

Joe Barnes

# DO THE WORK YOU LOVE



How to Create an Income  
Without Working a Boring Job



Joe Barnes

# DO THE WORK YOU LOVE



How to Create an Income  
Without Working a Boring Job





**DO THE  
WORK  
YOU  
LOVE**



Joe Barnes

# DO THE WORK YOU LOVE

How to Create an Income  
Without Working a Boring Job



**WATKINS**  
Sharing Wisdom Since 1893



This edition first published in the UK and USA in 2020 by  
Watkins, an imprint of Watkins Media Limited

Unit 11, Shepperton House  
89–93 Shepperton Road  
London N1 3DF

[enquiries@watkinspublishing.com](mailto:enquiries@watkinspublishing.com)

Design and typography copyright © Watkins Media Limited 2020

Text copyright © Joe Barnes 2020

The author has asserted his right under the Copyright, Designs and Patents Act 1988 to be  
identified as the author of this work.

All rights reserved.

No part of this book may be reproduced or utilized in any form or by any means, electronic  
or mechanical, without prior permission in writing from the Publishers.

1 2 3 4 5 6 7 8 9 10

Printed and bound in the United Kingdom by TJ International Ltd

A CIP record for this book is available from the British Library

ISBN: 978-1-78678-314-1

[www.watkinspublishing.com](http://www.watkinspublishing.com)



*To everyone who bought or reviewed Escape the System. Your positive comments and support are the fuel that keeps me writing. Thank you.*

# CONNECT WITH ME

I love hearing from my readers, so please get in touch. Whether you have a question, feedback or something you want to discuss, I look forward to hearing from you. Connect here:

[www.escapethesystemnow.com](http://www.escapethesystemnow.com)

Email: [joe@escapethesystemnow.com](mailto:joe@escapethesystemnow.com)

Twitter: escape\_system19

Instagram: escapethesystem19

YouTube: ScrewTheSystem

# CONTENTS

*A Word from the Author*

Introduction

## **PART ONE: CHOOSING A PASSION**

Why Bad Luck Can't Stop You from Being Successful

What to Do If You Still Don't Have a Clue

## **PART TWO: THE THREE PATHS TO GETTING PAID TO DO THE WORK YOU LOVE**

1. The Adventurer's Path

2. The Strategist's Path

3. The Grinder's Path

## **PART THREE: BECOMING AN EXPERT**

Taking the Leap: How to Know When to Quit Your Job

Final Thoughts

*Summary of the Three Paths to Doing the Work You Love*

*Coaching*

*Acknowledgements*

*Endnotes*

# A WORD FROM THE AUTHOR

Do you want to escape economic servitude? You may think I exaggerate when referring to modern work as a form of enslavement, but the following statistic validates this perspective: According to a Right Management survey, eighty-one per cent of employees in America are uninspired by their work. Of this eighty-one percent, some reported being “somewhat satisfied” (hardly a ringing endorsement) and sixty-five per cent placed themselves in the categories of being either “somewhat unsatisfied” or “unsatisfied”.

We’re chained to our jobs. Deep down, we don’t *want* to be there, we feel we *have* to. Whether it’s because we need to make money to survive, or whether it’s to provide the kind of lifestyle we’ve been taught is so important, a huge chunk of our adult life is spent performing tasks that are out of harmony with our deepest desires and dreams.

What a waste! You deserve, and are capable of, so much more. In this book, I’m going to show you how to get it. You’ll discover examples that inspire you, links to continue your research and even a Dream Job Chart to help identify the passions most likely to earn you an income. I will leave no stone unturned, addressing every conceivable question and doubt you might have.

You may have read my previous book, *Escape the System*. While that provides the motivational fire (and insights about what you’ll need) to live the life of your dreams, this book deals with the practicalities of how to create it.

It’s a cause very dear to my heart. I don’t believe you are destined for a boring, mundane life, working for someone else and never fulfilling your potential. Instead, I believe that you have an amazing contribution to make to this world and can have a great time doing it.

You probably won't be surprised to know that I live what I write. Since graduating from university, none of my career choices have been driven by financial gain. Despite pressure from my parents and my own doubts, I've always followed the path of greatest inspiration. This has seen me start as a tennis coach, develop into a hypnotherapist and finally transition into becoming an author, speaker and coach.

Although my main priority, when making career choices, has always been enjoyment and the opportunity to make a difference, I've never ignored the bottom line. I don't believe the two are mutually exclusive. You *can* have the best of both worlds. Enjoyment creates great work, and great work, whether it's a product you've created or a service you provide, is always highly sought after.

This is why, dear reader, I'm perfectly positioned to guide you through this exciting journey. I've been through the trenches, always stayed true to my guiding principle and have helped others find inspiring work.

I'm deeply appreciative of you choosing me as your guide. I'm convinced that the advice in this book will provide you with the complete picture on creating an income without working a boring job.

Let's begin!

# INTRODUCTION

In March 2015, I received a fascinating comment on one of my YouTube videos.<sup>1</sup> It was written by a young man with the username “Alaya-Vijnana” (which has subsequently changed to Elix3r and I’m sure will change again, so for the sake of brevity will be referred to as Alaya from now on). He contacted me for advice on what he should do when he left school. Facing the possibility of either higher education or entering the world of work, he found himself trapped and uninspired by the options. Rather than follow a conventional path, he was wondering whether it was possible to turn one of his passions into an income. His comment below (taken from the comments section of my video) explains more.

I have just turned 19 and I have been awake for about two years. I live in the Netherlands and am now in my final year of higher secondary education, and “need” to very soon make a choice about what I want to do with my life. Over the years I have swerved directions multiple times, but now that I am actually starting to find out what my true passion is, it seems like there is no realistic way for me to be able to turn my passion into a non-job.

In the society I live in it is the basic standard for people that come from families like mine, with the opportunities to study, to take the full advantages from that. But I am just lost on what to do, and I know I will never be able to choose a course because the debts will take me decades to pay off, and I can’t afford making the wrong choice.

I am well aware of the fact that it’s possible for me to create my own non-job, but I wouldn’t have a clue how. My passion seems to

be extremely complicated and varying, ranging from helping other people (psychologically and face to face), to the unknown mysteries of our universe and its endless possibilities, to having fun like driving fast cars but also other adrenalin-filled activities like skydiving, bungee jumping, jet skiing. Also I am very musically talented, but music seems like a big game of luck, if you were to make your living from it.

All in all, I have searched my heart and all I found out is that there is no such thing as a job that would include all my favourite things in life. So I guess I'll have to narrow it down to one of those things and try to find a way to make money with it.

Honestly, the only reason this is all bugging me so much is because the society I live in is so materialistic and everything is extremely overpriced. In this fake society I'll need at least 1,000 euros a month to be able to look after myself. That is probably gonna take me many hours of work, in a job I hate.

Man I wish I could talk to you face to face, that would be so much easier. Anyway I hope you have some advice for me, this dilemma of making a life choice while not even a full grown adult yet is killing me.

All I need is money (to live), and I can start living a happy life. But money to live means a lot of money over here and over there too. But how am I ever going to create this income without working a boring job? Just thinking about the future makes me very very curious, excited and afraid at the same time. I don't know if I'll make something of my life you know, and what should I do if I remain clueless on turning my passion into money?

Then I guess my only option would be to become a slave to the system and go along with it. But I would honestly rather be homeless than to work all day every day of my life to afford an

overly expensive house with all its functions and other material things.

And besides ALL this, the future is extremely unpredictable and potentially dark for today's system. Who says that the economic system will even hold up for another 50 years? Who knows what the clash of politics, religion and ideology might bring to the world in the near future? It's just sooo unpredictable, and I have no clue what to do.

Perhaps you can relate to Alaya's story. The concerns he lists have all probably crossed your mind:

- Not knowing which passion to focus on.
- Disgust at the materialism of society.
- Uncertainty about the future.
- Disbelief at how much money is needed to survive.
- Disappointment at there being no "ideal job" combining all passions.
- Loathing the prospect of spending his life chained to a boring job.
- Fear that his chances for success with something he's passionate about are determined by luck.

In fact, I would go so far as to say that Alaya's story epitomizes the dilemma that every free-spirited individual faces.

On the one hand, you have a burning desire to do something exciting and significant with your life. On the other, inhabiting The System you do, you're tethered by the seemingly inescapable need of making money to survive.

We're conditioned to believe these two needs can't be fulfilled simultaneously. We can have hobbies but they must be pursued outside our work and it's unrealistic to think we can make a living from them. Work, of course, is another issue entirely. There are plenty of opportunities to make



money through mainstream employment, but as Alaya (and the statistic at the start of this book) points out, on the whole, they are dull and provide little stimulation. So, what can you do? Submit to society's pressure and accept that a large part of your life is never going to be the way you want? Or, take a leap into the unknown and face odds that are, *apparently*, firmly stacked against you?

Dissatisfaction with the world of work is a phenomenon that's existed for many generations. Way back in 1969, the writer Charles Bukowski left his job at the post office. He was assisted by John Martin, publisher and founder of Black Sparrow Press, who promised to fund him to the tune of \$100 per month for the rest of his life. To receive this stipend, Bukowski had to pursue his dream of becoming a writer. This he did and, ultimately, achieved a level of success great enough to ensure he never returned to the world of work.

Many years later, Bukowski wrote Martin a letter to thank him. In this letter he talks about the life Martin rescued him from. Although describing work in the 1950s and 1960s, you'll notice that many of the things he complains about probably still happen in your office or work environment now.

They call it "9 to 5." It's never 9 to 5, there's no free lunch break at those places, in fact, at many of them in order to keep your job you don't take lunch. Then there's OVERTIME and the books never seem to get the overtime right and if you complain about that, there's another sucker to take your place.

He then goes on to comment on the paradox that many employees face. They don't particularly want, or enjoy, their jobs but they fear losing them. As a result, over the course of many years, their vitality diminishes. He

references a dullness in the eyes, voice and hair, almost as if the life has been drained out of them.

Perhaps this is because they're not being true to themselves. It takes effort to show up every day and pretend that you're happy, or at least interested in the work you're doing. That, on top of the already demanding workload, sends many over the edge.

Why, and for what purpose, do people put themselves through this pain, he asks. Is it for the ability to buy overhyped consumer items that bring no sense of lasting joy? Or, is it to provide for a family? And, if this is the case, what's the point if your children are just going to get caught in the same unfulfilling trap?

Bukowski then discusses the lack of fairness in a typical 9 to 5 job. He references people he once knew being shocked when they were laid off. Despite having given 35 years to a company, senior management would have no compunction about kicking a loyal employee to the curb.

Finally, he gets to the crux of the matter – 9 to 5ers are caught in a trap. They are being paid “just enough so they can stay alive and come back to work”, but never enough to be free. Is this all by design? Like Neo in *The Matrix*, is it all part of a plan to maintain the current power structure?

Bukowski doesn't elaborate and neither is it the remit of this book to explore. However, he does end his letter by insinuating that those trapped in this cycle need to wake up. He asks,

I could see all this. Why couldn't they?<sup>2</sup>

Perhaps you do see it. Perhaps you're painfully aware of the detrimental impact work is having on your quality of life. In addition to the indecencies Bukowski mentions, you also detest spending two hours of your day travelling in a cramped and rushed environment. You're frustrated at attending endless meetings that drag on for an eternity yet could be resolved

in five minutes. You can't stand reporting to people who believe you are beneath them. And, above all, perhaps you're depressed by the thought of never being free.

The experiences Bukowski and Alaya describe are a day-to-day reality for the majority (81 per cent, according to the statistic) of people. When such a large proportion of the population feel the same way, societal beliefs begin to form. In particular, the notion that "work is boring" gets ingrained in the population's psyche and passed from generation to generation. Furthermore, the idea that you can earn money doing something inspiring becomes an impossibility.

Such an outlook, although understandable, places great limits on your life. Like Alaya, you'll see a never-ending landscape of obstacles standing between you and a life of freedom and enjoyment.

*I didn't want this for Alaya and I don't want it for you.* That's why I answered his question in the comments section of the video, and also promised a blog post with a more in-depth solution. However, as I sat down to write it, I soon realized the subject deserved more than my usual 1,500-word burst of inspiration.

I had to plan this answer and explore all the implications of creating an income without working a boring job. This, I believe, I have done. However, what I now present to you is a plan that could take many years to achieve.

How many?

It will depend on your current situation and a long list of variables. Do you presently consider yourself an expert in any particular fields? How pressing are your immediate financial needs? Can you get your head round the idea that, initially, working fewer hours and earning less money might be the route to your financial freedom?

The answers to these questions go a long way to predicting the length of time it will take. My best estimate is that it can be achieved within as little

as a year and I'm confident, with the advice in this book, it will take you no longer than five.

The above prognosis should indicate that this book is not about finding a side hustle. While I'm a fan of the entrepreneurial zeal they require, and it can be a part of the process, it is not the final destination. *My goal is to have you support yourself entirely through the work you love.* There won't be an hour of the day where you're looking at the clock or wishing you were somewhere else. You may have one, or numerous, income streams, but they will all be inspiring.

Finally, don't be fooled by Alaya's age. Getting paid to do the work you love is not an option exclusive to the young in years. In fact, due to the money, contacts and knowledge already accumulated from 10, 20 or 30 years of work, creating an income without working a boring job can, sometimes, be easier to achieve the older you get.

What you are now reading is the blog post that turned into a book. As you proceed, you'll discover how to find a passion (or passions) you can monetize. Then, we'll look at the path you'll take. I'll outline three different approaches to getting paid to do the work you love and help you to find the one most suited to your personality and circumstances.

Finally, we'll explore the psychological impact of this journey. You'll be introduced to factors such as your understanding of money and how it might be holding you back, your age and its implications and the time frame in which you can expect to live a life of freedom and fun.

Before we start, I just want to let you know that I'm excited for you. There's a way out from the drudgery of working without any sense of purpose and meaning. It takes courage, careful planning and a belief in your abilities. However, if you can see it through, then you'll get to experience one of the greatest rewards that life has to offer – *feeling alive every single day!*

Arnold Schwarzenegger talks about this in his autobiography, *Total Recall*. With great enthusiasm, he recalls a time in his life, around the late 1970s and early 1980s, when he was branching out beyond the world of bodybuilding. Although he was still making an income from appearing at, and winning, shows, he was also involved in developing property, writing and promoting books on bodybuilding and making his first forays into the world of film. He mentions that these could have been his hobbies and draws a distinction between living and existing.

For him, living is about excitement. His mind was always stimulated by the various projects he was involved in and he loved the variety of bouncing between them. He was busy, but in an engaging way.

Existing, by contrast, is devoid of this excitement. Had he remained a bodybuilder, repeating the same exercises every day in the gym, perhaps his mind would have gone stale. Despite the growth taking place in his muscles, his life would have lacked this quality and, for him, that was unacceptable.

You may feel the same. Although Arnold's life sounds hectic, it gives you a glimpse into the world of creating an income from your passions. No two days are the same. Sometimes you're rushed off your feet, but it's all part of the fun. You feel alert and creative. Your mind is alive and full of ideas about how to improve and grow. Unlike the world of conventional work, challenges bring out the best in you rather than engulfing you in stress.

The classic quote often attributed to Henry David Thoreau, "Most men lead lives of quiet desperation and go to the grave with the song still in them," further elaborates on the experience. While this book is about creating an income, don't be lured into thinking the objective is purely financial. Instead, the money is merely a vehicle for allowing you to release your "song". Whether that song is manifested through the arts, is revealed in your ability to lead, is expressed through a message you need to share

with the world or a product you want to create, this is the deeper reward of creating an income from the work you love. You get to release the beauty of your soul and live unrepressed.

It's exciting to think that you could be enjoying this life within the next few years. Keep this end goal in mind as you embark on your journey. Yes, it's going to be tough, and sometimes the path ahead won't be clear. However, if you know what you're working toward, you'll see it through and ultimately create a life of your choosing.

## PART ONE

# CHOOSING A PASSION

“If you can see your path laid out before you, it is not your path.”

Joseph Campbell

Alaya’s dilemma provides the perfect entry point to this subject. You’ll remember that he is a man with many passions (psychology, fast cars and music) yet is uncertain both about which one to choose and how to go about monetizing that choice.

From my experience, this is a predicament many people face. I rarely come across someone without any passions or interests. However, I’m always encountering people without either the courage to pursue them or a plan to make them work.

For this reason, I will assume you already have some ideas about an inspiring way to make money. (Don’t worry if this is not the case, as I will explore what to do in a subsequent section.) I’m going to show you how to narrow down these options, eliminate the unworkable and mould the ideas with the greatest potential into a sure-fire means of creating an income.

*You must start with ideas.* There’s no getting around this. It’s all you’ve got and they should *not* be viewed as flaky or unsubstantiated. Every amazing invention you see today, and every advance in the cause of human justice, started with either an idea or thought that things needed to change. For this reason, your ideas, no matter how vague, must be cherished. Furthermore, they must not be squashed by questions of achievability (at least not at this

stage). Feed them with frequent thought, nurture them with the possibility they will come to fruition and then put them to the test.

“What test?” you may be thinking. Well, I’ve devised the ultimate method for assessing the workability of your ideas. It’s called the Dream Job Chart and involves four different criteria against which you measure your fledgling ideas. Once you’ve rated each one accordingly, you’ll have an overall score you can use to gain clarity about which passion to pursue.

## **Listing Your Passions**

We’ll explore the Dream Job Chart imminently. For now, try to come up with a list of between five to ten passions. To help generate ideas, think of them in terms of these three categories:

- 1 Skills/hobbies
- 2 Business ideas
- 3 Causes

### **1. Skills/hobbies**

Skills or hobbies are the first category from which you might discover your passion. When listing these, it’s useful to think of the activities you really enjoy. Do you love to create or perform? Have you always wanted to write, sing, act, dance, perform magic, paint or play a sport for a living?

It’s likely you’re already aware of most of the skills you possess. However, as you reach adulthood, and if you’re not already making a living from them, these skills and hobbies typically undergo a change in status. They get downgraded. They go from being the thing you used to dream of doing, to something you can only enjoy in your limited free time.

This leads most people to give up. They have to start living in “the real world”. Making a living being a singer, or an actor, is a million-to-one shot, so it’s wiser to shelve your childish dreams and look for a “real job”.



This is The System's conditioning and you must be aware of it. While it's accepted that an adult can launch a new business or take up a cause, it's frowned upon to think you can pursue a skill or hobby and make a living from it. The only people who get to do this are the super talented or those who were groomed to do it from a very young age.

Challenge this conditioning. Whether you discover a skill you're passionate about later in life or used to perform your skill to a high level as a child but gave up, don't ignore your passion. If you love doing something, and the thought of getting paid to do it would feel like a dream come true, then this is a genuine passion and must be treated with respect. Your list might include professional sportsperson, designer, architect, singer, actor, musician, fiction writer, non-fiction writer, painter, dancer, builder, poker player, photographer and many more.

Even if your skill is obscure, don't be afraid to list it. Philippe Petit's was high wire walking. An obvious outlet for this was working in a circus, but he had grander ambitions. Back in 1974, he set out on a mission to walk between the two towers of the World Trade Center (a height of nearly 1,400 feet) via a high wire.

Did he do this to create an income? Probably not. It's likely he was motivated by the thrill of the challenge and, to a lesser extent, notoriety and fame. However, was he able to create an income through this stunt?

Undoubtedly so. With worldwide news coverage of both the event and Petit's subsequent arrest, he built such a profile that a book chronicling the experience, with images from his official photographer, sold well. Furthermore, his new status would have led to higher performance fees and an opportunity to open a training school (if he was so inclined).

So, don't feel the skill you're passionate about is too obscure to list. Your passion alone has the potential to circumvent conventional ways of making money and lead you to an income.

## 2. Business Ideas

Business ideas fall into one of two categories. You'll either be creating a product or providing a service. A product could be something physical, like a comfortable pillow utilizing the latest neck supporting technology to aid sleep while flying, or something digital, like software which allows the self-employed to manage their accounts quickly and accurately.

A service could be anything from business or personal coaching to dog walking, household cleaning or a taxi hire company. You use the skills you have, and the products you've purchased, to provide customers with solutions (more clients, a healthy pet, a clean home) that they, through lack of time or knowledge, can't achieve on their own.

There are many ways to generate business ideas. Bryan Mattimore, a professor of entrepreneurship and specialist in working with corporations on how to brainstorm and innovate, lists some of the most effective in his book *21 Days to a Big Idea*. These range from using relevant stimuli, to finding solutions to problems, to questioning commonly held assumptions about the way the world works, to combining two already existing products to create a new one.

Stimuli are physical objects, or online research, similar or related to your business idea. For example, let's say you had an idea for creating a new milk-based drink (an actual example from the book). If this was the case, then your stimuli could include:

- Pictures and recipes from a book of smoothies
- Food and food ingredient trend reports
- Menus from a variety of ethnically diverse restaurants
- Online searches for ads, tag lines and book titles of relevant key words such as "milk", "probiotic" and "refreshing"

Of course, you need to have an idea first. However, it doesn't have to be specific. Pick anything you're vaguely interested in, surround yourself with

the relevant stimuli, and see if doing so triggers an innovative way of improving or creating a product.

Finding a solution to a problem is the most recognized way of creating a business idea. Joy Mangano's (from the film *Joy*) Miracle Mop is a great example of this principle. She was frustrated at the ineffectiveness of conventional mops so decided to create a new one which was self-ringing and made from a continuous loop of cotton.

Virtually all popular products were created to solve a problem. What's toothpaste but a solution to decaying teeth and bad breath? A car is nothing more than a solution to the horse and cart taking too long to transport people from A to B. Even this book is a solution to the problem of boring, meaningless work.

The principle is simple. Find something causing people problems (road traffic, difficulty sleeping, not enough time to go to the gym – the list is endless) and create ways of removing the difficulty or improving the situation. The more people troubled by this problem, the greater the potential for your product to sell.

Questioning commonly held assumptions helps discover innovations that could lead to a great business idea. For example, we assume that a chair has a back and four legs, should be comfortable, "sits" on the floor and the purpose of it is for sitting in (another example from the book). However, what happens if you question these assumptions?

Of course, a chair doesn't have to have four legs, and challenging this notion has led to the creation of chairs with two or three legs and even the bean bag. Perhaps a chair isn't even for sitting in. The Standing Task Chair website claims its product does a great job of supporting your body while vertical.

Can you see how this technique works? Find a product and list its purposes. Now challenge them. What if that product could be used for

something else, or some aspect of it could be changed to create a new function?

Combining two already existing products to create a new one is something confectionary creators have been doing for years. UK readers will be familiar with Cadbury combining Dairy Milk and Caramel to create a new chocolate bar. Ben and Jerry's also used this principle. Ice cream and cookie dough are two popular treats. Why not put them together?

This principle has applications beyond the confectionary world. What's a Swiss Army knife, or other multifunctioning tools, if not an amalgamation of previously recognized individual products?

Brian Mattimore advises that the best way to use this technique is to find something you're passionate about and then attach the word "and". The "and" could be anything and, with a little imagination, it's possible to make even the most apparently incongruous combinations work. Flowers and celebrities? In the book he references an example of working with a flower company and creating the idea for a signature bouquet endorsed by a specific celebrity.

Before you begin working on your business ideas, it's worth addressing a misconception about their creation. You might hear about an invention that solves a simple problem, goes on to sell millions of units and think to yourself, "I could have come up with that" (post-it notes, paper clips and ear muffs immediately spring to mind). The obvious nature of the product, revealed *after* its creation, leads you to think you might have a similar idea lurking in your mind.

If you believe your business ideas might occur in this way – out of thin air – then I want to alert you to another, more likely, possibility. *Rather than occurring out of the blue, in a subject unrelated to any of your interests and skills, dig deeper into the areas you're already knowledgeable in.*

Chris Guillebeau's book *The \$100 Startup* is packed full of examples of people who were able to start successful businesses by doing this. One of them focuses on a piano teacher who created a software interface called Music Teacher's Helper.

Originally designed for personal use, this product helped music teachers create their own websites and handle the different aspects of scheduling and billing lessons. After using it, and seeing how well it worked, the piano teacher decided to market it to other teachers. Three years later, he's now on course to earn \$360,000 a year.

Another example focuses on two friends who graduated from art college. They were both working as freelance designers and feeling unfulfilled with their first year in the world of work. Deciding to take a short break, they wanted to find a map to help plan their vacation. However, when they couldn't find anything to meet their needs, they used their design skills to create their own.

Although intended for personal use, they were compelled to print more than one copy when the printing company insisted on a minimum print run of 50 copies. Inundated with extra copies, they gave a few to friends and then decided to sell the rest. To do this, they created a one-page website and added a PayPal button. After a surprise mention on a design forum, they were able to sell all the remaining copies within the first day. More maps followed, including ones of the New York Subway and San Francisco neighbourhoods. Nine months after having sold their first copy, they were able to quit their jobs and work on their new map-creating business full-time.

