

The Ultimate Passionpreneur

Eric Anderson

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SPECIAL MESSAGE FROM ERIC ANDERSON

Thank you for investing in *The Ultimate Passionpreneur*. Though this quick-start action guide is a quick read, I will outline some of the information you will be empowered with as result of taking action on the principles contained in *The Ultimate Passionpreneur*.

There's a big difference between doing

something you love and doing something you love and actually getting paid to do it. A passionpreneurship is about doing something you love while getting paid, and while benefiting other people.

Read this book over and over until the principles are ingrained in you, and more importantly, until you're taking action on the principles and strategies

On the road to becoming a successful passionpreneur, you may encounter roadblocks and naysayers. You need to know how to deal with obstacles. In the first chapter, The Passionpreneur Mindset, I share 18 key mindset success strategies that you

need to adopt to be successful and succeed as a passionpreneur.

In the next three chapters, you will learn my three T's formula: *Tap* into your passion, *translate* your passion into a product or service, and *tie in* successful marketing.

I will outline a system for tapping into your passion. Often, people have an idea of what they want to do but have difficulty starting the process. I'm going to give you key steps, strategies, and exercises you can use to discover your true passion.

Once you have tapped into your passion, we will move to the second T, translating that passion into a product or service. I'm going

to go over several ways to benefit from the information marketing business model and powerful ways to translate your passion into a product or service, while, most importantly, contributing to others.

And then I'm going to show you how to tie in successful marketing. Marketing is the engine that runs any business. You must know how to market and sell your business. Now, if you're afraid of selling, there are ways to sell without being involved in the process. I'm going to teach you strategies to automate the entire process.

I'll cover everything from injecting personality into your passionpreneurship, to

creating a unique selling proposition (USP), to telling your story. I will give you very powerful marketing information and a million-dollar lesson in how to market your new passionpreneurship effectively.

By purchasing *The Ultimate Passionpreneur*, you have made a great investment in your future. Remember, however, that you will experience success only when you take action. According to the Rule of 24, you want to get something finished in 24 hours or less. If that's not possible, then at least start within 24 hours.

Procrastination holds people back. As a passionpreneur, you cannot afford to

procrastinate. You want to take action immediately. You want to get your passionpreneurship up and running. The Rule of 24 is so powerful because it's better to know quickly if something is not going to work. The same goes for a successful endeavor. Knowing will allow you to spend the vast majority of your time on things that are profitable, allow you to share your message with the world, and impact the lives of other people.

Take one action per day toward creating your passionpreneurship. That's it, one simple action per day. Thought that may not seem like a lot, over time it's massive. If you want

to take more than one, that's great, but take at least one.

The information you're going to learn in *The Ultimate Passionpreneur* is the real deal. I actually walk my talk; I don't just talk. This is what I do every single day and how I provide for my family. Being a passionpreneur has completely transformed my life.

There's a saying that behind every successful entrepreneur is a spouse with a really good job. That's true for some couples. The couple might be more apt to take risks when there is steady household income. However, many successful entrepreneurs took the plunge. I did. I have followed my passion as a business

for over 20 years now. I am teaching from experience.

This is very important because you can waste a lot of time taking advice from people who have never actually done what they are teaching. I do not believe in wasting my time; therefore, I will not waste yours. This book can change your life!

In addition to reading this book carefully, take advantage of the certificate for a 75-minute one-on-one consulting call with me personally. (See Appendix A.) Because the response to this offer has been overwhelming, the consultation may have to be scheduled several months in advance.

Once you're scheduled, though, I will help you get plugged into your passion and get your passionpreneurship off the ground.

Also, as an added bonus, I record the call and send you audio notes, giving you the benefit of listening to the recording over and over again. Though I probably don't know you personally, I know that you want to have impact and share your message with the world because you have invested in this book. I can give you powerful strategies to do so. **Important Note:** You must complete this book and the exercises in it prior to the consultation.

Visit **www.plugintoyourpassion.com** to

listen to the Passionpreneur Interview Series, my signature series of interviews with successful passionpreneurs from all over the world in different disciplines. They share strategies, marketing tools, and how they've generated a successful passionpreneurship.

Finally, attend the Plug into Your Passion live event. Though you can benefit greatly from this book and our phone consultation, there's nothing like coming to a live event. You can meet with me and other individuals who have plugged into their passion and turned it into profits while communicating their message to the world and helping others.

Please share this information. Send the link

to the Passionpreneur Interview Series to your friends,

www.plugintoyourpassion.com. Make comments on Facebook. I trust that you and your friends will benefit in a major way.

Once again, thank you for investing in this book. I look forward to meeting you in person at a live event.

Read the next chapter, The Passionpreneur Mindset, and learn the 18 traits successful passionpreneurs share.

CHAPTER 1.

THE PASSIONPRENEUR

MINDSET

To create something exceptional, your mindset must be relentlessly focused on the smallest detail.

Giorgio Armani

Passionpreneur Defined

The old model of building a business to

benefit only you is dead. Those who have not adopted the new model will find themselves totally lost.

Exactly what is a passionpreneur? Someone who has plugged into his or her passion and turned it into a profitable business while positively contributing to other people's lives.

Passionpreneurs come from all walks of life and represent a vast number of businesses and business models.

Here are a couple of passionpreneurs you might be familiar with. Some are really popular; some are less popular, though equally successful. Let's start with one that everybody seems to know: Oprah Winfrey.

Though Oprah's background is not unique, she has made a fortune not only by telling her story but also by providing a platform for other people to share their stories. She has created a billion-dollar empire in the process.

One of my favorite passionpreneurs is Robert Wyland, the world's premier marine life artist. Wyland became a passionpreneur through art. He started painting life-sized whales on the side of buildings around the world to help raise awareness of marine life. He is considered among the most successful artists of all time. You have likely seen his work.

What's important about his story is that he

has a cause. He is also unique. Both are very important points in becoming a passionpreneur, which I'll cover later in the book.

Another passionpreneur you might be a little more familiar with is Blake Mycoskie. He's the founder of TOMS Shoes. He has the following business model: For every pair of shoes purchased, a pair is given to a child in need. To date, his business has given over 10 million pairs of shoes. WOW! Blake Mycoskie is a passionpreneur.

Those are a few famous passionpreneurs, but there are tons of passionpreneurs out there. When I think about woman entrepreneurs,

who have a huge movement that is growing exponentially, I think of people like Vicki Irvin, a coach for woman entrepreneurs and a passionpreneur herself. I also think of Suzanne Evans. In addition to working with entrepreneurs, Suzanne also works with women. Both of these women have fabulous stories and fantastic personalities. You definitely need to learn more about them.

My friend and mentor Wahid Shakur, also known as Mr. Tycoon, became a multimillionaire as a real estate passionpreneur. He teaches people how to create wealth by investing in real estate.

From health to fitness to financial services to

music, there are people all over the world who have plugged into their passion in every category that you can imagine.

You must attach your passion to a cause or something that is close to your heart.

That's what makes you a

passionpreneur. Passionpreneurship is not just doing what you love to do; it's also doing what you love to do while benefiting others.

Remember, it's okay to profit as long as others benefit too. There are lots of ways of making that happen. You could donate a certain amount of your profits, your product, or your service, or simply support people in need. Believe me, there is no shortage of

causes that need help. Obviously, people will benefit from your passion through the product or service that you offer, but remember that this is another level of benefitting others.

You're not creating a charity, though you can do that if you choose. This book is about creating a passionpreneurship, a for-profit business that benefits you and a cause of your choosing. When you create this type of business, you will become a passionpreneur.

The Ultimate Passionpreneur is a potent model. It's a powerful way of doing business.

18 Traits of Passionpreneurs

Following are the 18 key traits that passionpreneurs share. If you already possess these traits, that's great. If you need to implement some of the others, start doing so immediately.

1. Be good at what you do. You don't have to be the best in the world. You just need to be good. You need to work on your craft and hone your skills. In addition to having passion, passionpreneurs are actually good at what they do.

2. Love what you do. People could be good

at what they do but not love what they do.

Does that mean you will love every single moment? No.

As I travel all over the country, I'm constantly on planes, in rental cars, and in hotels. I don't love to travel. There are headaches, like when flights are delayed and cars break down. Though I love what I do, I don't love every single minute of the process.

