

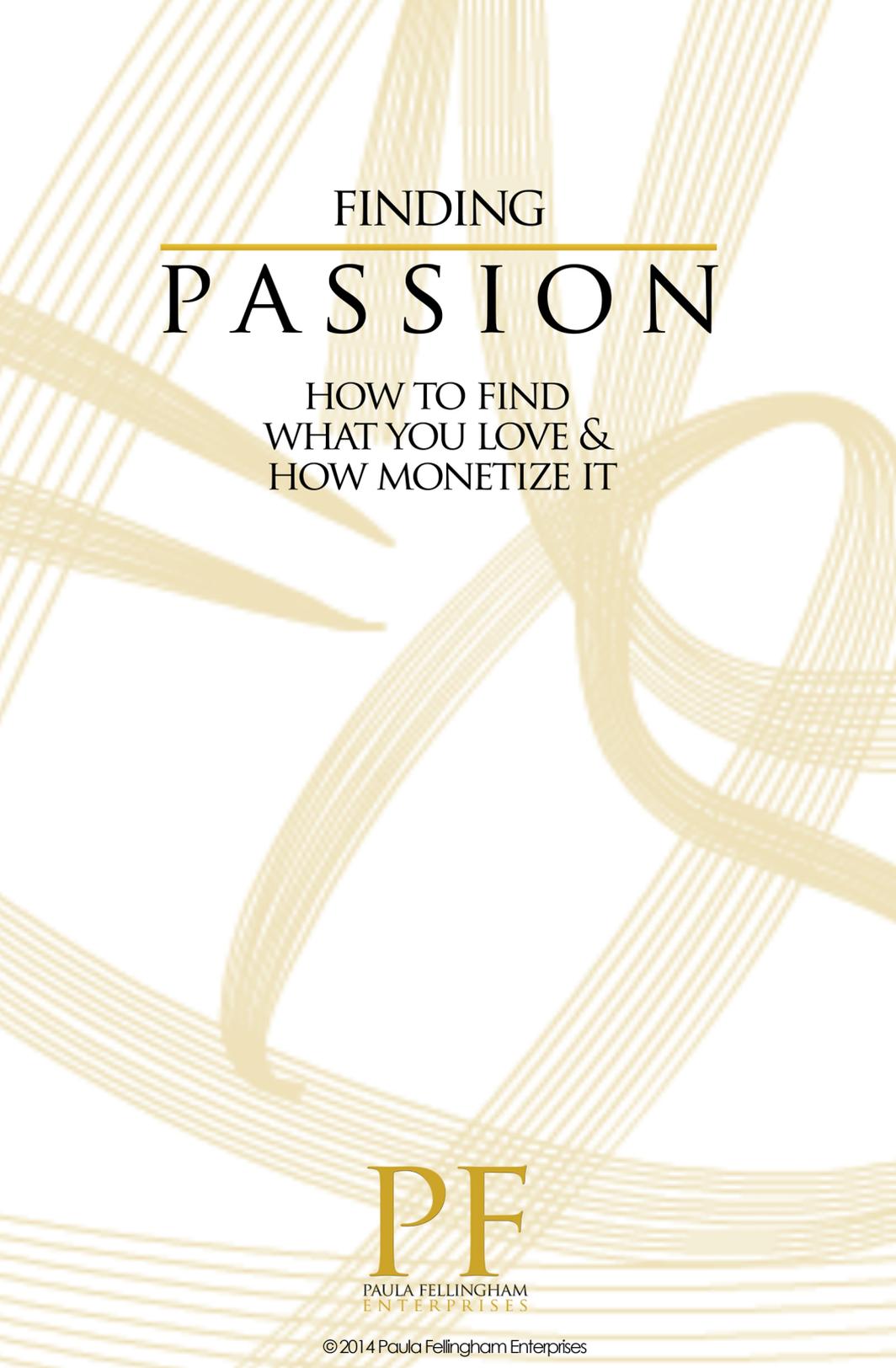
FINDING

PASSION

HOW TO DISCOVER
WHAT YOU LOVE &
HOW MONETIZE IT



PAULA N. FELLINGHAM



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PAULA FELLINGHAM
ENTERPRISES

A SHORT

INTRODUCTION

“IF YOU STUDY THE CAREER PATHS OF PEOPLE WHO END UP LOVING THEIR WORK, YOU'LL FIND THAT CLEARLY IDENTIFIED PRE-EXISTING PASSIONS ARE RARE.”