The final example is from a man who was passionate about snowboarding. Unlike the previous two examples, he didn't already have a job related to his business idea. In fact, he worked in a restaurant. However, when he lost this job, he attempted to make a living from his passion.

For him, this meant becoming a snowboard instructor. He tried teaching on the ski slopes (Whistler, Canada), but found there was lots of competition, relatively few clients and the work was too seasonal.

This didn't stop him, though, as he modified the idea of being a snowboard instructor and launched an online course called Snowboard Addiction. The course, offering a series of snowboarding tutorials, enabled him to reach an audience regardless of weather and location. Turnover for the first year was \$30,000, and by the second, he was earning \$100,000.

Although this snowboarder had no previous experience of selling an online course, the principle of using existing skills, interests and industry knowledge to create a business idea can still be seen in his example. It's a recurrent theme. In the case of the designers, they took a skill they already possessed (graphic design) and channelled it in a new direction (making maps). In the example of the music teacher, he used pre-existing industry knowledge (the problems that he and his fellow teachers experienced) and combined this with his skill in technology to provide a solution.

This is how you'll find your business idea. Play to your strengths. What industry do you already have expert knowledge in? What skills do you already possess? Are there any ways you can use these to create a new product or service that solves a problem or challenges a commonly held assumption in an innovative way?

### **3. Causes**

Being passionate about a cause can mean many things. It might be something environmental (reversing the effects of climate change) and you choose to pursue this by joining a mainstream or fringe political party. Or, it might focus on animal rights and you choose to pursue this by starting a YouTube channel and spreading a message about the importance of vegan eating. There are many different causes and an almost equally diverse number of methods to pursue them.

When making a surface-level analysis of my passion (writing a bestselling personal development book), you might say it falls into the category of either a business or a skill. I'm finding a solution to a problem (unfulfilling work) by creating a product. Or, I'm using a skill (writing) to make a living. However, for me, it's neither.

I believe my passion is a cause. Ever since early adulthood, I've felt passionate about spreading the message that we don't have to accept the life society presents us with. I see so many people living on autopilot, not happy with their lives but believing there's nothing they can do to change this. This is where I want to say, "there is an answer, there is a way out". Writing and speaking are the vehicles through which I communicate this message, but I'm most passionate about the cause.

Is there anything in your life you feel similarly passionate about? This could range from fighting injustice, to reversing climate change, to gender equality, to cooking delicious food or even teaching people how to dance.

*First, identify your cause and then figure out how you're going to make money from it.* For example, if you'd established that reversing climate change was your passion, you'd then look at your options. Perhaps you'd go the traditional route and attempt to become a career politician. Or, you could make use of modern technology, start a blog or YouTube channel and, once popular, make money through affiliate sales or products. You also might consider working for a charity or pressure group, securing a paid role to promote your cause.

One of the best ways to create an income from a cause is to become a digital publisher. This involves creating online content – typically one-off products (a book, T-shirts), fixed-period courses (teaching your audience an important skill) and recurring subscriptions (a membership site where your audience can access your content for a fee) – and gathering a large audience. You then, along the journey of spreading your message, are able to make sales to this audience and create an income.

As a digital publisher, your cause could be anything. Perhaps you're passionate about empowering women to feel beautiful. If so, you launch a beauty blog with a focus on inner and outer beauty. It could be improving the health of overworked executives. In this case, you write workout plans and sell them through your website. Or, it could be teaching children how to sing through a series of videos you record and sell as part of an online course.

Elliott Hulse created a fortune through digital publishing. His cause is enabling people to become "the strongest versions of themselves". He achieved prominence through his YouTube channel "Elliott Hulse's Strength Camp", where he gave workout and life advice. His audience quickly grew and he capitalized on this popularity through selling books, workout gear, creating courses and running retreats. He now has four different companies and a YouTube subscriber base of 2.5 million.

Thinking of your passions in terms of either a business idea, a skill or cause will help you generate more ideas.

When doing so, it's important to look beyond conventional boundaries. Readers of my previous book have created an income from their passions in a variety of ways. One started an affordable home building business. Another launched an online cookie selling business. Another recorded and sold their first Irish folk music album. One used their drawing skills to sell bespoke portraits of people's pets. Another started their own model scouting agency and one launched a business providing affordable cooking lessons. You won't find any of these passions in a conventional career guide, so don't place limits on your ideas.

*Whatever it is that really excites you, come up with a list of between five and ten passions you'd like to create an income from. Write them down in the Dream Job Chart below (leave the other columns empty for now).PDF available at [www.screwthesystemnow.com/DJC](http://www.screwthesystemnow.com/DJC).<sup>3</sup>*



# The Dream Job Chart

Passion	Enjoyment Rating	Fulfilment Rating	Length of Time to Master	Potential to Monetize	Total

Now the fun starts! To make use of the Dream Job Chart, you must score your passions according to the four criteria at the top. However, before you

do, read the explanation below to get the most accurate score.

## **Enjoyment Rating**

A simple 1 to 10 rating (with 10 being the most enjoyable) based on how much pleasure you gain from participating in that activity. This is very much “in the moment” and will be accompanied by feelings of excitement, fascination and fun.

## **Fulfilment Rating**

This is a different concept to the enjoyment rating. It’s about lasting impact. While enjoyment *does* provide a sense of fulfilment, it is not the whole picture. True fulfilment connects with what you believe is your life’s purpose. If you don’t believe you have one, then think about the impact of your work on the environment or other people. How good will it feel to know that something you’ve created, or done, will have a positive impact on another person’s life?

You might also gain fulfilment through doing a good job. A medium that gives you the chance to express your talents, and be part of creating something cool, can also generate a great sense of fulfilment. If you think your potential job will trigger these feelings, then score it a 7, 8, 9 or 10.

## **Length of Time to Master**

Research indicates that it takes 10,000 hours or ten years of practice to reach a world-class level in a particular field. However, do you need to become world-class at your passion in order to make money from it? (For example, I started making money from tennis coaching – a way of creating an income that I was passionate about – with only 100 hours of combined training and practice! However, I put in 1,000 hours over the course of my childhood learning the sport, becoming accustomed to the tennis

environment and building contacts). So, if you're already experienced in something you're passionate about, then it might not take that long for you to develop a level of mastery good enough to create an income. If this is the case, give yourself a score at the upper end of the scale, e.g. 8, 9 or 10.

If you're starting from scratch and have to learn an entirely new set of very demanding skills or gain a qualification or a degree (depending on how long the course lasts), then it will be substantially longer (giving you a score closer to 1, 2 or 3). Consider what it would require for you to get paid in that particular field, consider how quickly you believe you'll learn, and then grade accordingly. (In tests, this field seemed to work counter-intuitively. You may want to score higher on the scale the longer it will take to master – e.g. five years to learn a new skill would represent a 10/10, whereas less than a year would be a lower score like 2/10 – but you must correct this impulse. A long time to master your passions equals a lower score because you are looking to make the transition to doing the work you love as quickly as possible.)

## **Monetization Potential**

Does your passion lend itself to making money? Is there a pre-existing career that would be easy to “walk into” if you have the necessary skills and knowledge? If so, then score your passion high on the scale out of ten. However, if there's no pre-existing job and you'll have to generate leads or clients yourself, then you should score it lower.

Also, if your passion is work which only the incredibly popular, or skilled, make a liveable amount of money doing (e.g. sport, acting or YouTube vlogger), and there's a severe and heavily sliding scale of pay for those lower down the ranks, then this should also be considered.

Now that you've read the explanation, go back to your Dream Job Chart, score your passions and calculate the total. If you need help, see my example below – it shows the options I considered after leaving university.

Passion	Enjoyment Rating	Fulfillment Rating	Length of Time to Master	Potential to Monetize	Total
Pro Tennis Player	10	8	2	1	<b>21</b>
Self-Help Author, Coach Speaker	8	10	4	5	<b>27</b>
Actor	8	8	1	2	<b>19</b>
Politician	5	10	4	4	<b>23</b>
Tennis Coach	7	8	9	8	<b>32</b>
Hypnotherapist	7	8	7	5	<b>27</b>
School Teacher	6	4	7	8	<b>25</b>
Estate Agent	4	3	7	8	<b>21</b>
Scriptwriter for Films	7	9	1	1	<b>18</b>

So, you've done your scores, right?

Great, let's now explore how to get the most out of your Dream Job Chart. If used correctly, it should help you identify the sweet spot where something you are passionate about converges with a genuine opportunity to make a living.

*The first thing to know is that it is not an exact science.* The highest-scoring option out of 40 doesn't automatically become your first choice. Instead, the Dream Job Chart is a tool for evaluation and an indicator of what *could* be the easiest route to creating an income without working a boring job. However, it's not perfect and there is a contraindication I'll explain later.

*Secondly, you'll notice that some of my passions were outlandishly ridiculous.* I had just left university, at the age of 22, with a political science

degree. Why was I listing professional tennis player, actor, scriptwriter and self-help author as possible careers?

As I said at the start, your choices *must* inspire. The most appropriate options, according to my background and education, would have been lawyer, banker, political researcher, accountant or working toward a high-level job in a corporation. However, the thought of pursuing any of these careers bored the crap out of me.

Of course, after many years of vitality-damaging work, they'd have paid well, but this isn't the point. You want to spend your days engaged by what you're doing, feeling relatively relaxed and having fun. Well-paid jobs that fail to meet these criteria DO NOT qualify.

So, the choices must be fun, or at least fulfilling, to get on the list. However, beyond that, how will you make sense of your scoring and choose a passion? (After all, my highest-scoring passion – tennis coaching – is not my dream job.)

- **You must look at your strategy.** You need to bear in mind that the route to creating an income without working a boring job sometimes entails combining a couple of your passions to fulfil the dual need for enjoyment and money.

Initially, you may also need to consider pursuing your most enjoyable and fulfilling passion as a side project. If it hasn't got a relatively quick potential to monetize, then you might choose a lower scoring passion (on the enjoyment and fulfilment rating) to earn the funds to live while you build your bigger dream on the side.

We'll explore how this works in part two. For now, all you need to know is that you don't *have* to choose just one passion, and that choice doesn't *have* to be your highest-scoring option.

- **Don't go straight for the passion with the highest enjoyment rating.** This is a rookie mistake. The one thing the Dream Job Chart demands is

balance. No one of the four factors should be given precedence over the other.

For example, if you look at my chart, you'll see the passion giving me the greatest "in the moment" enjoyment was pro tennis player. However, at the time I was considering my options, there were factors making this choice incredibly difficult.

Despite having a natural talent for the sport, I hadn't played enough as a child (probably only 1,000 hours as opposed to the 10,000 needed to become a master). At 22, I would have needed to put in thousands of hours of practice to get my game to a level where I could win prize money. While doing this, I'd have had to support myself by some other means. This would have meant finding a flexible job, giving me the freedom to train four hours a day, travel the country and, later, the world. On top of that, it needed to pay enough for me to survive and cover all my training and travelling expenses. The chances for successfully monetizing this passion seemed too slim.

Being unable to pursue the passion with the highest enjoyment rating isn't as important as you think, though. The great thing about pursuing your passions is that you're passionate about *all* of them! If you're scoring an 8/10 or above on your enjoyment rating, then it's unlikely you'll ever get bored. This gives you the freedom to go lower on the enjoyment scale if the chances for monetization and length of time to master score highly.

- **Remember that the "length of time to master" column is important.** Do you have a natural aptitude for your potential dream job? I'm going to be controversial and say that *talent is important*. I know such a statement is unfashionable in the personal development world. However, I can't deny something that's incredibly obvious to me (this conclusion is drawn from my experience of coaching tennis over a

number of years and observing the development of well over 1,000 children).<sup>4</sup>

I'm supposed to tell you that you can do *anything* you want so long as you believe in yourself, model the successful and take action. While I *do* believe this to be the case, I also know that you can save yourself a lot of time if you combine belief, modelling and hard work with a natural aptitude for the passion you're pursuing. *If you've always learned a particular skill quickly and other people (particularly experts in the field) have commented on your ability, then this is an area that you might be able to master quickly.* Pursue it, and you could be in a position to monetize your passion without too much struggle.

In my case, I was emboldened to make the selection of self-help author because a university professor (an authority on writing) had commented on my writing ability and advised me to consider a career in journalism. Furthermore, my experience of writing a 12,000-word dissertation, while completing my political science degree, gave me confidence in writing extended pieces and the belief that completing a book wasn't beyond me. This led me to think that the "length of time to master" for being an author wasn't unfeasible.

Another example of an influential figure helping someone identify their talent can be found in *The \$100 Startup*. Kat Alder, a lady from Germany who waitressed in London, had great people skills. So much so, a customer once said to her, "You know, you'd be really good at PR."

She'd never considered this as a career before, but after she lost her job, she gave it a shot. It took her a month to get her first client but four years after that, her company employs five people and operates around the world. This occurred, in part, because she was wise enough to pursue her natural talent (after she had some help identifying it).

You could bypass a lengthy learning process if you take a similar approach. Have you had any experiences similar to Kat's? Has a coach suggested you could go pro? Do friends comment on your abilities and suggest you should make use of them? Take heed of these moments because they could help you identify a passion that won't take you too long to master.

- **If there's a pre-existing job that you're passionate about and doesn't require months or years of marketing your product to monetize, then you should give it strong consideration (e.g. teacher, doctor or journalist).** This is because the potential to monetize is far greater. You just have to "get" the job (which, admittedly, is not always easy) rather than effectively creating, defining and generating the work you want to do.

I know there's a strong chance you'll want to escape the world of employed work and I totally understand this desire. As a result, you might be a little disappointed with this advice. However, I need you to know that it's included to guide, not discourage.

If the easy option is there (walking into a job that ranks highly on enjoyment and fulfilment, as opposed to creating one), then take it.

Of course, this advice must also be caveated. As the statistic that started this book revealed, 81 per cent of people working employed roles in America say that such jobs don't exist. This raises an important issue. You may like the idea of a job (or idea of being a teacher, doctor etc) but your enjoyment of this profession can be ruined by the system you're working in.

You must consider the possibility of this when scoring your Dream Job Chart and adjust your enjoyment, and perhaps fulfilment, rating accordingly. Endless bureaucracy, power-crazed lunatics as bosses, petty enforcement of unnecessary rules and being treated with a lack of



respect are commonplace in the employed environment. This can quell even the strongest passions for some professions.

I'm going to term this experience "System Pollution". Make sure you are aware of its potential to affect the enjoyment and fulfilment rating of your proposed dream job.

With all these factors taken into consideration, the Dream Job Chart provides the most comprehensive method of evaluating your options. You should consider one or two of the passions with the highest total score (although you don't necessarily have to pick the highest) and then apply one of the strategies outlined in part two of this book.

Before we explore part two, though, there is a contraindication to the Dream Job Chart that I must explain.

What if you have a passion with a low overall score on the Dream Job Chart, yet it feels like *a calling* you're compelled to pursue?

A calling is something that exerts a tremendous "gut pull" over your decision making. There seems to be little logic behind your desire to pursue it but you can't deny the magnetic appeal of the thing you feel drawn to. You feel as if you're destined, or born, to do this work. The odds (or length of time to master and potential to monetize) seem stacked against you and yet, you *must* pursue your calling to the ends of the earth.

The 2016 film *Lion* provides a great example of someone with a calling. It's based on the real-life story of Saroo Brierley, a man who was accidentally lost at a train station as a 5-year-old boy in his home country of India and then adopted by an Australian family.

As a man in his mid-20s, Saroo is living in Australia and feeling restless. Friends have ignited a long-dormant interest in discovering his country of origin and, more importantly, the family he left behind. He longs to see his mother and brother again. As he opens his mind to the possibility of travelling to India, memories come flooding back. He remembers his

mother's love. He recalls how his older brother used to take care of him and the fun they had together.

Compelled by these family ties, he begins a search. Using Google Earth, he attempts to track the routes of the train he accidentally took that led to his separation.

This proves to be an almost impossible mission. What he thought was the name of his hometown doesn't appear on the map. The location of the orphanage from which he was adopted is over 1,500 kilometres from where he last saw his family. Furthermore, India is a hugely populous nation. How will he find two people in a nation of over 1 billion? Despite these difficulties, Saroo spends countless hours locked away in his room searching. Although he has little success, he feels compelled to continue. He's driven by the feeling that his mother and brother are out there, still looking for him, and unable to move on while unaware of his fate. He imagines them heartbroken and feels compelled to save them from despair.

*Reuniting with his biological family is Saroo's calling.* Its chances for success are minimal. The toll it takes on his state of mind and life is great (because of his search, he grows distant from his girlfriend, feels like he's betraying his adopted mother and neglects his studies). However, the restlessness inside compels him to continue.

If you share similar feelings to Saroo, then it's likely that you too have a calling. Once identified, attempts to think logically and objectively assess your chances for success are not useful. You're operating in a different realm, with different rules. There could be a deeper reason why you feel the way you do. Therefore, I won't seek to dissuade you with the logic of the Dream Job Chart. If you *know* that you must embark on this journey, then go for it.

Before you do, though, it's worth noting that this calling may not have a clear financial objective. Saroo's didn't. This doesn't make your journey any less valid.

Due to the possible influence of a power greater than yourself, you have no idea what might result from the successful pursuit of this calling. In Saroo's case, not only did he fill a void and regain his original family, he also received international acclaim. Furthermore, it's likely he made a small fortune through the sale of his book, *Lion: A Long Way Home*, and the purchase of the rights to make the film. Of course, he had no way of knowing this would happen. He never set out to find fortune and fame. However, these outcomes sometimes occur when we're driven to achieve the impossible by the deeper motive of love.

It's worth remembering this when deciding whether to pursue your calling. Your feelings are there for a reason. They're there to alert you to a project, quest or cause you *need* to be a part of. Something big is at stake. You could make a contribution that changes the world for the better or has a positive impact on other people's lives.

Martin Luther King had a calling to fight injustice. Steve Jobs had a calling to give power to the individual through technology. J K Rowling had a calling to tell stories that would bring a sense of magic to the world. Don't ignore yours.

Of course, you may not experience the pull of a "calling", and this is fine. Don't feel it's a prerequisite to creating an income without working a boring job. In many respects, you've got it easier. You can be more analytical in your approach. Stack the deck in your favour by paying more attention to considerations like the potential to monetize.

Whether you have a "calling" or not, though, it's likely that one concern will plague your thoughts as you take the first tentative steps toward getting paid to do the work you love – what are my chances for success? Or, more accurately, will I fail in my attempts to make a living doing something I enjoy? Will I end up broke and in a worse position than when I started?

I will now address this concern.

# WHY BAD LUCK CAN'T STOP YOU FROM BEING SUCCESSFUL

In his comment on my YouTube video, Alaya mentions his passion and talent for music. He then goes on to say that success in this industry depends largely on luck. This means he could have all the necessary talent, put in over 10,000 hours of practice and establish the right connections (in other words, do everything within his power to be successful), yet still find he can't create an income through his passion for music.

Sounds pretty scary, right? The thought that some random event, or a sequence of random of events, or a lucky break never occurring, could prevent you from achieving your aim, is enough to make you think twice about ever starting.

Why risk it? Why risk all the effort if you can't guarantee your efforts will have a positive outcome?

I understand this point of view. I used to think this way myself. After all, we're raised in a system where luck is understood as the determining factor for success, health and wealth. How many times do you hear people saying, "he or she was so lucky" when talking about a colleague getting a new job? Worse still, how many times do you hear famous figures crediting their achievements to luck?

Such comments create a societal belief, which Alaya accepts, that attaining high profile and sought-after positions depends largely on luck. When so many millions of people have the same dream, which only a few hundred attain, then success can't be explained in any other way.

*I want to introduce you to the idea that it can.* I don't want you disregarding an option to make money from one of your passions because you think the chances for success are determined by luck. After all, many of

the passions on your Dream Job Chart that scored highest for enjoyment and fulfilment might not have rated above a three or four in the “potential to monetize” column. What do you do if this is the case?

First, I want you to watch a video (You Can Live your Dream: Here’s Why you have a 66% Chance).<sup>5</sup> Taken from my YouTube channel, it explains the “luck myth” and why you have a 66 per cent chance at being successful when making a living from your passion.

Like the sound of those odds? When you realize success occurs because of the number of hours you put into a project, the belief you have in yourself and your product and your ability to adapt to and use circumstances to your advantage, then you no longer need to fear or rely on luck. Educate yourself on how to become successful. Alongside my video, there are plenty of books (including my own) on habits, mindsets and strategies that people use to ensure they achieve their aims.<sup>6</sup>

Study these. Also, study the successful people you know personally. Do so, and you’ll notice there’s a trend. Successful people tend to *remain* successful, even building on their successes. They don’t yo-yo between success and failure on a month-to-month basis. Of course, there are ups and downs, but people follow a general trend. A person is either on the path to success, struggling to get by, flatlining or locked in self-destruct mode. That’s not to say they can’t change, but their lives will always follow one trend or another.

Trends indicate that something other than luck determines success. If chance determined our outcomes, then our lives would be far more extreme and unpredictable than they generally are. Can you accurately predict where you’ll be this time next week? What about next month? How about six months from now? The fact you probably can indicates luck doesn’t play as big a role as The System would have us believe. Therefore, we can surmise that your approach (both mental and strategic) to the work you do plays the determining factor in whether you’ll be successful.

# WHAT TO DO IF YOU STILL DON'T HAVE A CLUE

If you couldn't find *any* ideas for the Dream Job Chart, then you must gain a greater awareness of your feelings.

You have them, especially the strong ones, for a reason.

They are there to help identify what to move toward and away from. Get a strong positive reaction when involved in an activity, or form of work, and it's a sign that you need to pursue whatever it is that's making you feel that way. Feel consistently drained when in a certain situation, or occupation, and it's a sign you need to find something greater.

*Feeling inspired, stimulated, engaged or excited (although this can be temporary) are great indicators that you've found a passion.* If I had to instruct you to use one of these feelings as a guide to discovering your passions, then I would go with stimulation. Does the activity you're doing hold your attention? Does your mind come alive with possible solutions, plays and ways to improve what you're doing? Do you look forward to spending time working on this activity? These are all signs of a stimulated mind.

Don't set the bar too high when identifying your passions. Loving every single minute of the time you're working on your potential passion is not a prerequisite for selection. There may be parts you find difficult or less enjoyable. This is natural. As long as you spend most of the time stimulated, then this is enough.

To help you determine whether you've found a passion, a reliable indicator is engagement *outside* of the hours you're directly involved. So, for example, if you're making dinner at home and thinking about how you can improve the online course you're researching, or if you're at the gym

considering how you're going to improve your students' performance in whatever craft you're teaching them, then you know you've identified something special.

Armed with these insights, this is what I now want you to do. Over the next few weeks and months, I want you to become involved with as many activities, or research as many subjects, as you *feel* interested in. If, upon involvement, they fail to stimulate, then don't worry. This is part of the process of elimination and is therefore a good thing. Just throw yourself into doing as much research and engaging with as many situations and activities as you have an urge to explore.

While doing this, you're looking to gain as authentic a feel as possible for your potential passion. You may not be able to call up a company and ask them if you can hang out at their offices, but this doesn't stop you from online research, asking if internships are available and leveraging any contacts you might have in the industry. You can also gain insights from friends or strangers who are directly involved in the field you're researching. Furthermore, if your passion is skill based (e.g. writing, trading, playing or painting), you can start practising.

While doing this, look for feelings of inspiration, engagement, stimulation and excitement. Are they there? And are they there consistently? After all, everybody can get excited *in the moment*, but is your interest still strong months down the line? If so, then it's more than likely that you've located one of your passions.

If you need more help, then search deeper. Take note of how you react to events in your day-to-day life. What gets you jumping out of your seat with excitement? What stories do you like to read? What TV and films fire off the greatest emotional response? What kind of human interactions leave you feeling the most inspired?

Your past can also play an important role in the identification process. What are the events, discoveries and moments that have made the greatest impression on you over the years?

Write all of these answers down. A clearer understanding of your drives and motivations makes it much easier to discover a direction worthy of pursuit.

Hopefully, this explanation has sparked some ideas and helped you find some activities, careers or general qualities you are passionate about. Whatever they might be, go back and enter them into the Dream Job Chart. Then, go through the scoring process, use the explanatory notes, and see what it reveals. When you feel relatively confident you've found an area you want to pursue, proceed to the second part of the book to find an appropriate strategy to assist you in creating an income.

Before you do that, though, I must address another common fear. *Often, at the start of your journey, everything appears to be too vague!* Your ideas are vague, the route to monetizing your passion is obscure and the opportunities aren't clear.

If this is the case, then there's something you need to know. The first step to creating an income from your passion is to become *involved* in the field. That's all that's required. Immerse yourself and work toward acquiring an expert level of knowledge or ability.