Dan Sullivan, a leading coach for high-end entrepreneurs and founder of an organization called Strategic Coach, stresses the importance of working within your unique ability.

My unique abilities have expanded. At first it was performing and entertaining and speaking to crowds. Those are my core unique abilities. Everything I do is built around these abilities.

Focus on your unique abilities. Be great at what you do, and love what you do, while being flexible and remembering that you're not going to love every moment of every aspect of your passionpreneurship. The key is to focus your energies on what you love to do while doing less of what you dislike. Have other people who have unique abilities handle what you don't like.

3. Use your success to contribute to other people's lives in a positive way. Remember the examples mentioned previously: Robert Wyland, the premier marine life artist, contributes to other people's lives by helping to improve the environment. TOMS Shoes' founder Blake Mycoskie contributes to other people's lives by giving pairs of shoes to children in need worldwide. Create a business model that allows you to contribute to other people.

4. Create win-win situations for everyone involved in every aspect of the businesses. When people have tried to take advantage of me throughout my 20 years in business, I've

wondered why they would create a situation where they win, but I lose. That's not a good way to do business. Creating win-win situations for everyone involved is a more effective model, one that allows you to sleep well at night and move forward while not having to worry about things like bad karma. If you're writing a contract, for example, write it so everybody wins, not just you.

5. Don't be afraid to make money. This is important because a lot of people have hang-ups about money. A business is about profiting financially. Success is generally measured in dollars. You cannot be afraid to make money. As you move along this

journey of becoming a passionpreneur and getting paid while doing something that you love, you'll find that you can make amazing money. There's nothing wrong with profiting.

There are four ways to profit from anything in life. A business is about profiting financially, which is just one way to profit. You can profit emotionally just by feeling good about what you do. You could profit spiritually by giving back. You could profit intellectually, by learning something in the process.

Make sure that you're profiting financially because that's what allows you to contribute

to other people's lives. Oprah can continue to provide a massive platform for people to share their stories and their message while benefiting others because she has profited financially. If she was not able to earn a living by living her passion, she would have likely chosen another career path. Don't be afraid to make money. It's okay. That's the purpose of a business.

6. Be congruent in your personal life and your business life and don't be afraid to be transparent. I've seen a lot of people really screw this up. Being transparent doesn't mean you need to share your entire life story with the world and give details of all of your

challenges, though that's the path that I've decided to take, which has worked out well for me. By transparent I mean congruent; walk your talk.

Many business owners present themselves one way in front of the world, but when you interact with them personally, you start to realize that they're not congruent. I am passionate about being congruent in your personal life and your business life. With today's technology, it's easy to be exposed very quickly. Living as though there are always cameras on you is a very great strategy.

I learned about this strategy as a magician through a principle called internal scripting. When I present an illusion to an audience, like making a coin disappear from my hand, what I'm doing as far as sleight of hand needs to be congruent with what I'm thinking in order to present an effective piece of magic. Being congruent is very powerful. It not only makes you transparent, it also makes you real. It makes you ethical.

7. Have incredible energy for conducting business. Make people wonder who you are and what you are so excited about.

Enthusiasm is contagious. Have zestful energy for your life and your business. As

soon as people see that you're energetic and enthusiastic about what you're doing, they want to jump on board.

8. Realize that your past does not equal your future. We all have stories. We all have backgrounds. Had I let my past dictate my future, you would not be reading this book right now. If I believed all the nonsense that people tried to fill my brain with, I would not have accomplished anything.

9. Don't do something just for the money. This does not conflict with the fifth trait. A business is definitely about profiting, but you don't want to be forced to exist just for

money. One benefit of being a successful passionpreneur is that you don't have to do something that you really don't want to do. If something does not align with your value system, then don't do it.

Recently, while negotiating the terms of presenting my signature program to an association, I realized that the leaders obviously did not understand who I am or what a passionpreneur is. They wrote the contract in a very one-sided way. They would benefit, but I wouldn't. I walked away from the deal, which didn't hurt my life at all. I wasn't desperate because I know how to create an opportunity, and I know there's

something else right around the corner. I didn't have to lower myself to accepting their offer just for the money. Over the years, I have done things just for the money, but I have never sacrificed my values. I may have needed money to pay bills, which led to my discounting my service, but I would always do things ethically. Put yourself in a position where you do things that are in line with your value system and in line with your beliefs. This is very important.

10. Do what you want, when you want, how you want, on your own terms.

11. Don't be desperate for opportunity.

Later, I will cover ways to define your unique abilities as well as marketing and sales for your product or service. Trust me; when you follow this system, people will be beating down your door for your product or service.

12. Don't be afraid of hard work. You will work hard as a passionpreneur. You don't become a passionpreneur without putting in the work, regardless of what you are doing. Though you may be what I call a part-time passionpreneur, you still need to work hard. What makes it fun, however, is that you're doing something that you have a passion for. You may not have to work in the traditional sense, but you will expend energy.

13. Become a master of your craft and be dedicated to it. One thing I've learned through the art of magic is the importance of practice. We've all heard that practice makes perfect. Well, that's not entirely correct because one might be practicing incorrectly. Become a master of your craft. Study what people have done before you. Learn the history of your profession. Predict where things are going.

Anthony Robbins, one of my favorite motivational speakers and thought leaders, has a wonderful principle in his book *Awaken the Giant Within* called CANI!, an acronym for constant and never-ending improvement.

Start where you are and always improve.

One of my passions is street performing. As a kid, I performed on the streets to hone my skills. I love it because it's the purest art form. On the streets, I don't have credibility. I don't have massive crowds. People don't know that I've written books or shared the stage with American presidents. People don't know that I have performed at the White House or put on huge seminars. All they see is a guy doing magic, which forces me to work on my craft and always improve.

14. Be bulletproof to criticism. I cannot stress this enough. As you move through life

and embrace your passionpreneurial journey, a lot of people are going to criticize what you're doing. You have to become bulletproof to that criticism. People are going to attempt to knock you down. People are going to attempt to derail you. Some believe they're doing the correct thing, but a lot of times your critics are people who just don't want you to succeed. Be ready for these critics.

There's nothing wrong with constructive criticism as long as your critics provide a solution, which they usually don't. The Ultimate Passionpreneur Mastermind Group is all about having constructive criticism to move your passionpreneurship forward. (See

Appendix B for more information on the mastermind group.)

15. Don't have an ego. This is one of my favorites. If you take the word ego and remove the G, you have E and O, which stands for endless opportunity. When you remove your ego, you open yourself up to endless opportunity. Early in life, when I found myself in challenging situations in which my ego played a role, I found it more difficult to find solutions. As soon as I was able to take my ego out of the situation, I opened myself up to endless opportunity. Take your ego out of the equation. Get rid of the G and you have endless opportunity.

16. Start where you stand, with the understanding that it's more important to get started than to be perfect. A lot of what holds people back is they're too busy trying to be perfect instead of getting started. Everything is not going to be in order. That's not how a passionpreneurship works. That's not how a business works. That's not how entrepreneurs work. As a passionpreneur, start with what you have and build from there. Start where you are right now.

One of my mentors has a very simple yet very powerful concept called The Rule of 24, which states that once you have something you need to do, either get it accomplished in

24 hours, or do something towards its accomplishment within 24 hours. Taking the first step within 24 hours helps you create positive momentum in achieving your goals as a passionpreneur. There's positive momentum and negative momentum. Positive momentum moves you forward, and believe it or not, procrastination or negative momentum doesn't keep you stagnant, it actually moves you backward. Start where you stand today!

17. Be committed to learning the skills you need to succeed. Being a passionpreneur is not just doing what you love to do. There are other skill sets you need to learn, like how to

delegate. Some people fail because they don't learn additional skills. They think that just because they are good at their craft, they're going to be successful automatically. That's not true. Many skills need to be acquired or delegated. According to marine artist and marketer extraordinaire Lloyd Irving, "Either you do it or somebody else does it, but it cannot *not* get done." You must commit to learning the skills you need (including the skill of delegating) to succeed.

