to pursue an Internet get-rich-quick scheme. To create financial freedom requires everything we have covered so far; specifically, information on how to get over the hurdles of lack of belief, lack of time and money, and lack of knowledge.

Okay. Enough preaching, back to teaching.

All the groundwork you have done to get to this point was designed to turn you and your passion into a brand. Branding yourself as an expert within your area of expertise is your main task initially (and always, for that matter). The goal is to gain sufficient traction—to build the audience, make the connections—to entrench yourself as a respected leader in your niche. This is done through hand-to-hand combat—one email, one Facebook comment, one tweet at a time—and by dropping some bombs (like big joint ventures).

Once you get some “stickiness” with your audience, meaning your brand (aka you) has become a regular part of

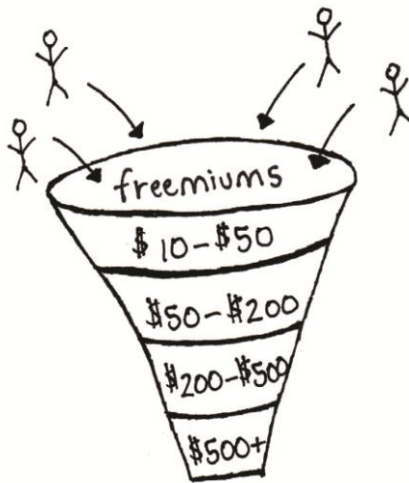
their online routine, you can focus on revenue. In chapter eight, we covered the importance of freemiums as a way of getting people in the door and turning them into clients for life. As soon as you have them in the door, you want to marinate them (by continually delivering your killer content), and then it is time to monetize them. *Get 'em in. Marinate 'em. Monetize 'em!*

Let's have a look at some of the best ways to create revenue for your business. These include creating and selling your own products and services, selling other people's products, advertising, speaking gigs, teleseminars, books, and more.

create and sell your own products and services

Perhaps the most obvious way you can monetize is to create or to sell products and services based upon your passion. I coach people who sell everything from books, artwork, and music, to scrapbooks, tee-shirts, and energy healing sessions, and from dating services and real estate, to financial and coaching services. For me, it is coaching programs and related services (like the book you are holding and other related Monetize Your Passion products).

If you are in a service-based business like mine, I suggest you *create a product funnel*.



If you are not familiar with this concept, it is common and very simple. You want to create a variety of different types of products at different price points. The opening to your funnel is a product at your lowest price point from which you then up-sell people to items at higher and higher price points. I suggest that your lowest price point is *free* (it doesn't get any lower than that).

As described in detail in chapter eight, you can use freemiums in a hundred different ways as a method of getting people into your funnel. The idea is that the people who join your mailing list in exchange for something free (like a teleseminar or a download) are now "leads," prospective customers who could eventually buy from you. The first paid item you sell could be something like a \$10 downloadable e-book or a \$20 book. In addition to that, you could offer an affordable \$40 four-week live teleseminar series or a \$67 downloadable MP3 program. Typically, the higher the price point is, the more information you are giving and/or the more of an intimate experience (like a live coaching class with you) there will be for your customer.

To give you a real life example, I will share my current product funnel.

Free: Teleseminars, recordings of past teleseminars and interviews, the “Daily Energize” (DailyEnergize.com), free coaching sessions, a video “How to Create Life’s Ultimate Win-Win-Win,” and a download of chapter one of this book. These are all items that people merely must give me their name and email to acquire. They get something cool for free and, in exchange, they are automatically added to my database.

\$10: Guided Meditation 3-Pack and the *Wisdom from the Path* e-book series

\$19.95: The books *Monetize Your Passion* and *Living the Law of Attraction*

\$37: *Sunrise Energize*, an MP3 product

\$67: The Living the Law of Attraction Interview Program (based on the book)

\$97: The Art of Attraction Home Study Course (again based on the book)

\$197 per month: Mastermind coaching (live group coaching calls led by me)

\$497: Monetize Your Passion Toolkit (based on this book)

\$500–1500+ per month: One-on-one coaching with me

\$10,000–25,000: Monetize Your Passion One Stop Shop (for people who want my team to handle everything being taught in this book for them)

It is important to note a few things about this funnel.

First, the lower price points are all products that involve no interaction between me and the customer. Typically, free and low-cost items are downloadable products that are fully automated. No inventory or shipping is required.

Second, as the price point goes up, so does the intimacy and personal interaction. For example, people can work with me live in a group setting for only \$197 per month. If they want me all to themselves, the cost goes to at least \$500 per

month. If they want that intimacy, plus more services, then the price goes up dramatically.

Third, notice how I will often turn an original product into several other related products. This is called the *re-purposing of content*. The book you are reading started as a one-hour free teleseminar called (go figure) *How to Monetize Your Passion*. Then, I turned that free call into a four-week teleseminar series with the same name. Next, I took that content and it became the basis for this book. Now I have taken the contents of this book and expanded them into the Toolkit and the One Stop Shop, my high-ticket product. I could easily turn this same material into a valuable eight-week course, an ongoing group coaching program, a one-day workshop, a three-day seminar, and more. Essentially, I have turned one concept, *Monetize Your Passion*, into an entire brand.

The beauty of re-purposing is it allows you to drill deeper into your niche and also prevents you from having to constantly create brand-new ideas and concepts. Most of the top Internet marketers (the players making the most money) have been selling the same exact product along with re-purposed variations of it for years. For example, Tony Robbins became an international household name selling his famous “30 Days to Personal Power” program. I know I am not the only one who bought that program at 3 a.m. after being totally inspired by his infomercial.

I suggest you go to your journal or notepad and brainstorm ideas on products you could create, as well as think about how you can re-purpose them into several ancillary products and services.

other people’s products

If the idea of creating your own product or services is not enticing to you, not to worry. There is an absolute fortune to

be made through affiliate marketing or, as I call it, selling OPP ... other people's products.

Affiliate marketing is a popular and potentially lucrative way to monetize. The idea is simple. Instead of marketing your own products, you find products within your niche that were produced by other people and sell them. You split the profits with the creator of the product and both parties win. You make money and they happily share the revenue since you got them a sale.

ClickBank is the largest site on the net for affiliate marketers. On this site, you can find tens of thousands of digital products to promote. Also, if you have a product of your own to sell, you can use ClickBank to attract affiliates to sell your stuff.

Go to ClickBank.com and check it out. While you are on the site, take a look at the running scoreboard, which displays the amount of money that clients have been paid. The number is astounding.

If you invest in the Monetize Your Passion Toolkit, you will hear me interviewing Chris Cade, an expert on affiliate marketing and list building. He shares very practical, pertinent information on how you can create a significant monthly income selling OPP.

advertising

In case no one told you, we seem to be in a recession lately. As a result, print media like newspapers and magazines are hurting big time, as companies are cutting back their advertising dollars. While these advertisers may have cut their budgets dramatically, they still must have a presence in order to sell their products and stay afloat. They are smart enough to realize that the "push and pray" method is not an affordable option in today's world. Instead, they are targeting their marketing dollars where the customers are: online.

What's the point? If you can create a large, active, responsive audience, then advertisers will happily invest money to be featured on your website or blog.

The cool thing about advertising is that even if you have no interest in creating your own products or in selling other people's products as an affiliate you can still monetize your passion. Regardless of the economy, there are still billions of advertising dollars being spent every year. There is no reason you cannot cash in on this.

How do you cash in?

First, become a true expert, work your butt off, and start driving throngs of people to your site or blog each month.

Second, Google your passion and start studying every other site that exists within your niche. See which companies are advertising on these sites and contact them. These are hot leads since they are already spending their money online. (Just be careful that you don't muddle your site with ads and lose the main focus, which, of course, is your own content.)

speaking gigs

I wrote about public speaking back in chapter nine as a great way to build your audience. Getting out from behind your computer screen and speaking in public is a fantastic idea for many more reasons.

Now, I know you may be thinking that public speaking is not for you. In fact, many people would rather be hung by their eyelids than speak in front of a live group. Nonetheless, I'd encourage you to consider it for the following reasons:

- Just like your online efforts earn you social currency, speaking offline earns you social currency—and in an even larger amount. People love to be able to see you in person. It provides the personal touch the virtual world will never be able to.

- Similarly to being a published author, being known as a speaker will do wonders for your credibility.
- Speaking gigs give you another opportunity to talk about your passion. And instead of just talking about it to your Flip cam, now you've got a live audience of people who share the same passion.

Plus, you never know who will be in the audience and what opportunities will arise. For me, it is also a good excuse to put on pants and a jacket and to shave my face. Seriously, speaking out in public can only help your business (unless you forget to put your pants on). I mentioned earlier the event I spoke at in Ottawa, Canada. At that one event, I met hundreds of people (all potential customers), met Kristen White who handed me over a radio show, and met several amazing speakers (among them Mari Smith, Scott Stratten, and David Riklan), who have now turned into powerful JV partners.

Public speaking can be a *major* money maker. You may have to start by doing it for free. But over time you can absolutely start to charge people and organizations to hear you speak about subjects you've been speaking about for free for years.

How long will it take to earn the right to be paid? It all depends on your determination. Just a few short years ago Gary Vaynerchuk was an online upstart and today he commands \$25,000 or more for a keynote (and gets it easily). Tim Ferriss was a twenty-nine year old unknown and one best-seller later he gets up to \$100,000 per talk. My former coaching company hired Tony Robbins to do a keynote at our big annual event a few years ago. Tony walked into the room, blew away the crowd with three hours of huge energy, grabbed his check for \$150,000, and bolted out the back door. It was a thing of beauty.

Maybe you will never command these types of paydays, but what if you could pull in an extra \$2,000–5,000 per

month from a few speaking engagements? How would that impact your life?

As I mentioned earlier, it is extremely helpful to create a speaker page like richgerman.com/speaker and include it on your website.

seminars

Seminars—either in-person seminars or teleseminars—are another great way to monetize. As you may have gathered by now, I am a huge fan of teleseminars. Typically, I will do a large, free call during which I will give a solid hour of pure content on a specific subject and then, in the final minutes of the call, I will promote some type of paid seminar. I’ve done four-week, eight-week, and twelve-week courses. They have proven to be a great way for me to get people on the phone with me for several weeks in a row, during which I can build a relationship with them ... and then up-sell them into an ongoing coaching program.

Check out this example. In late 2009, I sent out a survey to my database asking them what they wanted coaching on. I figured that instead of creating a class based on what I thought they might want, I would ask them just to tell me what they wanted. Logical, huh? Not surprisingly, based on the unsteady economy, the response I got was: “We need to make more money.” I immediately drafted the script for a free call entitled “How to Create Financial Freedom.” I also asked them how much they would be willing to pay for a class with me and the response was: “Not much!” After I picked myself and my ego off the ground, I decided to “give the people what they want” and developed a four-week class on financial freedom for just \$25.

Did it work? You tell me. Two hundred and one people sent me \$25 through PayPal and joined me for the four-week class. I led four calls, each lasting forty-five minutes. Do the

math. Plus, I then up-sold twelve of the 201 participants into a newly created Entrepreneur's Mastermind Group at \$197 per month. All told, I made approximately \$5,000 from the four-week class and then another \$2,364 per month to lead the group on an hour-long weekly call. It may not be Tony Robbins-like cash, but you get the point. It was worth it, and a great beginning platform.

While I lead several paid teleseminars per year, you might also consider doing in-person seminars. Let's look at the advantages and disadvantages of both.

Advantages of a seminar:

- You get the all-important face-to-face contact with people.
- Typically you can charge more.
- The up-selling potential is better, as you have a live audience in front of you and many opportunities to sell them your other products throughout the event.

Disadvantages of a seminar:

- There is a financial risk: you (may) have to travel, book a conference room, guarantee a number of paid hotel rooms, and provide security.
- It is harder to get people from out of town to attend.

Advantages of a teleseminar:

- The whole world is your potential audience. (I have people from countries all around the world who attend mine.)
- It is not hard to set up. (The first time may be a little tricky, but once you get the hang of it, it is easy.)
- They cost virtually nothing to produce, as you can get a conference line for free (see the Resources section).
- No travelling is required for you or your customers.

Disadvantage of a teleseminar:

- The main drawback is you don't have face-to-face contact with your people.

I like doing seminars a lot, both in person and over the phone. They are a perfect way to blend online and offline efforts.

books, tv deals, and movie deals

Okay, this may sound a little pie-in-the-sky at the moment, but have you seen the movie *Julie and Julia*? If not, put it in your Netflix queue and watch it for a glimpse at what is possible with a simple blog and lots of passion and hard work. Julie Powell's blog led her to get a book deal, which led to a hit movie starring Meryl Streep. It could and will happen again!