Right now, the potential to monetize your passion might look minimal. However, once you acquire greater strength, skill and connections, you'll gain an awareness of the opportunities that *do* exist. For further reassurance, read the following example of how one man turned a hobby into an unlikely source of income.

Clark Little is a shorebreak photographer.<sup>7</sup> He jumps into the ocean with a handheld camera and confronts some of the most intimidating waves on the North Shore of Oahu, Hawaii. Just as the wave is about to annihilate him,



he starts to snap, and the resulting photographs have earned him international acclaim and the opportunity to make a living doing something he loves.

Always passionate about the ocean, Clark surfed throughout his youth, but it wasn't until his wife brought home a picture of a shorebreak, and he was convinced that he could do better, that he began to experiment with photography.

After countless hours spent in the ocean perfecting his craft, he promoted his work by uploading some of his best shots onto the internet. To his amazement, a news company in the UK ran his pictures, which set in motion a chain of events that led to worldwide exposure.

Clark now gets to do the work he loves by selling his 182-page art book, a gallery in his hometown, exhibitions at the Smithsonian museum, calendars, a surfing clothing range and sponsorship from companies including Nikon and Nike.

With all this success, you'd think Clark had a clearly defined strategy and was aware of the opportunities *before* he started. However, this wasn't the case. All he had was a passion for surfing. This gave him an understanding of the sea, waves and especially how to roll with a wave when it was breaking. When it came to experience in photography or marketing, his knowledge was minimal.

What he did have, though, was a desire to spend hours and hours being *involved* in his new hobby. He didn't jump in the ocean with a plan to be featured in a certain magazine or news channel. Instead, he got really good at what he was doing and reached a point where *he knew* that his photographs were eye-catchingly brilliant.<sup>8</sup> *Then, from this position of strength, he discovered the opportunities available for getting his pictures in front of a wider audience.*

He faced some rejection, but it wasn't long before the world recognized what he already knew – that he had something uniquely brilliant. Two to

three years after Clark first experimented with shorebreak photography, he was able to quit his job as a manager of a local botanical garden and pursue this new career full-time.

I hope this example has given you some reassurance. Just because there don't appear to be many opportunities for you to earn a living from your passion *at present* doesn't mean that, as you become more experienced in your field, some won't be found (or created by you). You can start your journey today, simply by spending more time involved in your passions. For the next step, read part two of the book.

## PART TWO

# THE THREE PATHS TO GETTING PAID TO DO THE WORK YOU LOVE

I will now introduce you to the three paths to getting paid to do the work you love. My advice is to select one of them, although they are not mutually exclusive (you can mix and match), and take the first step of your journey today.

I created these paths through analysing well-known entrepreneurs, actors, writers and coaches. All of them were able to transition from working to “make a living” to doing the work they love (and in some cases, creating a fortune in the process). I’ve also analysed everyday people who’ve made a similar transition and drawn upon the many lessons I’ve learned from my own journey. You’ll read examples from all.

The three paths are comprehensive. They cover everything you need to know about the journey to creating an income without working a boring job. They focus on:

- The skills you’ll need to develop and the time it takes to do so.
- The amount of money you’ll need to support yourself while making the transition.
- How to free up your time so that you can work on your passion.
- The risks associated with each path and what you need to prepare for.
- The impact embarking on this quest could have on your present job and relationships.

Each of the three paths follows a different approach, but they all lead to the same destination. I’ll point out their strengths and weaknesses so you’re in

the best position to decide what works for you.

Take your time and analyse them thoroughly. You must weigh up factors like how well you can cope with risk, how urgent your need is to begin creating an income from something you enjoy and what you are prepared to sacrifice (relationships, unessential consumer items, time with friends, vacations). Taking all of these factors into consideration, by the conclusion of this section, you'll be able to make a balanced decision on which path to take.

Let's begin!

# CHAPTER 1

## THE ADVENTURER'S PATH

The Adventurer's Path requires decisive action. You quit your job as soon as possible and begin working on your passion full-time. This creates a sense of urgency, carries with it a greater element of risk but also has the potential for rapid results.

The Adventurer's Path gets its name from the mythical ideal of the Adventurer. Stories from Greek mythology, like Jason and the Argonauts, and characters from modern movies, like Luke Skywalker, inspire us to believe that a greater destiny can be claimed *immediately*. We love the idea of taking off into the unknown, with few provisions and little preparation, and learning along the way through a series of challenges that test us to the limit. It's romantic, it's dangerous and it can lead to a life beyond our wildest dreams.

Despite the romanticism, though, the Adventurer's Path isn't just the reserve of fictional characters. It could be suitable for you. However, to walk this path, there's some societal conditioning you must reject.

Often, you're told that the worst thing you could do is quit your job. Do so, and you're confronted with the possibility of defaulting on your mortgage or rent, not having anywhere to live, regressing to being dependent on your parents, losing your social status and finding it hard to get a new job. This is the smokescreen put up by The System. It's reinforced by the media, our bosses, colleagues, parents and friends, to the point where we accept it as "the truth".

But are these outcomes guaranteed to happen? Is it possible that we could have been duped? We take it for granted that life will become

incredibly difficult if we quit our jobs. However, what about some of the people who have made this brave move and gone on to be successful? Their stories are worth exploring, because when you look through The System's smokescreen, there appear to be many advantages to following this path. With this in mind, we'll now turn to our first example. It focuses on a popular movie star who risked everything to pursue his dream. Read it now to deepen your understanding of what walking the Adventurer's Path entails.

Up until the age of 21, there was nothing in Brad Pitt's life to suggest he would become a Hollywood actor. Like many children, he had a love of movies but this didn't manifest in any childhood acting roles or the attendance of drama school. He appeared to have a regular childhood, enjoying sports and doing well at school. At 19, he enrolled in university, majoring in journalism with a focus on advertising.

This is where his story changed. A couple of years later, despite being only *two credits short of graduating*, he decided to leave university and drive to Hollywood to pursue his passion for acting.

The motivation behind this decision seems unclear. Pitt had become more involved in acting at university, but it didn't appear this would turn into anything more than a passing interest. However, he did experience a sense of wanderlust and perhaps this is what drove him.

In an interview with *Esquire* magazine, he talks about a deep *knowing* that caused him to leave the conventional path of university followed by steady career, and his small-town home in Missouri:

I always knew I was going somewhere – going out. I just knew. I just knew. I just knew there were a lot more points of view out there. I wanted to see them. I wanted to hear them. I always liked film as a teaching tool – a way of getting exposed to ideas that had

never been presented to me. It just wasn't on the list of career options where I grew up. Then it occurred to me, literally two weeks before graduation: if the opportunity isn't here, I'll go *to* it. So simple. But it had never occurred to me. I'll just go to it.<sup>9</sup>

It's this simplicity that characterizes the Adventurer's Path. Go to the place where your dream happens. Get involved. Take action. Often, we complicate the issue far more than necessary. Pitt didn't.

Of course, he was taking a risk in doing so. It would have "made sense" for him to finish his degree first. However, he'd just had this eye-opening realization and was inspired to explore.

Once he arrived in Hollywood, he spent a few years in obscurity, learning his trade as an actor under veteran tutor Roy London. For money, he infamously worked as a limo driver for strippers, delivered fridges and dressed up as a chicken to advertise a fast food chain called El Pollo Loco. He also secured small parts in TV and advertising, appearing in a few episodes of *Dallas*.

Six years after his adventurous move to Hollywood, he landed his breakthrough role in *Thelma and Louise*. Three years after that, with roles in *Legends of the Fall*, *12 Monkeys* and *Seven*, he was an established star.

Brad Pitt's story provides the perfect example of someone being successful by walking the Adventurer's Path. His decision was spontaneous and driven by a desire to be involved in something he loved. He didn't procrastinate. He didn't weigh up the options, consult his parents (he told them he was enrolling at art college in Pasadena), figure out how much money he needed to survive or dwell on the possibility of failure. Instead, he acted boldly, thought on his feet and made the decision work for him.

Of course, there were risks involved and opportunities walked away from. A degree in journalism could have led to a "respectable" and

reasonably well-paid career in that industry or some other profession. Furthermore, he was leaving home and everything he knew. Relationships would have ended and friendships been put on hold. He also confronted the likely possibility of failure. Everyone is told about the numerous wannabe stars that turn up in Hollywood, all aspiring to claim a piece of a very small pie. Apart from his looks, how was he going to stand out?

Another concern he might have had was what other people would think or say. How would he have explained the decision to leave behind a promising university degree to his parents and friends if he'd failed in his plans to become an actor? He would have looked crazy.

Despite the obstacles, though, Pitt was successful, and this highlights how rapid the results can be when walking the Adventurer's Path. It only took him a few years to make a living through acting. After he'd achieved this base level, he then broke into mainstream Hollywood. Four years after that, by the mid-1990s, he was wealthy enough to never *have* to work another day in his life.

These kinds of results can only be achieved through walking the Adventurer's Path. It's the only one of the three paths I'll present you with where your passion becomes your main focus and as a result, the time spent mastering your craft is reduced and the potential to monetize is enhanced.

It's also important to note that Pitt probably enjoyed his formative years when working odd jobs, learning his craft and gaining bit parts in TV shows and films. Although at this stage he was supplementing his income with jobs that weren't his passion, he was still experiencing the exhilaration of doing something he loved. He probably wouldn't have experienced such a buzz had he pursued acting by attending a couple of classes a week while starting a career as a journalist.

This point must be remembered. The Adventurer's Path can fill you with a sense of purpose, and make you feel alive, right from the start. Also, it prevents your passion from turning into a hobby. Attend just a couple of



acting classes a week (or whatever your passion might be) and it becomes very easy to sideline your dreams. After all, your day job is paying the bills and bringing in a regular income, so you're not facing any immediate risk or danger. Life rolls along at a familiar pace, and all appears to be comfortable.

This is actually a very dangerous position to be in. You won't notice the years pass as you make little, or no, progress at creating an income from your passion. One day you might wake up and realize you've neglected your dreams. However, by then, as much as you might want to restart the crusade, you'll talk yourself out of committing to any serious pursuit.

You'll tell yourself that you're getting older, that you've got more responsibilities and that your commitment to your children prevents you from embarking on this journey. As a result, your dream to make a living from something you are passionate about will die and you'll have little idea how it happened. *In the end, what you failed to realize is that good intentions count for little when measured against a lack of time invested in your passion.*

Walk the Adventurer's Path, though, and living with regret is unlikely to happen. By removing the safety net of your job, the need to create an income from your passion becomes urgent and real. The subconscious can't be fooled. It knows whether you're taking something seriously or not, and if it realizes that everything is on the line, it will unleash the hidden resources needed to ensure you are successful. If it knows these resources aren't needed (because there's no imminent danger or risk), they won't be called upon.

## **The Adventurer's Path Mindset**

How do you feel about Brad Pitt's story? Does it excite you? Does the thought of doing something similar fill you with an eagerness to explore potential opportunities that might exist for you?

Or perhaps it scares you? Maybe you think he took a crazy risk and if circumstances had gone against him, then he would have finished up in a position far worse than he started.

Take time to answer these questions and consider whether the Adventurer's Path will be suitable for you. To further enhance your judgement, we must now explore the mindset this path requires.

Answer the following questions:

- How would you feel if you had to live off your savings?
- How would you feel if you had no regular income?
- How would you cope with the pressure of knowing the odds are stacked against you?
- Do you have the willpower and motivation to work on a project for long hours and without a boss to motivate you?
- Can you cope with all the doubts and negativity thrown at you by your parents, friends and colleagues?
- How will you cope with failure and rejection knowing you have nothing to fall back on?

You need a specific mindset to walk the Adventurer's Path. Instead of pressure overwhelming you, it must flip a switch, enabling you to deliver your best when it matters most. Furthermore, everything being on the line can't make you tremble with fear. Instead, it must act as a reminder that every hour of the day must be used productively.

You need thick skin to walk the Adventurer's Path. When people laugh at your mistakes, it must not damage your morale. Money needs a different meaning as well. You must see through The System's obsession with acquiring more and instead develop the ability to focus on the bigger picture.

Losing your ability to purchase the consumer items we're told are so important, and, initially, earning less than your friends, can't weaken your

resolve to continue. To ensure this is the case, you must have clear and ready access to the reason *why* you are walking this path. This way, the so-called sacrifices you have to make are put in perspective and accepted.

*Assess yourself honestly.* Do you have the mindset to make walking the Adventurer's Path feasible? Will you be able to maintain your motivation while seemingly miles from your ultimate goal? Or, will you be consumed by the fear of failing and going broke?

These questions aren't a criticism. You aren't weak for lacking this mindset. All it means is that there are other paths better suited to your personality and circumstances. However, if you do feel you're equipped to handle this pressure, then the Adventurer's Path could be for you.

## **The Importance of Preparation**

We now turn to another example of someone getting paid to do the work they love by walking the Adventurer's Path. This time I haven't chosen a celebrity. Instead, we'll focus on a regular man from London who was fed up with working for the same company for 17 years and wanted to make a living from life coaching.

I've included his story to give you an idea of some of the obstacles you might have to overcome if you choose the Adventurer's Path. More than that, though, I want you to understand you can be successful even when faced with the most extreme pressure and difficult circumstances.

David Saville<sup>10</sup> is a life coach who lives and works in London. He's been coaching full-time for two years, helping a range of clients, from Olympic athletes to CEOs of companies to artists and writers. Recently, he's begun teaching advanced coaching skills to experienced coaches.

David earns a living solely from his life coaching business. Whereas once his salary peaked at £1,600 a month, he can now earn over three times this figure from his passion. He also enjoys the freedom of being in charge

of his time and schedule. He loves taking on various challenges, last year cycling 150 miles through England in 24 hours. For David, this is even more important than earning a living from his passion. He dreamed of a life where he would only spend time doing the things that were important to him – like caring for both his dad and grandma who were ill at the time – rather than giving up his time in exchange for a salary.

Prior to becoming a life coach, David worked in the same company for 17 years. This lengthy tenure wasn't because he enjoyed his time at the bedding and home furnishings retailer. Instead, he stayed there because he didn't believe he could get a job anywhere else. With no higher education and believing that he lacked transferrable skills, he stuck with the convenience of what he knew. He worked his way up from picking stock in the warehouse to retail operations co-ordinator.

His life began to change, though, when he turned 29. Driven by the stress of looking after a father with Parkinson's disease and the need to quit smoking cannabis, he attended a Paul McKenna and Richard Bandler "Change Your Life" event.

Deeply impressed by the experience, he gave up smoking and began a quest to learn as much as he could about psychology and personal development. A few years down the line, he underwent one-to-one coaching with top life coach John P Morgan.

It was at this point his life changed forever. Rather than continuing to be imprisoned by his fears, he began to see their messages as a route to creating a new life. This turned out to be the key to freeing himself from the mental prison of believing he couldn't do anything other than his present job.

Keen to practise what he was learning, he started coaching friends and colleagues. He didn't charge at first, seeing it as an opportunity to develop his skills. However, as he continued to practise, he managed to pick up a few paying clients while still working his regular job.

For the five years after David attended the “Change Your Life” seminar, his life followed a familiar cycle. Personal growth, inroads into earning a living from coaching, yet continuing to work at his unfulfilling day job. Then, an event at the end of 2014 put everything into perspective.

Sadly, David’s father had passed away by this time and he was now caring for his 99-year-old grandmother. One day, she had a fall and needed David’s help. Unable to go to work, he called his boss to explain the situation. Without enquiring into the well-being of David’s grandmother, he immediately asked David whether he’d completed his assignment.

The callousness of his boss’s reaction triggered something in David. After giving 17 years of his life to this company, he didn’t expect to be treated in this manner. He’d hoped for some understanding. However, it felt like nobody cared. Dejected at the thought of spending the rest of his life around people who didn’t care about others, and doing something he didn’t care about himself, he handed in his notice.

Quitting his job left David with only three weeks’ money to survive on and a life coaching business to build from scratch. The next few months were tough. David came dangerously close to defaulting on his mortgage and being summoned to court. He also struggled to pay his utilities bills. He would pay his phone bill one month, gas the next, hoping this would placate the companies he owed and buy him enough time so they wouldn’t disconnect him.

As well as financial difficulty, David also struggled with heartbreaking personal circumstances. At around the time he quit his job, a relationship with his long-term girlfriend ended. On top of that, he had the responsibility of caring for his grandmother. Although this was something David wanted to do and was a major reason for quitting his job, the concern of looking after a loved one with failing health takes its toll on even the most caring of people.

David also faced uncertainty when it came to building his business. He had few paying clients and little knowledge on how to gain them. Furthermore, he experienced a mental block when asking people to pay for his services. A neediness emerged, born out of his difficult financial situation, and this sometimes sabotaged his attempts to gain new clients.

Despite these circumstances, David had some factors working in his favour. The first was an abundance of time. Without working 40 hours a week, he was free to attend events where he could network and build contacts. He also created his own meet-up groups to build awareness about his work. He engaged with potential clients through videos he uploaded on Facebook and blog posts he published on LinkedIn. Offering free coaching also helped. By coaching as many people as possible, whether he felt ready or not, he secured enough paying clients to cover his basic costs.

A shift in his mindset also helped. Soon after he quit his job, he made a commitment to become a “world-class” life coach. This helped change the focus from a concern about making enough money, to delivering an outstanding service. When his mind became preoccupied with this mission, he began to coach from a position of strength.

Ironically, the final factor that helped him create an income from his passion was the edge that being in a precarious financial position gave him. After he quit his job, he told himself that this was the path he was on and that there was no other option. He *had* to succeed at being a life coach.

Making this decision is powerful because it focuses your mind. It prevents you contemplating three or four other potential options for making money and thereby dissipating your focus. As a result, life becomes very clear. You know what’s at stake and you know what needs to be done. This enables you to take the necessary action without getting distracted or being complacent.

It only took David six months to create a liveable income through his passion. Despite the difficulties he faced, the opportunities that choosing the

Adventurer's Path created enabled him to experience success far quicker than if he'd continued to build his life coaching business while remaining at his job. Sure, he experienced panic and stress on his journey, but his brave choice proved to be the right decision for him. He went from frustrated office worker to inspired life coach in under two years. We'll now explore the implications of making this transition and what you can learn from his example.

David's story is inspiring. However, before you read it and think walking the Adventurer's Path is as easy as telling your boss to stick their job and starting your own business, there are a few factors I'd like you to consider. In particular, I want you to pay attention to what David did *before* he quit his job.

His timeline was thus. He attended his first personal development event in 2009 and quit his job at the end of 2014. In between, he was undergoing a personal transformation and, more importantly for his future business, working with clients on a pro bono basis. Therefore, it wasn't the case that, one day, he decided to quit his job and, with no skills or contacts, immediately began to build a successful coaching business. Instead, there was lead time and preparation.

*This is something you must consider if you plan on walking the Adventurer's Path.* I don't recommend it for people who are novices in their industry. David had already been through many months of life coaching with an industry leader. This transformed his mindset so that he was fully prepared for some of the challenges he had to face. Furthermore, through being coached, he also had an understanding of how to conduct a life coaching session. This, combined with an estimated 1,000 hours of practice time with his own clients put him in the position of being relatively experienced when the time came to take the leap. Another factor to consider is that David had already begun building a network before he quit his job.

He'd been active on social media and organized small personal development meet-up groups. Therefore, in the final analysis, as spontaneous as his decision to quit his job may have seemed, it was not totally reckless. Instead, it was a calculated risk.

You may feel that you want to make a similar decision and that walking the Adventurer's Path is right for you. If so, take heart from David's example. It would be hard to imagine a tougher set of circumstances, yet he still flourished.

This says something about The System's smokescreen. There's a large degree of societal conditioning when it comes to quitting your job. In almost all but the most extreme cases, you're taught that it's something you should never do. However, David's example tells a different story. He ran very close to defaulting on his mortgage and started with only three weeks' money to live on, yet his world didn't collapse. Could the fear of what might happen be greater than the reality of what actually happens? You'll never know unless you take the leap and test yourself in this manner.

Part of the reason why you'll never know is because living a relatively safe life working a regular job doesn't require you to call upon your hidden resources. You may well have the strength and smarts to be greater than any obstacle placed in your path. Being in a precarious position might unleash the superhero in you.

Therefore, you must take The System's threats with a pinch of salt. Understand that while there are definite risks to walking the Adventurer's Path, society is exaggerating their severity. People do succeed in even the most trying of circumstances. Don't let the fear of what could go wrong prevent you from walking a path you feel is right.

## **The “Commitment Factor”**

“How prepared am I?” is a question you must ask if you are considering the Adventurer's Path. Another question you must ask is, “How committed am



I?”

Before I explain what this means, let me first say that I don't doubt your commitment. Purchasing this book is evidence enough that you want to change and reach for something greater. However, what I need you to understand is that walking the Adventurer's Path requires a *special* kind of commitment.

It's not enough to simply *want* to make money from your passion. It's not enough to be prepared to sacrifice a few weekends to do some research and begin creating a product or start a blog. The Adventurer's Path requires a level of commitment that is *far* more demanding than the other two paths. It's intense and relentless. Single-minded is the best way to describe it as it's unlikely you'll have time for anything else. Another example will further explain.

Jon Morrow is one of the most influential bloggers in the world. He currently owns ProBlogger and is also the associate editor for Copyblogger. He's been making a living from blogging for well over a decade, ever since a potentially life-threatening incident turned his world on its head.

Back in 2006, Jon Morrow was involved in a serious car crash. It left him severely injured (legs broken in 14 places), in immense pain and unable to work. In his convalescence, he performed a life inventory and what he found didn't please him. He thought about his childhood dreams, compared to where he was now, and it left him with an overwhelming feeling of dissatisfaction. He came to the conclusion that he wasn't fulfilling his potential. So he decided to quit his job and see if he could make a living from blogging.

Although not uncommon now, back in 2006, it was virtually unheard of to make a living from running a blog. However, once he decided to quit his job, Jon sold virtually everything he owned, stopped paying most of his bills and committed himself wholeheartedly to his dream.

Now comes the most relevant part of the story. Morrow describes it in his own words:

For the next three months, I didn't just tinker around with blogging. I dedicated myself to it. I started work at 8am in the morning, and I kept going till 11pm at night. I didn't watch television. I didn't see my friends. From morning till night, I was writing, reading, and connecting with other bloggers. Nothing else.<sup>11</sup>

Because of this commitment, it wasn't long before Morrow experienced success. After two months, he was getting 2,000 visitors a day to his website "On Moneymaking". A couple of months after that, he was able to sell it for a five-figure sum and begin working as an associate editor for Copyblogger. These results are astounding. That someone can go from a serious car crash, to quitting their job, to four months later receiving a five-figure sum for the website they've created shows just how powerful walking the Adventurer's Path can be.

*But did you take note of Jon Morrow's commitment?* It wasn't ordinary. He was working from 8am in the morning until 11pm at night. If you take into account three hours for eating, bathing and rests, that's a solid 12-hour day. Did he also work weekends? Probably. After all, he said he did "nothing else".

Have you got this kind of commitment in you? Is your motivation strong enough? If you've never tested yourself in this way, or committed to a project which requires a similar all-encompassing work ethic, then how will you know whether you can sustain this level of focus?

This "commitment factor" is something you must consider if you're serious about walking the Adventurer's Path. The months may be passing without you making any money and, as a result, the thought of having to return to the world of work may be difficult to avoid. You may start

worrying about slipping into debt. The fears of going broke or defaulting on your mortgage may cause you to give up. What you didn't realize, though, was that you had a window of opportunity to succeed. To take advantage of it, you may have needed to invest an extra 200 hours of work on your project.

Where did you lose that time? Yep, you guessed it, those couple of hours a week at the gym, playing video games and hanging out with friends. Or, that brief excursion you took overseas because you wanted to travel and have fun. On a consistent basis, when you're under the time pressure that walking the Adventurer's Path brings, these hours make all the difference.

You also need to be honest about how good you are at motivating yourself. How conscientious were you when studying for exams at school or writing your dissertation at university?

A "leave it all to the last week" approach won't suffice if you're trying to establish yourself as an entrepreneur or master a skill you want to get paid for. Nobody will be looking over your shoulder telling you to work. There won't be any externally imposed deadlines to motivate you into action. Are you used to that? Is your reason "why" so clear and important that starting work each day is relatively easy?

If it is, then the pressure the Adventurer's Path creates can lead to increased productivity. This is because your situation is very clear and very real. There's no hiding from the fact that you have very little, if any, money coming in and you're living off your savings or credit cards.

When a situation gets as blunt as this, it can light a fire in some people. Procrastination disappears. There's no time for overanalysis. Your productivity increases because every day you have to work swiftly toward your objective. This, combined with the other great advantage of walking the Adventurer's Path – that you have an abundance of time – can mean that you monetize your passion at a rapid rate.