For example, I've been doing what I love to do, the art of magic, since I was a kid. I began turning my passion into a business around the age of 23. I was told that if you

are good, people will find you and want to hire you. Well, that's not the way it works. Other skills are needed to have people find you. Also, people know that you're good only after they've experienced your unique ability, after they experience your passion, not before. Trust me; there are other skills that you need to learn to succeed, and I'll share those key skills with you in this book.

18. Be a life-long learner. **School is never out for the pro.** Learning is an ongoing process. Continually master your craft and learn other useful skills. Learn specialized skill sets based around your passion and based on the things you need to do to

improve your passionpreneurship. By continuing your education, you will continue to improve your life and your business, allowing you to continue to improve the lives of others.

Make these 18 passionpreneur mindset strategies a part of your life and every single thing you do. As a passionpreneur, you're going to have challenges, but these 18 key strategies will move you past those challenges and lead you to being The Ultimate Passionpreneur.

Read these strategies over a few times.

Remember The Rule of 24. Take action and

adopt these success strategies in your life.

CHAPTER 2.

THE 3T FORMULA: *TAP* INTO YOUR PASSION

Every great dream begins with a dreamer.
Always remember, you have within you the
strength, the patience, and the passion to reach
for the stars to change the world.

Harriet Tubman

There are three key steps to becoming a
passionpreneur and turning your passion into
a business. Here is the simple formula:

T+T+T=Financial Success

The first T in the formula is to *tap* into your passion. You have to discover what your passion is. The second T in the formula is to translate. You must translate your passion into a product or service that people will invest in. The third T in the formula is to *tie in* the proper marketing principles that will allow you to profit, while positively impacting other people through your passion.

Let's begin with the first T. It's important that you discover your passion and be good at it. A lot of people have a passion, but they're not paid for it. If they don't want to be paid, that's fine, but surveys have repeatedly shown that most people would much rather

be doing something other than what they are doing, something aligned with their value systems, something aligned with their beliefs, something that they love to do.

This book will show you how to get paid for your passion.

The first step: **Do not discount your knowledge or skills.** Do not downplay what you're able to do and what you know. As you already know, I fell in love with the art of magic as a kid, and I've turned performing magic into a business.

As I progressed in my business, clients began flying me around the world to perform. I recall telling a friend about a trip to London:

“My client flew me to London and paid me great money to walk around for a couple of hours and do card tricks at a cocktail party.” Technically, I wasn't just doing card tricks at a cocktail party. I was doing more than that, but that was my way of downplaying the experience that I created.

Here's what I came to understand a little later. My clients' experience wasn't about magic, because they could have hired a lot of talented local people to perform. It was about the way I presented the magic. It was about the memories I created for them. This client has hired me for nearly 17 years. Every year they share stories with their friends and

family about this incredible magician that did these amazing things. It's not about the service or skill; it's about creating stories that others will share.

You should crave competition and actually hope there is competition in the market that you choose. Competition is good because it proves there is a market for your product or service.

People are often shocked by how others make a profit. An important question to ask yourself is this: How are they getting paid to do what they love while creating value for other people?

I was shocked to learn that certain people

charged astronomically for their services. I wondered how they could make so much. Then I started to learn that it wasn't about what they were doing, though that was obviously part of it. It was more about how they were creating value for other people. Here's the key: The amount of money that you make is based on the amount of value that you create in the world. The more value that you create, the more money you are able to make.

One of my friends has a family full of great teachers who provide lots of value in young people's lives. We all know that school teachers aren't typically high earners;

however, good ones create amazing value.

Their challenge is to communicate that value to the world. The people who are able to communicate their value make more money.

Here are examples of people who you would never know are high earners.

While at an event, I began conversing with gentleman who told me that he was a cartographer. I had no idea what a cartographer does, so I asked him several questions about his profession. He had a very profitable business designing and creating maps. I was fascinated. I had never thought about somebody designing and creating the maps that I used throughout the years. It's

only logical that someone must have been doing this work, but I had never heard of it as a business or a career choice. He made fantastic money doing it.

I find it interesting that as you start to go up the income ladder, fewer people can do what you do. The fewer people who can do what you, the greater your income potential.

Another great example is a man whom some might call a clown. He twisted balloons into animals for children. That was his career.

That was his passion. That's what he loved to do, and he made fabulous balloon animals.

He started dating a woman who was a little embarrassed by his profession. He asked her

to go to the park with him one weekend and watch him. Though he didn't know how much she earned at her job, he guaranteed her that if he didn't at least double what she made in two weeks at her job, he would stop twisting balloons and get a job that she found more suitable. She agreed.

Well, not only did he double what she made, he made more than double. He earned six figures a year. During his weekend at the park, parents would give him \$3 to \$5 to make various balloon animals. He ended up making several hundred over the weekend. He also traveled to festivals and had engagements during the week. The funny

part of the story is that in a very short period of time, the woman who he was dating quit her job and began tying balloons animals with him.

What's instructive about all of this is that you cannot be afraid to commit image suicide.

You cannot care what people think. Do what you love, and remember not to discount your knowledge or skills.

Next, I will give you a seven-step process that will help you discover exactly what you would love to do and whether it's profitable.

If it's not profitable, you will waste your time.

Seven-Step Process to Discovering Your Passion

The first step to discovering your passion is to look at current and past jobs and ask yourself what skills you have gained that can help you in your passionpreneurship.

Here is an example: Prior to my turning the art of magic into a legitimate business, I worked a few jobs. I served a very brief stint in the Air Force as a cook. I loved cooking. I still love cooking. I wanted to become a certified chef at one point, but the military wouldn't allow me to. When I was honorably discharged from the Air Force, I started working as a houseman in a hotel, where I

set up banquet rooms for events. I've had a couple of telemarketing jobs and made lots of phone calls over the years. I also drove a cab for a few months.

Here are a couple of skills I gained at these jobs. Let's start with the hotel houseman.

The vast majority of my speaking engagements and performances are in hotels. Because of my hotel experience and my knowing the lingo, I am better able to plan successful events, which is great for my passionpreneurship.

Telemarketing is a more obvious skill.

Learning how to communicate with people on the telephone is a very important skill and

allows you to leverage yourself without having to meet face to face.

I have made hundreds and hundreds of telephone calls to market my business. In this book, I'm going to show you effective ways of marketing your new passionpreneurship without cold calling, though I occasionally cold-call prospects just to keep my skills sharp.

The most interesting of my previous jobs was being a cab driver. When I was stationed in Bellevue, Nebraska, at SAC headquarters in the United States Air Force, I didn't have a car, so I took cabs everywhere. I would travel to Omaha to do a show every week.

There were not a whole lot of cab drivers in Omaha, so I had the same driver every week. He told me that if I ever had the opportunity to drive a cab, I should take it because of my interest in psychology and understanding people and communicating with them. He added that I would quickly learn a lot about people while driving a cab, more so than doing anything else.

I drove a cab in San Diego for nine months. That gentleman was absolutely correct: While driving a cab, I learned about communicating with people, how people respond, how people treat one another, and what people think about one another. I learned so much about

business from overhearing conversations. I was able to apply this knowledge to my passionpreneurship.

It's important that you don't discount what you're currently doing or what you've already done. Believe me, you have gained knowledge and skills that you can apply to your passionpreneurship.

The second step is to think about what people suggest that you turn into a business. It could be baking cakes. It could be fixing cars. It could be a lot of different things.

The third step is identifying what you are already good at, something that you can turn into a passionpreneurship. You can take what

you're already good at and break it into smaller categories or phases. Each one of those smaller categories or phases could be its own business.

I had a very small income stream from other magicians for a while. I put on a series of seminars throughout the United States and Canada teaching other magicians how to book shows. I did this for about a year and created a whole coaching program from it. This was a subcategory of my main business.

The fourth step is to chronicle your life story on a piece of paper with two- or three-word sound bites. Start with your earliest memories. When finished, put the sound

bites in a logical order. This exercise will give you ideas. It will also bring back memories that you have long forgotten, maybe things you had a passion for that you can rekindle. The two- or three-word sound bites might give you clues about what can be turned into a passionpreneurship.

Also, examine each sound bite and ask yourself how you can plug your passion into these experiences. If you have already discovered your passion, look at these sound bites and ask yourself how you can plug your passion into your life history. Write down each answer.