I have just shared with you several common ways to profit from your passion. Can you think of any other ways that I have not mentioned that may work for you?

final thoughts on how to monetize your passion

While it is normal and vital as a business owner to want to make money, always remember the power of starting by offering something for free. I speak often to businesspeople from the "old school," who cringe at this idea. "Back in the day," they utter, "we never gave away anything for free!"

Well guess what? "The day" is long over. (Plus, I never really liked that expression.)

Side note: Never trust anyone who says "back in the day."

In today's Internet-dominated world, you can get almost *everything* for free. Think about it. If you want something,

almost anything, what do you? If you are like me, you Google it and it appears on your computer screen like magic.

So what I am saying is that you want to be generous and give away lots of free stuff. Again, use the power of free to bring people into your community. Lure them in so you can create a relationship.

This begs the question: what will people pay for? In a word... *support*.

Recently I was speaking to a long time one-on-one coaching client of mine, Sarah. I asked her why she has happily paid me \$1,000 a month for coaching month in and month out for several years in a row. Her response surprised me in a very good way, She said, “*You listen and you care.*”

Look at all the areas above and decide how you can support your customers. Also study and answer the following questions:

- Where do your customers need support?
- What products can you create that will improve your customers’ lives?

Think about what people want the most. Marketing has always been focused on the following: money, time, sex, and weight loss (as in lose weight without having to do anything).

- Will your product make them money?
- Will it save them money?
- Will it save them time?
- Will it help them in the sack? (Can you say Viagra? Cialis?)
- Will it help them lose weight?

Start really paying attention to commercials and study what problems the products are claiming to solve.

More questions to answer:

- If you go the affiliate route, what other products are out there already that could fulfill your customer's needs?
- What companies should be advertising on your site?
- What groups can you support by speaking to their members?
- And lastly: are you listening to and caring for your community's needs, wants, and desires?

My advice is to devise a specific, focused plan for what you will sell to monetize your passion. Whether you sell your own creations or OPP, create a funnel of useful products starting with free items and then working your way up to higher price points. Really get to know your audience so you understand what they want and how much they are willing to pay.

Okay, let's move forward now and talk about how to automate, outsource, and delegate your way to freedom.

twelve

the e-evolution of your empire

“I saw a bank that said ‘24 Hour Banking,’ but I don’t have that much time.”

—Steven Wright

When building an empire from scratch, it is normal to wear many different hats. You are the visionary, the sales staff, product development, the IT department, customer service, and the janitor. Expect to grind some, okay a lot, in the early stages. My advice: *learn to love the grind!* Even though you will be doing a lot of grunt work, declare it to be a perfect and necessary part of the process. One day you’ll look back and smile at the crazy hours you put in and the silly mistakes you made during the “early days” of your business. Eventually—sooner, rather than later—*the goal is to automate and outsource your way to freedom!*

treating your business like a business

In a perfect world, you will be focused 100 percent on what you do best. As mentioned earlier, for me, what I do best are the 4Cs. (Yes, it was the 3Cs before, but I am adding an all-important fourth one):

- Coach
- Create
- Communicate (with people)
- Chill (as in on the beach)

When I am doing one of these things, I am at my best. I am on purpose. I am fully expressing myself. I am happy—and happiness is the real goal, right? It took some time, but

fortunately I am at the point where the majority of my time is spent in one of these 4Cs. The more I am engaged in one of these activities, the more I get done and the more impact I make. And, yes, I get a lot “done” when I am just chilling out on the beach. This is the time I take to re-charge and build up my energy. I am able to quiet my mind at the beach, and this is when the best ideas often drop into my lap.

Taking time just to relax is vital both to your physical health and to the health of your business. Plus, who doesn’t like hanging out on the beach?

Now, take a minute and answer these questions for yourself:

- What do you do best?
- What activities do you want to consume the majority of your time?
- What actions will lead to finding customers and generating income the fastest?
- What activities will lead to the biggest impact?

Let’s discuss some keys to getting as much done in as little time as possible.

develop a business plan

If you are a seasoned business veteran, you understand the importance of having a business plan, a strategy you follow. The biggest reason people fail in a new business is that although they may have a great product or service they have no idea how to run a business. This is where having a plan comes in. Wasting time is obviously bad for business, and working too many unneeded hours is counterproductive if you are committed to living a lifestyle (vs. the dreaded workstyle). A great way to stay “on point” in your business is to develop and follow a plan.

Some people—like me—prefer a pretty basic, simple plan. Others, who are more analytical, will lean towards a detailed strategic plan. Either way, I encourage you to create a plan to follow. There are a million different plans you might create. Through my coaching, I have designed, created, and critiqued hundreds of plans. In my opinion, every plan should include the following elements:

- *The mission of your business:* why does your business exist?
- *The vision of your business:* where is your business going? What impact will it make?
- *Your values:* what do you stand for?
- *A business profile:* what are your basic products and services?

Next you want to create short-term (one-year) goals and longer-term (three-year) goals, along with a strategy in each of these areas:

- *Management and administration:* will you need to hire any team members? An assistant? A business manager? Define the job description and goals of each team member.
- *Outsourcing:* what tasks will you outsource? If you hire an admin person, will this person be a virtual assistant (VA), a remotely-located assistant? Will you outsource web design? Social media expert? Copywriter?
- *Customer service:* what kind of service are you committed to? How will you achieve it?
- *Business planning:* how often will you review your plan? Monthly? Quarterly? What is your method for you re-assessing your goals if necessary?
- *Bookkeeping/accounting:* how will you monitor your income, expenses, profit and losses, and so forth? Will you need to talk to a certified public accountant (CPA)? Do you want to incorporate your business?

- *Technology*: who will manage your database? How will you ensure you are on the cutting edge of technology?
- *Products and services*: here, give a detailed breakdown of all that you offer now, and what you plan to offer in one year and in three years
- *Marketing*: this is a critical section in which you include your plan to market and sell your products
- *Website/blog*: who will host and maintain your website and/or blog?
- *Joint ventures*: what is your plan to create JV relationships? How many JVs do you want to do per month or per year? Who are the people you want to connect with? (Create a “wish list”)
- *Affiliate marketing*: what is your plan for affiliate marketing? How many affiliates do you ideally want out there promoting your products? How will you find them? How many OPPs will you endorse?
- *Social media*: what is your plan to create a presence on social sites? Will you have a Facebook business page? Will you create a YouTube channel? How many Twitter followers do you want? What other sites will you target?
- *Income projections*: break down your desired income by month and product sales
- *Expenses*: what will it cost you to run your business?

To make the process of creating a business plan easier for you, I am providing a blank form for you to use. To access the form, go to MonetizeYourPassionProducts.com/bizplan.

If you have any questions about developing your plan, send me an email at rich@richgerman.com.

create a daily schedule

The best thing about not having a “real” job is that no one is telling you what to do all day long. The worst thing about not having a “real” job is that no one is telling you what to do all day long.

The biggest challenge of the entrepreneur is typically a lack of accountability. No one is watching what you are doing all day long. The majority of my job as a coach is holding people accountable to doing the things they need to do to have a great business and a great life.

One solution lies in creating (and following) a daily schedule. I recommend you create a schedule that includes the following parts:

- *Your early morning routine.* (Somewhere in the 5–8 a.m. range). This is your personal time; your opportunity for self-care. Remember, we discussed this some in chapter five, “Making the Shift— ‘Workstyle’ to Lifestyle.” This is when you get mentally, physically, emotionally, and spiritually ready for the day. The idea is to create a 60–90 minute ritual that gets you energized and excited for each new day. Include things like exercise, meditation, listening to inspiring audios, reading books that inspire you (like this one!), review your personal and business visions, and so on. For more information on creating a powerful morning routine go to RichGermanTV.com and enter “morning routine” in the top right search tab.
- *Your morning work routine.* It is critical you know *the* most important things you need to do every single day that will lead to building your brand and making money. The idea is to get these critical items done as early in the day as possible. Start with the most important tasks. Typically, there are only a small handful of significant things for you to do each day. If you are not sure what they are for you, go back and

review chapters seven through eleven. (If you have not read *The 4-Hour Workweek* by Tim Ferriss, I suggest you buy it after you are done reading this book ten times, and then study it. He does a great job at explaining how to be more effective and efficient with your time).

Your morning ideally will be focused on:

- Communicating with potential customers via email, Facebook, Twitter, and so on
 - Finding people to JV with (this is a *huge* focus of mine on a daily basis)
 - Building your database (always be asking yourself “*What am I doing today to build my list?*”)
 - Working on your affiliate relationships
- *Your afternoon routine.* In the morning I suggest you get your money-making activities done so that following lunch you can spend time in a creative mode in the afternoon.

Your afternoon focus:

- Creating awesome content
 - Creating products
 - Increasing your expertise. Remember, the goal is to be recognized as an expert in your field. Think about what you do can daily to earn that title.
- *Your evening routine.* I suggest you have a set time that you finish your day. Wrap up the day and go do some exercise. Go for a run, go to the gym, take a yoga class, walk the dog, meditate, breathe. Shake off any tension of the day so you can be fully present with your family or friends. Working your passion can become all-consuming (which is not necessarily a bad thing), but remember the goals of balance and harmony. We want a lifestyle not a workstyle, right? I

totally get that sometimes it is nearly impossible to “turn it off” (I am guilty of that often), but I promise you that the people who love you will really appreciate your ability to shut off your laptop (and your mind) each day so you can be in the moment with them.

Keep in mind this schedule is what I recommend; it is not set in stone. This is what works for me personally and for thousands of the people I coach. But remember, this is your life and your business. Do what is going to make you happy and also what is best for your business.

If you are someone who resists having a schedule like the plague, consider this formula:

$$\textit{Schedule} = \textit{Freedom}$$

Your business can quickly consume you and you may find yourself working some ridiculous hours. This may be fun and exciting for you, but it could also drive you nuts eventually. This is why you want to also schedule in your free time, your fun time. Get your work done, then go out and live your life. Following a schedule will have you doing more of the actions necessary to build your empire and will over time lead you right to the freedom you desire. Trust me on this one.

Now, go to your journal or notepad and mock up your perfect daily routine.

going at this part time?

Obviously, the schedule above is for someone who’s going at this full time. If you are building your business on a part-time basis, which is completely doable, simply adjust everything. To me, the early morning routine is a must for you regardless of your job situation. Then, squeeze in the rest at night,

weekends, lunch breaks, or whenever else you can. Turn off the TV and log onto Facebook and meet people. Hop on similar blogs to yours and start engaging. There are millions of moonlighters out there. I have one client who spends her days raising her three children (and her husband), and then she goes to work from 10 p.m. to 2 a.m. every night! Now this may not work for you, but let me tell you, *she* loves it.

While trying to balance a job, a business, your family, and the rest of your life may be a little frustrating for a while, hold tight to the vision you've created for yourself and patiently wait for the day you can kiss your boss bye-bye.

create a list of five “daily musts”

There should never be a moment during your working time when you don't know what to do. To avoid this situation, here is a simple little technique. Create a list of five things you *must* do every day. The idea is that as long as you get these five items checked off, you have successfully moved closer to your goal of branding yourself and monetizing your passion. I want you to personalize this list for yourself (or just steal this one if it applies):

1. Interact with your current community (Facebook, Twitter, return emails)
 2. Prospect to find customers
 3. Prospect to build the size of your community (in other words, contact people with whom to do a JV)
 4. Create content (remember the acronym ABC: always be creating!)
 5. Increase your expertise (study your passion)
- What are your five daily musts?

what to automate

To get more done in less time and to have the time to focus on what you most love to do, you must automate the majority of your business systems.

Here is a list of technical pieces you may need to have in place. Obviously, these could vary based on the exact type of business you have, but here is a list of all the pieces my own company has in place.

- *A functioning website and a blog:* As discussed in chapter seven, I suggest using WordPress.com to host your site.
- *A shopping cart:* so people can you give you their money. We use PayPal.com and 1ShoppingCart.com.
- *A database for collecting emails, email blasting your list, auto responders, and organizing data:* We use EasyWebAutomation.com. Other popular ones include AWeber.com, iContact.com, and ConstantContact.com. A lot of people will start with either iContact or Constant Contact. They are easy to use and very affordable (with plans starting at just \$10–20 per month). As you grow, I suggest EasyWeb Automation and AWeber, as they offer more features you will want. These more sophisticated programs still are very affordable. The price will go up as the size of your database increases. All of these programs are excellent.
- *An affiliate program:* we use the program available through EasyWebAutomation.
- *Facebook pages:* your business page (formerly known as a fan page) and a personal page, at least, and perhaps also a group.
- *A Twitter account:* for less than \$100 you can personalize (aka pimp) your Twitter page like mine (@richgerman).