- CAL NEWPORT

It's true! So few people actually take the time to identify what their driving passion is in life. Whether you're seeking to apply your passion to your work or to your personal life, you must first *define* what your passion is if you hope to be successful. I would submit that a lack of *defined passion* is the reason that many things in life – be they businesses, relationships, or goals - fail. Without knowing *why* you're working for something, how can you ever reach *what* you're working *for*?

What Is Passion?

Webster defines passion as “a strong feeling of enthusiasm or excitement for something or about doing something.” In other words, passion is the driving force behind all action.

To better illustrate the meaning of passion, here are several stories of successful people how lived their lives with great passion.

One day, William, an experienced designer, was asked by a client to build a large, elaborate model. It called for several building interiors and hundreds of human figures. The model was to be created in a scale of one inch to five feet, which meant that each of the human figures was only a little more than an inch in height. Each one had to be hand-painted, using a brush with a single hair. As William hunched over his table one day, painstakingly painting the figures and then carefully gluing them in place, one of his employees asked him, “Don't you find this tedious?”

The designer replied, “Tedious? My goodness, no! I've loved making and painting models ever since I made my first model airplane at age seven. I just can't believe someone is actually paying me to do this!”

From golfers to professional singers, those who *excel* are passionate about their interest.

From an early age, Larry lived and breathed golf. As a teenager, he was ranked one of the top 16 young golfers in the nation. Then, at the beginning of his senior year of high school, Larry was in an automobile accident. He suffered severe injuries, but the most devastating was that his left arm had to be amputated just below the elbow.

After several months of practice with a prosthetic hand, Larry hit a ball. When it landed more than 200 yards away, he knew he could do it. He rejoined his high school team, scoring even better than before, and was awarded a college scholarship.

“Don’t think of your missing limb as something that makes you a lesser person,” Larry once told an audience of children who had lost limbs. “Think of it as something that can make you stronger. I would love to be the first pro golfer with a prosthetic hand. But I also know that if I don’t succeed, I won’t be a failure. We only fail if we don’t try.”

In her autobiography, Dolly Parton wrote,

My high school was small. So during our graduation event, each of us got a chance to stand up and announce our plans for the future. “I’m going to junior college,” one boy said. “I’m getting married and moving to Maryville,” a girl followed. When my turn came, I said, “I’m going to Nashville to become a star!” The entire place erupted in laughter. I was stunned. Somehow, though, that laughter instilled in me an even greater determination to realize my dream.

Another example of passion is Wilma Rudolph. She simply loved to run.

Wilma was born into a very poor family in a shack in the backwoods of Tennessee. She was the 20th of 22 children, prematurely born and frail. Her survival was doubtful. When she was four years old she had double pneumonia and scarlet fever – a deadly combination that left her with a paralyzed and useless left leg. She had to wear an iron leg brace. Yet she was fortunate to have a mother who encouraged her.

Wilma’s mother told her daughter that despite the brace and injured leg, she could do whatever she wanted to do with her

life. She told her that all she needed to do was have faith, persistence, courage and indomitable spirit.

So at nine years old, Wilma removed the leg brace and took the step the doctors told her she'd never take normally. During the next four years, she developed a rhythmic stride and set a goal to become the world's greatest woman runner.

At age 13, Wilma entered a race and came in dead last. She entered every race in high school, and in every race she came in last. Friends begged her to quit. However, one day, she came in next to last. And then, there came a day when Wilma won her first race, and she never looked back.

Years later, at the Olympic Games, Wilma was pitted against the greatest woman runner of the day, Jutta Heine, from Germany. Jutta Heine had never lost a race. However, Wilma beat her in the 100-meter dash and the 200-meter dash, winning two gold medals.