The fifth step is to find out if your passion is

profitable. If it's not profitable, what's the point? You are interested in turning your passion into a business. Here's how to find out if it's profitable: Do internet searches using several of your sound bites from the list that you just made and add the word "business" after your sound bites.

You'll start to see people that are already profiting from your passion. Don't be discouraged. Competition is great because it's free market research.

I've yet to find a job or a business that hasn't made someone at a least million dollars a year. Of course, they may have had to be a little flexible in their thought process, or they

may have rearranged the business model.

But in every career or business, every category, every passion, there's someone who has profited hugely. Someone has profited because he or she figured out how to create value for other people. I keep reiterating that because that's one of the secrets. **You must create value for other people if you want a successful passionpreneurship.**

The sixth step is to ask yourself which of your passions you can incorporate into a profitable business and be happy with for the rest of your life. Remember, it's okay to change your mind. You have a whole list of

items to choose from, but you must get started. Pick one passion from your list and get started.

The seventh step in this process is to not be afraid to reinvent yourself. One thing that really holds people back is being afraid of what other people will think of them. If you're turning your passion into profits, pursuing your dreams, and working toward your goals, you should not care what others think about you. Do not forget the passionpreneur mindset. You must be bulletproof to critics.

Remember, you can start off by being a part-time passionpreneur. It's not necessary to

transition to full time immediately. Discover what will help you to transition, like how much money you will need or what other resources you will need, and begin making the transition. The beauty of this process is that you make the rules.

Write Your Story and Define Your Parameters

At some point, you will have to reinvent yourself or adjust your current lifestyle because you're doing something new. The most effective way of doing this is to write about the type of person you would need to be to fulfill your passion. Write a story in the form of a play with you as the lead actor. As

you write, vividly see yourself plugging into your passion and profiting from it.

The first time I did this exercise, I wanted to be a corporate magician. I asked myself what it would mean to me to be a corporate magician. It meant I would present myself a particular way. I wasn't going to be a magician who would walk around in a top hat with a cane. That just wasn't for me.

I wanted to be very well put together, in a \$2,000 custom-made tailored suit with custom shoes, nice cufflinks, and a gorgeous tie. That's how I wanted to present myself. That's how I reinvented myself. I went from

street performer to corporate performer.

As a corporate magician, I wanted to represent magic in a professional way. When I created this script, I asked the following questions: How would I sound? What type of events would I perform at? What type of clients would hire me? How much would clients invest in my services? What type of magic would I perform?

At first I could not afford to buy a custom suit, so I had custom pants made and eventually had a jacket made, and then shirts. I began reinventing myself on paper, and then slowly but surely I became that

person.

During that time, I discovered one crucial secret: Action must be taken quickly. Taking action quickly will let you know if your idea is viable as is, if it needs to be tweaked, or if you should move on to another idea and not waste any more time. Add speed to your success process.

A lot of people create successes that they do not like. It's actually pretty easy to make money. This will become more clear as you begin plugging into your passion and earning a profit. However, you must have some parameters or else you could easily

create a success that you are not happy with.

Having parameters means that you don't do just anything to make lots of money. You must have some limits. For example, I love to travel around the world doing shows.

However, I don't like traveling halfway around the world for a single event. I'd much rather do a series of events in the location I'm traveling to. Passionpreneurs know what they don't want in their business. It's better to know what you don't like and what you don't want to do than to suddenly find yourself stuck doing something you don't want to do.

Everything's not going to be perfect, so you must practice being flexible. There are things I don't particularly love in my passionpreneurship that need to be done. I must do them or somebody else must, but as mentioned earlier, they cannot *not* get done. Right now, create a list of things you don't like in your business.

I did not have the foresight to do this exercise when I first created my business. I did it much later. Doing it sooner would have saved me a lot of valuable time and prevented many headaches.

Create a list of things that you don't want to

be part of your passionpreneurship. Since you may not be totally entrenched in your business right now, there may be some things that you may not realize that you don't like, but they will eventually pop up. As they do, add them to the list. You may either eliminate the things that you don't like immediately or phase them out.

Here is my initial list. First, I wasn't interested in doing kids' birthday parties. I wanted to perform magic for adults. Have I done kids' events? Yes. A few clients have begged me to, but it's not my core business.

I learned that I don't particularly like going to

meetings with clients. Though meetings aren't inherently bad, they just seem to take a lot of valuable time and are usually not productive. I found that much of what is discussed in meetings could have been discussed over the phone. Some clients want to meet me in person, so I occasionally go to meetings, even those across the country. I attempt to talk clients out of having to meet face to face, but if they insist, I charge them for my time, even if they book my services.

Here's something that I quickly realized is important to me and added to my list. I was taught to send invoices to clients and to wait at least 30 days before expecting a check. I

didn't like that process. Sometimes 30 days would turn into 90 days, and I've even waited six months for a check. The money was not even worth what it was when I negotiated the contract. I should've asked for my compensation in advance.

With very few exceptions, I don't wait to be compensated. I request a minimum of 50% in advance and the remaining 50% at the event. Actually, I'm trying to figure out how to get 100% in advance. I am working on creating a win-win situation for everyone involved. For now, I think that 50% up front is a win-win.

Here's an amazing, simple success principle that I learned from one of my mentors:

Wealthy people get paid before they do the work. When you get paid in advance, you immediately have money to invest.

As a result of adopting this practice, I did not need to get loans to finance my business. It was self-financed from future events, in some cases events that were scheduled a year in advance. This is an amazing success principle. Put yourself in a position to be paid in advance.

Another thing I did not want to do that many people in the speaking and entertainment

industries do is work with agents. Some people's entire income is dependent upon agents booking their engagements. I chose not to work with agents because I profit from long-term relationships with clients.

I started doing business with one of my clients 17 years ago. That's a long-term relationship. Had I been booked him through an agent, our relationship would probably not have lasted this long. There's more profit in marketing myself directly.

I also did not want my performance based on the scope of the illusions that I was able to create. David Copperfield, one of the most

amazing and successful magicians in the world, presents big beautiful illusions. Some say the bigger the box, the more money you make. I did not want people to hire me based on the size of my box. I wanted to be able to work the way a great comedian works: Just walk on stage and rock the house, without a huge production. This was very important to me at that time.

I also did not want to be forced to do over 500 shows a year. I didn't want my entire income based on the number of shows I performed. I love performing, but I didn't want my success dependent on a huge number of performances.

In addition, I did not want to travel for long periods of time. I've performed on a couple of cruise ships, but I had no interest in working on cruises and being gone for six months at a time.

Once I learned proper marketing, I wanted to stop making cold calls. I will occasionally still make them, but only to keep my skills strong. I want to deal only with people who want to deal with me. I don't want to have to convince someone to hire me. I want people who are interested in hiring me before they call me. There's more on this subject in the chapter on marketing.

It was also important to me not to work out of an office. I had an office space for a while, but I don't like commuting to an office. I don't like traffic. I want to be in control of my time as much as possible. I have an office in my home. My commute to work is getting out of bed and walking downstairs.

Also, I didn't want a lot of employees. I've had one person work for me part time. Now I'm using contractors and virtual assistants.

I also didn't want my business based solely on doing shows or speaking. I wanted more than one income stream in my business.

Selling books and audio programs have

served as additional income streams.

I also wanted to the ability to turn down events that I didn't want to do. I wanted the freedom and flexibility to schedule my day the way I want to.

I have built my business around how I want to live my life. I have the flexibility to go to the gym and play basketball when I desire. When I'm not traveling, I pick up my children from daycare. I love going to their daycare and having lunch with them.

It's very important that you have some parameters. Design your passionpreneurship

around your parameters. Remember, it's easy to make money. It becomes a little more challenging once you add the parameters, but it's still doable. As a matter of fact, it's far easier than you might image. Create this list and choose one or two to move forward with. Make your list right now, before moving to the next chapter.

CHAPTER 3.

THE 3T FORMULA: *TRANSLATE*

YOUR PASSION INTO A

PRODUCT OR SERVICE

Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers.

Finally, business is a cobweb of human relationships.

Ross Perot

By now, I hope you have *tapped* into your passion and you're ready to move to the

second T in our formula: *Translate* your passion into a product or service that benefits other people. There are many ways to do this. I'll share powerful ways that require the least amount of up-front financial investment on your part.