- *Join ninety other social, bookmarking, and article sites:* you could set yourself up on these, but I suggest hiring someone to do it for you.
- *YouTube channel:* for free hosting of your videos.
- *A Flip cam for making videos:* it comes with built-in idiot-proof software to edit your vids. You can get high-definition (HD) quality and two hours of recording capability for approximately \$200.
- *AudioAcrobat.com:* for recording yourself, taping conference calls, and capturing testimonials.
- *An MP3 trimmer:* to edit recordings. Get one free online by Googling “MP3 trimmer.”
- *Skype:* another free service, great for talking to, and chatting (instant messaging) with people all around the world.
- *Google Analytics:* this is a remarkable, and free, numbers-tracking system.
- *FreeConference.com:* for conference calls up to 150 people (it is totally free and a great service).
- *SimpleEvent.com:* for a free 1,000-line bridge line. We use this for our larger teleseminars.
- *InstantTeleseminar.com:* great service for webinars, up to 250 phone lines—people can dial in or listen via the web (which will save them long distance charges); it’s easy for recording your teleseminars. If you want people to be able to interact with you, I suggest this service. Simple Event is great for huge calls, but does not have the features that Instant Teleseminar does.

Most of these services are free and the majority of the ones that are not come with free trial periods. As I have previously mentioned, I am *not* a technically-skilled person and yet I was able to figure out how to use the above services pretty easily. You will too.

Make a list of all the systems you want to implement and include a timeline for their completion.

what to outsource

The fastest way to build your business is by you spending the majority of your time doing the money-making tasks while outsourcing the rest of the day-to-day stuff to other people. I have two key people to whom I outsource/delegate tasks.

The first is my admin person (aka Director of Operations, aka the co-author of *Living the Law of Attraction*, aka my big sister), Robin. I live in California and she lives in Florida; she is 100 percent virtual. Her job is to make me look good—not an easy task, I assure you. She handles all the daily operations of the business, database management, customer service, and website maintenance, along with about one hundred other duties. She also helps me to get interviews and joint ventures, and runs our affiliate program. She is paid a percentage of the business, which has her completely vested in the success of our little empire.

If you have worked with me in the past at any level, you have worked with Robin in some capacity. If you are in my database (which you had better be; opt in at RichGerman.com), all emails you receive from me are sent by her. Now, I understand that I am completely blessed to have a talented, completely trustworthy family member with whom to work. The good news is that in this difficult economy there are plenty of other talented people out there in need of a good job who would love to work with someone with your passion.

My second key person is Vince, my social media expert. You met him earlier. He is my twenty-something Canadian tech guru whose job description is simple: get eyeballs on my blog. I post my videos each day and he is responsible for

telling the world to go watch them. You can hear an interview with him by investing in the Monetize Your Passion Toolkit.

What do you need to outsource so you can focus on your money-making priorities?

the bottom-line is the bottom line

One of the great beauties of your online business is that, when done properly, it can be done with very low expenses. My own business expenses range in the ballpark of 15–20 percent of my earnings. When you add it all up, we're looking at low expenses, high profits, major impact on thousands of people, living with purpose and passion, complete self-expression, working from home (typically barefoot, in shorts and a tee-shirt) on my own time schedule, with no commute, no boss, no B.S. This is called a lifestyle! This is *freedom!*

help!

Because I understand that getting your business automated and properly outsourced can be quite overwhelming, I have come up with a couple solutions for you that go well beyond the capacity of this book.

First is the Monetize Your Passion Toolkit. This is a powerful package designed for you if you plan to do it all yourself. In this product, we go into more detail than this book will allow on all the aspects required to improve or launch your business. It includes virtually everything you need to know to build a solid business foundation and begin monetizing your passion as fast as possible.

The second option is for you if you would prefer just to have everything handled for you. This is our incredible Monetize Your Passion One Stop Shop. This is perfect for you if you are absolutely committed to succeeding, you want

to get on the fast track, and you want to focus on making money while the technical details are handled for you. We offer customized packages that cover everything from creating your website and your blog, getting you set up on all of the important social media sites, and setting up your Facebook business page, to customizing your Twitter page, logo design, and more. We can even offer you ongoing coaching, social media promotion, and virtual assistant (VA) services. Instead of having to research, interview, and hire all these people on your own, we handle it all for you ... hence the name the One Stop Shop. For more details and pricing, go to MonetizeYourPassionProducts.com.

thirteen

the mad dash toward mediocrity

“This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one; the being a force of nature instead of a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy. I am of the opinion that my life belongs to the whole community, and as long as I live it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in life for its own sake. Life is no brief candle to me; it is a sort of splendid torch which I have got hold of for the moment, and want to make it burn as brightly as possible before handing it on to future generations.”

—George Bernard Shaw

The quote above is one my absolute favorites. We’ve all heard the “I want to be thoroughly used up when I die” line before. Personally, I love how he says: “being a force of nature instead of a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy.”

I mean, think about it. How many people do you know that are truly playing life full out? How many people do you know that are absolutely committed to living an extraordinary life? The masses of society are either silently frustrated in their mediocrity or simply content with being average. I used to have a sign on my desk that said, *“To be average scares the hell out of me.”* I believe you are reading this book because you understand that there is more for you to be, do, and have here in this life. You understand that you deserve to, and can, have it all.

It is funny, but it actually takes more energy to be a “feverish, selfish little clod of ailments” than to be a hard-working, devoted, passionate person. Living with passion is energizing. When you follow your heart, you tap into an

energy bank with an unlimited source of resources. You have more energy than you knew possible. You are rewarded both energetically and financially.

If you are truly dedicated and committed to supporting others, the financial resources will flow in so you can continue to make a difference. You will be supported ten times over and you will be free—financially, mentally, emotionally, and spiritually—to continue to make a bigger and bigger impact. It is just the way the world works. This is one of my big goals for you: for you to experience financial freedom so that you no longer have that burden and can focus on making a bigger difference in the world. As Ayn Rand so poignantly professed in her brilliant writing, we live in a world of mediocrity. Most people are wired to be mediocre. But you are different and you know it. You are here to accomplish big things. You are here to experience greatness.

create, don't compete

A common concern I hear is people's feeling that everyone and his mother is jumping on the online bandwagon and there is no room left for them. Well, the truth is that people *are* jumping on in droves. Depending upon your niche, you may have a lot of competition. Look at my niche of coaching. Lately everyone claims to be a coach. So while there is competition, I prefer this mantra: "*Create, don't compete.*"

Here are the facts, at least the way I see them:

- Most people will quit before the payoff
- Most people lack the patience and consistency required to succeed
- You have a unique gift and it is your duty to put it out there
- *No one* can do it as good as you are going to do it

Even though we've been programmed for mediocrity, we clearly have the option to rise above it. When you establish yourself as a true expert in your passion—through time, patience, consistency, dedication, and devotion—you *will* rise to the top. You will monetize, you will make a serious impact, you will be happy, and it will be *fun*.

the inevitable mind trick

Lately, I have seen the following pattern occur over and over again. It is quite normal, so if it happens to you, just know you are on the right track. This mind play has three acts.

Act I: Inspiration. You get inspired out of your skull. You get a mind-blowing idea for your business and your life. You create a vision. You read a book like this, which gets you even more enthused. You begin to really feel your power. You feel unstoppable. You mock up your website. You hire a designer. You personalize your Facebook page. You tell all your friends. You are so excited you can no longer sleep. The stars have all aligned and your lifelong search for real meaning is revealed. You have the feeling “I can do this!”

Act II: Doubt. Typically Act I is met by an ugly demon called doubt. At some point your inspiration crashes head on (at 120 MPH) with a strong dose of uncertainty. All of a sudden you start asking one or more of the following questions.

- What the hell am I doing?
- How am I going to do this?
- Who am I to do this?
- What was I thinking?
- Me an expert at anything?
- What will my family think?
- Can I *really* put myself out there?
- Can I *really* make money doing this?

- How will I support myself doing this?
- How will I support my family?
- How am I going to pay my bills?
- Even though I am miserable, shouldn't I just play it safe?
- Blah blah blah!

If you are going to question yourself (which we all do), ask this one instead:

What do I have to lose?

Take this guy's advice: "Remembering that you are going to die is the best way to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart." That comes from Steve Jobs, CEO of some fruit company.

Within days of coming up with the idea for my blog, I was on the phone with a good friend of mine. She had been struggling for a few years trying to find her place in the world. She is a very talented person, but was acting like the proverbial jack-of-all-trades and a master of none. But in one conversation we (at least I thought) changed that for good. We got her to pick her horse (her passion) and she quickly bought into the entire concept of creating and monetizing a blog through all the techniques shared in this book. I just knew that this time she would ride this horse to the financial freedom she desperately wanted.

The problem was that 30–60–90 days later she was still stuck at the starting post. There was a lot of talk, but no action. I finally softly confronted her in an email and asked why she had not launched yet. Her very sincere, raw reply was: *"I am scared to live my passion! I am afraid to put myself out there. I am terrified to be the real me. Who am I to do this? Doing this video blog is a deep search into my soul!"*

Her honesty nearly brought me to tears. This was my response: “*At some point we must realize that simply being who we are is good enough. In fact, it’s our only chance for authentic happiness. It’s the sole path to finding our true breath.*”

She got over her fear and is now living her passion and reaping all the benefits.

Act III: You Get Over It. Once you break through your fears you can move forward. You can refer back to the chapters on overcoming fear for reminders on how to get over your doubts and limiting beliefs.

In a nutshell it boils down to:

- *Tapping into your own power*
- *Taking action daily:* you can either be in your head or in action
- *Having the right coaching and support:* I suggest you either hire a professional coach (*me*) or join a Mastermind Group (*mine*). Okay, that’s the end of my subliminal sales pitch; just remember that *all* top performers have a coach for guidance, accountability, planning, and motivation. Go to RichGerman.com for details on my coaching programs.

The other point I want to make here is do your best to take the focus off of you and put it on service. I have noticed that if I catch myself feeling fear it is because I am focused on what is in it for me. Conversely when I am focused on serving other people, I feel only joy, passion, and purpose (and this is when the money starts flowing in).

Let’s now go over a concept called the six phases of mastery.

the six phases of mastery

The following descriptions will show you the normal progression you can expect your business to go through. The purpose of you understanding this concept is:

- For you to be okay with where you are at right now
- To help you move through any potential meltdowns that could occur in your business
- To help you develop the patience required to achieve success

phase 1: strategizing

In the first phase, you begin to get a clear vision of what you want your business to look like. This is the planning stage. You decide on your goals and start making some commitments. This is when you create your business plan and a schedule. You develop the action plan needed and also create routines to follow. You are excited during this phase (like Act I above) and start telling the world what you are up to.

phase 2: implementation

In phase 2, you put your head down, get your blinders on, and you go to work. Your focus is the execution of your plan and your goal is to follow the schedule you created. This is when you implement everything we've covered in Part Two of this book, from launching or improving your current website, to working on building a large database, mastering social media, networking with JV partners, and so forth.

This can be both an exciting and also a frustrating period. It is exciting because your business is fresh and new. However, frustration is also common while working to get

your site just right and navigating through the oftentimes confusing world of technology. In addition, you most likely are not making any money during this phase, which can lead to impatience and rash decision making.

Consistency is vital during the implementation phase. Without it, getting to the next stage is impossible. Here is a tough to swallow, yet true statement about phase 2. *You can expect to work a lot with very little result.* Because of this about 90 percent of people get stuck here and eventually will fail. That is right. The majority of people, even many who will read this book, lack the patience and consistency required to get through this phase.

Your business, like any business, runs in cycles. The efforts you engage in today typically will not pay off for a good ninety days or so. It takes patience, foresight, and some business maturity to stay focused during this period. It also requires faith in yourself and your business plan, and also accountability.

phase 3: momentum

The initial goal of all your hard work is to get into momentum. This is when your business *really* gets fun. All of a sudden, your hustle begins to pay off and you feel a surge of results with less effort. You now have actual customers who are buying your products and services. Other experts in your field are noticing and you start to partner up with them. Your audience is growing and you enjoy watching the numbers. You really feel like you are making an impact ... and your income and the response you are getting from your fan base prove you are.

Momentum is not easy to maintain though. Why? It has two common foes. The first opponent of momentum is *overwhelm*.

Suddenly you are bombarded with opportunities and potential customers, your calendar is overbooked, and your inbox is inundated. You were not prepared for the flow of business and do not have the systems to maintain the pace.

The second enemy of momentum is *ego*.