Finally, it was time for the 400-meter relay. It would be Wilma against Jutta once again. The first two runners on Wilma's team made perfect handoffs with the baton. But when the third runner passed the baton to Wilma, she dropped it, and Wilma watched Jutta take off down the track. It seemed impossible that anyone could catch this fleet and nimble woman. But Wilma did just that, and earned her third Olympic gold medal!

I love telling this next true story, because I know Dr. Henry B. Eyring personally, and his story has had a profound effect on my life:

One summer during the 1950's a bright Stanford College student named Henry Eyring labored over a difficult physics problem. Finally he decided to ask his father for help. This young man's father was not just any ordinary guy – he was a Nobel-prize-winning scientist, also named Henry Eyring. As the wise scientist studied his son's problem he asked, "Isn't this problem similar to one that we worked on last week?" Young Henry answered, "Yes, I guess so..." And his father then asked, "Well, what have you been thinking about this week...I mean when you were walking along, or in the shower, or

driving? Weren't you thinking about this problem?" His son admitted that no, he didn't think about the problem at all. The brilliant father then asked a question which his son never, ever forgot. He said,

"Son, what do you think about when you don't *have* to think about anything?"

Young Henry Eyring admitted that he didn't think about science. And then, with a sad expression on his face, the Nobel-prize winning father remarked, "Then you better not be a scientist. You should go into whatever field you think about when you don't have to think about anything."

I would like to ask you that same question. "What do you think about when you are in the shower – or walking along – or driving...when you don't *have* to think about anything? Where do you allow your thoughts to take you?"

I would like to suggest that whatever you think about – when you don't have to think about anything – is a powerful indicator of your life's passion. And you should seriously consider learning how to monetize that passion, and share it with the world.

STEP ONE

ASSESS YOURSELF

Here are some thought-provoking questions that should help you really drill down to what drives you in your life. Print it out & try writing something in each space – you’ll be amazed what you can learn about yourself in such a short amount of time!

What makes you smile whenever you think about it?

What are you naturally good at? (This has come easily to you since you were young. 😊)

If money weren’t an issue, what would you do for FREE?

What do you think about when you don’t have to think about anything?

What do you enjoy talking about?

What would you regret *not* doing in your lifetime?

It's important to be honest and sincere with yourself when answering these questions. Really assess yourself seriously, my friend. After looking through your answers as a whole, do you see some patterns? Use your findings to formulate what you'll do – it's that simple.

STEP TWO

FIRST CREATE FUTURE
SUCCESS IN YOUR MIND;
ACCEPT YOUR PASSION

“GREAT AMBITION IS THE PASSION OF A GREAT CHARACTER. THOSE ENDOWED WITH IT MAY PERFORM VERY GOOD OR VERY BAD ACTS. ALL DEPENDS ON THE PRINCIPLES WHICH DIRECT THEM.”

— NAPOLEON BONAPARTE

Recognizing accepting your passion is sometimes difficult. It requires careful analysis of how you live your life and what values you live by. It also requires you to develop a *belief* in yourself and your talents. I cannot, however, stress the importance of have true passion in your life enough – your personal breakthroughs in life will happen when you recognize and accept your passions.

Recognizing Passion

I’ve had the heart of an entrepreneur since I was a young girl. My father was a radio artist my whole life, and because of his influence, I followed in his footsteps. For seven years, I ran a radio spot called “Solutions For Families.” It was 2 hours a day, 5 days a week of pure, teaching content regarding how families can support one another and how they can remain strong. I proceeded to write my first book at 27 years old in an effort to assist families in the state of Washington, where I was living at the time. I continued to create books and CDs and DVDs, and it didn’t take me long to recognize that I didn’t have to wait for *anybody*. I had the ability to create my own future through the expertise I had gained. It was at that point in my life – through constantly practicing and working at my craft - that I *recognized* what my overall passion was: using my heart and knowledge to change other people’s lives. From that point on, my life changed. My *work* changed.