Teaching your passion or sharing information about the subject can be very profitable. I'm not suggesting that you teach something or share information that you are not familiar with. Though there are a lot of people doing exactly that, it's unethical.

There's often more profit in teaching than doing. However, I'm a big believer in

continuing to do as you teach. As I continue to market my business, I share my marketing skills with others. I'm a master at marketing. I also have specialized knowledge in speaking and presenting. I do lots of performances and presentations, and I produce events. Teaching people what you've learned or experienced can be very powerful.

Learn from people who have mastered the art of profiting from their passion and are benefiting others. It's very important not to fall into the trap of believing you must look at people who are successful in your particular industry only. As a matter of fact, this approach can be a huge hindrance in your

success.

One way to have major breakthroughs in your passionpreneurship is to venture outside your passion, learn what people are doing in other industries, and then apply that knowledge to your industry. What's common in one industry may not be common across industries.

When I first became a professional magician, I started learning from other magicians. I wasn't, however, learning a whole lot, and I wasn't booking shows. I was following the crowd. Though I didn't realize it, these guys weren't booking shows either. When I started

reading books on sales and marketing and applying what I'd learned from other industries to performing, my breakthroughs started. That's when I started to be booked solid. That's when I began performing more.

Here's another example of learning from another industry. A man was trying unsuccessfully to develop a new way to apply deodorant. During the process of trying to figure it out, he took notes with a ballpoint pen. All of a sudden, he had his breakthrough. He realized he could mimic the way a ballpoint pen works to apply the deodorant. That's how roll-on deodorant was created. The industry was revolutionized.

Fast food restaurants were revolutionized by this next example. A restaurant executive got the idea for the now ubiquitous drive-thru when he was at a drive-thru bank.

While putting pine straw in my backyard, I thought about how someone decided to bundle and sell a product that didn't previously have value. A multimillion dollar industry was created. This product is great because it's a consumable product, which means that it creates ongoing revenue, in this case from being replaced yearly. This business model of taking something that was once considered useless and creating value around it can be adapted to other industries.

As you begin to translate your passion into a product or service and look to other industries for ideas, move beyond simply copying what the majority of people are doing in your industry. In general, regardless of the industry, there's 1% at the very top who are kicking butt. Then there are another 3% to 5% of superstars who are doing extremely well, though not as well as the 1%. The remaining players—roughly 95% of the industry—are getting mediocre results. Most of the time, it's the 95% who are copied, leading to more mediocre results.

Invest in discovering what the top 5% are doing differently that allows them to

generate 95% of the income in a particular industry. Don't copy the 95%; copy the 5%, if you're going to copy anybody.

Here are some ways you can turn your passion into a product or service. Of course, there's the classic brick-and-mortar business that we are all familiar with. Some people say these businesses are a thing of the past, but I don't believe they are. There's a fortune made on the internet every single day, but often, more money can be made in brick-and-mortar businesses than is made on the entire internet. The last time I checked, that was the case. I anticipate that things will be that way for quite some time. The Internet

has not taken over the world . . . yet.

You can also create an online version of the brick-and-mortar business, which can be very effective with proper marketing (more on this in Chapter 4). For example, you might sell cakes or clothes online, instead of investing in a physical store.

I'm also going share a business-building method that is rarely discussed among or shared with entrepreneurs: information marketing. Basically, you can package your ideas and turn them into a variety of products and services through information marketing.

The more of the following business-building methods that you integrate, the more synergy you generate, which can quickly make your business snowball. You have the option of creating audiovisual products, books, manuals, newsletters, and online products, as well as speaking and conducting teleseminars or webinars.

You can even repurpose current products, like creating an audio course from a book or vice versa. This book was originally an audio course. I just had to make a few structural changes.

Another option is to interview people, using

either audio or video. An example is my “Plug Into Your Passion” interview series, in which I’ve interviewed passionpreneurs who have already plugged into their passion and are profiting big-time in their businesses. You could also record a speech and package it in an audio format or have it transcribed into a book.

Another option is to create instructional audio recordings or videos. It doesn't matter if the same info is available free on YouTube, in libraries, or from other resources. There are always people who want to invest money in themselves. Also, many people think that anything that's free can't be worth the value.

One of my all-time favorite models is teleseminars, which are basically conference calls. During teleseminars, you can train lots of attendees from all over the world.

Teleseminars are more flexible than webinars because internet access is not needed. One way to create a product is to record and package a teleseminar. One of the bonus items that comes with this book is a teleseminar that people paid to attend. My goal when I conducted the teleseminar was to eventually create a product that could also be sold.

In 1997, my first book, *Ah-Ha! A Collection of Magical Presentations*, was published, which

my coauthor and former business partner David and I wrote for magicians, performers, and creators about creativity and performing. My friend was surprised to see my book, which she described as “a real book.” With technological improvements, it is rapidly becoming even easier and cheaper to produce quality books.

A book can also be in the form of a manual. Lots of powerful information is shared through manuals. Many forms of printed information can be packaged into a home study course with other materials.

You can also share back issues of your

newsletters. I have several different hardcopy newsletters. The main one is called the "Magic Letter," and another is "Passionpreneurship."

In one of my newsletters, I shared the story of a man who turned a contract that he used to close his million-dollar deals into a template that he sold. Because million-dollar contracts were not common in his industry, his template was a fantastic product.

Another option is creating posters, which are easy to create and can be beautiful. My friend and business partner Marco and I drove blindfolded across America. We sold,

and still sell, posters of the blindfolded drive. You could have posters of your sales system.

Posters don't have to be just a visual in the sense of a picture. They can describe information. If you're in the gardening business, you could have a green thumb poster and outline a process. I took 8 ½ x 11 paper to my local Staples store and had their print shop blow it up so I could have a visual of my goals in my office.

The online product category is growing rapidly. Because e-books are delivered digitally, I categorize them with online products, including videos, audios, and PDFs

that are downloaded from the internet. A lot of passionpreneurs gravitate to online products because of the ease and the cost savings.

Physical products often have a much higher perceived value than downloadable products. Also, some people get more from physical products for various reasons. I've talked with people who feel the same way about downloaded material that I do: out of sight, out of mind. It's easier to forget about what you downloaded than what you can see lying around your home or office.

Obviously, you want your audience to benefit

from your product or service, so it's best to offer physical material in addition to downloads. Let your audience choose.

Products or services can also be offered through membership sites, such as private Facebook groups and password-protected sites.

Another great way to share your product or service is through software. Though people don't consider Bill Gates to be an information marketer, that's exactly what he is. For example, Microsoft currently offers Office 365, which is Office online through a membership site for a monthly fee. Last time

I checked, it cost \$10 to \$15 per month to have all the upgraded versions of Microsoft Office at your fingertips. Instead of investing hundreds of dollars in Microsoft Office upfront, users can pay monthly. However, over time, users may end up investing a lot more than the upfront cost, which makes this a powerful business model.

Electronic games are another type of software. The gaming world is huge and today's games are amazing graphic masterpieces. Once software is created, it can last for years with only minor tweaks.

Currently, my favorite way of sharing my

unique messages is with live audiences through speaking or performing. Though I make use of the automated marketing methods, I love being in front of a live audience. Remember to be flexible. One benefit that speaking has that the other methods don't have is face-to-face, nose-to-nose, toes-to-toes contact with your potential customers. With everybody so enamored with Facebook and other social networking sites, coming face to face with people is very powerful, because a lot of people have lost basic communication skills.

Again, it's great to have a combination of methods working for you. I think of a simple

kitchen table. Most people have their business built on a table that has one leg in the center. When someone or something barely touches that table, it begins wobbling. You want your passionpreneurship built on a table with four legs. Have at least four income streams and keep adding. Do your best to eventually create a block instead of legs. That way no matter what comes along, it's not likely to negatively impact your income.

As you may have guessed by now, my personal favorite business-building method is still speaking to a live audience. It's so easy. I have the knowledge in my head. I just have

to open my mouth and present it to the group. The problem with speaking as one's only model is the trade of time for dollars—because time is limited. Create passive or semi-passive income using other models in addition to speaking.