You have now become a bit of an Internet star. People love your videos, and you are thinking of giving George Clooney a run for his money. A few thousand people are “fans” of yours on Facebook. You are on pace to have more Twitter followers than Oprah. Basically you are making a big deal out of something small and your ego is starting to get the best of you. You start buying into your own press.

Overwhelm is highly uncomfortable (and non-productive), and an out-of-control ego will crush your success rapidly. Overwhelm and a bloated ego often lead to a breakdown. You know you are in trouble when you stop doing the things that got you into momentum in the first place. You stop following your plan, schedule, and routines. You get distracted, irritable, and perhaps even start lying to yourself and others. A breakdown will set you back to phase 2, meaning you have to put your blinders back on and re-focus on the basics.

phase 4: stabilization

A key to your long-term success is your ability to stabilize your momentum. In order to handle the pace of your business without breaking down you need:

- Systems
- Automation
- Delegation
- Accountability

As the owner of a stable business, you understand your numbers. You track and analyze them and make decisions

based upon them. Your business is a well organized, fine-tuned machine. You have effective systems in place for every facet of your business. You have become a good manager of people and empower them to run these systems. While stabilizing, you don't make any drastic changes.

The enemy of stabilization is boredom. A stable business has hit a profitable plateau and sometimes creative entrepreneurs get impatient. They want to make changes. They want to break what isn't broken.

It can easily take eighteen to twenty-four months for you to reach stabilization.

phase 5: breakthrough

In this phase, you begin to experience massive, unexpected bursts of results. Your business moves at lightning speed. The quality and quantity of your following has skyrocketed along with your income. To manage a breakthrough, you learn to master the use of your time. You understand time is your most powerful tool. You take full responsibility for how you communicate and who you communicate with. Your integrity is essential and you must not forget its role in getting you to this point.

You have become a great leader who supports and empowers others to run the systems that are in place. You have mastered the ability to remain calm in order to handle the pace of your business.

It is important to note that you will actually move back to phase 4 after a breakthrough because it is necessary to stabilize everything again. A highly successful company will experience a sequence of breakthroughs followed by periods of stabilization, followed by another breakthrough, and so on.

phase 6: mastery

Mastery is the pinnacle aspiration of your business. What started as simply “your passion” can ultimately lead to a business that has a life of its own and is no longer dependent upon you being around at all. Every facet of your business is now handled by other people. You are a master at delegating and empowering others, and you have given your team the resources to get the job done without your presence. You simply act as the visionary who oversees the operation guiding it with a gentle hand.

In mastery, you are living the life that others fear even thinking about it. You are sailing around the world. You are a full-time philanthropist. You spend all your time in your studio painting your masterpiece. You have decided to become the world’s greatest grandparent. You have dropped out of society and fly (first class of course) to India to live in an ashram for six months. Basically, you are doing whatever the hell you want to do.

While this may seem like a pipe dream, it is possible and definitely worth mentioning. Someone has to do it, why not you?

Those are the six phases of mastery. I feel it is important to understand them and to know where you are at during the progression of your business.

Which phase are you in?

Let’s move to the final chapter and discuss the number one key to your success.

fourteen

don't forget your "vitamin c"

"It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power."

—Alan Cohen

"You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do."

—Eleanor Roosevelt

If you have made it this far, you've got the mindset and the road map to succeed in your business. Now let's talk about another factor that I feel is the number one key to your success.

Obviously there are many, many key elements required to flourish in business and in life. One hundred pieces need to be in place for you to experience big success along with real life fulfillment. Putting all these pieces in place is surely a great puzzle; it is a mystery to most, which explains why most people are not succeeding, let alone happy.

So what is the number one key? All of Part One was devoted to the word "belief," but, as vital as belief is, it is not the most important element in success.

Is it your attitude? Nope.

Is it your energy? Wrong again.

Ahhh, it must be passion, right? Thanks for playing, but eh-eh.

Is it preparation? Patience? Consistency? No. No. No.

How about your intention? Buzz.

Is it having the commitment, dedication, or devotion? Strike one, two, three ... you're out.

While all these factors are essential, there is another that trumps them all. There is one thing you *must* have or else you will only get so far. It is vital to be successful in an online business just like with any business in general. In fact, it is essential for you to possess to prosper in all facets of your life, especially in today's unstable, stressful world.

This number one key to success is something you want to take in large doses every day.

Let's call it Vitamin C ... *courage*.

I believe you were born to do something important. My hope is that the passion you are basing your business on is exactly what you were born to do. The issue now is you having the courage to *be you*. And as Charles Dubois once said: "The important thing is this: To be able at any moment to sacrifice what we are for what we could become."

It takes courage to put yourself out into the world like you will be doing. It takes courage to go big. It takes courage to have integrity in this world of mediocrity, short cuts, and scam artists. It requires courage to be real, to be authentic.

It takes courage to *go for it* 100 percent without looking back to see what other people are saying; to move forward powerfully without caring what the naysayers and gossipers are thinking. Two of my favorite words are: *so what!?!* If other people think you are nuts for following your passion, your response should be a loud: *so what!?!* If what you are doing concerns the people around you ... *so what!?!* Now this does not mean you are going to stop being a loving, caring person. It simply means you are going to have the courage to follow your heart.

Remember this is *your life* and no one else's. Just like you need the courage to follow through when your back is up against the wall ... you need the courage to be you when being you goes against the grain ... or contradicts the opinions of other people. Making the decision to have a lifestyle vs. a workstyle goes against the social norm, and

therefore you are sure to face some resistance. Again... *so what?!... who cares?!* This is *your* life.

The people who truly love you will support you and *so what* if everyone else in your world thinks you're crazy? They're probably just jealous anyway, really, because they know deep down they don't have the courage to do what you are doing.

So be yourself. Be real. Be authentic. I have brought up the name Gary Vaynerchuk throughout this book. I respect him for being a great example of how to dominate the online world, but, even more importantly, I revere him for having the courage to simply be himself.

He is a self-proclaimed “maniac.” When you watch him, he is screaming and yelling like a madman half of the time. He is intensely passionate about what he does and his huge excitement comes through in a massive way. He knows that his manner will turn off a certain percentage of people, but guess what? He is not putting on an act. He is being himself. He could tone it down, but, if he did, he would no longer be authentic. He would no longer be real. Being real is all he can be.

And, oh, it works for him *big* time—just like it will work for you. At last count, his authentic, courageous, maniacal personality was pulling in a cool fifty million dollars in online sales annually. Yes I said fifty million. So, if you are afraid to be you, perhaps the thought of fifty million dollars will persuade you to swallow a big fat courage pill!

The bottom line is this: just be you. Being you is good enough... being you is perfect.

When you create your content, have the courage to be you. For example, when filming a video, let go of any need to appear perfect or to capture a perfect shot. Be unattached to how perfect your setting is ... be unattached to saying the exact “right” words or having the “right” sound quality, lighting, or whatever. *The only thing to be attached to is your*

authenticity. Make your point in an authentic way and you are good to go.

Your goal is to connect with your fans, your community. You do *not* do this by looking perfect, slick, and un-relatable. You do this by being real ... again by being *you*.

your appeal is determined by your ability to keep it real

Keeping it real is what keeps people coming back to your site and telling all their friends about you and your products and services. If the game you are playing is online domination, then get out of your head, which creates the fear that holds you back from being you, and get into your heart. Get into your heart ... stay in your heart ... come from the heart. And if anyone has a problem with what you are doing, remember your response: SO WHAT?!

A wonderful result of having courage is that it creates immense passion. When you are following your heart, you want to continue following your heart all day every day. Even though you have the ability to work your business part time, don't be surprised if it begins to consume you in a very positive way. Why sit on the couch eating bonbons and watching Oprah when you can be working? Work is not even the right word to call it. Let's call it play instead.

I love being in creative mode. Whether I am playing my guitar or painting or writing or creating content, I just love to create. When I am creating I am fully present and fully expressing myself.

When you're in this mode, time just flies by. Hours and hours will pass by in the blink of an eye. You feel an intense rush of energy. Stress melts away. You require less sleep. You are happier! Imagine working your passion all day long, pulling yourself away from it only to get some sleep, and then having the joy of getting up the next day to do it again.

You are going to begin (or continue) to live and breathe your passion! Again, this takes *courage* and a *so what attitude!*

Imagine living and breathing your content. Imagine becoming a true master of your passion, whatever it is. Imagine spending your time working to increase your expertise while constantly interacting with people who are interested in the same thing.

Courage and passion will result in giving you the patience required to get your business off the ground. With them you'll have the ability to stay on course even if the results you are seeking don't come immediately. You will have the staying power needed to get through the mastery phases. With patience comes the ability to be prepared, to plan, and to be consistent.

As I have said repeatedly, consistency is critical. Consistency in everything you do—from creating content, to building your audience, communicating with your fans, planning—is a *requirement*. This way people know you are not only a real person with a real personality but that you are *for real*. You are no fly-by-night imitator ... you are the real deal.

Okay, from a business standpoint, you need a plan. You need the nuts and bolts A–Z methodology ... and you need to take action. On the mental side, you need an “I will succeed no matter what” attitude. You need your Vitamin C: the courage to follow through, the courage to be you. You need patience and integrity, and you *must* be consistent in everything.

If this seems like a lot to focus on, then just remember this: the most important factor in the win-win-win lifestyle is that you are happy. Your ability to remain patient during the building process will be in direct proportion to how happy you are.

That's right. You see, when you love what you are doing, you are excited. You are happy. In life, boredom is your greatest adversary. Life is magical when it is lived on purpose. This is why I started this book by talking about your passion

and the lifestyle you desire. And this is why you've created your business around your passion, rather than starting something merely to make a stack of cash.

Chasing dollars, believe it not, gets old eventually whereas following your heart, your passion, *never* gets old. And guess what? The people with the courage, passion, patience, and drive to follow through make the most money.

Again, you are the real deal. You are in this for the long haul. And because you are working your passion, it will never get old. Your time will be spent doing what you love: creating content, becoming the master of your field, brainstorming, thinking, playing, branding yourself, and, of course, building and interacting with your fans (your community). Compare that to the typical people out there who go to jobs they barely tolerate forty hours a week, even as their souls die a little with every breath they take.

Okay, you get it. Follow the plan within these pages and you will succeed. As you grow, make sure to stay true to yourself and to your values. Never forget the golden rules.

the golden rules of communication

1. Never lose your personal touch.
2. Never get so big that you become untouchable—remember who the brand is.
3. Keep your ego in check—have people around you who will whack you in the head if your ego starts getting out of control.
4. Respond to all of your emails and messages.
5. Focus on how you can serve.
6. Don't forget to take care of yourself mentally, physically, emotionally, and spiritually.
7. Learn what works for others and emulate it, but also dare to be different.

8. Be you, be real, be authentic, be in integrity—you're the one who has to look yourself in the mirror each morning.
9. Never stop listening and caring.
10. Have *fun!* If it *ever* stops being fun, either quickly change how you are doing things or get out!

If you are ever in doubt of what to do, just apply the following six basic steps. Master these and use them for the rest of your life and you'll win the game.

1. Use freemiums to get people into your world—give unconditionally, give people something for nothing simply because you give a damn.
2. Provide great value, services, and benefits.
3. Listen and care.
4. Bill 'em! (Sell them something—either yours or someone else's.)
5. Let them tell all their friends about you.
6. Repeat steps 1–5 until all of your dreams come true.

Focus on these steps and soon you will watch your business grow and spread like a wildfire.

interview with gary vaynerchuk

Rich: Good evening everybody! This is Rich German, and I am thrilled beyond words to be with you tonight. And the reason that I am thrilled, as all of you know, is that we have the one and only Gary Vaynerchuk joining us live tonight.

Gary, are you out there?

Gary: I am here!

Rich: Awesome brother! Welcome to the call!

I just want to say a couple of opening thoughts and then we're going to dive right in with Gary.

Gary has really, and you don't even know this Gary, but you've really become a... I'm going to use the word "hero," and I don't use that word lightly. You've become a hero of mine over the last six months. And the reason I say that, number one, is: you've been a huge inspiration to me, just like you have for so many people listening, from a business standpoint. You have figured out how to turn your passion in life into a business that not only works for you in your life, but makes a profound difference for so many people. As a coach, this is my total focus and has been for a long time. I want people passionate and living their passion. There're so many people that are just not happy in life. The second reason, and more importantly than the business things that I've learned from you, is the word "happiness."

You know it is very clear that you are one of the happier people out there in the world. And anyone that has known me for a while... I've got people on this call that have known me for well over a decade now. They know that that's what my coaching is really ultimately about. That's all I really care about. I don't really care what anyone's doing and what they're up to. I just want to make sure that you're happy. I want

to make sure that you're enjoying life. And correct me if I'm wrong, man, passion and happiness are not two things that you are lacking, right?