Here are 10 qualities that you should strive for as you seek for inner passion:

1. You Must Stand Up, Step Forward and Lead Out... Fearlessly.

You are ALREADY a leader! You don’t need to wait for someone to give you permission to lead. Decide where you want to go – who you want to go with – and start moving.

2. You Must Love. Always. No matter what.

Think loving thoughts, say loving words, and do loving deeds. Don't be timid; the world needs more genuine love. When you sincerely love others, they'll feel it and they'll follow.

3. You Must Have a Great Vision; Collaborate with Others.

With a great vision and superb goals that attract others, you can touch hearts and change lives on a massive scale. Reach out to connect and collaborate with other like-minded, like-hearted leaders. Collaboration is a powerful key to success.

4. You Must Listen to Your Heart.

Your heart will always tell you where to go and where not to go, but you must listen carefully. Also, pay attention to the ideas of those you are leading. However, in the end, your heart trumps the voices of the crowds.

5. You Must Make Wise Decisions so You Lead in the Right Direction.

Use a variety of resources to make decisions. Speak to others who have walked your path; study history; research online; ask – ask – ask and always keep your heart open to new information.

6. You Must Be Flexible and Cheerful.

Your ability to be flexible and cheerful is an indication of your strength of character. Don't sweat the small stuff and be cheerful – no matter what.

7. You Must Take Care of Yourself.

When leaders run too fast and serve too much – ignoring their bodies' warning signs - they simply run out of juice and their followers suffer. So do something you love – every day – and take care of your body.

8. You Must Be a Thought Leader in Your Field.

It is one thing to lead others down a well-beaten path. It is another to break new ground as a Thought Leader in your field. Take time to learn and

ponder. Meditate and ask great questions. Become a leader whose ideas are new and relevant.

9. You Must Let Your Light Shine!

You have a big, beautiful light and as a leader you need to confidently and joyfully SHINE! You are being watched carefully. Your actions and decisions are scrutinized by many. So shine your light as brightly as possible....hold it high, with confidence and joy....for all the world to see!

10. You Must Give, Give, Give... But Never, Never, Never Give Up.

Celebrate others, lift others, love others, and give to others with no thought of reward. Be “others-centered” instead of “self-centered”. And keep giving, no matter what. Yes, when you are tired, discouraged, and used up, remember that genuine leaders do stop and rest, but they never, ever give up.

If you embody any of these attributes, you can be sure that passion is present in your life – imagine how unstoppable you would become if you applied *all* of these attributes!

Accepting Your Passion

Now I must mention the greatest killer of passion. Doubt. Doubt is truly the antithesis of Passion. Passion allows you to do anything you’ve ever dreamed of, while doubt sucks the life and the joy that you find in those same dreams and aspirations.

Here are some examples of damaging, doubtful thoughts:

- “I don’t think I can do that.”
- “I’ll never get through this – there’s too much to do.”
- “If I didn’t have bad luck I wouldn’t have any luck at all!”
- “Yep – I knew it! Just when things were starting to go well, this had to happen.”

In contrast, here are some examples of positive thoughts, the kinds that inspire passion:

- “What could I do to make myself feel happier right now?”

- “What can I learn from this that will make me a better person?”
- “Who can I help today?”
- “Who loves me? Who are the people I love most in the world?”

Can you see how these last thoughts are so much more empowering than the first? Can you see why thinking negatively detracts so heavily from your ability to accept your greatness? When you allow yourself to focus on positive things, you keep your head in the game. You allow yourself to once again focus on why you are doing that something that you love rather than dwelling on all of the reasons why you *shouldn't* or *couldn't* be doing that something. In essence, you are accepting your right to succeed in what you desire to do every time you focus your energy on creating positive thoughts.

Accept the fact that you CAN do it. Accept the fact that you are gifted. Accept the fact that you have found what you love to do and that you're going to do it! Admitting these things to yourself is a fundamental key to achieving all of your successes in life. All-in-all, passion drives us forward. Once you recognize the passion within yourself, all that is left to do is apply it.