Reread this chapter carefully now. Decide which options will work best for you now. They are all very powerful, though they each have unique strengths and weaknesses. Start with the option you like most.

In the next chapter, I will give you some powerful ways to market your new passionpreneurship.

CHAPTER 4.

THE 3T FORMULA: *TIE IN*

SUCCESSFUL MARKETING

You make different colors by combining those colors that already exist.

Herbie Hancock

Finally, I will uncover the third T in the three-step formula. The first T was *tap* into your passion. If you've followed the exercises in Chapter 2, you have tapped into your passion. You've figured out that you can

profit from your passion and that other people can benefit from it too.

The second T is *translate* your passion into a product or service. If you followed the exercises outlined in the previous chapter, you now know how to translate your passion into a product or service that you can benefit from, and you've attached your passion to a cause that benefits others. You may have even attached it to your story or tied it into something that is personal and meaningful.

The third and final T in the formula is my favorite: *Tie in* successful marketing. This topic is important, probably the most important of the three, because people must

be interested in what you have to offer.

Otherwise, you won't have a passionpreneurship.

You must understand marketing. I have condensed 20 years of sales and marketing experience into this chapter. Be sure to attend one of my live events for even more marketing and sales tips.

I am going to share powerful tools and systems that can generate immediate income for your passionpreneurship. However, I will not explain why these techniques work because that would require too much time for this book. But believe me, they work. You are now about to get a very valuable lesson

about how to market your passionpreneurship.

A lot of people are afraid of sales and marketing. First of all, sales and marketing are two different functions in a business.

Selling is done once you have somebody to sell to. You give your pitch, and they decide whether to make the investment.

Marketing is what you do to get potential customers. When marketing is done correctly, potential customers are presold and ready to invest. That's the power of marketing. Remember, you want people eager to do business with you. I'm going to share strategies to do that.

Here is the best definition I have ever heard for marketing: Imagine the circus is coming to town. If you put up a big billboard that reads, "Circus Is Coming to Town," that's called advertising. However, if you take a smaller version of that billboard, put it on the side of an elephant, and march the elephant through town, that's called promotion. If the elephant marches through the mayor's flower bed and destroys it, that's called publicity. If you get the mayor to laugh about it, that's called public relations. If you planned the entire thing, that's called marketing.

Here are the tools you need to plan the entire thing.

First, you must understand what marketing genius Dan Kennedy, the highest paid direct response copywriter on the planet, calls the Marketing Triangle: message, market, and media.

Let's start with the message. Your message is what you are saying to your audience. My message was simple to my audience: You and I have a similar story. I figured out a few things along the way. Perhaps what I figured out can help you.

My message was shared with youth in the foster care system, sometimes through social workers, foster parents, and independent living program coordinators. This is my

message: "I am like you. I figured out a few things. Let me share those things with you."

It was important to me not to convey that I was better than they were. Instead, I needed to convey that they had the same potential.

My niche market is human services agencies.

It's very important to understand that my market was narrowed down to a clearly defined single-target market.

Many people think that the wider the net, the better the potential. That's a myth. The truth is counterintuitive. The more specialized you are, the more likely you are to be sought after by your target market and the more credibility you create within your market.

Don't make the mistake of thinking that you can be all things to all people. You can't be.

You must market your passionpreneurship to a single-target market or a niche market, a small subculture of a large market. Doing so allows you to target your market more effectively. Even if you wanted your message or product to reach the entire world, you probably wouldn't have a big enough marketing budget to do so. You can, however, reach a highly targeted market.

Most successful real estate agents "farm" (or grow) their business in a particular area or neighborhood, not all over a city. This is a good model. Don't make the mistake of

casting your net too wide.

The next part of the marketing triangle is media. Media is simply your delivery system. How do you get your message to the market? Your medium could be radio or TV with a commercial. Newspapers and magazines are other media. The internet is also a medium, which allows you to market to a highly targeted audience.

A lot of corporations and entrepreneurs use the internet to create infomercials or commercials and put them on YouTube. The benefit is that the videos can last forever.

There are two types of advertising: direct response marketing (also called direct

response advertising) and image advertising. Mostly big corporations with well-established products engage in image advertising.

Coca-Cola is known for image advertising.

When you see a billboard for Coke or a commercial featuring a Coke without a storyline, that's image advertising. That works for major brands because we are already very familiar with their products and services. A lot of work went into creating a brand that's powerful enough to be instantly recognizable.

Unless you have a huge budget, image advertising will not have a great impact. A far more effective way of advertising is direct

response marketing. With direct response marketing, you ask your potential customers to take some sort of action.

If you begin your passionpreneurship with a new product or service and put up a billboard only, people won't be familiar with what you are selling. They won't have a point of reference. They probably won't know how to find you or your product or how to learn more.

Perhaps if that advertisement stayed up for a long time, a few people might become curious and investigate the product or service. However, most businesses wouldn't survive long enough for this to happen. It's

certainly not impossible to be successful with this kind of marketing alone, but the chances are very slim. It's better to use direct response marketing, because with it, you ask potential customers to do exactly what you want them to do.

As a passionpreneur, it's important that all of your marketing efforts be focused on direct response marketing. It's easier to target a smaller niche with this type of marketing. Reach out to potential customers through direct mail or a viable medium. Connect with them, generate interest, and move toward the sale.

Three Crucial Marketing Concepts

Next, I'll explain three very powerful marketing concepts that need to be woven through all your marketing, all the time.

Unique Selling Proposition (USP)

First is a unique selling proposition, or USP, a marketing term that is sometimes also called a unique selling point. Here's the question that your potential customers want answered: "Why should I choose your product or service over your competitors?"

That's a valid question. If you do not have a powerful answer, you will lose business.

Once you generate an effective answer to the

question, you can literally control the market. In my case the answer is this: "Well, I'm not just a magician. I'm The Magician with a Message who speaks about this particular subject to this particular audience because we have similar backgrounds and stories." I've created an effective and powerful answer to the question. When you're creating your USP, answer the question.

A USP is not a slogan alone. Though The Magician with a Message is technically a slogan, it's my story that makes me unique. The Magician with a Message tagline sums up my USP in a single sentence. However, I don't sell myself as just The Magician with a

Message, I offer my story.

A lot of people think that offering a great service is their USP. Obviously, if you run your business with integrity, operate effectively, and create win-win situations as I've suggested that passionpreneurs should, you're already offering great service. Your USP is above and beyond offering a quality product or service.

Here's another example of a USP. The then-struggling Domino's Pizza built a major business with the following USP: *You Get Fresh, Hot Pizza Delivered to Your Door in 30 Minutes or Less—or It's Free*. That USP created a massive empire and literally

changed an industry.

Domino's eventually had to stop using the USP because their drivers were getting in accidents trying to deliver pizzas on time. It was part of their business long enough, however, to establish a monster of a company.

Here's how I modeled that concept in my business. Domino's made a guarantee. I asked myself what potential customers fear most when considering hiring me. They fear that their event will be ruined if I am not good.

Here's the USP I created, with the help of my friend and mentor Joel Bauer: *Standing*

Ovations Guaranteed. After I speak or present at your event, if your audience isn't on their feet applauding wildly, you have the option of not paying me a single dime. That's a powerful USP. To date, I have yet to have anybody take me up on it. I don't get a standing every single show, every single presentation, but it makes a point. If I weren't used to getting them, I wouldn't have the confidence to offer this kind of guarantee. It makes hesitant potential customers comfortable doing business with me. In marketing, a guarantee is called reversing the risk.

Create your USP now. Let your potential

customers know what makes you unique and a better choice than your competitors.

Personality

The second powerful marketing concept is your personality. As a passionpreneur, you are a personality.

You don't have to be like a famous comedian, but insert your personality into your business. People like to do business with people. A mistake many internet-based companies make is not having a way to reach a person by phone. Some people prefer email, but that should not be the only option. A powerful way of conducting business is to have the owner give his or her direct contact

information.

Billionaire Mark Cuban put his cell number on a big business card which also had “Call me. I want to hear from you.” That’s adding personality to your business, and it’s not hiding.

Make yourself visible. You don’t have to be the talk of town or the most outgoing person. I’m actually a very quiet person, although I am not shy. There’s a difference. I don’t need to be the center of attention all the time, just when I’m talking about my products and services.