## Summary

No matter what path you take, you need to realize that the number one factor in determining whether you will be successful is your ability to focus on what you want to achieve. If you spend most of your day actively engaged in your project, planning and, most importantly, seeing yourself being successful instead of worrying about what might go wrong, then you will get to where you want to go. What approach gives you the opportunity to utilize the power of this focus? Yep, you've guessed it again, the Adventurer's Path.

A typical day when walking this path is like a blank canvas. You choose how to colour it. There's no job to attend which, combined with two hours of travel, will take up 10 to 12 hours of your day. There's no part-time work or side projects that require a few hours of your attention. There's limited time spent engaged in hobbies, chatting with friends or watching TV. Instead, you get to put all of your energy into your project.

This is how to achieve rapid results. It may not be that one of your competitors is smarter, more talented or creative than you. It could just come down to the fact that they've spent more time focusing on their project. (When I mention focus, I don't just mean thinking. Spending time writing, researching or practising is still time spent focusing on the project!) This is something you must consider when choosing which path works best for you. As risky as it is, the Adventurer's Path can actually give you the best chance to create an income from your passion because it provides you with three, five or, in some cases, ten times the amount of time to work on your project.

Also, the distractions that inevitably hinder you when walking other paths aren't present. There's no dispute to take home from work, playing over and over in your mind as you justify your position and correct your colleague. There's no feeling of being pulled in three or four different directions as you juggle a couple of side projects alongside your role as a

husband, wife or parent. There's less to occupy your mind and this means you can focus fully on the task at hand.

Now you've been introduced to the Adventurer's Path, you must weigh up how well it suits your personality and situation. Are you likely to shine under the pressure or will you find it too difficult to focus because of the risk you feel you're taking? These are the factors you must consider, but you don't need to make your decision immediately. There are other options, and it's to one of them we now turn our attention.

## CHAPTER 2

# THE STRATEGIST'S PATH

The Strategist's Path offers a more cautious approach than the Adventurer's. No immediate action is taken and, instead, you begin a careful analysis of how you can free up your time. It's unlikely you'll quit your job straight away. Instead, you'll develop a carefully planned strategy that will see you doing so when the time is right.

The purpose of the Strategist's Path is to provide a less risky approach to creating an income from your passion. Through choosing one of a few options, you'll scale back on the number of hours you spend at work and begin spending more time working on your passion.

The Strategist's Path involves juggling a few balls at once. Not being in a secure enough financial position to quit your job, you need to manage a transitional period. *This phase could last from anything between one and five years, and during it, you'll build your skills, contacts and product (depending on what your passion might be), while relying on work you are not as passionate about to provide you with an income.* At some point, you'll reach the stage where you begin to get paid for your passion.

Initially, this may not be a lot. However, after following a series of carefully planned moves, you'll generate a Minimum Viable Income (MVI – an income that covers the basics – food, rent/housing and a small amount of money for hobbies and socializing) from your passion and you can take the leap to working full-time.

In this chapter, I'll present you with the different options for getting to this destination. To do so, you'll have to carefully manage your emotional state and avoid burnout. Sharpening your ability to focus, so you can switch

between the roles of paid day job and passion project, is also important. Through careful planning, you'll guide yourself through a myriad of potential hazards (coping with a short-term loss in income, juggling family commitments with multiple work roles and keeping your boss happy when you might not always be able to give 100 per cent) to a point where you can make an income solely from your passion.

Your greatest enemy, and your greatest ally, in your quest to create an income from your passion is time. With enough of it, your success is guaranteed. Too little of it, and your dreams become a frustrating impossibility. The Strategist's Path is about balancing the multiple needs you have for stimulation, security and fun, while still having a *meaningful* amount of time to dedicate to your passion.

How much is a meaningful amount of time?

The answer provides the foundation upon which the Strategist's Path is built. My guideline is this. *To be successful at creating an income from your passion, you need to dedicate 20 hours a week.* This figure is based on the 10,000-hour rule, which states that it takes 10,000 hours, or ten years, to become a master in any field.

While I'm not suggesting it will take *you* that length of time to make a living from your passion, the rule is a useful guideline. I want you to understand it's likely to take more time than you plan, or think, to make a sustainable living from your passion. Twenty hours a week equals just over 1,000 hours a year and, therefore, fits in nicely with the ten-year theory.

Depending on what your passion is, these 20 hours a week will be divided differently. If you want to create an income through a skill (e.g. singing), a good portion of the 20 hours will be spent mastering your craft. You'll need to practise, receive coaching and create songs so that you become good enough for people to pay to watch you, or buy your album. Then, perhaps five hours a week will be spent looking for opportunities to

perform your skill (for example, you might be promoting yourself online or searching for an agent or manager).

If you want to create an income through selling a product (e.g. developing software or an app), then initially you might spend all 20 hours researching your market and sourcing the materials you need. As the project progresses, your time will be spent on building, and perfecting, the product. When it's complete, you might spend your 20 hours a week looking for buyers.

*Whether your passion involves mastering a skill, creating a product, or even a mixture of the two, you need those 20 hours to practise, create and promote.* Of course, if you've already spent many years mastering your skill, then this gives you an advantage (and is something you're advised to look for on the Dream Job Chart). You might only need an additional 2,000 hours of work where some will need 4,000 or 5,000. However, even if this is the case, I would still advise setting aside 20 hours a week for the purposes of building momentum and benefitting from the power of focus.

You might be reading this and thinking, "I won't need 20 hours a week. I'm super productive. I get things done in half the time it takes most people." This may be the case but I would still advise sticking to the guideline. This figure is supported by research (see the 10,000-hour rule) and popularized by Malcolm Gladwell's book *Outliers*. Another influential figure, blogger Jon Morrow of SmartBlogger fame, specifically references it as the key to making a living from a blog. In a popular blog post, he states that you need to spend 20 to 40 hours a week on generating traffic, building, running and maintaining a blog. If you can do this, then within four to six years, you will be making a prosperous living from your passion.<sup>12</sup>

With the need to work 20 hours a week on your passion established, you must now turn your attention to how you will free up this time. Considering that you have 112 hours a week at your disposal (based on eight hours sleep



a night), it doesn't appear too difficult. However, when analysing how this time is spent, you begin to see the necessity of creating a strategy.

Below is my estimated weekly time usage for an adult of working age. Please bear in mind these are estimates and that I can't know the exact details of your schedule.

- Work – 45 hours a week
- Commuting to work – eight hours a week
- Non-work-related travel (visiting friends/going to the gym etc) – five hours a week
- Watching TV, Netflix, visiting the cinema or browsing the internet (excludes researching opportunities or building your business) – 15 hours a week (the US average is a shocking 30 hours a week, but I'm going to go with 15 because I'm assuming that you are already substantially motivated to improve your life)<sup>13</sup>
- Cleaning and admin activities like paying the bills, collecting packages, cleaning the car etc – five hours a week
- Shopping for, cooking and eating, food – 12 hours a week
- Bathing, showering and getting ready – four hours a week
- Hobbies and activities such as visiting the gym, playing a sport, gaming, meditation, yoga, retail shopping, reading, playing a musical instrument – five hours a week
- Socializing with friends, talking on the phone or going to events – five hours a week
- Spending time with family or boyfriend/girlfriend – 15 hours a week  
(The calculations for the two categories above – socializing with friends and spending time with family/partner – will depend on your relationship status. If you're single and without children, then you might spend more time with your friends than the estimated five hours a week. If you're in a relationship, this time might be reduced.)

It's worth mentioning that some of these estimates may overlap (for example, you could be spending time with a boyfriend or girlfriend while watching a movie or TV) but the figures indicate that *if you are currently employed, you will have little or no free time to work on your passion*. In fact, they came in at over the 112 hours per week I claimed you had at your disposal. The above estimates add up to 119 hours a week, and this is a problem. With the issue of time being so fundamental to your success at creating an income from your passion when walking the Strategist's Path, we need to look at ways to free it up.

I'll now present you with four. The first requires the least drastic changes. It focuses on looking at your current time usage and finding ways to reduce it.

The second calls for a braver approach. You'll be instructed to challenge The System's logic and *reduce* the number of hours you work at your job.

The third solution requires you to analyse your current skill base and ask an important question. Could you do the work you do now (or use the skills you've acquired over the years) on a freelance basis?

Finally, you'll be presented with some options for starting a side hustle. If you can make some money from this project, then you can either quit your day job altogether or look for ways to cut back.

## **Time Saving Option Number One: Adjusting Your Current Schedule**

I now recommend you calculate your weekly time usage. Use the chart I've created below (printable PDF available at [www.screwthesystemnow.com/DJC](http://www.screwthesystemnow.com/DJC)). If you don't have the same schedule each week, then average it out.

### **Weekly Time Usage Chart**

--	--

Activity	Hours per Week
Work	
Commuting to work	
Non-work-related travel (visiting friends/going to the gym etc)	
Watching TV, Netflix or browsing the internet (excludes researching opportunities or building your business)	
Cleaning and admin activities like paying the bills, collecting packages, cleaning the car etc	
Shopping for, cooking and eating, food	
Bathing, showering and getting ready	
Hobbies (visiting the gym, playing a sport, gaming, meditation, yoga, retail shopping, reading, playing a musical instrument)	
Socializing with friends, talking on the phone or going to events	
Spending time with family or boyfriend/girlfriend	

How close was your time use to the 112 hours a week I claim you have at your disposal? Was it over? If you're currently employed, and complete this task accurately, I would be very surprised if you have a surplus 20 hours. You may have 10 hours, but it's unlikely you'll have the requisite minimum (and this really is a minimum) of 20 hours a week to work on your passion.

So, what can you do? How are you going to create this time? We'll now explore some of the options.

When adjusting your current schedule, the most obvious target is the 15 hours a week spent watching TV, Netflix, visiting the cinema or browsing the internet. You may feel that you can remove this completely. However, before you think this is a simple switch, there's something you must consider.

You need your rest and relaxation. You might return home from work at 7pm, feeling stressed from a busy day at a job you don't enjoy and an unpleasant commute. At this point, the last thing you feel like doing is working on your passion (especially in the initial stages when the final destination *appears* so far away). Your natural impulse will be to rest or play and you can't always ignore it.

Of course, you could make inroads into those 15 hours a week spent watching TV, Netflix, visiting the cinema or browsing the internet without sacrificing your need for rest. *You could easily reduce it by five hours.*

To do this successfully, I recommend you set a viewing cap. Choose a total figure – for example, ten hours a week – and then record, using either a stopwatch or a phone, your viewing time. Do this daily and once you've reached ten hours (or whatever you decide it's going to be), then cease your viewing for the week. Tick every successful week in your diary to stay motivated.

The next area you might consider reducing is the time spent on hobbies and socializing with friends. Plenty of people choose this option. The Western world is not short on overweight and unhealthy people who have decided to sacrifice their health and well-being to pursue greater wealth. However, I would advise caution before stripping away too many of these hours.

Your health should be considered a non-negotiable. It's only because we live in an insane society, which values work ethic and wealth above all else, that it appears a sensible sacrifice to forgo trips to the gym and playing sport for extra time spent at work. Short-term, you'll get away with it. However, long-term, it cannot be considered a sensible move.

This also applies to cutting down on your sleep. You may feel I've overestimated the amount you'll need each night (eight hours). Perhaps you feel you can cut around the edges to free up some extra time to work on your passion. This might be possible. However, any *significant* reduction in

the amount you currently sleep could lead to a loss of productivity and is, therefore, unadvisable.

If you have less physical hobbies, like playing an instrument or building collections, then I'd also caution against cutting down too aggressively. Spend most of your week in a working environment you find boring or stressful, and you need outlets that offer both a release and stimulation. You might think your passion will provide this but in the initial stages, it can feel a lot like work. As a result, these hobbies can be a genuine boost to your quality of life and therefore shouldn't be sacrificed easily.

Socializing with your friends may be another area you believe you can cut back on. If this is the case, then I'd ask you this question. What's the point of being successful doing something you love if you have no one to enjoy it with? You may think that meaningful work is the answer to a complete life (and to an extent it is) but don't underestimate the complexity of your soul and its need for connection with others.

*Cutting down on all three of these areas combined – sports and hobbies, socializing and sleep – might enable you to free up an additional four hours a week to work on your passion.* Remember, though, that reducing your time allocation with this category is more a case of trimming down than eliminating. Otherwise, long-term, there could be consequences.

So far, I haven't presented you with many options for freeing up those all-important 20 hours. Furthermore, I won't recommend any major changes to the time spent with family or boyfriend or girlfriend allocation. If you have either of these, then you may, understandably, consider them too important to sacrifice. I won't make any attempt to convince you otherwise. However, something that Felix Dennis mentions in his book *How to Get Rich* must be considered.

Dennis was the owner of a vast publishing empire that included magazines like *The Week*, *Maxim* and *Men's Fitness*. He was also author of

the aforementioned book. It was in this guide he offered a scary but profound piece of advice for anyone wanting to make a living from their passion. He says you must “cut loose”.

In his own words:

Cutting loose can be painful. I have heard of very few men or women who made a ton of money who did not leave, or divorce, their wives or husbands or lovers sooner or later. Or who were not estranged from family members, often their children. It comes with the territory ...

Focus, determination and relentless drive are wearing in themselves – both to you and those around you. Any distraction whatever can cost you a chance that may not come again. And, for the purposes of this book, family, lovers and friends are distractions, plain and simple.<sup>14</sup>

While this quote may appear extreme (and uncaring), it raises some critical issues. First, the rules of the game are slightly different if you have neither a family nor a romantic relationship. If you structure your weeks well, you should have an additional 5 to 15 hours (depending on how sociable you are) to work on your passion. With a few careful adjustments in other areas, it might be possible for you to free up 20 hours a week without having to make any *major* changes. It will still be demanding, require a great deal of focus and sacrifice (so you’ll want to keep reading for alternative suggestions), but the time can be found.

Just consider, though, that this might mean you go two to five years without any meaningful relationships or the comfort of another person. Are you prepared to make that sacrifice?

If you are in a relationship, or want to pursue one, or have a family you are currently supporting, Dennis’ quote makes you aware of the demands

creating an income from your passion places on your closest relationships. Dennis suggests that it's almost impossible to balance both and, when it comes down to it, one must be sacrificed for the other.

This is something that's worth considering. While you may not have to "cut loose" completely, there's a good chance you'll have to cut back. How supportive would your husband or wife, boyfriend or girlfriend be if this occurred? How would you cope with time spent away from your children? What effect will arguments with your loved ones have on your state of mind and will you still be creative and productive in such circumstances?

These are questions you must ask yourself. As Dennis says, the focus needed to be successful at making a living from your passion is intense. Would you be able to maintain that level if faced with a turbulent home life?

After analysing the "adjusting your current schedule" approach to freeing up 20 hours a week to work on your passion, it's clear that it's only feasible if you're single. Even if you cut down four hours a week on the time spent with family or boyfriend and girlfriend, this only gives you a total of 13 hours a week (when added to the reductions in TV viewing, sports, hobbies and socializing). This isn't bad, and may suffice as a transitional measure but, ultimately, you should be aiming for 20 hours. Therefore, if you have a family, or are in a long-term relationship (or want to be in one), then you'll need an alternative time-freeing method.

Read below to learn more.

## **Time Saving Option Number Two: Reduce Your Working Hours**

Working a job you dislike is the greatest single drain on your time. Over the course of a week, it's likely you'll spend 50 per cent (or over, when combined with a commute, overtime and occasionally having to work at the

weekend) of your waking hours at work. That's a huge amount and appears an obvious target for reclaiming your time. However, to make use of it, there's a sticking point you'll need to overcome.

As we move from adolescence to adulthood, we're conditioned into believing money is *the* most valuable resource in our lives. It buys us security and status and that's why the accumulation of it, or the avoidance of losing it, drives many of our major life decisions.

The need for security is understandable. It's a natural instinct to want safety. However, living in the 21st century (for those living in the Western world at least), the definition of security has become warped.

In essence, security is a roof over your head, clothes, warmth and a regular supply of food and water. Nothing more. At a basic level, the vast majority of people in the Western world enjoy this level. No matter how poor society may consider you, it's likely you're still eating on a regular basis and have shelter from the elements. However, what many people do experience is a *feeling* of being poor, or that they're not far from some *imagined* financial disaster.

This warped perspective causes people to become risk averse. We won't go for something greater than what we've got because we're so consumed by the fear of what we stand to lose.

What we don't realize, though (especially with welfare and the help of families and friends), is that the only thing we stand to lose by taking financial risks is our ability to purchase consumer items. Are these really a necessity?

This is where it gets interesting, because The System we live in, massively influenced by fashions, trends, peer pressure and advertising, would have us believe they are. We're raised to believe smartphones with endless apps, camera capabilities and internet access are a necessity. We're conditioned into thinking functional clothing is not enough. To be cool, or just not look weird, we need to have a recognized brand on our jeans or a



pair of trainers with a famous sports star's name. We're influenced to desire expensive cars. Getting from A to B via public transport or a basic automobile isn't enough. We must demonstrate that we are worth something (both financially and as people) through the car we drive. Are you prepared to give all of this up for the chance to work on a project you are passionate about?

If you're living in the Western world, that's all reducing the number of hours you work will amount to. You'll lose your status. You'll lose your place in society's unofficial rankings. You might even lose some friends. You'll certainly lose the ability to eat out, buy regular takeaways, consume without thought, travel indiscriminately and purchase the latest phone or gadget. However, it's unlikely your life will come to any *real* harm.

In fact, if you want to get an idea of just how little you can live on, pay a visit to the Early Retirement Extreme website.<sup>15</sup> The creator of the website, Jacob Lund Fisker, documents how he's lived on only \$7,000 a year for over ten years. This he achieved by mimicking the lifestyle and spending habits of our grandparents' generation. Only buy products you need, eat at home (and cut down on your meat consumption), wear your clothes for over ten years, don't waste money socializing and gain your pleasure from being a creator rather than a spectator (he states he'd rather "score a goal by top-shelving the puck in the local hockey league than watching the Blackhawks while eating a hotdog in a rented suite in United Centre").<sup>16</sup> Follow this advice, and you'll be amazed at just how little money you need. And even if you couldn't survive on \$7,000 a year, it's almost certain you could find ways to live with 20 per cent less than you currently earn.

Of course, you may say all the products and experiences you buy make you happy and that, without them, you wouldn't have any fun. I would argue that they don't. They provide you with a temporary buzz but make little impact on your long-term happiness. Positive self-esteem, fun times

with other people, stimulating work, new experiences and exercise make you happy and these can be enjoyed on relatively little income. You can forgo consumer items without reducing your quality of life. However, you may *perceive* yourself to be less happy or have less value, and this can be a problem.

If you feel that your worth is not as great as some of your friends and colleagues, then you might struggle with the commitment needed to make a living from your passion. You must free your mind from this conditioning. Create a new measure to quantify your self-worth. Look to the positives. You'll be richer in lifestyle and experience than some of your financially wealthier friends because you get to spend time creating and building something you love. Plus, when it all works out, a diminished income, and purchasing power, will be a *temporary experience*. With the income from monetizing your passion, you'll be able to buy it all back in a few years.

I hope this explanation has lessened some of your fears. Understandably, if the 40-plus hours a week you currently work keeps you from going hungry, then you won't be able to scale back (and the Grinder's Path, discussed in the next chapter, might be more appropriate for you). However, if this is not the case, then you must give the seemingly radical option of reducing your working hours consideration.

In the next section, you'll explore some of the ways you can do this. As you do, keep the overall objective in mind. It's about cutting down the amount of non-passion related hours you work, while still being able to provide a liveable income.

## **Strategy One: Work Part-Time**

Is it possible to keep your present job but work fewer hours? For example, can you go down from 40 hours a week to 30 hours a week? Or, can you work three or four days a week instead of five?

You may have thought your contracted working hours were fixed in stone, but check your employment rights. In the UK, for example, as of June 2014, new laws have come into effect whereby if you've worked at the same company for over 26 weeks, you have the right to ask your employer for a change in working pattern.

If this type of regulation exists in your country, then take advantage of it. It's a fantastic opportunity. Sure, you'll earn less money, but you'll gain back some of your time. Even if it's only five hours a week, all of it can be used to work on your passion.

When approaching your boss to suggest the reduction, be tactical. An article in UK newspaper the *Telegraph* suggests avoiding saying you need to slow down or that you're tired.<sup>17</sup> This makes it seem as if you're not capable of fulfilling your role.

Instead, make it clear you're still ambitious and see yourself playing an important role at the company for years to come (even if this isn't the truth). Present the reduction in working hours in a positive light. Try to make it a win-win for your employer. Emphasize that they'll be saving money while still getting their most important assignments completed. By appealing to *their* interests in such a way, it might convince them that you cutting down to 30 hours a week is actually a good thing.

A reader of my previous book, Andy Beck, used this strategy to work on his music project. He quit his job working at a software auditing company and deliberately selected a job which only required him to work 30 hours a week. This gave him ten more hours a week to write, produce and sing all of the songs on his debut EP, *Even from Here* (released under the name Cale).

Andy described the transition to a part-time job as,

Scary, like taking a leap off a cliff into the unknown and hoping I would learn to fly. The decision also led to arguments with family

members who weren't happy about what I'd chosen to do. They warned me that it was "the biggest mistake of my life" but as time's gone on, I've become stronger and more confident in this new direction. I have fewer moments of doubt than was initially the case.

What people should realize is that reducing your working hours doesn't mean financial disaster. You do earn less, but if you do the maths, then you'll find a job paying you enough to cover your monthly outgoings while giving you the time and energy to build up to the job you really want to do.

Following Andy's path is also an option. If your current employer won't allow you to work part-time, then look for a job that does. This way the parameters are set from the start and there are no expectations that you'll be anything but a part-time employee.

The amount of time freed up by following this strategy will depend on how few hours you can negotiate and how little money you need to survive. *You could create anything between 5 and 15 hours a week to work on your passion.* This means that, combined with a few changes to your current schedule (see option one), it might be the only strategy you need to adopt.

## **Strategy Two: Only Work Your Contracted Hours**

Whatever country you live in, it's likely there's some form of employment law. In France, there's an enforced cap of 35 hours a week. In the US, legislation dictates overtime should be paid for employees working over 40 hours.<sup>18</sup> These laws exist for health, well-being and productivity reasons. However, the lines around their applicability often get blurred.

Although your contract may state you only need work 35 to 40 hours a week, the reality could be somewhat different. If you work an office job, or any job where projects are ongoing (as opposed to serving members of the public in a shop, restaurant or bar), then it's likely you'll be required, on

some weeks, to work over your contracted hours. Of course, no company can force you to do this. However, the culture existing within your company might make it difficult to resist.

The System we're raised in teaches respect and obedience to authority. We've been conditioned to impress those who are *considered* to be in more valuable positions than us. When you combine this with the even stronger motivation of gaining a promotion, bonus or some kind of monetary incentive, a compelling case to work beyond your contracted hours is formed.

Even those who aren't so readily motivated by money will find it difficult to be unaffected by colleagues', supervisors' and managers' expectations. When it's seen as "accepted practice" to stay an hour or two over your official leaving time, it can be hard to ignore the funny looks, water cooler chatter and direct comments from your line manager. Their spoken and unspoken condemnation is usually enough to make people conform.

Falling behind with your work is another reason people feel pressured into working overtime. Since the 2008 crash, and the subsequent redundancies in many industries, it's not uncommon to find employees having to fulfil both their own role and that of a former colleague. After all, the work doesn't dry up. Instead, to maintain profits, it just gets shifted from two shoulders to one.

Even if you resent this increased workload, it can feel overwhelming to leave it incomplete. Our minds crave closure. Knowing that we still have unanswered emails, expired deadlines and expanding "to-do" lists will leave us unable to relax. For this reason, you may find yourself working late into the evening just so you can clear your head before the madness continues again in ten hours' time.

Stacked against this pressure, my advice may seem naïve. However, there are two important points that you must consider before disregarding it.

*First, you cannot be dismissed for only working your contracted hours.* As much as your boss might shout, and as difficult as they, and colleagues, may make it for you, they can't take any *real* action. This is because you aren't doing anything wrong.

Remember, the world of work is warped, not you. If a job requires more than one person, then employers should hire another. They shouldn't overload their staff, the people they're supposed to value, with an impossible workload. Furthermore, they shouldn't set working hours at 40 per week, when they know the role requires a minimum of 50. These are the employer's problems, not yours. They should experience the fall-out of placing unreasonable demands on the people *they need* to operate successfully, not you. Your obligation is to yourself.

Of course, following this approach will not win you the employee of the month award. In fact, it will probably rule you out of contention for promotion or receiving a bonus. Furthermore, it will undoubtedly bring criticism and unwanted negative attention. However, these consequences are worth enduring when measured against the extra time you'll have to work on your passion.