STEP THREE

IMPLEMENTING AND
MONETIZING YOUR PASSION

"THERE IS NO PASSION TO BE FOUND PLAYING SMALL--IN
SETTLING FOR A LIFE THAT IS LESS THAN THE ONE YOU ARE
CAPABLE OF LIVING."

-NELSON MANDELA

Passion is so important, but what comes *after* the recognition of passion – the action – is *most* important. That action is what turns an idea into a thriving venture. In business, you cannot survive solely on passion (not if you expect to make any money, that is). However, *incorporating* it into your attitude and into the way you approach the roadblocks that will inevitably form along the way will absolutely assist you in reaching your goals.

There are some important steps for taking that burning desire and that BRILLIANT idea to the next level. Once you have defined and recognized your passion, it then comes time to *monetize* it. This is one of the hardest parts of the “passion process,” and not surprisingly, it is the main reason that many dreams never come to fruition! However, if you are serious about getting paid to do what you love, you need only follow the process.

Plan For Success

Set Deadlines

In order for you to accomplish any goal or task for your new venture, you have to make that goal or task time-sensitive. Without a back wall, you could just keep pushing things off, and it’s quite likely that you won’t ever get past the first steps of monetization at all!

True discipline is required when you are setting your own goals and tasks and you are moving at your own pace. Set exact deadlines for yourself if you expect to accomplish your goals and complete your tasks.

Put the big things first, fit the little things around them

This is a principle that can be applied to any category in life, but it is especially useful when referring to managing your monetization goals. When you are planning your years, months, weeks, and days, find the big things first, plan them out, and then fit the smaller things around them. This will increase your effectiveness and efficiency ten-fold as you are working towards accomplishing your desires.

Think of your life as a mason jar. You have sand-sized, pebble-sized, and rock-sized tasks and goals that you wish to organize and place inside of it. If you were to place the sand in first, it's a guarantee that there will be little to no space for the pebbles and rocks to fit. However, if you were to first place the rocks, then the pebbles, and then dump the sand in, the sand fills in the cracks between the rocks and pebbles, and miraculously, everything somehow fits! Even if you have many tasks of every size and time commitment each day, week, month, and year, you are likely to find a way to get all of those things done if you start big and then work in the small.

Create Good Goals

Make big long-term goals

Long-term goals are supposed to challenge you, so make them big! Make it something you truly have to work for over a good chunk of time, and you will find more joy and a greater sense of progression when that goal is accomplished. Not only will you feel fantastic when you accomplish that goal, but having to constantly work towards something big creates great habits that you can apply to your short-term goals and planning.

Be ambitious, but realistic

While it *is* good to push yourself and try to do more than your normal, it's also important that you are realistic with your goal setting. Let's take it back to the goal of losing 150 pounds. A goal of losing 50 pounds in the first 5 months of your weight loss would require a lot of extra effort and calorie counting than a normal weight loss program, but it is realistic. However, the goal to lose all 150 pounds in that 5 month time period is most likely a very unrealistic goal, and you are almost guaranteed to fail. The aim of planning above and beyond is to push yourself and to keep yourself working hard, not to show you how you can fail and fall terribly short of those goals. Set yourself up for success by setting realistic, attainable goals.

Enlist The Right Team

Get A Mentor

Mentorship is such a smart way to go, especially in today's business world. A great mentor possesses knowledge that is unique to your business or your idea and has experienced many of the struggles of monetizing a business themselves. They are passionate as well, and if you are well-aligned with that person, they will likely quickly feel passionate with your idea as well. Allowing

someone like this to guide you in your journey to monetization will speed up the process and assist you in avoiding costly mistakes.

Find Partners That Compliment Your Skill Set

Monetizing your business or your idea alone is nearly impossible. You need other people's ideas, skills, and resources! For instance, someone who is very good at website design may not necessarily be good at advertising, and trying to fill that need without the skill set is never a good idea. While we would all love to learn and know everything there is to know, the fact is that we simply cannot learn and know everything. Share your passion and your idea with competent, trustworthy team members that can add to your success.