Many major corporations lack personality in their marketing, but some have capitalized

on the concept. Godaddy.com has GoDaddy girls. Wendy's had its founder, Dave Thomas. Wendy's actually began including him in marketing again after his death because he was so effective. McDonald's had a clown. Burger King had another clown. They all added personality to their businesses. Remember, we can't be afraid to commit image suicide. You can't care what people think about you. You want to do what's effective.

Here are two stories about personality. When I was strictly an entertainer for corporations, I felt I needed to be very corporate and very exact and very precise in how I spoke. I

remember doing lots of events for a Fortune 100 company all over the country, though they were based here in Atlanta.

A woman who booked me for the company's events called me after she retired and gave me this wonderful feedback: "You are trying to be too corporate." I didn't know any better. I didn't know about infusing my personality into my business. "Eric," she continued, "you know the whole reason that we hire you is because we need personality. We are boring and dull at work. We hire you to bring life into our business. We don't want you to be corporate like us because we get that every day. We want something

different.”

That was a major turning point for me because I thought I had to be like them—but I didn't. I had to be like me. Obviously, they vetted me. They understood I was credible. That's why they chose me. They were comfortable with me.

So don't be afraid to add personality to your business. Oftentimes, the best personality is you. If you're not the best person, find someone else. You have several options.

I used to talk about my dog Max to add personality to my hardcopy newsletter that was distributed to all of my clients. Max made the newsletter more personal. On my

main website, I tell the story of how I grew up in foster care. If you go to the About Eric page, I talk about my kids. That's adding personality. That's what people are buying. You don't have to be an outgoing, outrageous person; just share a little bit about yourself.

Here's another personality story. I went to IHOP to have breakfast on a Monday morning just before 7:00. I was the only one in the place. A server came to seat me and she said, "Hey brother, welcome to IHOP. Brother, are you ready to have a good meal?" Of course, I said I was. She replied, "Brother, let's walk you to your seat."

As I sat down, she asked, "Brother, would

you like some gangster sweet tea?" I searched through my mental rolodex for gangster sweet tea. I admitted that I had no idea what that was. She said, "Sweet tea that's made with a lot of love and a lot of sugar." Hmm. That's just regular southern tea, but she called it gangster sweet tea. She asked, "So brother, now, you know what you want to eat already?" I ordered hash browns with everything and a couple of pancakes. She said, "Brother, here we serve our pancakes three ways. You could have your pancakes thin and light like Halle Berry, brown and thick like Beyoncé, or extra thick and dark like Whoopi Goldberg. Brother, how would you like your pancakes?" I said, "I

want my pancakes like Beyoncé.” And she says, “Brother, we’ll have those pancakes out to you in a minute.” As she was walking away, I began texting about 10 friends to tell them to come to this IHOP.

The server was having fun with her job. She added personality to what she was doing, which made me share my experience with others. When was the last time you talked about a good experience at a breakfast restaurant? I would bet that you haven’t. Remember, my experience went beyond the pancakes. Though that’s not the regular IHOP that I go to, they have a customer for life, as long as she is there, and I will follow her if

she leaves. She added personality.

I'm certainly aware that her personality would not work everywhere, but she knew her audience. Her personality worked well in this particular area. Adding personality to a business like she did might scare the corporate brass, but they would be stupid to let her go. As a matter of fact, it would be smart of them to train everybody at that particular IHOP to have fun and add personality.

Storytelling

The first marketing concept is creating a USP. The second concept is adding personality, and the third is storytelling. Market yourself

through storytelling. Storytelling is amazingly effective. I just shared a story with you about my breakfast experience. I've probably told 15 people since it happened a couple of days ago. One friend has already posted my experience on her Facebook page.

Storytelling is powerful because we were read and told stories since we were little kids. Everyone loves a great story. That's why movies are so powerful. Great stories are timeless.

You've heard part of my story, how I fell in love with the art of magic as a kid. I was put in foster care and lived in foster homes and group homes until I was 18. The one thing

that turned my life around was practicing the art of magic for eight hours a day.

I eventually started doing shows, and a friend suggested that I share my foster care experience with my audiences. I'm now The Magician with a Message. That story has taken me all over the world and has made me good money while benefiting other people.

Create your passionpreneur story. Include how you got started, what inspired you, what moved you to do what you do, and how your product or service benefits other people. It's very important that you write it out, because we're going to repurpose it through all of

your marketing.

Remember to use personality in your storytelling. You don't want to be too stiff or too corporate. That's very important. Don't be afraid to share your personality. The most effective people are personable. People do business with personalities. They don't do business with businesses. If potential customers connect with you, they will invest in you!

More Marketing Concepts

In addition to creating your USP to separate you from your competition, adding personality to your passionpreneurship, and

creating your story, you will need a lead-generation magnet. One of the mistakes that a lot of people make in marketing their businesses, particularly their passionpreneurships, is they try to make a one-step sell. They offer their product or service and have the attitude that potential customers either buy or they don't.

Well, most people don't buy that way. If they're interested, they might slowly move toward investing in your product or service. Some people will invest immediately. Create a path for those people, but remember to create a path for the people who don't invest immediately.

A lead-generation magnet is something that you offer your potential customers, a simple way for them to become interested in what you have. They might not be ready to purchase immediately, but you can generate interest.

The goal is to garner interest in what you have to offer, allowing you to make the sale over time. For example, a speech or recording can be a lead-generation magnet. You could write a book or create a CD or DVD. You could also give a free consultation or other free service.

Here's an example that most of us have

experienced but may not have recognized as a classic lead-generation magnet. When you're in a mall food court and get a free sample, the restaurant is generating a lead. If you like the sample, you are likely to buy a meal, either then or later. Don't be afraid to give away a free sample.

Street performing is a lead-generation magnet for me. The whole purpose is to find people who are interested in my services for their events. My entire business was created on this concept.

Here's another effective marketing tool that some people dismiss because it's very basic:

business cards. There are ways to improve the standard business card, like making it an odd size so it stands out.

Here are the six things that you need on your business cards to make them effective.

1. Your picture. Though some people are opposed to this, it's not about ego.

Remember, people do business with people, not with businesses. Since most people don't have a picture of themselves on their business card, having one will make your card stand out.

Adding a picture puts a face to the name.

People might not remember your name, but they will likely recognize your face. You might choose to add a picture of your product or one that represents your service, but it's more effective to have a picture of you.

2. A rave review or another credibility builder. A rave review could be a testimonial. I have the following credibility builder on my business cards: "As seen on CNN, Fox, NBC and ABC."

3. Your unique selling proposition (USP). For your business cards, it's okay to turn your USP into a slogan. I have "The Magician with

a Message” on my primary business cards. On another card, I have “America's number one Illusionist and motivational speaker for the human services industry.”

This can also be called a claim-your-crown statement, which connects you with your audience. It lets your audience know that you are an established authority in your field. People like to do business with authorities and experts. There’s nothing wrong with calling yourself the leading expert in your industry.

4. A gift or a lead-generation magnet. Set it up so that people must contact you to get

this product or service.

5. Obviously, your name. I say obviously because I've seen cards without a person's name.

6. Your contact information. The more the better. A website is important because you can direct people to it for more information. You could also have a prerecorded message, basically a voice message that gives your clients more information about your business.

A business card can be a great marketing tool, but you need these six things on it for it

to be extremely powerful. You might choose to use the back of the business card for additional space.

I gave my card to a man I struck up a conversation with on a street in Germany. He eventually booked me for a performance. He called seven years later.

This is an important point. I am often surprised by how often people change their contact information. My contact information

has been the same since the day I started my business over 20 years ago. I have added other phone numbers, but I've kept my initial number.

If you're new to your passionpreneurship, you might not have rave reviews to include on your business cards yet. Get family members and friends to give you rave reviews. Video is a good method because of the many ways it can be used. You can use software to capture just the audio portion of a video and transcribe the video for a book.

Also, get testimonial letters. If you have pictures with famous people, use them. I

performed at President Barack Obama's inauguration. Those pictures are great because of the success-by-association perception. I am perceived as successful because I performed at that historic event. Even if I didn't perform, just being invited and showing pictures of me at the event could have the same effect.