Another reason for only working your contracted hours is that it's difficult to remain focused on the big picture. Conversely, it's very easy to get anxious about the trivial. As the statistic that started this book states, most people dislike their work. However, how many people treat their job as a matter of life and death, panicking if they are a few minutes late and experiencing full-blown anxiety when the word "layoffs" is mentioned?

It doesn't make sense. If you don't like what you're doing, then you shouldn't care about it. Likewise, you should care deeply about the pastimes, passions and work you enjoy. What's more important, your day job or your dream?

Surely, the answer is your dream. The chance your project might have a positive impact on the world, and the opportunity to express your creativity

and realize your potential (and even just have fun), creates a far greater legacy than working for financial reward. For this reason, you must abandon the idea of long-term success in your career. *Instead, focus on getting home as early as possible and spending one hour a night working on your passion. This will give you five additional hours a week.*

## **Strategy Three: Take Advantage of Working from Home**

With flexible working hours and practices becoming more commonplace, it's increasingly likely you'll have the opportunity to work from home. Perhaps it's only one day a week, but this time is invaluable if you shift it to working on your passion. Of course, if you have an impending deadline, then this won't be possible. However, on the days that you don't, perhaps you can commit four or five hours to your project. Yes, you're supposed to be working on your salaried role, but you *should not* feel guilty about this. Does your boss, or the company you work for, *really* care about you? If they do, then I can understand you feeling obliged to use your time on their work. However, if your company is like most others (doesn't hesitate to lay staff off regardless of their financial situation or the commitment they've shown over the years, dumps them with excessive workloads and uses every trick in the book to avoid paying bonuses), then why should you feel any obligation?

It's difficult to accurately predict how much time you'll be able to transfer to working on your passion by taking advantage of working from home. It will all depend on your workload and whether you have any demanding projects. *At times, you won't be able to transfer a single hour. On other occasions, you might get five hours a day.*

One of the three strategies listed above, combined with reducing your current time usage (explored in the previous section), might grant you the

20 hours a week needed to work on your passion. Don't think you must choose one or the other. For example, you may only be able to take advantage of working from home. Yet this, combined with a five-hour reduction in the amount of TV you watch, will get you close to the desired 20 hours. You can mix and match according to your needs and what you believe will be possible at work.

## **Time Saving Option Number Three: Freelancing**

If the strategies listed above won't free up the requisite 20 hours a week, then you might need to take alternative action. One option, depending on your experience and skill base, is freelancing.

Could you leave your job and build a client base, charging an hourly, or project, rate in return for your consultation, coaching, advice or skill? Or, could you do this on the side, while you continue to work at your job, with a view to one day quitting? *The ideal scenario is working a freelance role for 20 to 25 hours a week (which covers all your outgoings) and then being able to dedicate 20 hours a week to working on your passion.*

Freelancing is also a great option if you've just left the education system, whether post-university or school. Instead of pursuing a career, or a place at university, you dedicate a couple of years, hopefully funded by parents or odd jobs, to train in a skill or trade. Once you've qualified, or attained enough experience, begin building a client base and start charging for your expertise.

You can freelance in many ways. It could be as a photographer, charging for your time in return for wedding photos. It could be as a video editor, taking gigs on Fiverr. It could be as a sports coach or a music teacher, privately tutoring children or adults to learn how to play their sport or instrument. It could be as a plumber, visiting people's homes to repair their sink or toilet. It could also be as a business consultant, charging companies for advice on a sector of an industry where they need your



knowledge. *Put simply, freelancing involves any work where you set your working hours and receive payment for your knowledge, tuition or a skill you perform, on an hourly, or project, rate.*

John C Borg mentions the progressions most freelancers go through in his book *Part Time Jobs: How to Eliminate Your Job Search and Work from Home*. He claims that freelancers are faced with two options when beginning their journey. You can either align with a company like Upwork [Freelancer.com](https://www.upwork.com), Fiverr or [Freelancing.com](https://www.freelancing.com), state your skill and let them provide you with the clients. Or, you can set up as an independent contractor (using websites like Craigslist, Backpage, Geebo, Sell, Gumtree, USFreeAds, Oodle, eBay Classifieds, The Recycler, Adoos, Hoobly, Warrior Forum, DigitalPoint Forum, Marketing Scoop and Rise Forums) and take the responsibility for generating your own business. The benefit of the first option is gaining greater exposure and, therefore, more clients. The benefit of the second option is keeping all your money.

Borg also mentions using pay per click services to further enhance your visibility as a freelancer. This, he claims, is part of a typical freelancing progression, which he describes below.

It has been my experience from talking to internet marketers who now have a successful freelance business, that most individuals start out by working for one of the freelance companies mentioned earlier [see first option in paragraph above], then at some point, the individual will leave to go out on their own. Once on their own, they continue freelancing and getting the word out about their services through one or more of the free services mentioned [see second option in paragraph above]. Then again, after some point, the person jumps into the world of PPC [pay per click – advertising to increase the ranking and, therefore, visibility of your website], so as to take their business to the highest level possible.<sup>19</sup>

With a definition and likely progression of freelancing in place, we now look at the advantages of pursuing this strategy. First, you are in control of your time. You get to decide how many jobs you take, or how many clients you teach, each week. If you're feeling burned out, then you can take a rest. If you need more time to work on your passion, then you can free it up. Of course, you have an obligation to your clients, and a need for repeat business that ensures you can't disregard their needs, but the flexibility levels compared with employed work are immeasurable.

While freelancing, you might be able to commit an entire morning to working on your passion (three hours). Then, you make your money in the afternoon by working as a gardener or coaching clients via Skype. If you aren't too tired from this, you may be able to do an additional hour of work on your passion in the evening. This is how easy it can be to work on your passion when you don't have to be in a fixed place for eight hours a day (and take two hours getting there and back).

The second advantage of freelancing is that it's relatively well paid. While a senior role in a UK company might net you a salary of £70,000 a year (breaks down to £38 per hour if you're contracted to work 40 hours a week), that same person could charge £300 an hour advising other businesses on a freelancing basis. Of course, it's much harder to get consistent work while freelancing, but the hourly rate is much higher.

With the advantages of setting your own hours and charging a relatively high rate per hour, freelancing might seem like the ideal solution to your current situation of being overworked and underpaid. However, before you quit your job and attempt to build a thriving freelance business, there's something you must consider.

*You need to commit 20 hours a week to your passion.* Therefore, freelancing for 40 hours a week is not advised; 20 to 30 hours a week, depending on the rates you charge, should be enough.

This puts you in an ideal scenario. You have enough money to provide for yourself, and possibly your family. Furthermore, you have enough time to make a significant dent in creating an income from your passion. And, all the while, you're not stressed from working a job you dislike. Instead, you're enjoying the experience of living a varied life, and getting to spend a significant amount of your week on a project that inspires you.

While freelancing presents a seemingly ideal solution to finding 20 hours a week to work on your passion, there is a potential downside. Acquiring work as a freelancer is not easy. It's more than likely you'll have to market your services. This will require training, experimentation and an advertising budget. Most of all, it will require your most precious commodity – time.

Even if you spent ten hours a week promoting your services, there's no guarantee of clients. It takes time to build a buzz about your services. It also takes time to accumulate the satisfied clients needed to generate word-of-mouth recommendations.

The period before you get to this stage can be testing. You're supposed to be working stress-free on your passion, safe in the knowledge that your freelancing work is providing you with a regular monthly income. However, the reality can often be anxiety-filled days wondering where the next client is coming from and, as a result, either not working on your passion at all or being too stressed to do anything of substance.

Then there's the juggling act. If you do manage to build a sustainable base through freelancing, you must be prepared to disperse your focus. You might be personal trainer (freelance role) in the morning, learn about property investment (your passion) for a few hours at midday, switch back into personal training mode for the early evening and then, if you still have the energy, put your investing hat back on at night.

This can be draining. Singular focus is important when creating an income from your passion. It builds momentum and activates your mind to

find solutions and innovative ideas. Unfortunately, this is something you won't feel the full benefit of when freelancing. For example, you might spend thirty minutes picking up the thread of your story after a 48-hour break from writing. That great idea you had for your product or invention might have to wait an extra day while you see clients and, as a result, you begin to lose track of what you wanted to do. When you add in your role as a mother/father, girlfriend/boyfriend, and even friend, it can be frustrating. You may feel like you're falling behind. You may feel you can't give your passion the focus it deserves. Undoubtedly, your productivity, compared with someone who walks the Adventurer's Path, will suffer.

Of course, these factors can be somewhat mitigated by careful planning. In fact, anyone who walks the Strategist's Path, and decides to do so through freelancing, will have to become a master at time management. Spontaneous breaks and flights of fancy will be curbed as you become accountable to your schedule every day. Without this kind of planning, it's all too easy for the activity that isn't earning you any money (e.g. your passion in its developmental phase) to get sacrificed. You'll tell yourself the work isn't urgent and can, therefore, be pushed to the back of your "to-do" list. Months may pass with you only working five to ten hours a week on your passion. You could become demoralized as you feel you're making little progress.

This is the downside to freelancing. You now must weigh up the pros and cons and decide if it will work for you. To help you in this assessment, I'm going to give you an example of someone who created a living from their passion by using freelancing. As you read it, take note of their rationale for working certain jobs, how they combined multiple freelancing roles and used the skills and experienced gained to assist them in their main passion.

# **My Story: From Tennis Coach to Hypnotherapist to Author**

Let me take you back to 2003. It's here that my journey to creating an income from my passion began. Certain I wanted to write a bestselling personal development book (my main passion), yet without any form of income after travelling to South Africa, I decided to become a tennis coach. I did this for a number of reasons

First, I needed money quickly. With no experience writing books, it was going to take me 18 months to a year before I had a rough manuscript ready. Even then, the document would need to be polished and presented to publishers. If I was successful, and there was no guarantee that I would be, it would be at least three years before I began earning an income from this passion. What was I going to do in the meantime?

A career in banking, politics, law, accountancy or working for a corporation (all options that I *should* have been considering with my politics degree) were out of the question. Not only did I have zero interest in pursuing them, they were far too time-consuming as a stopgap measure. Working in a bar (which I was doing at the time) paid too little and, therefore, required 40 hours-plus a week to make enough money to support myself. That ruled this job out for the same reasons it ruled out a host of other low-paid roles.

So, what could I do? I needed a job that was relatively well paid so I didn't need to work over 30 hours a week. Plus, if I enjoyed it, then this would be a bonus, boosting my well-being so that I didn't feel drained when it came to writing my book.

Taking stock of the skills I possessed at the time, I decided to go for tennis coaching. I'd played throughout my youth and, while I hadn't reached the standard to pursue tennis professionally, I was sufficiently skilled to teach beginners and intermediates. Added to this, I had contacts in the local tennis world. Friends of mine had coached at various clubs and I

knew that once I'd obtained a qualification, it would be relatively easy to find work.

Another reason I chose tennis coaching was because the entry-level qualification could be attained quickly. There was a more recognized qualification, which would have taken me nine months to complete (still not a lengthy period), but there was also a "back door" into the tennis coaching industry. This was a one-week intensive course which, if passed, awarded a qualification recognized enough to teach. I took the course, passed, and began teaching tennis within a month of gaining this qualification.

This short "length of time to master" was an important part of my freelance strategy. I didn't want to spend years gaining a qualification when I had a greater passion (writing). Tennis was only supposed to be a stopgap measure. It wasn't my intention to make a name for myself as a tennis coach. Instead, I was thinking long-term and keeping my eyes fixed on what I saw as the greater prize of becoming a bestselling self-help author.

What I soon discovered, though, was that working as a tennis coach and *supporting yourself through tennis coaching* were two very different things. It wasn't a case of putting a few business cards in tennis clubs and waiting for the phone to ring. I had to partner up with an established coach, filling in the hours on his programme that he couldn't do himself.

In the beginning, this was far from full-time work. I couldn't get 20 hours a week so I had to supplement my income with a bar job. Living with my parents also helped. At this stage, I wouldn't have been able to support myself on the meagre hours I worked.

It took me nine months before I could fully support myself through tennis coaching alone. As soon as I did, I moved out of my parents' house. However, I was living on a minimal budget (I lived with roommates, I didn't drink at the time and my socializing expenses were minimal).

Tennis coaching was only one piece of the puzzle. Both to increase my income, and further satisfy my desire for work I was passionate about, I

enrolled on a hypnotherapy course. As with tennis coaching, part of the reason I selected hypnotherapy was because the entry-level qualification could be attained quickly. The course was only ten months long. One weekend a month, I had to clear my tennis coaching schedule and travel to London for an intensive two days of training. I also had coursework to complete in between the weekends and we were encouraged to, and I did, practise my newfound skills on friends and family.

This time commitment, combined with my tennis coaching and bar work, prevented me from doing any work on my book during my first year of freelancing. I was loath to lose focus in such a way but I rationalized that it was only a temporary measure. I considered it worthwhile, if I could provide myself with a regular income by doing two things I enjoyed, to sacrifice a year and start my book once I'd established a more secure platform.

If I thought gaining a sustainable amount of work through tennis coaching was hard, though, it was nothing compared to finding regular hypnotherapy clients. I tried to establish myself at local complementary health clinics, hoping they'd promote me in return for a sizeable cut of the fee I charged. I also scoured the internet, looking for recognized lists of hypnotherapists where I could add my name and credentials. Finally, I researched and experimented with advertising. Using these tactics, it took me over a year before I started to see a regular trickle of paying clients. I built upon this base and, although I never gained enough clients to give up tennis coaching, I provided myself with a stimulating side income.

Attentive readers will take note of both the time and focus I invested in building my tennis coaching and hypnotherapy practice. It took me until the end of 2006 to get them running smoothly enough so that I could begin to think about my greater passion of writing. *That's over three years of training, learning and working to be in a position where I could*

*comfortably live off my passions (although it's worth noting I attained a minimum viable income after ten months).*

During those three years, I gave little thought and even less action to writing my book. Even though it was my intention to use tennis coaching and hypnotherapy as stopgap measures, the reality of creating an income through freelancing caused me to temporarily lose focus. However, this can't be considered a waste of time as I was occupied doing the work I enjoyed, plus I was learning and growing as a person – something you can only do when engaged in work you're passionate about.

It's also worth mentioning the amount of money I made while freelancing. From 2003 to 2010, I was making on average £17 an hour for tennis coaching and £45 an hour for hypnotherapy. Working on average 25 hours a week (this doesn't include admin, promotion and preparation) and remembering that tennis coaching comprised 90 per cent of my income, I was earning approximately £25,000. The UK has a very high cost of living but this was still more than enough to cover my bills and leave me some spending money for hobbies and occasional socializing. As a result, from 2005 onwards, I never once felt worried that I would be in any kind of financial trouble (although I only had myself to support).

You'll notice that my hourly rate was relatively high (even though these figures are quite low for tennis coaches and hypnotherapists and I charge substantially more now). I was aware of this before I embarked on the training for both disciplines. *From the start, my strategy was to combine roles which didn't take long to gain a qualification yet paid a relatively high hourly rate.* With my skill set, I don't think I could have found a better fit than tennis coaching and hypnotherapy.

As 2007 rolled around, I decided it was time to take action on my main passion of writing a bestselling personal development book. I now had a comfortable financial base and a flexibly designed scheduled. Most



importantly, I was no longer spending a significant amount of my time trying to grow my tennis and hypnotherapy businesses. Therefore, I set myself the goal of working one hour a day writing my book.

Finding the time was easy. I often had time free in the morning when I wasn't seeing clients (most of my tennis and hypnotherapy work tended to be lunchtime through to evening). However, mastering the skill of writing took me longer than I expected.

Although writing a dissertation at university had given me the belief I could write extended pieces, it had not fully prepared me for producing 75,000 words. I struggled to make the paragraphs and chapters flow. As a result, it took me a long time to produce a satisfactory manuscript. I spent four and half years (although I took most of 2010 off) writing on average one hour a day, or sometimes ten hours a week, to complete my book and publish it on Amazon Kindle. In February of 2012, I added "author" to my list of passions that were earning me an income.

My story post 2012 is just as relevant to creating an income from your passion through freelancing as the preceding years. To my dismay, I discovered that publishing a book on Amazon Kindle was no guarantee of sales. I'd spent the previous four and half years learning about writing and now I had to master the new skill of promotion.

This is where choosing the Strategist's Path proved its value. Due to the way I'd constructed my life, I was under no immediate pressure to earn an income from book royalties. It wasn't like I'd quit my job and given myself a year to start making money from selling books or else return to employed work. Instead, my tennis coaching and hypnotherapy businesses continued to run themselves without me having to focus on their growth. This meant I had time (something I discovered I needed much more of than I'd previously invested).

In 2014, I realized that half measures weren't going to cut it if I wanted to earn *all* my income through personal development (book sales, coaching, selling online courses and speaking). I needed to double my time investment from 10 hours a week to 20. The focus of this extra time would be building an audience for my work. I did this through writing a blog, guest blogging on other sites, making YouTube videos, speaking at personal development groups in London and being active on social media.

Having to free 20 hours a week for these activities meant scaling back on my freelance work. After many years of running my businesses, this was achieved effortlessly. I deliberately trimmed around the edges of my tennis coaching. This involved declining to take on board any new clients, cancelling sessions (well in advance) if I had an important talk to prepare for or if I needed to make time for a new coaching client (life coaching as opposed to tennis or hypnotherapy) and scheduling week-long breaks to focus on my writing. By doing this and reducing the number of hours I spent playing and competing at tennis (a great passion and hobby of mine), I could make my quota of 20 hours a week without much decline in my income or disruption to my clients.

*Being able to adjust your schedule is another great advantage of freelancing.* Once you are established as a freelancer, it's relatively easy to trim around the edges and free up time at short notice. Furthermore, the longer you work, the more you can charge.

In my case, by 2013, and with over ten years' experience as a tennis coach and hypnotherapist, I charged significantly more than I did pre-2010. As a result, I now make 20 to 30 per cent more than I did eight years ago, while spending 25 per cent less of my time. This puts me in a comfortable and stress-free position to pursue my writing. Although the challenge of juggling three separate roles makes me less efficient, I write, promote and speak from a happy and inspired place. Now, my schedule runs like clockwork. I have a continual stream of tennis and hypnotherapy clients to

provide an income and ample time to work on my main passion. Furthermore, since 2015, I've been making a regular income from book sales and online coaching. While not enough to support me, it has now overtaken the money I make from hypnotherapy. As this continues to grow, I'll be able to further cut back on my freelancing hours until all my income is created through my greatest passion. For now, the most important consideration is that I have time and stability. Although it's taken me many years to be in this position, freelancing and walking the Strategist's Path has given me this freedom.

My story wouldn't be complete, though, if I didn't mention one of the pitfalls I experienced while freelancing. If you enjoy your freelancing work, there's a chance it can create a seductive comfort zone. You have a reasonable income, you're stimulated by your work and, therefore, there are few compelling factors pushing you to reach greater heights.

This was certainly the case with me. It was easy to get lost in my work as a tennis coach and hypnotherapist, giving them *too much* care, time and mental attention. I made excuses for myself not starting or pushing on with my book. The absence of pain meant I had to motivate myself entirely through positive means. This made it difficult to create a sense of urgency when writing my book. If I didn't get it done, then I could just keep on enjoying myself with the work I did.

Despite the time I wasted, though, it would be inaccurate to say I didn't gain many unexpected benefits through working as a tennis coach and hypnotherapist. Because the work was relevant to the book I was writing, it added to the richness of the content. I used case studies from my hypnotherapy clients to reinforce my points. I drew on my tennis coaching experience to provide examples. Furthermore, they both taught me a lot about dealing with people. I had to learn to be charming, empathetic and influential. These qualities would prove invaluable when promoting myself on social media, speaking to audiences and interacting with readers of my

book. Added to this, treating hypnotherapy clients taught me a lot of what I needed to know about coaching clients one-to-one via Skype. The methodology is different, but I already knew how to build rapport, get my client to believe in themselves and deal with setbacks.

The possibility of developing these transferable skills bears careful consideration. If you can find freelancing work related to your main passion, then it would be wise to take it. You could save yourself a lot of time learning new skills.

The last point I want to make about my freelancing journey is that I've enjoyed it. While nothing brings me a greater satisfaction than hearing from a reader who loves my book, I still received a lot of fun and fulfilment from inspiring kids to excel at tennis and helping clients break free from lifelong addictions through hypnotherapy. Of course, I look back on this journey and wish I'd proceeded with greater haste, but since June of 2004, the undeniable fact is that I've been creating an income through my passions.

Freelancing can provide the perfect strategy for freeing up 20 hours a week to work on your passion. If you have the skills and experience, and know you can acquire clients relatively quickly, you could quit your job, freelance between 20 and 30 hours a week and spend the rest of your time working on your passion.

You could also adopt freelancing as part of your strategy by building a client base on the side of your regular job. By reducing your current working hours (see strategy two earlier in the chapter) and building your freelancing business on the side, you could grow it to the point where it provides enough money for you to quit altogether. Once you've done that, you'll then have plenty of time to combine freelancing with working on your main passion. Of course, there are mitigating factors and freelancing might not be the best option for you. If this is the case, could you perhaps work as a consultant?

## **Working as a Consultant**

Consultancy focuses more on project-related work and is typically confined to the corporate or engineering world. You are hired on a temporary contract, to provide your knowledge and skills for a fixed period of time, or until the project is finished. During that time, it's likely you'll work a regular schedule, although the more gruelling aspects of employed working culture (overtime) can, sometimes, be avoided. You won't enjoy the security of having employed status – no paid leave, health provisions, redundancy payment etc. However, as with freelancing, you will be paid relatively more per hour.

This combination of high income and a relatively flexible working schedule makes consulting an attractive option for anyone who wants to walk the Strategist's Path. It typically means you'll have fewer financial concerns compared with some of the other options I've presented. During your contract, you'll be amply compensated, so that in between contracts, you'll be free to work on your passion with a healthy float to sustain you.

During these breaks, you might be able to work 40 hours a week on your passion. When you consider that it's not uncommon to be out of contract for many weeks or months, you'll get plenty of time to work on your passion. As ideal as this sounds, though, it must be noted that you might struggle to build momentum while contracting. For example, let's say you get three months' break in between contracts. During that time, you work 40 hours a week on your passion, make great progress and get close to being able to monetize it. At this point, you are presented with a new contract which you must take. Now, you're back to working 40 hours a week, commuting and your time is limited. At best, you scratch together ten hours a week to work on your passion.

This sees a massive decrease in your productivity. Suddenly, all the obligations that were easy to fulfil while working 40 hours a week become a stretch while burdened with your day job. You struggle to get content out

to your subscribers each week or don't have enough time to practise a new skill you were well on the way to mastering. Such a situation requires excellent time management. You must anticipate the length of time you'll be out of contract and get work done in advance (e.g. create a catalogue of blog posts that you can schedule for release) so that when you begin your contract, you can maintain momentum.

Even with such foresight, it will be difficult. In most cases, there is no shortcut around the number of hours you need to put into developing a skill or building a business. Hours equal momentum and customers and clients value consistency. They won't continue to use you if the service you provide regularly jumps from excellent to unreliable.

The last point to consider is that consultancy requires specialized skills. It's likely that you'll need to have already worked for many years as an employee, and reached a senior level, before a company will consider paying for your skills and knowledge on a contract basis. This renders consulting impossible for some of the younger readers who have just finished higher education. Freelancing, even though the income is less stable, will be a faster route than spending many years in an employed role, with a view to working as a consultant seven to ten years later.

If you do possess the requisite skills, though, working as a consultant could provide the bridge between an overly demanding permanent job and making a full-time living from your passion. This was the case with bestselling author Susan Cain. Before writing her 2 million-selling debut book, *Quiet: The Power of Introverts in a World That Can't Stop Talking*, she worked as a lawyer for over ten years. She quit aged 33, but admitted she wasn't brave enough to dive straight into her passion (writing) on a full-time basis. Instead, using the skills she'd developed from over ten years of working in corporate law, she worked as a consultant, training people in negotiation skills. She describes the benefits thus: "This gave me the chance to do meaningful work, pay the bills, and still have plenty of time for my

‘hobby’. That took the pressure off. (Taking the pressure off is a recurring theme with me.)”<sup>20</sup>

It took Cain seven years to research and write *Quiet*. It’s unlikely she could have dedicated this amount of time and care to her project had she not had her consulting role to “take the pressure off”. Could you do something similar? Seven years may seem like a long time but, like Cain, you may enjoy the interim phase with the greater autonomy you experience.

It’s hard to put an exact figure on how much time consulting might free up for work on your passion. Over the course of a year, it’s likely to be substantially less than freelancing. However, the financial risk is not as great, so if security is a priority for you, then it might, initially, be the better option.