Gary: They're not only things I don't lack... I'm lucky about that... but they're things I'm ridiculously, you know, completely obsessed with.

Rich: I can't think of two better things to be obsessed over than passion and happiness. So I just want to say... And I'm sure I'll say this at the end and I'll probably say it a bunch of times... I just want to thank you for taking the time out of your life and your busy schedule, especially in the evening in New York, where I know you have a family and a young baby, to be here and to make the contribution you are about to make is just totally cool. I just want to say thank you.

Gary: Well, I appreciate that.

Rich: Speaking of contribution... So it was kind of cool. I've been dealing with your assistant, Matt, in setting this whole thing up and basically hounding you guys for the last several months, as you know, to get you on this call tonight. It's funny, I've told everyone that I've talked to today: I've done thousands of conference calls over the past decade, thousands, and I don't ever get nervous. I do, you know, big calls like this. We have over 1,560 people on this call right now. I never get nervous.

Gary: Can I just stop you there and just say thank you so much? I'm sure 1,559 are here for you, but I'll thank everybody for being here because that means a lot to me.

Rich: No man, trust me they're here for you. They hear me all of the time. They're here for you tonight. They're definitely here for you.

My point is that I never get nervous because this is just what I do. I woke up this morning, man, and I

had nervous energy all day long. And the reason I say that is not only that I'm excited about this conversation, but I really believe that what you're going to share... and you better not blow it, by the way... I believe what you're going to share is totally life-changing material. That's what I'm excited about.

So in dealing with Matt, going back and forth with setting this thing up, it was actually perfect. I want to get this out of the way, because I'll forget once we get into the interview. I said, "Hey, I want to do something... Can we kind of bring in a charity aspect to this?" On the last big promotion I did, it was right after the earthquake in Haiti, we raised a whole bunch of money that went right to Haiti. I said, "You know, how do we play off Gary's popularity? How do we create something that's going to make a difference for people, beyond the people listening?" And he said, "Oh my God! We've got this 'Crush It' song, and there's a charitable aspect to it."

So why don't you share, real quickly if you will, tell us about the charity "Crush It" song. How do people buy it? And then we will hold a little contest just to kind of get this thing going. So if you could start with that Gary, I'd appreciate it.

Gary: Yeah. I have a really good friend by the name of Mark Fitzpatrick, who I met at a conference. You know, he's just become a huge "Vayniac." For anybody who's listening right now that means... You know my last name's Vaynerchuk, and the fans came up with that term. So it's fun. And he just reached out one day and said, "Listen there's a charity I'm passionate about. I'd love to come up from D.C. to tell you about it." So I said, "Sure, stop by." He told me about it. He had these great young rappers down there that he's friends with and he said, "Can we write a rap about crushing?" I said, "Do it!"

Rich: Yeah.

Gary: It was a “Caring House Project,” which is down in Haiti. The video we made was from months ago. This was from before even all of the tragic stuff that’s been going on there. It was just something I thought... You know it’s actually very funny, Rich. I’m actually very weird when it comes to charity. I think that way too many people use it as a marketing tool.

Rich: Yes.

Gary: They use it as a way to build their business. I’m actually extremely secretive with it. And I don’t do much public stuff. I do a lot of event, but I do so much of my charity stuff totally behind the scenes, which is totally the opposite of everything else I do.

Rich: Uh-hum.

Gary: But this one felt very compelling. And, you know, the fact is that when you start thinking about feeding six people with a 99 cent song, it starts getting crazy. And so, we created this site called CrushItCharity.com. It’s been a huge, huge, huge source of inspiration and a lot of people have enjoyed it. It’s been very exciting for me. Really it has.

Rich: I was going to say if people go to CrushItCharity.com, they can buy the song right there.

Gary: Yeah. And there’s one thing I want to establish right now with this call, because I want to make lots of new friends, because that makes it fun. I just linked it on, Facebook.com/gary.

Rich: Perfect.

Gary: And I hope that throughout this interview, because I know we’re going to be interviewing... I don’t know if you open it up to Q & A at all, but I know that might be hard...

Rich: There are too many people. It’s too big of a call.

Gary: So what I'd like to do is, if anybody does get passionate and wants to ask something, go to [facebook.com/gary](https://www.facebook.com/gary), and ask a question on the wall, and I'll try to segue it into our conversation a little bit.

Rich: Perfect.

Gary: Because, I want this to be interactive, and I want it to be more about the people listening rather than me bragging about the stuff I've done, you know?

Rich: Totally! So here's what we're going to do. And Gary is so gracious here. I want everyone to go buy that song. It's 99 cents. If feeding six people is not incentive enough... And I just did the math. If every single person listening now or later buys that song that's 9,366 people that we're going to feed just from that. If that's not incentive enough (I've convinced Gary), we're going to have a little drawing. And here's the way it's going to work. Go download that song. Then go to my Facebook page, which is [facebook.com/richinlife](https://www.facebook.com/richinlife). So his is Gary, which is the greatest name ever. Mine is Rich.

[Laughter]

I don't think you can get that one today.

We're going on the honor system. I don't think anyone's going to try to screw us over, over 99 cents. You wouldn't do that. So all you need to do at anytime during this interview or whenever you're listening to this is, go on my Facebook page and just leave any kind of comment. You can say, "Hey, I bought the song," or "Gary was awesome," or "Thanks for the interview," whatever you want to write. Leave a comment. I'm going to take every single name. I don't care if there's 1,500 of them. We're going to throw them in a hat. We're going to pull out ten names and ten of you are going to get an autographed book, which is *Crush It!* I thought we were going to maybe give away one, but Gary said,

“No, we’re going to give away ten!” So ten people are going to get a signed copy.

In fact what we’ll do is: Gary, we’ll have you sign the books, send them to me, I’ll sign them, too, and then I’ll ship them out to the ten winners.

Gary: Done!

Rich: So, done deal. Awesome! Okay.

I’ll mention that a little bit later in case anyone is dialing in late. But I wanted to get that out of the way, because once we get into this we’re going to go fast and furious. Let’s dive in. I don’t think we need a grand introduction, Gary, of you. Ninety percent of the people know who you are. They’ve been following your work for a while. I’ve been talking about you nonstop. For the people that don’t know Gary yet, strap yourself in, you will know him over the next sixty minutes or so.

So this is for Gary. I want to tell you how this even came to be. My best friend in the world is a guy named Ty. And he called me up last August and his quote was, “Hey Rich, the 1990s called, they want their Internet marketing back.”

Gary: [Laughter]

Rich: And this is my best friend in the world, so I listened to him. I was like, “Thanks a lot. What are you talking about?” He’s like, “Dude, you’re sending out the same junk that everybody else is sending out.” He’s like, “You’ve got to see this guy Gary Vaynerchuk.” And he had just seen you that day. He literally came out of a seminar where you were speaking. He called me up and he says, “Check out his blog. It’s 100 percent video. The guy’s got energy and passion oozing out of every pore.”

He said, “He’s nothing like you Rich.” Because I’m the California guy hanging out on the beach. He said, “He’s totally New York. Don’t look at what he’s

doing, but more look at how he's doing it." And I just started going on there, man, and I got so inspired. Literally within two months, I had my own video blog up. I put up videos five days a week. I mean just all over everything. I basically took what you're doing, made it mine, and I'm doing the same thing. And so I didn't think you'd mind me plagiarizing a little bit of your passion.

Gary: How's it going? Good?

Rich: Oh! God! Yeah! And we'll talk more about it, because I have a question about that. So I launched it the end of October. My commitment was to put up a video every day, Monday through Friday. Every single day! If you go look on there, I don't miss many days. I'm on there. It's RichGermanTV.com, for anyone that hasn't, but I think most people listening have seen my blog. And I said, "You know what, I'm going to put up a video every day. I don't care if anyone watches. I don't care if they comment. I'm committed to doing it because I know it doesn't happen overnight. I'm just going to do it every single day."

I was actually gone for three weeks over the holidays. I was off in Thailand and I was in New York for another week. So really we almost lost a month in that time period. And the numbers, man, are just through the roof. It just blows me away. Not only the comments, but the views! It's become my little baby. It's just like, to me, the ultimate source of self expression. And the fact that it's actually working and already monetizing just makes it even better, but I'm not even going to attach to that part.

So thank you for the inspiration, man!

Gary: No worries, bro!

Rich: So I have... Actually, I don't have any questions for you. But I wrote down eight words that I want to

discuss. And we'll get through as many of the eight as possible.

Gary: Alright.

Rich: The first word that I wrote down is the word "belief." As a coach, I'm very clear that the one thing that is stopping people from bridging the gap between their current reality and their dream life, which you are living, is they just don't believe in themselves. There's fear getting in the way. So I would love... I'm going to unleash you. I'm done talking. I want to unleash you here. I'd love your thoughts on the word "belief."

Gary: Yeah. You know, I mean, listen, this is complicated stuff, right? I'd love for people to believe in themselves more. That would be great and a big deal. But the fact of the matter is, that's not something I can necessarily control. It's not something that you can necessarily control. I mean there are a lot of things that happen from genetics, and especially upbringing, that impact people's belief systems. And so I'm very much concerned with not being bull, ever. I don't want to sit here and say, "Hey listen! Listen to me and you can believe into it." The fact of the matter is there's so much already there. I would say this: if you were not fortunate enough, to get lucky to have a mother or father or older brother or grandparent or aunt or uncle that instilled self-confidence in you and made you feel the way my mom made me feel... Which was, you know, Rich, at sixteen, I thought I was the best looking, smartest human being on earth, and I'm not joking. I literally walked around school like, "Oh my God, I'm the guy!" You know?

That's a special thing. That's a big deal. And that's been a very big backbone of my success. I really desperately hope that people recognize that it's not about whether you're the best or the worst or

different. It's about the fact that you need to be you. If you're able to wrap your head around being you and owning that, then you have a very substantial opportunity to be successful. Belief comes in the fact of, you are you and nobody, literally, can be better at being you than you. You can't.

I mean, you know I'm me and I'm really good at being me. And that's what I try to own. You know? I try to own being what I'm good at. I focus strictly on my strengths and really let my weaknesses go by the wayside. I'm a guy who's going to buy a billion-dollar football team one day, and I failed every science class I ever took. I would be thrilled if I could be LeBron James or Mark Sanchez or Leonardo DiCaprio or Lil Wayne, but those aren't the skill sets I was born with. What I'm focusing on are things I am good at, instead of trying being something else. And by owning that, and executing against that and squeezing out of that grapefruit all of the juice that was given to me, that's where my success lies. I just completely drill what I'm good at, and because of that I believe. I'm focusing on the things that I'm good at.

Rich: I love that. Very cool! I want to talk more about being real and being authentic. We'll come to that in a little while.

The next word I wrote down was the word "passion." And this is what I said at the beginning, the turn-on about you to me is that: Oh my God! It doesn't even matter what you're talking about, you just believe it. You are so passionate about it. And I get two questions all of the time, and I'm guessing you get the same ones. The first one I get all of the time is: How do I find my purpose in life? How do I find my passion? I don't know what I'm here for. How do you address that one?

Gary: You know, the biggest thing I could tell people is to please don't lie to yourself. I think that is a big one. I think way too many people are just straight up lying to themselves. You know, trying to convince themselves they're something they're not. I'd like to see them be a lot more real, to be honest with you. I want people to flat out walk in and recognize that they have to look in the mirror and say, "You know what? I'm not the best real estate person of all time. I'm not the best salesman," or "I am the best hiker, but I'm not the best tax attorney." I think really wrapping people's heads around what they really are is a big, big deal. I think that being authentic to yourself first and foremost has a very substantial upside.

Rich: Love it! The other question I get on passion is this: I know what my passion is. I want to follow it, but, hey, I've got to be responsible. I've got to pay the bills. I've got to support myself. I've got to support my family. In *Crush It!*, you've got your three rules on life, and the number one rule is family first. So what do you tell the guy or the gal that wants to go out and follow their passion? Maybe they're in a job they can't stand. They want to be over here, but they have to pay the bills. They have to support their family.

Gary: I think that, first and foremost, you need to cut out the bull. I mean way too many people are watching "Lost." You know? I mean if you're not happy and you want to make something of yourself or you want something big to happen and you're out there focusing on, you know, playing too many video games, Nintendo, Wii, this, that, and the other thing, you've got to absolutely address that. And I think that, this is a very, very big deal. I just think there's a lot of lip service out there, Rich. I just think people are saying, "Oh, I wish. I wish." You know you've got

to do. And there's really no alternative to doing. That's what I think people need to recognize. I think that they have to absolutely positively recognize that the only way to succeed is to execute. And the only way to execute is by doing it afterhours, because you've got responsibilities, right? You've got to pay the mortgage. You've got to pay your college tuition. These are all real things. Unless you come home and work until two o'clock in the morning, nothing's going to happen. And that's the bottom line.