I also performed for President Jimmy Carter at the governor's mansion here in Atlanta. I got a good picture of myself with President Carter and the governor. Again, the picture adds credibility.

Once you have rave reviews, use them on

your marketing materials. Use them on your business cards, your website, and all your print media.

I have a rave review hotline for clients. The number is on the back of the business card directing people to call my 24-hour free recorded message to listen to what people are saying about my performances and speeches. You could also have rave reviews on your website in written or audio form.

In addition to rave reviews, don't hesitate to use a direct mail campaign. Some people think direct mail is outdated, but it's not. Direct mail is one of the most powerful ways

to communicate with potential customers.

The problem with email is that if recipients don't take action immediately, the chance of them reading the email again is very slim.

Email is popular because it's free, but don't be afraid to spend money. Direct mail is effective, when used correctly.

Here are direct mail best practices:

- Don't use plain, bland direct mail. Add personality to your material.
- Do ask your audience to take action.
- Don't use letterhead or other company-branded material because that may signal

that a sales pitch is enclosed.

- Do tell your story. Your story can be a great introduction.

Those are just a few tips. Direct marketing is worth researching further. Also, take advantage of the free marketing consultation included with this book.

The goal is to duplicate yourself with different marketing methods. A website is another way to duplicate yourself and is a necessary marketing tool. Though it seems obvious, I'm surprised at how many people don't have websites. With a website, you don't have to trade time for dollars. Once it's live, you just

make periodic updates.

There are four types of websites:

- Video
- Catalogue
- Electronic brochure
- Sales copy

The type of site you need depends on your goals for your passionpreneurship. Whatever type you choose, it is imperative that you capture visitors' contact information. An easy way to do that is to offer them a free product or access to more information.

Perhaps you tell your story on video and put that online. You can also have a catalogue site, which is just a catalogue of a variety of items. An electronic brochure site is just as it sounds. It has the same information that you would include in a print brochure. A sales copy website looks like a direct mail piece or a sales letter.

Eventually, you want more than one website. I have several. I view them as breadcrumbs out in the world that bring people back to me. I have each of the four types that I outlined above. Repurpose your material and disperse it in a variety of ways.

The other marketing strategy I love is publicity, because it's so easy to get. It can be online or offline. I particularly love television, radio, and print media. You can repurpose publicity materials in all of your marketing, which automatically creates credibility.

One of your bonus materials included in this program is an interview with Joan Stewart. She is called a “publicity hound,” because she's a master at getting publicity. Joan gives effective strategies for getting publicity, along with actionable items you can use to get publicity for your business immediately.

Another effective form of marketing is giving away your book. It's a great lead-generation magnet. By authoring a book, you instantly appear to be an expert.

In the book, share information about your product or service and give valuable information. A book doesn't need to be long. Depending on the size and formatting, it could be just 20 pages or so in Word.

Listen to my bonus audio about how to write a book in 30 days or fewer; it's included with my Passionpreneur Blueprint audio program. Go through the action items and take advantage of book marketing for your

passionpreneurship.

Finally, one of my favorite marketing strategies is speaking. Speaking is powerful, though it's limiting because speakers trade time for dollars, unlike the other methods of earning passive income. I record my speaking engagements and use them to create more business.

Use these marketing concepts in your passionpreneurship. Also, take advantage of the Marketing Consulting Certificate that came with this book. It includes over an hour of more detailed information. For the sake of time, I didn't explain here all the reasons

why the concepts work, but now you should have a good foundation. If you apply the principles, you can profit from this program, even if you don't take advantage of the call.

Believe it or not, you just learned what business executives at major corporations learned about marketing over several years. You know a lot about how to market a business!

Please follow the instructions in this book and create your USP. Create your passionpreneurship story. Read the book that's included as a bonus with my audio program. Get your book written, and you'll

be off to the races. Remember to focus your energy on direct response marketing and not image advertising. Create your lead-generation magnet. Write your book and become The Ultimate Passionpreneur.

I hope to see you at the Plug into Your Passion live event. Please introduce yourself. I trust that you have already begun taking action on the information shared in this book. It's powerful and life-changing information. It completely changed my life.

MY STORY

My story is very simple. I had a dream.

I don't have a fancy background. I have never met my parents. I didn't go to college.

I was born and raised in San Diego. I grew up in foster care in California's child welfare system. I was in foster homes or group homes nearly all of my childhood, until I aged out of care at 18.

As a child, I wanted to do three things with my life. First, I wanted to be a farmer who grew hamburgers. I used to pop the seeds off hamburger buns and drop them in the ground thinking I would grow a hamburger. I guess I was just a greedy little boy who loved hamburgers.

The second thing I wanted to be was an astronaut. I wanted to fly into space and to travel the galaxy. I'm sure that that this desire came from Star Wars, Battlestar Galactica, Star Trek, and all the shows I was fascinated with then.

Finally, I wanted to be a magician. Someone taught me a very simple magic trick when I

was 5, and I totally fell in love with the art. I bought my first magic book when I was about 6 and soon became fascinated by Houdini. It was alleged in several magic books that Houdini could make his bones shrink, which enabled him to escape from handcuffs, among other things.

The possibility of doing something like magic and having an audience enjoy it and have fun with it was very appealing to me. I started street performing when I was 13, and I still perform on the street today as a hobby. I love to do it. Being a passionpreneur allows me to continue street performing as a hobby, while performing at corporate events and

other events all around the world.

My passionpreneurship has allowed me to create my dream life and to provide for my two amazing children in amazing ways. I live the lifestyle I want to live on my own terms. I am able to be flexible, and I have designed my life so that I can live it the way I want to live it.

I turned my passion into a profitable business when I was 24. That's when I became financially independent, when all the income I was generating came from my passionpreneurship. During that time, I was traveling around the world entertaining at Super Bowl parties, the Olympics, and

corporate meetings and events. I was living my dream life.

About eight years into my career, a friend suggested that I share my personal story with my audiences. I wondered why I would want to do that. I didn't think that anyone would care. She said I had done some incredible things and that people could benefit from my story. I finally decided to give sharing my story a try.

I was absolutely blown away by the response. After a typical performance, the majority of the questions are about how I performed particular illusions. After the first time I shared my story, however, the

questions were about how I was able to accomplish the things I've accomplished. The audience wanted to know more about how I was living the life I was living and how they could do something similar. That's when I became known as The Magician with a Message. From that point onward, I began sharing a motivational message with my signature keynote presentation called The Magic of Attitude.

I have given keynote speeches for corporations and groups, primarily in the United States, but I've traveled all over the world giving them. My main focus is working through foster parents and social workers to

reach youth in foster care. I picked this group because they can relate to my story. My story is their story.

When I began sharing my story, I was not the only person benefiting; my audiences benefitted also. I was benefiting the lives of foster youth through my speaking engagements, my books, the workshops, and trainings. That's when I became a true passionpreneur.

APPENDIX A.

75-MINUTE PRIVATE

COACHING CALL

\$1,500.00 Value

Eric Anderson's private consulting fees are \$1,500 per hour. With this form, you are entitled to a complimentary 75-minute private coaching call with Eric to discuss your most pressing issue regarding plugging into your passion. All calls are very detailed and extremely powerful.

Your call will be recorded and mailed to you on a CD.

You must complete the exercises in the book before your call. Due to the demand, your appointment might be scheduled six or more weeks from the date your form is received.

My #1 Challenge Follows:

Fax the completed form to

(404) 883-3466

or email

75minutes@plugintoyourpassion.com

The Ultimate Passionpreneur

P.O. Box 311547

Atlanta, Georgia 31131

Office: (404) 805-7413

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Email: 75minutes@plugintoyourpassion.com

APPENDIX B.

THE ULTIMATE

PASSIONPRENEUR

MASTERMIND GROUP

Participants in The Ultimate Passionpreneur Mastermind Group get hands-on help with taking their passionpreneurships to the next level, making more money, and living the passionpreneur lifestyle faster than they ever thought possible.

This group is strictly limited to no more than 18 primary participants and is by invitation only.

Call the Free Recorded Message Line at 888-284-4699 and enter extension 18 for more information on this very exclusive private group of passionpreneurs.