Take Action

Once you have done all of the planning, made all of the goals, and gathered the right people, the time for action finally arrives. The good news is that you've completed the most difficult parts already! All you have to do is start inching through your plans with your team.

There will be times when you fail. There will be times when deadlines and goals are not met. These are all parts of the process, so don't allow yourself to fall back into those doubtful thoughts (remember, doubt kills passion!). Instead, reflect on what went wrong and reposition yourself so that you are ready to take on the next task, goal, or deadline.

You see, the action in the "passion process" is truly the most important – it is the determinant of your success! It takes endurance, but if the process is followed, you'll be waking up every day with the realization that yes – you ARE getting paid to do what you love!

Don't Look Back

Sometimes, in an effort to avoid future mistakes, we look back to see where we've come from. While learning from past mistakes is how we learn, it's important to not confuse this with *dwelling* on the past. Doing so can actually hinder your progress and can become a source of discouragement.

My friend, Glenn Van Ekeren, tells about his teenage years when he was hired by a local farmer to do the fall plowing. His first day on the tractor was disastrous. He explained, "As I watched the plow turn the soil behind me, little did I realize that by the time I reached the end of the field, the row was incredibly crooked. Toward the end of the day, the farmer arrived to survey my

work. The crooked rows prompted him to give me this advice: 'You can't plow a straight row if you keep looking behind you. You must keep your eyes focused on your goal straight ahead.' And so it is with life. Plowing our way into the future is powered by meaningful and specific goals. Focusing on the past, what lies behind, will prevent us from focusing our energies on what lies ahead.

Don't allow distractions or backward glances to sidetrack your thinking. As you work toward your goals, be like a laser beam focused powerfully and directly on your target.

STEP FOUR

GIVE BACK

“AS LIFE IS ACTION AND PASSION, IT IS REQUIRED OF A MAN THAT HE SHOULD SHARE THE PASSION AND ACTION OF HIS TIME, AT THE PERIL OF BEING JUDGED NOT TO HAVE LIVED.”

— OLIVER WENDELL HOLMES JR.

Truly passionate people have an inner desire to serve and to give. It's easy to revel in your success and enjoy the new-found cash flow and unsurpassed knowledge of your trade when it finally arrives, especially after so much hard work. However, if giving back is not a priority at that point, it's likely that you've lost sight of the very thing that compelled you to begin working through the “passion process” in the first place.

Whether you decide to provide financial or skill-related resources, there are a few major reasons why you should make giving back a priority:

You were once where they were

Once you've achieved the financial success that you worked hard for, you should take a moment to look back at where it all began. Where were you? You were right where so many others are now – struggling to find their passion and looking for a way to make money. Seeing these types of situations should remind you that without the support of others, you would never have gotten where you currently are. Why not be the person that you were looking for not too long ago?

You are bound to learn something new

People who allow themselves to go through new experiences with new people inevitably learn and grow. Although you may feel that you bring more to the table when you first offer your skills or your money to someone in need, it is likely that you'll walk away having gained so much more in the way of insight and understanding than even your beneficiary did.

You'll Succeed Even More If You Give

An intriguing article was recently featured in Forbes about giving back. An organizational psychologist by the name of Adam Grant took it upon himself to study the effects on businesses when giving back. Their findings are as follows:

“Early research stemmed from some intriguing experiments about how helping others helps the giver work more productively. One of the experiments took place in a call center whose primary purpose was funding scholarships. Grant

arranged for a student who benefited from that fundraising to speak to the callers and explain how life-changing the scholarship was.

Here's what that little 10-minute chat yielded: one month later, the workers were spending 142 percent more time on the phone and bringing in 171 percent more revenue, even though they were using the same script. A later study showed that revenues increased by more than 400 percent, and that even simply showing the callers letters from grateful recipients increased their fundraising. None of the callers believed that the idea of helping others had been the driving factor in their increased success. But Grant parsed the data and knew the truth, even if the callers weren't conscious that charitable feelings had spiked their motivations.