## **Time Saving Option Number Four: Finding a Side Hustle**

As the name indicates, a side hustle usually refers to a moneymaking enterprise additional to your day job. Therefore, with your main aim being to free up time to work on your passion, this could appear counterproductive. However, there are a few factors you must consider before dismissing this option.

Typically, a side hustle is a relatively fast method of making money as there are no qualifications needed. This means you could be earning within weeks or months. Although the time needed to get to this stage will prevent you from working on your passion (as you’ll also be working your day job), some interesting possibilities present themselves once there.

First, you might be able to reduce your working hours, perhaps going part-time with the extra money from your side hustle to support you. Furthermore, a small side income might give you the security and confidence to quit your job altogether and pursue freelancing. This would

free up a substantial amount of time to work on your passion. With a little bit of money from your side hustle, a little from freelancing and a little help from your savings, you'll be able to focus on your passion without any financial concerns.

Finally, most of the options for side hustles I'll present have the potential for growth. This means that, while initially they might only provide a small income, with time, they could grow to the level where they provide an MVI. If this occurs, you won't need to rely on any of the other strategies discussed earlier. You'll have the rest of your week free to work on your passion.

Here are the options.

## **Teach a Course on Skillshare/Udemy or Blogging**

If you already have specialist knowledge in a popular field, this could be a feasible and exciting option. People are always looking for solutions to their problems and fast ways to learn new skills. You can provide this, and get paid to do so, by uploading a course onto Skillshare or Udemy.

Of course, this requires a substantial initial time investment. You must plan and structure your course in a manner that's easy for the purchaser to understand. Then, you must either write, or film, the content you are offering. Finally, you'll need to market your course – it would be unwise to assume that, without a substantial pre-existing audience, it will automatically sell.

Courses available on these two platforms encompass a wide variety of subjects. Depending on your area of expertise, you could create a course teaching people about photography, music, learning a language, website design, or softer skills such as personal development or leadership in the workplace.

Courses based on teaching career skills (Excel, Photoshop, web development) tend to be more successful on Udemy than courses teaching



soft skills. Courses teaching more creative subjects tend to do better on Skillshare.

Udemy is the larger and more popular platform. You won't be permitted to price your course at over \$50 but, in practice, most courses are heavily discounted with the customer rarely paying over \$15 to purchase your material. As with writing a book (although you'll likely make more money per unit selling a course), the great benefit is that you'll be earning a continuous passive income. Of course, there is the time investment to create the course (although this needn't be too long if you already have the expert knowledge), but once over, and if the course is popular, you'll have an income stream that requires very little of your time to maintain.

Corbett Barr, co-creator of Fizzle (a website that gives readers the technical tools and support to make a living from their passion), recommends creating an online course as the best option when looking to fund your passion through a side project. In a Fizzle podcast show titled, "Can a Side Project Fund Your Big Idea?" he had this to say:

My point was, if I had to run a side project that wasn't related to the thing I was trying to put a dent in just to earn an income, I would choose the skill that I had that I felt was most valuable, that other people wanted, and figure out a way to teach that. Probably through an online course ...<sup>21</sup>

Before you begin creating your course, though, there is a flip side that must be mentioned. In the same podcast episode, Corbett goes on to temper this suggestion with advice that should be considered by anyone thinking of using digital publishing to fund their main passion.

I'm still very sceptical that you can do this, unless you just dedicate yourself to the side project and say skip the other thing, forget about

the big dream project for now, let's pick something I think I can earn an income from even if it takes two years to get there.<sup>22</sup>

I share his scepticism. However, my doubts are not born out of a lack of belief in the digital publishing model, but through an understanding of what is required to be successful at creating a sustainable income through it.

The problem is audience creation. If you do not already have a vast following (people signed up to your newsletter, following you across various social media platforms), then it can be difficult to sell on sites like Udemy, Skillshare and Amazon. After all, how is anyone going to know your course or book exists? It's estimated that close to half a million books are self-published on Amazon each year and 15,000 new courses were uploaded onto Udemy in 2016 alone.<sup>23</sup> Your course may be brilliant, and offer the purchaser excellent value, but that might not be enough to make it stand out from the competition.

That's why Corbett recommends setting aside two years where you ignore your main passion and work solely on creating an income from your online course. You will need this time to establish yourself as an expert in the field, create the course, gather an audience and then promote your work. Hoping you can release an online course and, within a few months and without ongoing promotion, make a reasonable income, is a long shot. Instead, it must be pursued with the dedication you would give to your main passion.

Blogging provides another opportunity to make a side income. You pick a relatively popular subject, in which you have expert knowledge, and then inform your readers about it through a series of blog posts. These articles explore the problems the reader might be experiencing (e.g. for a health blog, how to save time by making fast healthy meals and where to buy organic ingredients cheaply) and present actionable solutions.

Blogs can also provide entertainment or inspiration. You might rate and review movies or offer advice to people experiencing a mental illness such as depression. The list of subjects you can blog about is endless.

The objective of your blog is to capture readers' email addresses so you can add them to your subscriber list. To entice them to sign up, you offer free content (ebook, short course, special report) based around a problem they're seeking to solve.

There are many ways you can create an income through running a blog. However, all of them demand the challenging prerequisite of your blog being popular.

Once you have reached a certain number of subscribers (1,000 is the minimum, according to popular blogger Chris Guillebeau in his free guide *279 Days to Overnight Success*) or receive a frequent flow of daily traffic to your site, then there are a few ways to monetize your blog. You could sell your subscribers products – books, online courses, one-to-one coaching and even physical products like T-shirts or nutritional supplements. You could sell advertising space. You could make money through affiliate sales. Or, if it's very popular, you could turn your blog into a monthly membership site where readers pay a monthly fee for access to your content.

Making money through blogging has the same downside as an online course. The internet is saturated with blogs on popular subjects. How is yours going to stand out? It's unlikely that it will (at least, immediately), and therefore you will have to build an audience for your blog. Will taking the time to do this negate the benefit of the income it eventually generates? If you're looking for a quick route to building a side income, then the options below will probably provide a better method to achieving this aim.

## **Selling through Amazon and eBay**

Both these internet giants offer the opportunity to set up an online shop. The process is simple. Buy your goods from a wholesaler (the goods could be

anything – wedding accessories, hunting and fishing equipment, mobile phone accessories, off-brand quality power tools, garden accessories – to name but a few that are on a substantial list of wholesalers you'll find in the book *Part Time Jobs: How to Eliminate Your Job Search and Work from Home*, by John C Borg) and then sell them through your eBay or Amazon account.

The advantage of doing this is the low barrier to entry. You don't have to spend months or years gaining a qualification. In fact, many people start by selling the surplus items they have in their house or garage. This gives you an understanding of the process of taking and fulfilling orders and dealing with customers. If successful, you could then branch out into purchasing goods in bulk and selling them on.

Of course, you don't have to test the water. You could set up your shop, purchase your goods and dive right in. There's a monthly charge to set up a store but this is minimal when you enter at the basic (for eBay) or "individual" level (for Amazon). A side hustle like this could be started after work and with time set aside at the weekend. While you're unlikely to make an income great enough to replace your regular work, it could supplement you while freelancing or enable you to work part-time.

Amazon is regarded as the superior of the two platforms. This is because it offers Fulfilment by Amazon, whereby Amazon will deal with the shipping and customer services side of the business. Amazon is also the larger and more rapidly expanding of the two. They also offer greater visibility for the vendor as you are rotated within their system.

Just as with creating an online course, though, visibility will be an issue. Will your shop be an instant hit without spending time and money to build awareness? However, if you already have a lot of items to sell and have a natural inclination to this type of business, then it could provide you with a reasonable side income to fund your main passion.

## **Network Marketing**

Network marketing typically involves being introduced to a business by an acquaintance or friend. If you then like the business and want to be involved with both selling their products and building a team, you can apply to sign up as a “distributor”. Typically, this involves paying the company a small lump sum (you might also have to buy the company’s products, depending on what they’re selling) and attending training seminars to teach you how to sell the products and build your team. The friend or acquaintance who introduced you to the business (sponsor) might also act as your mentor and show you the ropes as you begin to build your own network.

You receive two forms of income through your business. First, you’ll make a commission on the products you’re able to sell. Second, you’ll make commission on the sales the team working under you generate. For example, let’s say that after a year of being a distributor, you have a team of ten people who you’ve signed up. They all, or, more likely, some of them, then go on to sell the company’s products and sign up new distributors. You’ll receive a commission on both activities. Finally, there might be additional bonuses in the form of cash or prizes (a holiday, company car etc) once you reach milestone team and sales acquisition targets.

The potential for building a long-term passive income through network marketing lies in building your team. While you’re encouraged and need to sell the company’s products to keep the brand alive, the smarter approach is to focus on signing up distributors. With hundreds, or thousands, of people either directly signed by you or signed by the people you’ve signed, the business starts to do the work for you. You’re gaining commission on all their sales and without spending a great deal of time (this is after many hours and years getting to this level though), and the cheques keep rolling in. Network marketing companies often lure potential distributors with the promise of retiring in five years (although the reality can be different).

Over the years, I've encountered a range of network marketing companies. From Arbonne (botanical-based beauty products), to Amway (health products), to Kleeneze (domestic cleaning products), I've met various people working in these companies who both make a side income and full-time living. I've even worked in network marketing myself.

In 2004, I signed up to be a Utility Warehouse distributor. My job was to sell home utilities (gas, electricity and broadband) to the people I knew (starting with family, moving out to friends, and then friends of the family and friends of friends etc) and encourage them to switch from their regular gas or electricity supplier to the cheaper, but less well known, Utility Warehouse. While signing them up, I might also enquire as to whether they were interested in becoming a distributor.

I stayed with Utility Warehouse for 18 months. At this point, it became apparent that I didn't have enough time to work as a tennis coach, hypnotherapist and Utility Warehouse distributor. The work I was least passionate about had to be sacrificed.

Although my experience with network marketing was short-lived, I gained an insight into how they operate. Overall, I thought Utility Warehouse's business model was good. They offered much cheaper services with little downside (they had a good customer services team and the switch to getting your broadband, gas or electricity provided by them was always smooth). The commissions I received were reasonable and, if I had been more dedicated, there was the potential to build a useful side income.

Perhaps network marketing could provide a viable route for you to work full-time on your passion. Even if you did take five years to reach a level where you could retire from your regular job and live off your network marketing cheques, you would then be in a financially stable position to aim at making a living from your passion.

Even if you just wanted a small side income, then network marketing could again prove its value. According to a 2015 survey conducted by the

Direct Selling Association, the mean income for a distributor is \$2,400 per year.<sup>24</sup> While this doesn't sound like much, because it's a mean figure, it implies that there are quite a few people earning above this amount. Perhaps, with some hard (but not all-consuming) work, you could make \$10,000 a year through network marketing. Might this be enough for you to work part-time at your regular job and, thereby, free up 20 hours a week to work on your passion? Network marketing is certainly an option worth considering if you have a large network, believe in the product and know how to sell to or persuade people.

## Other Options

I'll now present you with a list of part-time jobs you can perform with relatively little training or pre-existing skill. However, ownership of property, transport or goods might be a prerequisite.

I have no direct experience with these options so I won't offer my insights on their income generating potential. Knowing a few people who do, though, my assessment is that they will provide little more than an injection to your monthly income. I would be surprised if you could sustain yourself through these suggestions alone, but they could be combined with each other, or your freelancing work, and leave you free to pursue your passion without anxiety over paying the bills.

Here they are.

- If you own a property in a convenient location, then you might be able to rent it, or a room, out to holidaymakers through Airbnb. HomeAway, Homestay and Wimdu also offer similar services.
- If you own a car, like driving and meeting new people, then you could partner with Uber, Lyft or Wingz (exclusively airport shuttle driving). Dwayne Williams, a fan of my first book *Escape the System*, does this. He contacted me and explained how he quit his job working in a factory

to pursue his dream of designing and making affordable eco homes. To provide income during this transitional phase, he works both as an Uber driver and runs a local shed-building business. He makes, on average, \$25 an hour with Uber and enjoys the driving and getting to meet new people.

- If you don't want to drive people personally, then you could rent your car out instead through Turo, Getaround or RVshare.
- You could lease or rent out your driveway, garage or parking space through MoneyParking.
- If you own designer clothes or handbags which you rarely wear or use, you could rent them out through Closet Collective.
- Gigwalk provides a database of quick jobs for cash.
- If you're good at DIY, then you could offer your services moving, assembling furniture, performing yard work and working as a general handyman through TaskRabbit.
- Another option is joining a market research group. This is something I relied on during the first seven years of my journey to creating an income from my passions. Once every few months, I'd get paid about £40 per hour to give my feedback on different products and services. To discover whether you'd be eligible for this work, simply go to Google and enter "Market Research Groups in (your area)" and it'll bring up a list. Then, contact the one (or ones) that are close to where you live and ask to be added to their list. They'll take note of your age, gender, occupation, income, consumer habits and then contact you when they think they have a suitable placement. There'll be further questions over the phone, the possibility of a pre-task interview (which you'll likely be paid for) and then they'll give you a time, location and venue for the interview. You then turn up and give your thoughts on a company's products.



## A Life of Meaning

To describe creating and selling an online course, setting up an Amazon or eBay store, building a network marketing business or making money as an Uber driver merely as a side hustle might be doing them a disservice. In fact, there's potential for them to become your *main* passion.

Creating an online course that grants people freedom from a lifelong problem, or gives them the tools to learn a new skill they can get paid for, might, understandably, score a 10/10 on your fulfilment rating. It's also within the realm of possibility that it will provide you with a full-time income. Likewise, you might thrive on the freedom of being your own boss and running an online shop through Amazon or eBay. As the shop expands and brings in a greater income, it permits you the time to pursue other causes or hobbies which inspire and give your life meaning. So, if you have a passion for any of the above, or they represent the vehicle which is best suited to creating a life you're passionate about, then pursue them exclusively.

Viktor Frankl, in his brilliant book *Man's Search for Meaning*, surmises that people value *meaning* above all else (money and happiness included). This, he claims, can be achieved in three ways. First, through work you love. Second, through the people you love. And finally, through a determination to bear your suffering with dignity. While the final avenue is not the remit of this book, the options listed above (online course, blogging, Amazon/eBay store, Uber driver, network marketing etc), if viewed holistically, present an opportunity to find meaning through your work or enjoying time with loved ones.

The key word here is *holistic*. I want you to break through the work life/home life dichotomy society imposes upon you. Furthermore, I want you to look beyond the stifling time barriers of hours, days, weeks and weekends. Creating a life where there's no Monday morning or Friday

evening, clocking on or clocking off, gives you a great sense of freedom – you feel like you never actually “work”.

During the week, while most people are slaving away at their 9 to 5, you wake up when you choose. Invigorated by a healthy eight hours’ sleep, you eat breakfast and spend a few hours working on your network marketing business or purchasing new stock for your Amazon store. Then, you take a leisurely lunch with a friend. In the afternoon, you work for a few more hours on your business and then you’re off to the gym or spending time on a hobby. In the evening, you’re still feeling inspired, so after a meal and time spent with your family, you decide to work another hour.

At the weekend, when most people are recovering from a stress-filled week, or a booze-filled Friday or Saturday night, you’re still fresh. Your mind is bubbling with ideas on how to gain more distributors, so you spend all of Saturday afternoon sending out emails or making calls. On Saturday night, without feeling the need to escape, you don’t mind putting in a shift as an Uber driver. Then, on Sunday, you spend the entire day with your family or friends. You enjoy each moment and never once does the thought “I’ve got to go back to work tomorrow” cross your mind.

Although fictional, this week is typical of the millions of people who make pursuing their passions the fulcrum of their life. You don’t necessarily need a greater cause or a major life goal. *For some, a varied life where they have the freedom to do what they want to do when they want to do it, aren’t limited in the time they spend with loved ones and are stimulated by their work provides a richness that gives their life meaning.* Remember this, and don’t feel any of the options I’ve listed, including freelancing, can’t become your passion. If you learn to love them, for the freedom and lifestyle they create, then this is mission accomplished.

## Schwarzenegger and Musk: Final Thoughts on the Strategist's Path

This chapter has been far longer than the previous one. It will also be longer than the one that follows. This is partly because the Strategist's Path is the one I chose and, therefore, I can fill the pages with first-hand experiences. It's also because the Strategist's Path is more complex than the Adventurer's or the Grinder's. There are more possibilities for combining different roles.

So far, you've been presented with many. It's not unrealistic to imagine you combining Uber driving with running an Amazon store and working on your passion in your spare time. Likewise, you might make some major changes to the amount of TV you watch and, as a result, create time to build a freelance business on the side of your day job. As your business grows, it enables you to quit your 9 to 5 and work well over 20 hours a week on your passion.

Chris Gardner's story, portrayed by Will Smith in *The Pursuit of Happyness*, provides a great example of the unconventional nature of the Strategist's Path. Gardner's dream was to become a stockbroker. However, in pursuit of this objective he faced many obstacles (lack of college education, being broke and at one point homeless and having to raise his son alone).

He had to finance an unsalaried internship at a stockbroker's that required him to work full-time hours. To do this, he sold bone density scanners in his free time. While at his internship, he made 200 calls a day attempting to generate new business. Then, he left early to collect his son from the nursery and visit hospitals in the evening to sell his scanners. Miraculously, he was successful and his success reveals that there's no fixed way to use the Strategist's Path.

Perhaps the most important rule is to *be flexible*. Don't get trapped in the 9 to 5 way of thinking. See how far you can push the boundaries.

Chris Gardner isn't the only famous example of someone using the Strategist's Path to navigate their way to creating an income from their passions. Arnold Schwarzenegger also has a fascinating story.

Even before he became Mr Olympia, Arnold's dream was to be a Hollywood actor. To support himself, he derived an income from prize money at bodybuilding competitions, a fitness mail-order business, running a construction company with his training partner Franco Columbu, and a property portfolio.

Being in such a stable financial position enabled him to cut back on his bodybuilding commitments (he officially retired in 1975, although there were a couple of comeback competitions after) and focus his efforts on gaining movie roles. These didn't come easily. Although he had a couple of minor roles in the 1970s and *Pumping Iron* (which featured Arnold as the main attraction) gained critical acclaim, it wasn't until 1982's *Conan the Barbarian* that the money he received from acting became his main source of income.

That's a long time. It took Arnold seven years to establish himself in Hollywood, but there was never any financial pressure for him to do so. He writes in his 2013 autobiography, *Total Recall*, that he was already a millionaire (mainly due to property deals) before he was ever paid that amount for a movie role.

Arnold's success illustrates the effectiveness of the Strategist's Path. It put him in a position of strength, where he didn't have to focus solely on money. Instead, he had the freedom to think about his greater vision.

At this stage in his life, that vision was becoming one of Hollywood's leading men. However, he faced many obstacles in attempting to reach this position.

Most movie producers wanted to typecast Arnold. To begin with, he was only offered roles as Nazi officers, wrestlers, football players or prisoners. None of these interested him, as they wouldn't further his aim of

becoming a leading man. Fortunately for him, he didn't have to compromise this aim. Despite having limited acting experience and a thick accent, he got to dictate the direction of his movie career. Would this have happened if he'd quit his bodybuilding and business activities in the early 1970s and pursued acting full-time (i.e. followed the Adventurer's Path)?

It's unlikely. Without any money coming in, and a dearth of film offers, he might have been forced to take the types of roles he was initially offered. The consequences of this could have been an irreparably damaged image. No director or executive would have taken him seriously and his acting career may have never reached the commercial heights it did.

Elon Musk is another example of someone using the Strategist's Path to guide their journey to superstardom. His first foray into the world of making a living from his passion was the creation of a company called Zip2. This start-up provided city travel guides to the *New York Times* and *Chicago Tribune*, and when the company was bought he received \$22 million. He took \$10 million from this sale and started an online banking company in 1999, which then merged with another and formed PayPal. As PayPal's largest shareholder, he made \$165 million when the company was bought by eBay in 2002.

Despite this success, though, Musk always had a bigger vision than making money through tech-savvy start-ups. His true passion was helping transition the world to electric transportation and avoiding the possibility of species extinction by colonizing Mars. This was something that's driven him since his college days. In Ashlee Vance's acclaimed book *Elon Musk: How the Billionaire CEO of SpaceX and Tesla Is Shaping Our Future*, the author recalls conversations with Musk on this subject. All along, he's been strategically working toward a masterplan.

Evidence of this can be seen in the way he built up to creating Tesla and SpaceX. His success with Zip2 and PayPal provided financial freedom, the

funds for investment and the experience of running a successful company. Had he started his business career making electric cars, then he'd have lacked the resources and connections to get the project running. After all, Tesla benefitted from an Advanced Vehicle Manufacturing loan of \$465 million in 2010. Would the government have agreed to this if he hadn't displayed his business acumen with Zip2 and PayPal?<sup>25</sup>

Probably not, and without these successes, Musk might have been compelled to take a job at a car manufacturer like Nissan. Sure, he could have worked on developing their electric range, but he would have had little control over the direction the company took and this might have killed his passion. Therefore, his story, and Arnold's, stand as a testament to the effectiveness of the Strategist's Path and how, sometimes, the slower, more methodical route can ensure you realize your vision in the manner *you want*.

This is a point you'll want to consider when weighing up which path you intend to take. Of course, you may have no choice in the matter. The circumstances facing you at present may disqualify the Adventurer's or Strategist's Path from your consideration. We'll now turn our attention to what to do if that's the case.

## CHAPTER 3

# THE GRINDER'S PATH

“There are a lot of people listening to this who don’t have any savings at all. There are a lot of people in debt who still dream of having a business. So, they don’t even have a runway. This isn’t even a question for them. And for those folks it’s hard, it’s more difficult because you’re going to have to continue earning income while you build a business. And that’s just a constraint you have to work with. Realize that constraints aren’t bad. Sometimes great things come out of constraints.”<sup>26</sup>

Corbett Barr

Let me introduce you to the Grinder’s Path. If you find yourself in a predicament like the one mentioned by Corbett Barr, then this might be your only option. Your present employer might not be amenable to you cutting down on the number of hours you work. You might not have any skills you can transfer into a freelancing role. Spending time on your passion while you’re supposed to be working from home might not be an option for you. Your dream might be so large, and take many years of research and developing new skills, that quitting your job immediately and pursuing your passion would lead to financial ruin. You might be so risk averse that quitting your job without substantial backup funds would leave you in a state of anxiety and unable to work. You might be so desperate for money that you’re looking to increase your hours or find any new work

(regardless of whether you enjoy it) just to stay afloat. What happens when your options are limited? Do you simply give up on your dream?

The Grinder's Path is the last resort. If the Adventurer's or Strategist's Path won't work, yet you still have a burning desire to create an income through the work you love, then this is your only option. You're about to be introduced to methods of freeing up time when you have an overloaded schedule and examples of people who have juggled multiple roles and still successfully transitioned into making a living from their passion. You'll learn from them, adopt their tactics and realize that, despite all the constraints you face, it's still possible.

The Grinder's Path gets its name from the gruelling work involved. The arduous schedule of working a full-time job and finding close to 20 hours a week for your passion is demanding. From the outset, it must be made clear that there is no way around this. It takes everything you've got. There's little time for rest and relaxation. Your life, at least for a couple of years, might be highly imbalanced (all work, no play).

The Grinder's Path is similar to the Adventurer's. Your back's up against the wall and there's little room for slip-ups. However, it couldn't be more different in terms of the amount of time you'll be able to dedicate to your passion.

Cast your mind back to the time chart in the previous chapter. I hypothesized that, if you work a full-time job, and make some sort of commute, then it's unlikely you'll be able to find ten hours (let alone 20) a week to work on your passion. Unlikely, but not impossible. Remember, sometimes constraints can be a good thing!

## **Your Weekly and Weekend Schedule**

We'll now explore methods for finding time to work on your passion while walking the Grinder's Path. *The first thing that must be established is an hour's work before your day job.* With limited distractions in the early



hours, it becomes essential. Your family or girlfriend/boyfriend are still asleep, your work colleagues won't contact you and, provided you slept well, your mind is fresh. This is a far better time to undertake research, skills building or whatever your project requires as you haven't spent a day performing stressful tasks and dealing with abrasive colleagues or clients.

Remember, though, that you might be limited in the tasks you can perform early in the morning. Networking (unless it's a breakfast meeting group), or meeting people connected to your passion, won't be happening at 6am. However, there are many things you can do.

There won't be any restrictions on internet-based research. Likewise, any form of writing or sending emails. You can even practise your skills. If you're an artist, your painting can be performed in your studio. If you're creating a product, you can work away in your workshop. If you plan and schedule your work properly, that 6am to 7am slot could be one of the most productive of your week.

Once it's over, you'll be getting ready for work and then facing a commute. This could present another opportunity to make a dent in the time you spend working on your passion.