Rich: Why don't you walk us through... ? Maybe it's not your day now or maybe it's the same. But a day from when you really first started creating the brand that is you. What was your schedule like?

Gary: Yeah. I think that it was basically I got into the store, the liquor store, where I taped "Wine Library TV," and walked in and immediately started taping episodes. My guy would come in and we'd tape an episode or two. Then I would sit and spend sixteen hours on every wine forum and wine blog in the world and interact with Facebook and Twitter and whatever was available to me. I would be bigger today, but they weren't out until 2006. Facebook was out, but it was a college plan. I didn't want to be the creepy old guy peddling wine, you know. So that didn't work.

It became a very, very, very funny kind of thing. I just put my head down man, honestly. I put my head down. I absolutely positively got in the trenches, and went to the places that were relevant to my world. You know, the people like Linda Thompson and Chelsea Berry, and Kevin Gleason and James Dillard that are listening right now, they have niches.

And by the way, I'm very mad at them because they're talking on your Facebook, but they haven't come over to facebook.com/gary and said hello.

Rich: No. They're on there. Kevin... I'm on your page. They're not on mine.

Gary: Kevin did. But I don't see Chelsea or John Yorgo or Lydia.

Anyway, so you know the fact of the matter is that I got involved in the wine forums and blogs and the other places that were relevant to my world. I didn't spam. I didn't say click here, watch my show, and this, that, and the other thing. I became part of the conversation. I said hello. I gave answers. I just became really part of the world. And once I became part of the world that really led to a really great situation, because they would click over, click on my name, and come over and check out what I did and because my content was awesome I'd win.

You're doing all of the right things, Rich. You've got a site where there's video. If you do all of the interaction and you care and you get in the trenches, then people are going to come over here and watch a video and if they like it they stay, and if they don't they're out and that becomes the game. So when I look at your Twitter screen, and that's what I'm doing right now, you're doing some announcing because you know obviously we're on. But if I go back further, the real thing I'm always looking at, if people really get it, is the ratio. And I would say if I analyzed your Twitter, you have a lot of upside, because I still think you're not at replying enough.

Rich: Right.

Gary: You know. You're doing more of thanking people that are supporting you instead of straight up... You're doing a lot of talking and a lot of thanking people if they you know, pass on your stuff, instead of giving answers.

So what I would do, if I were you, is search things on Twitter that have to do with business and

engaging and life coaching, whatever you do, and then just randomly finding people like at Soul Forty-seven. Maybe the reason you're not doing that is because this... That starts you really extending your hand and saying hello instead of what you're doing, which is giving a presentation and saying thank you, which is awesome, but that third element is where you have a lot of upside for you personally.

Rich: Well, thank you. I didn't realize this was going to be a coaching session for me. I totally appreciate that.

Gary: [Laughter]

And I think it's a good opportunity, because you know I'm sitting here looking at it and I hope that... You know, I think that through what I just told you has pretty much just helped the majority of the people listening. I can guarantee it.

Rich: Totally! And it's funny because I put up a post on Facebook about a month ago that said basically this: "I've tried Twitter and I just don't get it. Am I alone?" That was what I put up on Facebook and I had like forty or fifty comments of people saying, "I don't get it either." "I don't get it." "I don't get it." And then every random person would be like, "Oh my God. Twitter is the greatest thing ever. You've got to get it." And I've literally just in the past several days made the commitment to figure it out and really make something powerful.

Gary: Here's the difference. If anybody goes to your Twitter or if they go now to my twitter.com/garyvee, they'll see that the majority of mine are @ replies. And so it's not about talking, it's about listening. And as soon as you recognize it's about listening and working Twitter like a cocktail party, especially if you don't know anybody, like becoming the new kid in town, extending your hand and saying hello, that's where the magic starts happening. The difference between

the @ replies and my last twenty-four hours and yours is staggering. And I think that's why I have the 850,000 followers that I have, because I'm giving to them what they want instead of what I want them to consume, and then thanking them for consuming that. Now I want to do that, and I do mix that in, because I'm not Mother Teresa here, right?

Rich: Right.

Gary: But I think the ratio has to be 90 percent them and 10 percent us.

Rich: The listening versus talking!

Gary: Yeah. Like really loving when Rich Silva comes in and says, "Great call Rich!" You need to comment against that and say, "Thanks."

I did a video today. I don't know if you saw it on GaryVaynerchuk.com. Maybe you can link it. I'm having a weird thing with Facebook. I can't fan up fan pages. So I wanted to fan your page and start talking with everybody, but maybe you can do this for me. You know I did a really good one today. One of my favorite videos has been, for a long time, it says: "Too many people have forgotten how powerful "thank you" and "you're welcome" can be! I talk about how brands should be doing it. I think a lot of people should watch that. I really do.

Rich: I'm putting it on there right now. Actually I wanted to ask you. The post that you put up, we'll get to that. But where you talked about nice people dominating, I'm going to ask you about that one in a few minutes.

Gary: Yes.

Rich: Let's stay on the branding conversation.

Gary: Keep going. Yes. Go ahead.

Rich: What you've made me very, very aware of is that the brand is me. The brand is you. It's not the wine. It's you. So share with us your thoughts on branding, please.

Gary: You know, I think a lot about branding. Let me tell you something I think everybody's going to love right now. Now I see the people coming in so that makes me happy. I literally think, Rich, that 99 percent of the people are salespeople and not marketers.

Rich: Explain.

Gary: Here's what I mean. The reason Apple is dominating is because Steve Jobs is a branding marketing guy, not a sales guy. I think that 99 percent of the people that are listening right now no matter how they want to monetize are acting like eighteen year old dudes. They're just impatient. They're trying to close too fast. You know, I think when you build a brand you tell a full story, and I think that brand has to be very patient. I'm ridiculously patient. You know I didn't come out with products or you know \$900 seminars going out to a desert island. I just pumped out great content and I care and that's what my brand has become defined as. People just know I'm more real. I mean, you know, Rich, people know I give a crap.

I mean, sure, I'm on all of these big TV shows. Tomorrow I'm on MSNBC, etc. You know all of these big celebrities care and email me. But you know what you went through this with me to set up this interview. Sure I have assistants and I need help, because it's insane, but I'm not filtering. I mean my agents and PR people are... You can't imagine how angry they are that I'm doing this right now. Not because... And, listen, you have a huge audience... not because I'm too cool for school. But it's because I can't fit in the *Inc.* magazines and the MSNBCs. They're like, "You're telling us you can't fit that and that's because you're scheduling this, right." And I get on paper why that to them seems better, because tomorrow I'll be on MSNBC and millions of people

will see it, and this is 1,500. But you know what? This is real to me.

Rich: Yeah.

Gary: You know Michelle L. Greene sang, “Patience is the Key,” on my blog. That to me is what I live for. And that’s why I’m going to win. And it’s going to make me scale very slow. But at the end of the day, I’m going to crush. And that’s why *Crush It!* the book did extremely well.

Rich: So how do people...?

Gary: And don’t forget there’s another thing... I bet you right now... Let’s do this on Rich’s site, because most of you guys are on his Facebook. And please, this will not hurt my feelings... Or you can go twitter.com/garyvee, @ me if you Twitter, if you follow me. But I’d love to see it on Rich’s site, Rich’s wall. Right now, if you’re listening, put yes or no if you bought my book. That’s it. Just reply on his wall right now, yes and no. I want to watch. Rich, I want to tell you right now a lot of these people didn’t. Do you know what I mean? And we’ll see... I don’t know... and that’s okay. There’re a lot of people that watch my blog every day, and take all of the free content and haven’t bought my book. And there’re a million people that... 99 percent of the people in the world don’t know who I am. So sure I’ll be on MSNBC or CNN or this and that and I write books, but now I’m getting into a very intimate environment in your world, where these people are really passionate about you. Whether it’s Tara Chin or Rich Silva, Suzie Cheel, you know, I feel much more connected to them than the million people that are through that television set. You know?

Rich: Refresh. There’s a bunch of yeses. I don’t think anyone’s got the guts to put no so far.

Gary: No. No. There is Bonnie Caplan Gundlach who said, “No. Sorry.” And that’s fine. Vickie, thank you so much for your four. And listen I get it. For me, the reason I did this was not because of guilting or to yell at people. Like for me seeing Selena Tention, and she said, “Yes and the audio.” It’s fun for me to put an icon... It’s like a face with a name, you know?

Rich: Yeah.

Gary: Rich, I’m glad to see you bought it. Thanks man.

Rich: [Laughter]

Gary: To me that’s very powerful. I don’t know, it just means a lot to me.

Rich: I call it humility. You’re not like too big that you can’t... You’re relating to people. That’s what you love, man.

Gary: Let me tell you something, Rich, on the flip side. And I don’t want anybody to get confused; nobody’s ego is bigger. Nobody’s sitting in this world right now that thinks they’re going to accomplish more than I am. I believe I’m all in. I know I’m going to buy the Jets. It’s going to cost me \$2 billion, and I’m going to buy them.

So it’s funny. It’s this really crazy... It was almost a book I just wrote, which was called *The Great Business Contradiction*. I literally know that I’m the best, but I also recognize I don’t really mean that much. It’s this amazing, amazing, amazing contradiction.

Rich: You have the biggest ego of anyone I have ever met who has no ego.

Gary: It’s like one of those kinds of things, you know? I mean, I believe like you would not believe. Rich, I think I can do it all. I literally sit here right now and think I can win an Academy Award. I think of new things. Watching the Oscar’s the other night, I’m like, “I can do that.”

Rich: Good.

Gary: I can be like Precious and unknown, and do a movie and just dismantle it. But I also recognize how little I mean. I feel great that I inspire people and get people pumped, and I'm not full of crap, and I don't sell people a bull dream that you can do it surfing 300 days a year—because you can't. If you want to build a real business that has legs and stability, and can be passed on to your kids or sold for real money, you've got to work your butt off. I'm talking bleeding out of your eyes. I'm in my office right now. It's 8:30 p.m. I don't have to work another day, but I do. Do you know what I mean?

Rich: Totally, dude! Love it!

Gary: You want to build something real? You need to work your brains out. That's why the passion part is so important. Because the only way I think people can work hard enough to be successful is to like it.

Rich: So that leaves me to the next word which I wrote down, which is "happiness." If you didn't love—not like it, love it—If you didn't love what you were doing, you'd go do something else, obviously.

Gary: And I have. I've made that change a couple of times in my career. I was just a liquor store owner and it was rocking, but then I decided to do a wine show on the Internet and build that brand. Now I'm doing VaynerMedia Consulting and I'm an author. So I'm always evolving to make myself happy.

Rich: So why? What's important about happiness to you?

Gary: Well, I just really don't know how to breathe any other way. You know, I just couldn't even comprehend... I just don't know the option.

Rich: Have you always been that way?

Gary: Yeah. That's why I was a crap student. I'm sorry I've cursed. You know I don't know the crowd. I mean I was a terrible student, because I am so not good at so many things. It's really, literally not funny. The lucky

thing for me is, I'm really good at a couple of things: one is storytelling. You can apply storytelling to anything.

Rich: Yeah.

Gary: Storytelling is the game—and that's what I've done my whole life. I've told stories. I created the wine library brand and I told that story. I created my brand on Wine Library TV and told that story. I reviewed wines and told the story so it was consumable and understanding and a topic that intimidates people. Now I'm doing that for business. Business is a big play. It's why there's been so much chaos. I can articulate it. I can story tell it. That's my skill, and I do that, and people can consume it and get it. I instantly understand why Gowalla, and Four Square are important, and why I thought Twitter was important. The ahas just explode, and that's a great gift, one that I'm going to milk and ride all of the way into the sunset.

Rich: I love that you brought up storytelling. That's why I love my blog. I can come up... and think about this... I come up with an idea about anything, and what I post has nothing... actually a little bit in alignment with what you post, but normally it's two drastically different things. But I come up with an idea. I hit my Flip camera and just, *bam*, tell a story. And the instant gratification of putting it up there and just watching the reaction is totally, amazingly cool. Do you know what I'm talking about?

Gary: Of course.

Rich: Absolutely.

Gary: Also really quickly, I want to give a shout out to Sherry who's always giving me dats when I see her on the chats. I would just like to do that.

Rich: Yeah. This is an R-rated crowd. You can just be you man. I would never try to filter you at all. I've heard you're trying to tone down the swearing, but...