Another study which tested how prosocial behavior works in the corporate world arrived at the same conclusions. An experiment at a Borders bookstore gave employees the opportunity to donate to a fund helping two different needy colleagues – one a pregnant worker with limited resources for her baby; the other for an employee handling the funeral of a loved one. Borders offered matching gifts for all employee-generated funds.

The results were unequivocal. Even donors who just gave a few dollars a week showed a marked increase in loyalty and commitment to Borders, and showed gratitude to the company for the opportunity to give back.

All of these findings are a reminder to companies that when it comes to corporate philanthropy, being a good corporate citizen doesn't just help your community, it helps your company in very concrete, bottom-line ways."

Make a point of giving back once you have tasted success – it is our responsibility.

In closing, I'd like to share this quote and final thought...

**"IT IS OBVIOUS THAT WE CAN NO MORE EXPLAIN A PASSION TO
A PERSON WHO HAS NEVER EXPERIENCED IT THAN WE CAN
EXPLAIN LIGHT TO THE BLIND."**

-T. S. ELIOT

I encourage you to follow your passions. I have been where you are, and I continue to grow as I follow my own desires and dreams. It is possible to do what you love and monetize it as well, but doing so isn't an overnight process. It requires reflection. It requires inner strength. It requires the help of others. It

requires action. This process never stops, my friend. However, I've learned that if you're doing what you love, you will love doing it for as long as possible.

May your journey be blessed, and may you be successful in finding your passion.

ABOUT THE AUTHOR

ACHIEVEMENTS & AWARDS:



Recipient, Doctorate of Education in Human Relations.

Author of five books, including the best-selling *Believe It! Become It! How to Hurdle Barriers and Excel Like Never Before*.

Recipient of the “Points of Light Award” given by President George W. Bush. Recipient of the “President’s Volunteer Service Award” given by President Barack Obama.

Honored as Washington State Young Mother of the Year and State Woman of the Year.

MORE ABOUT PAULA:

Currently, Paula Fellingham is the Founder/CEO of The Women’s Information Network (The WIN), an online educational and social network for women and an on land global community of women in 152 countries.

See www.theWINonline.com. The WIN hosted the largest gathering of women in the history of the world on March 8, 2011: 377 live events in 152 countries. The WIN is now presenting 1,000 Global Women’s Summits worldwide.

Internationally-acclaimed speaker, Dr. Paula Fellingham has given presentations at the United Nations, for the World Movement of Mothers in Paris, at the International Conference of the Worldwide Organization for Women, and numerous other conferences across the world. Paula participated in the World Congress on Families in Geneva, and at the World Movement of Mothers International Conference at NATO Headquarters.

In 2007, Paula’s company “Ignite Your Life Seminars” presented events in 32 cities across America.

Former radio personality, Dr. Paula hosted a daily two-hour show “Solutions For Families” that achieved the station’s highest ratings for a talk show. Additionally, Paula hosted a segment on the nationally-syndicated show “Celebrate!”

Magazine contributor, Paula has written articles for *People Magazine*, *International Business Times*,

Boston Globe, *ABC 11*, *Worth Magazine*, *Family Living*, *Executive Excellence*.

Founder of the non-profit organization *Solutions For Families, Inc.* Founder of *Women Celebrating Life, Inc.*, *Families Now, Inc.* and *Unlimited Living International, Inc.* Former member: National Board of Directors *Worldwide Organization for Women*; State Board of *American Mothers, Inc.* Paula chaired the Committee for the “Call From The Families Of The World” in conjunction with the World Congress on Families Conference, Switzerland.

Former Vice President of *eFamily.com*. Former Executive Director of *Families Worldwide Inc*, an international non-profit, non-denominational organization that offers resources to strengthen families.

Producer of The Fellingham Family musical group. The band performed across the nation and internationally for twelve summers. During their final season The Fellingham Family presented 273 shows.

Paula received her B.A. in 1971 and her Doctorate in 2004. Dr. Gilbert Fellingham (University Professor of Statistics) and Paula are the parents of eight children, and the grandparents of twenty three grandchildren.

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