The opportunity to work while on your commute largely depends on whether you can secure a place to sit. If you can, then it will be possible to conduct further research through reading relevant books, blog posts or manuals. If your commute provides wifi, then you'll also have the option of answering customer enquiries and sending emails. Depending on your journey length, you might have anywhere between 30 minutes and an hour and half (both to and from work).

Lunch breaks provide a similar opportunity. Some people won't take them, as it's not common practice where they work. You'll have to rebel. With 15 minutes set aside to eat, you might be able to squeeze in 45 minutes a day by maximizing this time.

You might even have to start working on your passion while at work. For some, this will be impossible. Either their workload, or strict supervision, will prevent this from occurring. However, if you're in a senior position where supervision is more relaxed, or you experience lulls in your yearly work cycle, would it be possible for you to spend 30 minutes a day working on your project?

Feeling guilty about working on your passion in office time *should not* be a concern. Unless you work with that very rare breed – a company that treats its employees with care and respect – then what does it matter? They view you as dispensable. Why shouldn't you view them as a means to an end?

You might finish work anywhere between 5pm and 7pm (or possibly even later). Factoring in a commute, you could return home anywhere between 6pm and 9pm. Having been working since 6am in the morning, your mind may require some time to switch off. Food with the family, a trip to the gym, your favourite box set, a meal after work with friends may provide those vital couple of hours mental recharging that will enable you to complete 30 more minutes of work on your passion before going to bed. However, this isn't a given.

Working for an hour on your passion before your day job begins means you'll be waking up at approximately 5.30am. Therefore, to get anything close to seven to eight hours of sleep, you'll be bedding down between 9.30 and 10.30 pm. With such a restrictive bedtime, working on your passion after work can be a grey area. During some parts of the year, when you're able to finish work on time, the commute home isn't too long and after two hours' break for food and TV, it's still only 8.30pm, it's feasible to do half an hour or an hour's work on your passion before heading to bed. However, on those days when you don't get back till 9pm, finding this time is unlikely.

This will also be the case if you decide to socialize after work. On such nights, you may return home at 11pm or even later. The concern here isn't missing out on an extra hour's work in the evening, it's that you might sabotage your 6am work slot.

For all these reasons, it's difficult to accurately predict how much time you'll be able to spend working on your passion after work. *So, rather than a daily figure, it would be wiser to ask for three hours across the five nights.* Combine this with the sacrosanct five hours a week, from one hour's work each morning, and you're now at eight. I'm assuming you can scratch together a further two from working on your commute and during lunch breaks. This brings you to a grand total of ten hours and leaves the final two days of the week to reach 20.

It may appear that you're awash with time at the weekend. Factoring in 16 hours for sleep, you have the potential to work on your passion for 32 hours. Of course, this never happens as factors like family, friends, wives, husbands, girlfriends, hobbies and the very real need for some downtime after five days spent working over 50 hours (if you include the ten hours for your passion) vie for your attention. It's because of these commitments and needs that you'll require a careful plan for how each weekend will unfold. In fact, you need two plans. One for a regular weekend, the second for an unpredictable weekend.

A regular weekend means you have no special, or extra, events scheduled. You may go out, hang out with friends, go on a date or partake in your hobby, but you know how the schedule will unfold. Assuming you stay at home on Friday night (which is a must on regular weekends), you'll be free to begin working on your passion by 9am. From then, I'd recommend working till 12pm, taking an hour break for lunch, and then continuing from 1pm until 3pm. This constitutes five hours of work on your passion and still leaves part of the afternoon and the whole evening for hobbies, housework, family time and friends.

Even on a regular weekend, Saturday night may see you go out or stay up later than you would any other night. For this reason, work on Sunday doesn't start until 10am. From there, it continues to 12pm, where you break for lunch and the rest of the afternoon.

8pm until 10pm is also blocked out for work on your passion. You decide when to complete your final hour. Although I've listed 12pm to 8pm as free time, it will need to be done within these hours.

This gives you five hours on Sunday, bringing your weekend total to ten, and weekly total to twenty. On a regular weekend, with no surprises or events, this schedule should be relatively simple to maintain. The most important part is starting work at 9am on a Saturday morning. Complete the first three hours before lunch and there might even be room for adjusting the rest of your schedule to fit in a time-specific hobby (e.g. there's a golf tournament scheduled for 2pm on Saturday afternoon and you want to play). If you don't, having to fit ten hours into an afternoon and one day can seem psychologically daunting and sap your motivation.

*An unpredictable weekend doesn't mean you experience an unforeseen event.* It means that a break from your regular weekend schedule occurs. Perhaps you have a wedding to attend on a Saturday or a work event on a Friday night. Maybe it means carrying out a time-specific task like clearing out your house in preparation for a move, celebrating one of your children's birthdays or helping a family member with something important. Whatever the case, it typically results in you being unable to stick to the schedule for a regular weekend.

On these occasions, you may lose close to an entire day. Perhaps you can complete a couple of hours at the beginning or end, but managing five is impossible. Of course, the only way to make up the lost time is to work a full day on the one you have free. Here, family time or hobbies must be disregarded as you work 9 till 6, with an hour break for lunch. You'll still

have your evening free, but the entire day must be dedicated to your passion.

The key to success with the unpredictable weekend is to not have too many of them. One every two months is manageable. Greater frequency than this and you court the possibility of family tension, missing out on work through tiredness or being thrown out of sync through a break in routine.

Of course, you might have an unpredictable weekend of a different kind. Maybe your wife or husband takes the children to visit their grandparents, your boyfriend or girlfriend visits friends, you have no social events planned and very few chores or errands to run.

If this is case, you can catch up with the extra five hours you missed from a previous weekend. It's important to realize that there *is* room for flexibility in your weekend, and weekly, schedule. However, don't make the mistake of thinking you can do without it.

A classic rookie error is to say you'll work when inspired and that you don't need a schedule. This will only result in one of two outcomes. You may exceed expectations for two or three weeks but eventually you'll crash or get distracted. When this happens, it might be three or four days before you're inspired to work again. Another burst of work ensues but, as before, something happens, you lose motivation and stop.

After this cycle repeats itself a few more times (and on each occasion, the length of time you stop working on your passion increases), you begin to question whether making a living from your passion while working a full-time job is possible. Perhaps you give up.

The other alternative is that you see the error of your ways and change. You realize you can't work off inspiration alone and start working according to a schedule.

The structure of the weekday and weekend schedule are only suggestions. If you prefer, modify it to suit your needs. Perhaps you take a

long time to wake up in the morning and, therefore, working at 6am would be unproductive. Instead, you might prefer to work late at night when there's a similar lack of distractions. Perhaps the regular weekend schedule isn't going to work for you. There's something in your life that I couldn't have accounted for and you need to alter it to suit your needs.

This is fine, feel free to adjust. My only advice is that you *do* have, and stick to, a schedule.

## **A Degree in a Year**

You may feel the schedule I've suggested is too demanding and to sustain it for anything longer than a month would lead to burnout. While I wouldn't disagree that it's difficult, I would draw the line at impossible. The following example, taken from an article on Medium, proves that with a strict schedule and constant motivation, you can combine day job with passion and achieve amazing results.

Beau Carnes is a school teacher, husband and father. He also has a passion for coding. However, after five years teaching in mainstream schools, he decided he'd had enough.

While he loved the teaching aspect of his work, he didn't enjoy maintaining classroom discipline. He was also at odds with a curriculum that, he believed, was preparing kids for jobs that would no longer exist. So, he began exploring other avenues, keen to make a living from something he was passionate about.

It wasn't long before Beau had the idea of teaching coding. This role ticked a lot of boxes, combining his experience as a teacher, interest in the subject matter and personal reward through providing his students with a skill essential for the modern world. However, qualifying for this role was a daunting task.

Beau decided that to be a credible coding teacher he needed a second degree and various coding certifications. This presented a huge time commitment. Not only did he have a full-time teaching job, he also had family commitments and a volunteering role at his local church. However, instead of the two to three years typically taken to gain a degree and coding certificates, he decided to challenge himself and achieve it in one.

To achieve this incredible feat of productivity, Beau needed a *carefully planned schedule*. You can study its exact details by reading his Medium article, but the basic structure of his schedule was as follows:<sup>27</sup>

- He taught Monday to Friday from 7.30am till 4.30pm. He doesn't mention a commute so we must assume it's included within these hours or that he lived within close proximity to his school.
- After work, he typically set aside the hours from 5.45pm to 8.30pm to be with his family, friends, perform his volunteering role and, once a week, go on a date with his wife.
- This left him a study schedule of 4.30pm to 5.45pm and 8.30pm to 9.30pm. When added up, it equalled ten hours of work on his passion during the week.

His weekends looked like this:

- Saturday 10am till 12pm and 2pm till 6pm was blocked off for study. On Sunday, he worked 3pm till 6pm and 8.30pm till 9.30pm. This meant he completed a further 10 hours of work over the weekend, bringing his grand total to 20 hours.
- He also made time for an entire morning spent at church and with family. Housework was also completed.

Following this schedule, Beau successfully completed his degree and coding qualifications in one year. He now works as a software developer and sells an online course. His article also includes some great productivity

tips and advice on finding time for your passion while working a full-time job. He suggests:

Besides my schedule to learn software development, I also found ways to fit in even more studying. For instance, I used most of my lunch breaks to study. Also, I often carried notes in my pocket that I could review whenever I had a few moments.

Another thing I did (and still do) was to take days off my teaching job to work on my classes or programming projects. While completing my degree, I planned my days off to line up in my schedule when I knew I had harder classes to pass.

I try to be constantly reevaluating my schedule and how I spend my time so I can have greater effectiveness. I used to code a lot after my kids went to bed. However, I noticed that, by the end of the day, my brain just did not work as well. I switched up my sleep schedule so now I get to bed around 9pm and wake up at 4am to code (and create training videos). This may sound a little crazy but it has greatly increased my productivity.<sup>28</sup>

You can learn a lot from these insights. It's interesting to note Beau switched up his schedule to study *before* he went to work. He cites that this increased his productivity. Squeezing in some work during your lunch break is another time saving tip Beau advocates. Careful use of holiday is also something you must consider. So far, it hasn't been mentioned, but it can be an important catch up period when walking the Grinder's Path.

Beau's achievements are impressive and inspiring. When documented in an article and highlighted by a chart, it's easy to think you can do the same. While I don't doubt it's possible, you must also consider the details he *omits* from his story.



Beau doesn't mention any struggles with a lack of motivation during the year. The reader is led to believe he is a robot. The schedule was fixed and every day, on the hour, he started and completed his study at the allotted time.

He may well have done this. In the article, he mentions being highly motivated by the idea of having a new job: "Every day I spent at my teaching job was an incentive to keep pushing myself toward my goal." But was he so motivated and clear about his goal that not once did he daydream during a study session or experience fatigue at 8.30pm and decide to head to bed early? After he switched his study schedule to early mornings, did he never have a bad night's sleep and hit the snooze button instead of getting up to study? Were his weekends so regular that he never attended a friend's wedding or a birthday party for his kids?

Of course, we must take him at his word and assume he didn't, but are you capable of the same robotic consistency and motivation? I know I'm not. I followed the Strategist's Path (an easier one than the Grinder's), and I have no children, yet I still sometimes struggled to complete my 20 hours a week (typically due to a bad night's sleep, a weekend away with my girlfriend or an unusual amount of household admin to get through). I also struggled with starting work in the morning (and I consider myself highly motivated). Sometimes it took me 10 or 20 minutes of browsing articles on the internet or watching sports clips on YouTube before I began my work in earnest.

Beau's schedule didn't allow for any lack of motivation or unforeseen incidents to occur. He anticipated, or experienced, smooth running for the entire year.

Perhaps that occurred. And perhaps, as he sat down to study, he ploughed straight through his work and didn't raise his head for an hour.

Are you like Beau? Are you a robotic iron man or woman who can switch into "work mode" at the click of a finger and continue until it's time

to stop? Or are you more like me? A motivated person who has no problem working long hours, yet experiences moments of weakness, needs to take a break and occasionally daydreams? Your answer, whatever it might be, doesn't exclude you from experiencing similar success to Beau. It just means you need to be aware of your motivation, concentration levels and external factors. If there are occasions when you fall behind on your schedule, when will you be able to catch up?

An interesting point that Beau *does* mention is the support he received from his wife. At the start of his article, he writes, "one of the keys to accomplishing all of this was an amazing and supportive spouse." Are your loved ones equally supportive? Will they understand your need to break off whatever you might be doing with them to start a work session? Will they get irritated by the alarm sounding at 5.30am, when they don't have to be awake until 7am? Will they attempt to make you feel selfish for pursuing your dream?

If your family or partner is not as supportive as Beau's, then what are the implications? Frequent arguments? Possible separation? The loss of a relationship? You need to be aware of the potential impact this might have on your state of mind. Will you be able to focus if your mind is still racing, playing out a recent argument or contemplating a break-up? Will the guilt of your children telling you they want to spend more time with you force you to quit six months into your journey?

It's important to predict the answers to these questions *before* they occur. Doing so will decrease the potential for conflict and leave you mentally prepared for whatever issues arise.

You might also want to explain to your loved ones about the demands of your journey and ask them for support. Let them know your "why". If they understand what it means to you, and how it might potentially benefit them, then they're more likely to be supportive, rather than unintentionally creating obstacles to your success.

The primary reason for you walking the Grinder's Path might be because you are a parent. As a result, quitting your job and following the Adventurer's Path is out of the question. Even the more balanced approach of following the Strategist's Path might seem too risky. You feel torn between the desire to live a life that inspires and the need to support, and be there, for your children. What can you do?

The first thing to know is that you might face criticism from a lot of different angles. Your husband or wife might criticize you for, in their opinion, not having your priorities correctly aligned. Your children might complain that you're not spending enough time with them. Even your friends, with their own children, might allude to the fact that you're all now on a different stage of your journey and the time for chasing your dreams is over. Throughout society, one resounding message will be repeated again and again. Your old life, as you know it, is over, and you placing your dreams first, or even on an equal footing as your responsibilities as a parent, makes you *selfish*.

Beware of this word. It's going to be used as a trigger to manipulate you into doing what other people want. Few words are as loaded in our society. We're all supposed to be selfless, ready to give up our own needs as soon as anyone presents us with theirs. This is a virtue and there are few acts that reveal selfishness quite as blatantly as someone who, sometimes, puts their own needs before their children's. But is this an accurate portrayal of what's occurring?

Despite the words of lecturing parents, children learn and pick up behaviours primarily from what they *see*. How are your *actions* influencing your children? Do they see you returning from work every day, stressed and miserable? What impression does that convey about the world of work? It's something that, begrudgingly, has to be done? That it's a necessity rather than a pleasure? These impressions will stick with your children as they

grow into adults and, unless they see an alternative, they might believe that working is an inescapable burden.

Contrast this with someone who works toward making a living from their passion, while raising their children, and a different picture emerges. Now, the child gets to see the parent having fun while they work. They see their mum or dad inspired, full of ideas and being creative. Sure, there may be times when their parent is not around, but they're being presented with an alternative worldview.

This is, perhaps, the most important benefit of pursuing your passion while raising children. Through walking this path, you're giving your children permission to dream. Alongside providing them with a loving and stable environment, could there be any greater gift? They'll grow up knowing it's OK to pursue their passions. Furthermore, they'll have first-hand experience of what it takes to do so.

From this perspective, pursuing your passion while raising your children is a positive education. Other, potentially bitter, parents who label you selfish are missing the point. What's the purpose of having children if they are going to grow up and join the 81 per cent of people who don't enjoy their work? The world doesn't need more consumers. Instead, it needs innovators and what better chance to become one than by learning from a parent who is?

While the philosophical underpinnings of pursuing your passion while raising children are sound, there are some practical considerations that can't be overlooked. You're going to have less free time. This is a given. While you might not be able to cut back on the number of hours you commit to your day job, some of the time you keep for yourself will be sacrificed. Those 20 hours a week dedicated to your passion, which I suggested were necessary for your progress, might be hard to maintain, especially if you have a newborn. So, what can you do?

Understandably, you don't want to give up on creating an income from the work you enjoy. While ten to twenty hours of work a week on your passion would be ideal, *anything* is better than stopping completely. How much could you achieve with thirty minutes a day?

Surprisingly, a lot. Let's look at writing as an example. You might want to create an income through being an author. If you were to write for just thirty minutes a day, and do so at the modest pace of 150 words per half hour, by the end of the year you would have written 54,600 words. That's your first book completed.

The same theory applies to launching a business. Thirty minutes a day of research, creating a product, finding an audience and preparing a launch would have you ready to start your new business in only a year. Of course, with both of these endeavours, being ready to sell your product in only a year is no guarantee that it will be successful. You might need more time for that. However, the principle is sound. A lot can be achieved by doing a little *every* day.

Furthermore, who, no matter how many children they have or how busy their day job is, can't find thirty minutes a day? Everyone can. TV can be sacrificed. A baby can be put to bed for a nap. Your phone can be switched off. There is no excuse for not dedicating thirty minutes a day to creating an income from one of your passions.

Before you start, though, realize that *consistency* is the key. For this to make any dent in you being able to do the work you love, the thirty minutes *must* be completed every day. Nothing, not even your children, gets in the way.

Furthermore, the half an hour can *never* be rolled over. That's when it gets difficult to complete. Now, you have an hour's work to do and a spare hour isn't always easy to find. So, you skip a few days, telling yourself that you'll catch up. However, as the weeks roll by and, as a result of this neglect, you're not seeing much progress, you consider giving up.

To avoid this situation, those thirty minutes a day must be sacred. Whether performed first thing in the morning, before going to bed at night or in your lunch break, they are the focus of the day. Do this, and you will make a surprising amount of progress while balancing all your commitments and needs.

## **The Grinder's Path Mindset**

However you structure your schedule, there's an important shift in mindset that must occur. *The 20 hours a week you work on your passion must take precedence over your day job.*

The System teaches you that nothing is more important than giving everything to your job. Working late is accepted as common practice. You're expected to, sometimes, give up your weekends and cancel important events. Colleagues act as an unofficial productivity police force, making comments and voicing criticism if they see you're not working every minute of the day.

And you comply. You aim to show everyone how much the job means to you (even if you hate it), in the hope you might gain promotion or, at a minimum, get to keep it.

The justification for this subservience is that your day job provides the majority, if not all, of your income. Therefore, you must cling to it like a source of life. All question of maintaining your dignity or refusing to compromise your values are disregarded as you operate on survival instincts. Right now, though, this attitude and behaviour must stop. Your day job must play second place to your passion. Gone are the days of attempting to impress your boss. Come 5.30pm, or whatever time you're contracted to finish, you leave the office or place of work.

By following such an approach, you might wonder how you're going to get promoted. If that's the case, you're missing the point. You're no longer

fighting for leftovers from the corporate feast. You have a bigger dream and fulfilling it requires a totally different mindset.

Your colleagues might worry when poor performance or missing a deadline gets them in trouble. To you, such an experience is managed by telling yourself you're *playing a game*. How much you can get away with? Push the limits. Discover where the boundaries lie. Do the bare minimum at your job and, above all, never take your work home with you (both literally and mentally).

Of course, you may *want* to do a good job, irrespective of whether you like the company you work for. I understand this need. However, if you wish to be successful at making a living from your passion, then there's a line that can't be crossed.

When the effort you put into your day job starts to drain you, when you can't focus on your passion because of an ongoing dispute at work and when you're getting too emotionally attached to the outcomes of your projects, then you know you've crossed this line. To protect yourself, you'll need to become adept at judging your stress levels and focus. Are you spending time outside work thinking about it?

The answer to this question is a great indicator as to whether you're striking the right balance. Ideally, you want to leave work feeling like you've got something left in the tank. Furthermore, you don't think about it again until you return in the morning. If you can do this, work becomes automated. It's something you do for a fixed number of hours to provide you with enough money to pursue your passion. There's little emotional involvement.

Adopting this new mindset is not always easy. If you're a conscientious worker, have always sought to please and gain a sense of reward from doing well, then it could present an issue. There'll be a natural tendency to give everything you have to your day job. However, it's unlikely you'll have the

energy to do this and then perform at your highest level in the 20 hours a week you spend on your passion.

For this reason, you must choose to prioritize one or the other. Of course, this doesn't mean that your day job is neglected, but the effort given is done in the knowledge you have a more important priority.

For your passion to become your top priority, constant focus is required. Visualizing success is great, but you must also plan when you're going to complete your work and the implications of your daily choices and actions. Of course, the schedule is there to ensure you do this. However, you will also have to consider your decisions outside of the schedule to ensure you work effectively within it.

For example, you'll need to be conscious of what you do on week nights. How late can you stay out when you need to start work at 6am the next day? Can you really join your colleagues on a Friday night when you know you need your energy for a 9am start on Saturday morning?

Daily, you must be planning how to protect your allocated work slots. Perhaps you've got an unavoidable errand to run. If that's the case, then how are you going to fit in the work you missed? Will you have time in your schedule to do it tomorrow? And how will that then effect your energy levels for the day after? These are the questions you must consider when walking the Grinder's Path.

## **Terminating Time**

What you've just read may seem overwhelming. The thought of working 40 hours a week at your job, and a further 20 on your passion, might cause feelings of stress and panic. If this is the case, then I want to introduce you to a new way of thinking.

At the start of Beau Carnes' article, there's a quote he attributes to Derek Sivers, the founder of CD Baby. It reads as follows, "The System is



designed so that anyone can keep up. If you're more driven than 'just anyone' – you can do so much more than anyone expects."

Sivers was taught this by his mentor Kimo Williams, who helped him graduate from music college in just two and a half years. He gave him a crash course on jazz standards (amongst other things) and recommended he buy the course materials for his degree and study them himself. This enabled Sivers to work at a much quicker pace than the average student and graduate by the age of twenty.

What's the lesson here? As Williams told Sivers, "The standard pace is for chumps."<sup>29</sup> *The System doesn't test you enough*. Sure, it drains you, but it doesn't require you to dig deep and pull out the strongest and wisest version of yourself. You can survive in its reality by working as hard as your colleagues and following orders. However, these requirements won't set you up for success when it comes to making a living from your passion.

Derek Sivers' words are reassuring because they suggest the possibility of being more capable than you thought. To turn this possibility into an opportunity, though, you must understand your situation in a radical new way.

On the surface, it may appear you have a lack of time. The reality, however, is that you have 16 to 17 hours per day at your disposal (discounting seven to eight hours for sleep). This is a fact. It's not mental trickery or seeing the situation in a positive light. Even with a busy day job, you'll still have six hours a day to do as you please. I'm suggesting that two hours a day during the week, and five hours a day at the weekend, need to be spent working on your passion. This is possible. The time exists.

Arnold Schwarzenegger was fond of reminding people about this abundance of time. In his autobiography, *Total Recall*, he mentions that, "If I heard somebody complaining, 'Oh, I work so hard, I put in ten – and twelve – hour days,' I would crucify him. 'What the fuck are you taking

about when the day is twenty-four hours? What else did you do?’ ” This may seem extreme, but it’s actually a wake-up call.

Although Arnold walked the Strategist’s Path, his time management and productivity provides a useful example for anyone following the Grinder’s. Further on in his book, he recalls how he would train for five hours a day in the gym, take acting classes for four hours, work in construction (his freelance role) for several hours and attend night school to gain a business degree. Everything was planned and scheduled. There was no waste. He doesn’t mention watching TV, drinking with his friends or involving himself with any activities or trips that didn’t directly contribute toward his dream.

This raises an important question that turns the “lack of time” excuse on its head. If we all have the same 24 hours, then why are some able to use it to achieve their dreams, yet others claim they don’t have enough time and give up?

Perhaps, instead of a lack of time, what these people experience is a lack of discipline and motivation. *Maybe their dream didn’t feel real enough to them, or seem achievable, and, therefore, they couldn’t justify giving up certain activities to free up the time needed to make it happen.* Are any of these points relevant to you? It’s something you must consider, because the time needed to make a living from your passion DOES exist.

The most beneficial mindset to adopt is that there’s an abundance of time. Remember Schwarzenegger’s bravado and laugh at ten-hour days. You can fit it all in. Of course, many changes and sacrifices will have to be made. Furthermore, you’ll have to find ways to increase your energy (being clear about your motivation, healthy diet, structured sleep and well-planned exercise). However, if you can make these adjustments, then you will succeed.

## **The Transition**

The goal of the Grinder's Path is not a full-time living from your passion. Despite the optimism of the previous section, I recognize that following this path, with its epic time demands, will probably lead to burnout if pursued for any longer than 18 months or two years. *For this reason, the goal of the Grinder's Path is to save enough money to support yourself for a year and then quit your job.* After having done this, you attempt to make a full-time living through working on your passion.