Gary: I am. I am.

Rich: I'm actually impressed. It took thirty minutes before you said the word "shit." I expected a couple of F-bombs in like three minutes in man.

So let me announce what we said at the beginning real quick, in case anybody came in late. We are doing a drawing, a charity thing. If you go to crushitcharity.com, you're going to download the "Crush It" song for a whopping 99 cents. You're going to feed six families. Go to facebook.com/richinlife. Put a comment in about anything, "I bought the song" or "This is a great call," whatever you say doesn't matter. We're going to put all of the names into a hat. Ten of you are going to get Gary's book, *Crush It!*, signed by Gary and me. We're expecting over 1,500 people to do that ASAP.

Let's go back to... I feel like a radio announcer all of a sudden the way I did that. I want to go back to being real. This is what I most admire about you, being real, being authentic, and the word that you use all of the time, Gary, "transparent." You put out a tweet a couple of days ago and it was on your blog was where I saw it saying that, "Nice people are dominating." Start with that one. What does that even mean, "nice people are dominating"?

Gary: I think we're living in a world where word of mouth is on fire, right. The fact that Loren Sanders or Jack Assigne or Vicki Pellicciotta Anzalone... Sorry Vicki, long last name. I know how that rolls. On your forum right now, on your wall, if they really met me in real life and I wasn't nice... Let's say, for example, Loren Sanders drove me around in San Diego on a book tour, right?

Rich: I know Loren.

Gary: So if I wasn't real... Listen, the truth always comes through. You can't hide. You can't pretend. People's radars are good. Loren knows better than the majority of the people on your wall right now, who I am. Because I turn off... I mean I had to do what I had to do. I was in the car with him. I hope I was engaging and nice, and I remember we had a lot of good conversations. I was interested in how much he loved his son and all of that. But I also had to do work, right? I had to look at my iPhone. So I'm sure he was talking and I was looking down at my iPhone. That's kind of rude. And I had to make some calls and you know, I'm busy. All I know is this, if I had a façade and all of this was a façade and when he was with me I was like, "Oh let's make money. Let's do this. How do I make a quick buck?" Or, "I'm a bad dude." Or, "Let's go party." You know all of that would be out there. You can't hide anymore, because Loren could come right in here and be like, "By the way, I was with Gary Vaynerchuk six months ago. Everything he is saying right now is full of crap. He was a douche bag."

I mean that's a very different world than we used to live in. Because Loren could tell that to his five friends, ten years ago, his inner circle, and that would be fine. But now anywhere I go publicly, he can follow and say anything he wants, and I'd have to address it if he did that in here. You know? Now people can make up jokes and lie, and he could have said that even if it wasn't true and that would have been fine because I would have been able to rebuttal it. You know I really, really could have. And I really think I would have. And I think that through penetration of being out there a lot that would also become my truth or my reality. I guess what I'm

getting at in a very heavy way is that you can't hide anymore. You can't hide anymore because of all of these tools, Facebook and Twitter. And you really can't hide because these geo-location things would be checking.

You know I think nice people are going to have a big advantage. I mean, my niceness has been a major factor in my success. I truly believe that, firmly.

Rich: What's interesting is you can't hide. If you're putting yourself out in the world you can't hide. But what I'm also hearing at an even deeper level, you can't hide from yourself. You've got to look yourself in the mirror every day.

So I want to share a quick little story. I was talking to a friend of mine. In fact if you go on the RichGermanTV.com, the video that I just put up yesterday related a conversation with a friend. Right as I built what I was building with my blog and everything, I shared this with a friend of mine. We figured out what our passion was. She was going to create her blog. She was going to do her video. She was going to go at it just like I'm going at it, just like you're going at it.

Gary: Yep.

Rich: A couple of months went by and I said to her, "What's going on? Where's your blog? I don't see it. Where's your video? Where's your content? What are you doing?" And she said, "Oh, no. I'm going to get to it. I'm going to get to it." A couple of more months go by. No, nothing happened. A week or two ago, I finally just approached her, and I said, "What are you doing? What's going on here?" Her response was, basically what she flat out said was, "I'm afraid." She goes, "I am scared," that was the word she used, "I am scared to put myself out there. I'm afraid to be

real. What if being me is not good enough?” And my response to her was...

Gary: There are a lot of people...

Rich: I want to read my response.

Gary: Yeah. Please, please. I'm sorry.

Rich: That's enough. This is your show man.

Gary: [Laughter]

Rich: This is what I said to her, “At some point you must realize that simply being you is good enough. In fact, it's your only chance for authentic happiness. It's the sole path to finding your true breadth.” That's what I told her.

Gary: Yeah, it's literally the only option. You know? People are going to figure it out soon. I think... I really just don't think people recognize where this is all going. You know?

Rich: Where is it going?

Gary: It's going to a place where really only the good and the skilled and the best can win at the highest level. And then, at the next level, it's becoming a very fair game. I am not that naïve. I understand the world. I get it. But the Internet is definitely a level playing field. I built my brand by taping a video in my liquor store in New Jersey. Now I'm repped by the biggest talent agency in the world. I'm on television constantly. I've signed a million-dollar book deal. You know this is all because there's a platform to have our voices heard. And I think people need to respect the power of the Internet. This isn't about Facebook and Twitter. This Internet is maturing. You know?

Rich: So, there's the old expression “Fake it until you make it,” which I never bought into, because I don't think you can fake it. And this is what I'm hearing from you, that you can't fake it. You've got to be you or else everyone's going to know.

Gary: Well listen, I'd be the first to be into fake-and-make ten years ago. You want to hear something really authentic? I can't believe who I am. Listen, I'm mister, you know, sell baseball cards, lemonade stand, hustler, New Jersey salesman, right?

Rich: Right.

Gary: But I didn't realize what I had, which was a good filter of recognizing marketplace shifts. And I recognized somewhere in 2003, 2004, that the Internet was changing and I'd better clean up my act. What I mean by that was, I wasn't doing anything spamming bad. I've met so many Internet marketers who've done such bad stuff, like peddling pills they didn't believe in, and this and that. I didn't do any of that. But I'm a storyteller and a storyteller wants to make it juicy. And would every fact be right? It wasn't, because I was careless, but now I'm scared crap-less. Now I'm petrified of ever saying anything wrong, and I've just become a different person. I'm just on point all of the time.

Rich: I love it. So check this out. Last week my grandmother passed away and I flew to Chicago to attend her funeral.

Gary: I'm sorry.

Rich: No, it's okay. I flew to Florida after that for a couple of days. I'm flying across country. My grandma, she was ninety-four years old. My grandma's my hero actually for the same reason you are. She was the happiest person you've ever met in your life. She never had any of the material things. She never had two dimes to rub together, but she was wired just like you, man. She was just totally happy all of the time. She was my guru for that reason.

But anyway I'm flying home on Delta. And I open up Delta *Sky Mag* and there's an article on

Ashton Kutcher. And he talks about the word “thrash.”

Gary: Okay.

Rich: I wrote down the quote that he says. He goes, “You just got to have thrash. If everybody is happy you’re not doing anything. Thrash is a wake of moving towards the target.” Which I think, my interpretation... and I want yours... is basically you got to not only put yourself out there, but you’ve got to shake up the waters every now and then to make sure people are paying attention, to kind of wake them up. What’s your take on thrash?

Gary: I like thrash. I think that’s a clever little idea. You know, I don’t think people are capable of winning when they don’t execute against their DNA. So what scares me about thrash is people who are going to go try to create thrash, but don’t have it in them. Not everybody has Ashton’s, you know, charisma and wherewithal for marketing his brand.

Rich: Good point.

Gary: So what I really want people to recognize is if you go inauthentically thrashing, you’re going to lose. You need to stay within your confines. Again, it blows my mind how much I’ve changed. I will not have a health care conversation with you. Do you know why? Because, I’ve recognized because of my vast... what I think has become a strong knowledge for what social media is. I’ve never really known anything as well as I know this, and what it’s made me recognize is: My God, when I hear people talk about it and they don’t know, it’s like really offensive. So now I’m like, “My God, I’m not going to talk about anything unless I...” So now I’m like limited to the New York Jets and social media talks and wine. I mean, I’ll talk casually, but not with passion and gusto. Because when people talk to me about passion and gusto about how

Facebook, and MySpace, and there'll be a next one, they don't understand what Facebook did in mapping the social graph. Do you know what I mean?

Rich: Totally. Totally.

Gary: My intense knowledge of this stuff has really helped me recognize that I just want people to execute against their strengths, really know what you're good at. Really know what you're good at and execute against that, and I think you'll see dramatically bigger results than if you were going out and trying to be me or Ashton or anybody else.

Rich: Great thought.

So let's take that in the words you talk about in your book, "patience" and "consistency," where, "Man, I want it and I want it now." The MTV generation: "If I don't get it by tomorrow, I'm going to go do something else." I think you've been a great model. That's why I say... and you know what? Actually it was my buddy, Ty. I said I'm going to put up a video or two a week. And he's like, "No, you're being a complete wimp." He goes, "You've got to put up a video every single day, five days a week." He actually said seven and I negotiated down to five. Do it every flipping day, patiently and consistently doing it, and that's what you're a master at. So tell us about those words. You know, how do we be patient and consistent in a world where we want it and we want it yesterday?

Gary: By recognizing that our grandparents, and our great-grandparents, and the people that built this amazing country and other amazing countries around the world that have the freedom of capitalism and, you know, social acceptance, to certain degrees, progressive, and we are lucky enough to be in, and that they took a long time to build a real business.

There are literally not many real businesses out there that are built in twelve months. You know?

Rich: Yeah.

Gary: Way too many people are just looking for a quick buck. If you want that, go play Lotto. Business is about a marathon, not a sprint. And the quicker you wrap your head around that, you're bunkering down and we're getting dirty in the trenches, the more likely that you'll be successful. Otherwise you're going to fail, because you're going to burn out. And because you're not doing it for the right reasons and you're trying to take shortcuts. Shortcuts always, always create scenarios where the house crumbles.

Rich: I think you say in your book that even chasing money gets old after a while.

Gary: Yeah. I mean, how many people do you know that have made money that are older that are driven by the dollars? Very few! They're driven by recognition, fame, just the challenge of an accomplishment, leaving legacy. The money is the first thing to go. It's almost like they always make that joke about marriage, like the sex is the first thing to go. Well, in business the money is the first thing to go. Talking about money becomes a distant memory if you're looking for big stuff.

Rich: I love it.

So you mentioned your family. I wasn't going to ask you about this, but you brought it up, so I love hearing about it. Tell us about your family and the inspiration. I know you're very close with them. Tell us about how they shaped you into being who you are.

Gary: Yes. It's a complete shaping. You know I'm an immigrant. So I think immigrants have a different kind of outlook. You know I came here with my mom and dad in 1978, when I was three. We lived in

a very immigrant household for at least the next ten years. It took a long time to get Americanized and all of that. And you know I think that I'm very, very fortunate. I have very different parents, which I think is very good. I am in a place where my mom just absolutely built my self-esteem and confidence through the roof. My dad taught me amazing ethics, work ethics and honor. You know I was the oldest, so I have a younger brother and sister who gave me unconditional love. I have an outrageously amazing wife and a nine-month old daughter that is just... I want to eat her little head off. So I'm just outrageously blessed.

Rich, let me tell you something. I'm going to tell it to you right now as real as it gets. I'm so driven by gratitude, there's really no other driving force in my life. I'm just so damned grateful. I was born in a really bad place where my skills of getting on the front page of *The Wall Street Journal* like they do now, would have probably ended me up in jail or dead. Or I would have been one of those crazy Russian billionaires. But you know the fact of the matter is that I got lucky. Very few people got out of the former Soviet Union when I did. I've had an enormous run of health in my family. Unfortunately, I lost most of my grandparents before I was born. So you know I never got that luck of having that love, which would have been really cool. I do have one grandmother who's a character and a half. But you know, I mean the bottom line is I've had a great run.

I've been able to basically run businesses since I was eight years old, and I do what I want. You know I didn't put a lot of effort into school and my mom punished me, but she kind of let me be creative and do my thing. So I've really lived a very lucky life. There are a lot of people that have it way better than

me on paper, but I wouldn't trade anything. So when I wake up in the morning, I'm grateful. I'm so darn grateful. It's an overwhelming feeling of gratitude, and I don't want to let the universe down, you know. I don't want to let my circumstances down. That's why I strive to achieve such insane things. Maybe I didn't have the financial head start that other people have had, but I had an emotional head start for sure, and that's brought me a lot of success.

Rich: Awesome, man! So "gratitude," that's a word that comes up every single day in what I do. I had a call right before this one and that's what we were talking about. And everyone on that call is listening to this call, I'm sure they're all like, "Yes, we were just in that conversation." For me, in terms of gratitude, there are a couple of stats that I've heard. One my favorites is this: if you have a roof over your head, food on your table, and clothes on your back... I get emotional in talking about this. If you've got those three things, you've got it better than 75 percent of the world.

Gary: That's insane.

Rich: And when I see people bitching...

Gary: They're not even aware of that.

Rich: Yeah! People whining and bitching about their lives, "This isn't right and that's not right." It's like: go out into the world and see what's really going on!

By the way, we have a Russian connection. Most of my family came from Russia, a couple of generations...

Gary: Is that right?

Rich: Yeah! Absolutely!

Gary: So I mean, people's gratitude is just an awareness and wherewithal. What's really going on out there is very low, unfortunately.

Rich: Well. Here's what's cool. And that's why I appreciate you coming here and doing this quote unquote small

call. For me 1,500 people is big. Sorry it's not MSNBC's millions.

Gary: By the way, I hope I didn't misrepresent. It's huge for me too. I just get yelled at by the TV peeps. I mean I'm outrageously humbled that 1,500 people would want to hear what I have to say, you know.

Rich: Well, they totally do. My point is, like they get it. You know what I mean. In life, I think you either get it or you don't, and you've got a crowd of people that totally get where you're coming from, and they feel it just like I'm feeling it. That's why emotion comes up, because it's like, "Yes!"

So I wrote down one more word. And then we'll maybe take a couple of questions. A couple of people had asked me questions to ask you that we'll probably have some time to get to. To me, the most important word is the word "courage." You know you say, "Oh I'm lucky," and you know, "I've been blessed with these things." Great, but you still have the courage to go out there. You know you have... Gary, let me tell you something; you know this. You have the courage to be you. You have the courage to put yourself out there. And I think this is what stops so many people. Talk to us about courage, please.

Gary: Yeah, you know, it's funny. I feel like I'm not like the most courageous guy in a lot of ways. You know I don't do the scary jumping things, you know, like out of planes. I'm the first to... I wouldn't say I would run away from a fight, because I can get feisty for a little man, but I definitely have no interest. But on the flip side, I'm very willing to put myself out there in a very incredible way, and it's mainly because I know I'm a good person. I know my parents raised a good person, and I feel like I can't lose. It's really literally that. I have courage, because I know when it comes

to people, and people skills, and emotions and doing the right thing, I'm undefeated.

Rich: I love it. So I could do this for hours. But we've got about eight or ten minutes here to go. Is there anything that you want to share? Are there any thoughts or anything that you just want to make sure you share, before we run out of time?

Gary: Nothing really too insane other than, you know, I want to engage. I want to meet people. I hope that the people here hit me up on Twitter, or come to facebook/gary and say hi, because I did this call to thank you for supporting me and to meet new people. I mean that's what I love. That's really why I've always been so confident in social media, because this is a people game and there are very, very few people walking around the world right now that like people more than I do. That's a very big, big, big advantage.

Rich: I love it.

Gary: So that's what I hope. I hope that people come and say hello, whether it's here, or on Facebook, or Twitter, or at a conference, or at South by Southwest. I hope some of the listeners are going to South by Southwest. I hope I get a chance to meet people.

Rich: I love it. So let's go back to social media a little bit more. A lot of people ask me, "How do I start?" You know, ask Gary, "How do I get started with social media? What do I do? You know technology can be overwhelming, etc., etc." Where do they begin?

Gary: Google! Google! You know you can absolutely search anything you want and get any answer you want from Google. How do I start a blog? How do I upload a video? How do I use a mobile phone? People are making excuses. It's all at your fingertips. That's it. I mean the content and the know-how is cheap. The passion and the drive and the execution, that's where all of the action is.

Rich: I love it. So how old are you now? You're like in your early forties still, right? What are you like forty-five?

Gary: Thirty-four.

Rich: Thirty-four?

Gary: Yep.

Rich: You came to the U.S. in what year?

Gary: 1978.

Rich: Okay, my math is... I'm a decade off. So I have two questions. First the big picture, and then we'll look at your big picture. Where do you see...? You know that was another question somebody asked on here was; Facebook is all that right now, and Twitter. You know, are they going to be five years from now? Where is this going in your opinion?

Gary: I think Facebook's going absolutely nowhere. Absolutely nowhere! I think they're becoming the level above the Internet itself. And I think that the people there are too smart and there's too much momentum, and they've got too many things going for them to be anywhere, anywhere away from the picture in five years. Actually, I think they'll be the biggest company. They're going to have more traffic than Google in five years, if they keep up with what they're doing.

Rich: Yeah, as a matter of fact... Go ahead.

Gary: I'll make a bigger prediction. I predict that they're going to have more traffic than Google next year.

Rich: Wow!

Gary: I don't know if you know this, but in the last seven years or five years, I don't know the exact number to be honest with you. But, I know that in the last blank years, which is more than two, that Facebook, on Christmas Day, was the first site ever to have more traffic than Google.

Rich: Wow! That's profound.

Gary: It's profound. I mean it's the social graph. It's the social sphere. It's the home. I think Twitter's got more challenges, but I think Twitter's not going anywhere super-fast either. Though, it would far, far out-stun me if Facebook was less part of things than Twitter five years from now. I would be on the ground stunned if Facebook wasn't monumentally huge.

Rich: I saw a projection that they could have a billion members in like ten years or something. And when you figure...

Gary: I bet you that ends up meaning they'll do it in five.

Rich: And think about it. How many people are in the world? There're six and a half billion people on the planet. How many even actually have an Internet connection?

Gary: It's just crazy.

Rich: It's just absolutely crazy.

Gary: But that's why I'm also obsessed with Four Square and Gowalla. You know I'm an investor in Gowalla. As a matter of fact anybody listening, you should check it out. Have you checked it out, Rich?

Rich: No I haven't. I'm looking on your wall. You have it on your wall here. Tell us about Gowalla.

Gary: It's Gowalla.com. It's an amazing, amazing platform. It's available for BlackBerry and Android and iPhone and all of that. I think that it's something people need to look at very carefully. It's geo-location check-in stuff. I'm very, very bullish on it and I think that people should check it out. It's very, very interesting. It's checking into locations, picking up virtual goods, getting rewarded. I think it's a very powerful thing.

Rich: Love it. So visit gowalla.com.

Five years from now, where's Gary going to be?

Gary: I have no idea. I don't even process that way. Literally, as long as everybody's healthy, I could care

less. What I care about though is trying to buy the Jets, you know from a business standpoint. And other than that, just being exactly as happy and as healthy with all of the people I care about as I am right now.

Rich: Do you remember the first email that I sent you?

Gary: I do not.

Rich: So I emailed Gary, after my buddy Ty gave me the third degree about 1990s calling wanting their Internet marketing back, and I said... I wrote this glowing email, "Gary would love to do something with you to promote your new book," and I said, "I'm a former Miami Dolphin season ticket holder. Don't hold that against me."

Gary: I do now, yes. Those things stand out. Go ahead.

Rich: So I sent the email. I get no response. A week goes by. I'm not surprised, Gary's a busy guy. A week later, I'm like maybe I sent it to the wrong email address, so I found another email of yours. Sent you a resending this email. Send it. Five minutes later I get a response saying, "Okay, it was the Jets comment. I'm over it. Let's do something." That took a few more months, but we made it happen. Then you disappeared on me again, and then I made a video. I said, "I'm going to get this guy." I bought your book. And I did this thirty-second video saying, "Dude, I'm going to get a thousand people on the line." And I screwed up, we got more than that. "Come on, let's do this!"

Gary: It's awesome, man.

Rich: So as we start to wind this down. I was so... like I said, I woke up this morning almost nervous in a very positive way. And now I can feel tingling in every cell of my body. I'm just so lit up and excited. I just want to thank you for being here.

I have a couple of final thoughts. Number one, you've kind of said it throughout the call, but maybe some people have come on late. By the way,

we're recording this call. Everyone's going to get this so you can listen about a thousand times and share with all of your friends.

What's the best way for people to find you, follow you, and pay attention to what you're doing?

Gary: You know, I think if people say hello on facebook.com/gary, it's an easy place. Everybody's there. You know I think that's a great place. Obviously Twitter. I do a lot of interacting there. And I think that those would definitely be the two places.

Rich: Perfect.

Gary: Facebook and Twitter is where I communicate, for sure.

Rich: Awesome! We want you to buy the "Crush It," song. And mainly you're going to be in the drawing to get a signed book, but I hope everyone buys the book either way. Buy the song "Crush It," it is about feeding the people. We're going to feed over 9,000 people if every single person buys that song. So I hope everyone will do that.

Gary, final word, man, we're going to wrap this up and let you go home and play with your baby.

Gary: You know. Thank you.

Rich: That's it man! Thank you.

Gary. Love you, man. Thank you so much for doing this. And hopefully we can do it again soon. Whatever I can do to support you, you just let me know, man. You've got a fan and a friend for life.

Thank you so much!

Gary: Thanks, bro! Stay well. Take care, everybody!

Thanks for being on the call tonight.

Rich: Goodnight, everybody. Thank you!

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additional recommended resources

books and websites i recommend

The 10 Rules of High Performance Living, by Dr. Barnet Meltzer
(Sourcebooks, 1998)

Awakening to the Secret Code of Your Mind, by Dr. Darren
Weissman (Hay House, 2010)

Crush It!, by Gary Vaynerchuk (HarperBusiness, 2009),
GaryVaynerchuk.com

Facebook Marketing, by Chris Treadway and Mari Smith
(Sybex, 2010), MariSmith.com

The 4-Hour Workweek, by Tim Ferriss (Crown, 2009 revised
edition)

Happy for No Reason, by Marci Shimoff (Free Press, 2008),
HappyforNoReason.com

Linchpin, by Seth Godin (Portfolio, 2010), SethGodin.com
David Riklan's SelfGrowth.com

To see the best video blog in the world, go to
RichGermanTV.com

ChristyWhitman.com

Bob Doyle's WealthBeyondReason.com

resources mentioned throughout the book

For a blank business plan go to

MonetizeYourPassionProducts.com/bizplan

For Melissa Lierman's Twitter tips go to:

MonetizeYourPassionProducts.com/smarttweeting

For a sample "speaker" page go to richgerman.com/speaker.

To buy website domain names go to GoDaddy.com.

For website templates and hosting services go to

WordPress.com.

To hire outsourced freelancers (programmers, designers, writers, virtual assistants, marketers, and more) go to Elance.com.

Guru.com (similar to Elance).

For database management and email marketing: iContact.com, ConstantContact.com, AWeber.com, and EasyWebAutomation.com.

To get paid: PayPal.com and 1ShoppingCart.com.

Free services providing inspirational daily emails (good examples for list building):

- DailyEnergize.com
- InsightoftheDay.com
- Tut.com

Tele-conferencing services:

- FreeConference.com (for up to 150 callers)
- SimpleEvent.com (free bridge line for up to 1000 callers)
- InstantTeleseminar.com (great for webinars with up to 250 callers)

The Big Four social media sites:

- Facebook.com
- Twitter.com
- YouTube.com
- LinkedIn.com

For finding and starting local groups based on your passion: Meetup.com.

To host your own Internet radio show: BlogTalkRadio.com.

The largest website for affiliate marketers: ClickBank.com.

acknowledgments

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giving back

One of the intentions of this book is to support you, the reader, in making a difference for other people through your business. In that spirit, I will be donating a portion of all author proceeds to a cause I have a strong passion for: homeless children in the United States of America.

My team and I are currently producing a full-length feature documentary film designed to raise awareness and create solutions for the over 1.6 million homeless youths in this country. The movie, entitled *Generation Why?*, is intended to shine the light on their hidden and dark reality. All donations will go directly towards supporting children without a home to call their own.

For more information on this project, please go to GenWhyMovie.com.

about the author

Rich German is recognized as one of the most accomplished and popular business and lifestyle coaches in North America. Since 1999, he has conducted over seventeen thousand individual coaching sessions and has led seminars for thousands of people. He is also the host of the popular video blog, “Rich in Life” at RichGermanTV.com.

Rich helps people succeed in more than business; he also helps them achieve success in their physical, mental, spiritual, and family lives. The goal is to shift from a “workstyle” into a lifestyle. The goal is to be *rich in life!*

Rich is also the creator and star of the upcoming documentary film *Generation Why?*, which shines light on the issue of child homelessness in the United States.

When Rich is not working on his passions, he can most likely be found playing his guitar on the beach near his home in Laguna Beach, California.