Why one year? It's likely you'll have worked close to 2,000 hours on your passion in the preceding 18 months to 2 years. Maybe this figure is closer to 3,000 if you were already interested in your passion before attempting to create an income from it. So, with the additional 2,000-plus hours you'll work once you've quit your job, you'll be close to 5,000 hours. This should be enough to see you earning an MVI from your passion by the end of the year.

It's unlikely you'll have achieved MVI *before* you quit your job. Instead, you'll be taking a risk, believing you can make the transition within a year but lacking any guarantee. You find yourself in the same position as someone walking the Adventurer's Path. However, unlike the Adventurer's Path, you have the added support of a float to sustain you and, possibly, up to two years' experience in your passion already under your belt.

How much money will you need to sustain you once you've quit your job? Not knowing your individual requirements, it's difficult for me to answer accurately. I would need approximately £20,000 (this includes money for hobbies, leisure and to cover basic business expenses – advertising budget, website). However, I don't have a family and am only paying a small mortgage.

In a blog post I wrote in 2013, I estimated that \$65 a day would grant you enough money to pursue your passion full-time.<sup>30</sup> This works out as \$23,660 a year. However, as you'll discover if you read the article, this

estimate was based on living and eating at the most basic standard in a Western society.

Your financial requirements might be greater. Or, you might have a very supportive husband or wife who is willing to partially fund your attempt and, therefore, you won't need as much money. Whatever the case, having enough money to support you for a year provides a fantastic opportunity to create a full-time income (or at least an income that justifies the continuation of your journey) from your passion.

Remember, you won't be walking into this blind. You'll have been working on your passion for 18 months to 2 years. The rookie mistakes will be behind you. Furthermore, it's likely you'll have made a few useful contacts in your industry and, possibly, already started to earn a small income. Certainly, you'll be in a position where you know it's possible. Also, during the year, it's likely you'll begin to see your passion generating a revenue so that you won't be forced to live off your savings alone.

Taking all these factors into consideration, the transition is a calculated risk. Although nothing is guaranteed, everything is in place to ensure your best possible chance to succeed.

Before making the transition, you may find it useful to set a "quit date". This date, determined when your savings have reached the point where they'll support you for a year, is the moment you'll resign from your day job.

Setting a "quit date" makes the transition real. Without this commitment, it's all too easy to tell yourself you need to earn an extra \$5,000 (or whatever the figure might be) and continue in your day job. Remember, sticking to what you're currently doing is the easy option. It doesn't require change or confronting the unknown. For this reason, it's easy to talk yourself out of making the transition.

Also working against you is a system-ingrained predisposition to place considerations of finance above all else. You're defying conventional logic by saying "no" to a monthly pay cheque. As a result, it's easy to trick yourself into believing you're doing the right thing by staying in your job. After all, it's unlikely anyone will tell you otherwise. However, when looked at from another perspective, you're just denying yourself the opportunity to have something much greater.

To prevent this from happening, make a binding financial commitment to your "quit date". Ben Fanning, who went from working in the corporate world to making a living helping people with burnout, used this approach. He wrote a \$500 cheque to the campaign fund of a politician he despised, gave it to his friend, and instructed him to make the donation if he didn't quit his job on the agreed-upon date.

You could do something similar, or modify this strategy. Through websites such as [stickk.com](https://stickk.com), you can pledge money to a charity. You pledge the money up front (so there's no taking it back and the commitment is real) and the website holds it. Adjudicating over procedures is a friend, or third party, who has instructions to transfer or return the money, depending on whether you adhere to your "quit date".

It's perfectly normal to feel a sense of apprehension when approaching your "quit date". This might be especially strong if you've never experienced self-employed work and are used to relying on a company for a monthly pay cheque.

This feeling might be further enhanced if you listen to the doubts of friends, colleagues or parents. They can present all kinds of scary, and often inaccurate, scenarios regarding what might happen when you quit. Don't let their fears become yours. Remember, most people aren't brave, or knowledgeable, enough to make the transition. They don't see what you see. They haven't put 18 months to 2 years of work into this project and,

therefore, don't know the opportunities that exist. They're speaking from a position of fear. To them, what you're doing is unusual and it scares them.

For this reason, it's wise to keep your own counsel or, initially, only share your thoughts with a supportive friend or mentor. Nothing productive can come from having extra doubts clouding your judgement.

While you'll want to limit the amount of people you tell, you might also need support. If this is the case, then use a strategy Ben Fanning recommends. He calls it "Marinating Yourself in Freedom". Roughly translated, this means soaking in the positivity and knowledge of fellow passion pursuers. He describes it thus:

When I started down my road to freedom, my problem was that I didn't know anyone personally who had lived life outside the corporate confines. It felt like I was pioneering something on my own, and I felt alone and lost. Turns out there can be lots of people out there who are great role models. I marinated myself in freedom by reading about and hanging out with entrepreneurs, freedom teachers, and movement makers and that eventually made me hungry for more. I started by following a few bloggers like Jonathon Mead and the Trailblazer community; then I started identifying people in my local community.<sup>31</sup>

Terrified or not, you must follow through with your commitment and quit on the allocated date. The weaker part of you will suggest reneging on your decision, but you must not listen. This is your mind playing tricks. You've got to this point because you want something greater for your life. You know you weren't made to waste away in an office, making somebody else rich and failing to fulfil your potential.

If you're really struggling, try reframing the experience. Remember all your favourite films, stories, myths, characters, role models and historical

figures. Their stories remind you that life is an adventure. Do you really want to live without having tested yourself? Don't you have a desire to find out what you're truly capable of?

Understanding the transition in this way turns the fear into excitement. Yes, you feel jumpy, perhaps even on edge, but this is the anticipation of an amazing new adventure. Who knows what lies around the corner. Certainly, you're under no obligation to think about what could go wrong. Instead, you could focus on the possibility of everything going well. What difference would that make? Would it change your outlook? Would it increase the energy you bring to your project?

Remind yourself of this if the fear gets too strong. Many people have been in your position, felt what you're feeling and still succeeded. There's nothing stopping you from becoming one of them.

## PART THREE

# BECOMING AN EXPERT

Whether you choose the path of the Adventurer, Strategist or Grinder, the objective of all three routes is the same. You're undergoing a four-part process that will see you *become an expert* in the passion you wish to make a living from.

Don't forget why people are willing to pay you. The reasons will, typically, fall into one of three categories.

- 1 They believe you, or your product, will provide a solution to their problem.
- 2 You're so good at a particular skill that people will pay to be entertained by you (e.g. a singer, an actor, writer, painter etc).
- 3 You're at such a high level you can defeat your opposition and win, or rank highly, in a competition (e.g. a sportsperson, winner of a science competition etc).

Whatever passion you choose to make a living from, a level of excellence is required. To gain this, you must subject yourself to a process of:

- 1 Study
- 2 Practice
- 3 Pressurized practice
- 4 Attaining paid results

This process isn't always lineal. Even the most established expert continues to study. Furthermore, exposing yourself to pressurized practice should be undertaken at an early stage as it's a great way to learn and grow. However,



for the sake of exploring what it takes to become an expert, these stages provide an accurate picture of how to progress. Let's take a deeper look at what each one entails.

## Study

This could mean research on the internet, visiting libraries, taking an online course or, perhaps, enrolling at university. You might also seek out a mentor and pay them for tutoring. It's almost certain you'll spend hours reading books and blogs.

You'll also observe the masters in your field, analysing what they do and *how* they succeed. *You'll become familiar with your passion.* Through immersing yourself in it, you'll develop an awareness of the terminology, trends, approaches to success and, also, the pitfalls you need to avoid.

At this stage, you have little or no practical experience, so the emphasis is on reading and observing. You're a sponge, researching and asking questions in the hope that this information will sink into your subconscious.

In my case, with the aim of writing a bestselling self-help book, the study phase involved reading many of the prominent titles in my genre (sometimes many times over). After that, I went online and searched through the websites of popular thought leaders in my field. I wanted to learn what they were writing about, what was popular with their audience and how they promoted and branded themselves. I also had a mentor. He would make corrections and suggestions on my writing. I studied these endlessly, attempting to assimilate his book writing knowledge.

All this study led me to the point where I felt ready to express the knowledge I'd acquired. After learning how the experts wrote, I wanted to make my own contribution. It was time to start practising.

## Practice

The second phase is putting the theory to the test. You think you *understand* your discipline but you have little *feel* for what you're doing. This is where you gain it.

Practice provides feedback. By testing what you've learned, you gain a new awareness of how the theory works. Essentially, you're connecting the dots with your failures highlighting opportunities for growth.

The most important part of the practice phase is making mistakes. You learn that you can't just turn up and produce results on command. Instead, progress follows a process. You must develop and grow.

At this stage, your work doesn't need to be a masterpiece. You're not aiming for perfection. In fact, failure may be a regular experience. Don't let this bother you. Instead, focus on getting a feel for what you're doing. How easy is it to do the things you learned in the study phase? What parts of your new skill come to you more naturally than others? Practice involves getting hands-on. If your passion is to make a living from your writing, then you'll start putting pen to paper or fingers to keyboard. You'll write paragraphs, pages and chapters. Through doing this, you'll develop a feel for your writing habits and experience what it's like to get into a state of flow. Once you've written a few chapters or blog posts, you'll return to the study phase and analyse your writing. You might compare it to the writers you admire and figure out where you can improve. More practice will then ensue as you further refine your craft.

If your passion is to be a financial trader, you'll start trading with virtual money on a demo account. You'll track your investments, analyse which ones are performing best and look for patterns. At this stage, your practice doesn't involve any risk so you can experiment with seemingly crazy trades. Perhaps it takes you six months of practising in this manner before you start formulating your own strategy for success.

For the sportsperson, the practice phase is usually undertaken concurrently, or supersedes, the study phase. Becoming an expert at a sport

requires getting a *feel* for what you're doing. For this reason, you might spend hours practising a stroke or move. Your muscles will ache as they adapt to the strain and you may, occasionally, become bored with the repetitive nature of what you're doing. This is a good sign, though, as it's evidence of the painstaking attention to detail needed to improve.

Once you've put in enough practice hours, you might film your technique. Then, you enter the study phase and analyse how you can improve. You compare yourself to footage of how you should be, take note of the difference, and find one or two areas to be improved in your next practice session.

*When your feel starts to match the understanding you gained during the study phase, you may want to accelerate your growth.* This is an important time.

Noel Burch created the “Four Stages of Competence” while working for Gordon Training International during the 1970s. He hypothesized that any person learning a new skill must pass through four phases to become an expert. The first is “unconscious incompetence”, where the subject is unaware of their lack of ability. The second is “conscious incompetence”, where the subject gains an awareness of their deficiencies and a willingness to improve. The third is “conscious competence”, where the subject understands what to do but performing the skill requires a great deal of effort and concentration. The final stage, “unconscious competence”, occurs when the subject has practised the skill so many times that it can be performed without any effort or pause to run through the different steps.

The “Four Stages of Competence” model sheds light on your quest to become an expert. Right now, poised between phase two and three of our model, you're at the “conscious competence” stage. You can perform the skill you wish to become an expert in, but you have to *think* your way through the process. To advance to the “unconscious competence” phase, not only is further practice required, you must also shift gears and put

something on the line. You must risk losing something if you don't achieve the outcome you desire. This creates a pressure which forces you to perform your skill without thinking or delay, increasing the fluidity with which you act.

## **Pressurized Practice**

While the first practice phase occurs behind closed doors, the second sees you announce yourself to the world. To take your next step toward becoming an expert, you must stand to lose something when practising. This typically equates to public performance (in some context) where the consequences of failure could be financial or damage to pride.

Of course, you can adopt the attitude that there are no consequences to failure, as the experience only serves to provide feedback. While I agree with this mentality, I also recognize that we rarely enjoy failing. It's an experience we seek to avoid, and, as a result, makes us perform differently than when practising without pressure. A public failure, even in the pressurized practice phase, might prevent you securing a potential future client or knock your confidence to the point where you consider giving up. *While this is in no way an endpoint*, it does stir up an interesting mix of emotions which you can both learn from, and master.

Although initially unpleasant, experiencing these emotions is a good thing. The experience develops your mental toughness. You acquire the ability to relax in what, before, you felt was a pressure situation. In effect, you train yourself to not feel the pressure (or, at a minimum, to be able to cope with it). This has a positive impact on your ability to perform and takes you a large step closer to becoming an expert.

I subjected myself to pressurized practice when learning to become a hypnotherapist. While gaining my hypnotherapy diploma, I attended training one weekend every month at Regent's College in London. Here, in the protective environment of our group, we practised the various hypnotic

and Neuro Linguistic Programming techniques we were learning on fellow course attendees. This was stage two level practice. We were all novices and very supportive of each other. We had a vested interest in being responsive “clients” because we were keen for our partners to do the same.

We continued to practise in this manner for about six months, working on everything from how to induce a trance, to NLP anchoring techniques. However, about halfway through the course, our trainer suggested we find someone outside the group to practise on.

We were directed to find a friend or family member and use our newfound skills to assist them. This presented us with an entirely different challenge. Although we weren’t permitted to charge for our time, the safety net of our supportive group had been removed. Of course, our friend or family member was going to be understanding of our novice status, but it was unlikely they’d simulate a reaction to make us feel better.

This meant something was on the line. We were going to get true feedback on our ability. If what we were doing was ineffective, we were going to find out. Failing at this stage would have been a psychological setback for me. I might have started to question my ability and doubt myself. Possibly, I’d have even gone so far as to have doubts about the effectiveness of what I was learning. Fortunately, my pressurized practice was largely successful. Having a positive impact on my mum, and one of her friends’ sleeping habits, boosted my confidence. It also made me believe I could, at some point, achieve similar results with paid clients.

In some cases, you must modify your pressurized practice. For example, it would be of little benefit having someone look over your shoulder while writing. However, it’s of great benefit to reveal your work to someone for the first time and ask for feedback.

Likewise, if you’ve invented a physical product, then you’d enter the pressurized practice phase by doing a live test run on a friend or family

member. This is the first time you've revealed your creation and, as a result, there's anxiety about how it performs in a "real world" situation.

You must find the most appropriate method of applying the pressurized practice principle to whatever craft you're mastering. As long as you're revealing your skill or creation in a way that makes you feel uncomfortable, then you are experiencing the necessary pressure to grow.

The aim of the pressurized practice phase is to reach a level of "unconscious competence". Your skill, or ability to create a product, will become second nature through repetition and the experience of managing your emotions when performing under pressure.

Of course, one successful pressurized practice session doesn't mean you've graduated to the level of expert. However, you'll begin to learn a vital skill that'll enable you to do so.

Through repeated pressurized practice, you'll soon discover that the outcome you've been taught to expect while in the study phase often doesn't occur. As a result, you must learn to improvise. Acting without a metaphorical, or literal, script deepens your "in the moment" attention. You learn to pick up on cues, use your intuition to create a solution to a problem and conduct an on the spot calibration of the effectiveness of your approach. All of these skills are the hallmark of an expert. You're ceasing to look outside yourself for answers and are, instead, able to come up with your own.

## **Attaining Paid Results**

The urge to get paid can be overwhelming. You're inspired by your new passion and want to transition to a life where you can make your living doing it.

Although understandable, there is one final phase you must pass through before you can claim the expert status that commands long-term financial reward. You must prove to yourself, and others, that you can

achieve results. For some, this presents a dilemma. How can you promote yourself as an expert (claiming to have attained results for people) without having many, or any, clients? And how can you gain clients or customers without being an expert? This blurred line must be crossed with care.

Are you in a position of “faking it until you make it”? While I would dissuade you from exaggeration, lies or outright bullshit, you must present yourself in a confident manner. There’s nothing wrong with telling someone you can fix their problem, or entertain them with your talents, without having a long list of paying clients to prove it. You’ve gained the necessary level of experience through pressurized practice. Therefore, the leap between phase three and phase four is largely psychological.

Attaining paid results is important for two reasons. First of all, they prove to potential clients that you can solve their problem (or entertain them, depending on what your passion might be). A testimonial on a flyer, a five-star review on a website or a positive recommendation about you or your work gives you social proof. People are more inclined to pay for your product or service if you have a track record of competency. If you can demonstrate this, then it establishes you as an expert in the eyes of potential customers and clients. You have a veneer of authority and people will listen to what you say and consider paying for the solutions you provide.

Attaining paid results is also important for your self-confidence. Solving someone’s problem in a pressurized practice session is important, but there can be a part of your mind telling you, “It’s only practice. It doesn’t really count.” It’s very easy to be overcritical and refuse to grant yourself praise (even when you’re genuinely worthy). This isn’t possible when you attain a paid result. You can’t denigrate your achievement. It’s clear cut. Someone paid you for a result, or outcome, and you achieved it.

This silences the critical part of your mind, which can’t argue with the proof and, instead, begins to accept the new internal representation of yourself as an expert. When this happens, everything about you, from your

body language, to tone of voice, to promotional material, becomes more convincing. And guess what? This attracts even more clients, because they're convinced you must know what you're doing.

It's also worth mentioning that some people spend months and even years being paid for their services before they become an expert. Some never do. Being paid for your passion and being an expert are not the same thing. You achieve expert status by achieving paid results consistently. Some people earn money by muddling along and doing a mediocre job. The expert creates a positive change in the person who has bought their product or service.

It took me two and a half years (plus four and a half years of writing), approximately 250 book sales and 15 five-star reviews before I felt like I was an expert personal development author. Before that, I still had doubts. After the psychological shift, I found myself far more willing to promote my book and discuss my plans. As a result of all the positive comments I'd received about my work, I was *convinced* what I was offering could help people. This conviction attracted further sales and business.

Your shift to expert status will depend upon your passion. If you're a competing athlete, it's most likely to occur after you've won, or placed highly, in a competition (where the winner receives prize money) or been signed for a team (on a paying contract). If you're a coach, it might occur after you've helped produce the desired outcome for your first, or multiple, clients.

You'll know when it's occurred. You'll feel different about your business, being more willing to talk about what you do and face any challenge.

Once an expert, the sky's the limit. Although you'll continue to study and practise new techniques in a closed environment, most of your time will be spent sharing your skill or product with the world (and getting paid for it). There should be no more fears or concerns about whether you can be



successful or make a living. You have something of value that other people want and are prepared to pay for. This means that, no matter what happens with your environment (changing economy, relocation), you should be able to use your skill to create an income.

# TAKING THE LEAP

## *How to Know When to Quit Your Job*

With your expert status now established, you'll be keen to work full-time on your passion. However, one final hurdle remains. When do you sever all ties with your previous income generating work and dedicate ALL your time to your passion?

Overcoming this hurdle requires a keen sense of judgement. Quit on your previous job too soon and you heap unnecessary pressure on yourself. You could burn through your savings as your passion fails to grow in the way you predicted.

Err too much on the side of caution, though, and you might never take the leap. Years can pass as you live a comfortable existence, gaining just enough security through work you aren't passionate about while experiencing just enough fun and fulfilment through the progress you make with your main passion.

To help you make the leap successfully, you need to learn about two important stages in the journey to making an income from your passion.

*The first is the Discovery Phase.*

This phase describes the time you take to learn your craft. It begins the moment you start gathering information about your passion and continues through being mentored in this skill, building prototypes, offering free practice sessions for whatever you want to teach or coach and gaining your first paying clients. The length of time it lasts depends on the individual's capabilities, commitment (i.e. how many hours a week they can work on it) and the complexity of the product or service they plan to create or sell.

*The second is the Income Phase.* This begins with the first month of creating a Minimum Viable Income (the absolute minimum you can live off – no luxuries included) from your passion. It then continues all the way through to creating a comfortable living or even a fortune.

*The most important point to know about the two phases is that the Discovery Phase **does** include making money.* You don't jump to the Income Phase just because you've made your first sale or gained your first client. There can be a vast passage of time between this and your first month with an MVI.

You need to be aware of this because it's easy to get carried away when making an initial income. Suddenly, you become a paid author, or a business owner with a customer, and you imagine a future, three months down the line, where you're so busy you're turning clients away. Imagination doesn't always turn into reality (or sometimes takes longer than you anticipate), though, and, therefore, it's important to get the timing of your leap right.

You must be astute enough, and have the emotional discipline needed, not to get carried away.

I've had my own experience of misunderstanding the distinction between the Discovery and Income Phase. Back in 2013, I imagined I was much further along my journey to making a full-time living from my *main* passion (I'd already been making a living from my lesser passions of tennis coaching and hypnotherapy for nine years) than I really was. Therefore, I decided to take a sabbatical from my tennis coaching and hypnotherapy work and make a significant dent in my book selling, speaking and coaching business. I cleared four months from my schedule (November to February, when the UK weather was at its worst, and I was least likely to cause any long-term damage to my tennis coaching business should I need to return) and the plan was to work non-stop at promoting my book.

Up until that point, I had made very little income as an author, coach and speaker. My total royalties amounted to a little north of £100 and I had zero coaching clients on my books. I felt like I was far along my journey because I'd spent four years writing my book, a year and a half promoting it and had been working in the coaching world (as a tennis coach and hypnotherapist) for over ten years. *However, I was making the fundamental mistake of measuring my progress in terms of experience, rather than income.* If my progress was assessed strictly according to income, then my journey was still in its infancy. I didn't realize it at the time, but I had *so much* to learn.

I took my four-month sabbatical without a strategy for generating an income. Furthermore, I had no schedule or goals. I would wake in the morning with no idea what I wanted to achieve with the day. In my mind, it was enough that I was going to work on a blog post or be active on social media. There was no understanding of how much of my time I would dedicate to a task, or how it would fit into the wider picture of my promotional strategy. I just chose tasks to work on because they seemed like productive things to do.

Worse still, I wasted an entire month deliberating over whether I should change the title, and cover, of my book. I couldn't make up my mind between the original title (*Screw the System*) and one I felt might appeal to a wider audience (*Escape the System*). Then, after having chosen *Escape the System*, I paid a designer on Fiverr to create a new cover. Foolishly, I believed these minor changes would make the difference between a bestseller and an underseller.

Such a lack of judgement reveals that I was firmly fixed in the Discovery Phase. I was making rookie mistakes. A person who had transitioned to the Income Phase would have hit the ground running when they made the leap. They would have had a clear strategy for gaining more subscribers and a new product launch scheduled.

For me, my four-month experiment saw me write a lot of excellent quality blog posts that, unfortunately, did little to generate traffic for my website. I also increased my Twitter and Facebook profile, gaining a couple of hundred followers but making very little impact.

As a result, my experience of taking the leap was an unmitigated failure. Perhaps I made £100 from book royalties and the two events I ran, but that was the extent of my supposedly full-time income. So, come March of 2014, I started coaching tennis and hypnotherapy clients again.

My example should come as a warning to you. The message is to make a distinction between being experienced in your passion and generating an income from it. The two are entirely different. Of course, the first leads on to the second. However, just because you have a little of the first, doesn't mean you're ready to enjoy the second.

It would be far wiser to tell yourself that *income creates income*, and if you aren't presently making any, then don't even consider taking the leap (even if you're an expert). These thoughts are echoed by the co-founder of Fizzle, Chase Reeves. In *The Fizzle Show* podcast, he has this to say about choosing the right time to quit your job and pursue your passion full-time:

I want to make a rule, even though everyone is different, and everyone has these different capabilities and deals with pressure differently, but still, I'm like, "No, you've got to earn some revenue from your business, at least once, before you just jump off and quit."<sup>32</sup>

It's a wise warning, but I would go even further. First off, if you haven't earned any income from your passion, then, as Chase says, don't even consider taking the leap. Continue to walk your chosen path, perfecting

your craft and promotional strategy. However, even when you do start generating some revenue, I still want you to be sceptical.

Is it going to last? Do you know your field inside out, so that you're *certain* where your next sale or client is coming from?

Gaining this kind of certainty is not impossible. It comes from time spent in an industry experimenting and observing the results of both your promotional work, and your clients' or customers' reaction to your product. This gives you an insight into the cycles of your industry. You're able to be philosophical when you lose clients because you know they'll be replaced. You know that action A will produce result B, and that unforeseen circumstances can affect the short-term performance of your business, but rarely impact your long-term success. Business can be predictable once you have a clear strategy that produces repeated results.

When you have this kind of certainty, taking the leap becomes a no-brainer. However, the real skill comes in making the leap just before it's gained.

At this point, you feel like you're on the right track but there's still an element of risk in what you're doing. If you choose this moment, and are successful, you'll save yourself months and maybe even years of waiting for what you believe to be the perfect time.

*If you're walking the Strategist's Path, this is the kind of judgement call you'll have to make.* The easy option would be waiting until you've made around six months of MVI and then taking the leap (ceasing all of your previous employed or freelance activities). Then, you know your success will continue and that you should grow from this point. But what about making the leap as soon as you've transitioned into the Income Phase (after one month of MVI)?

This is a harder call to make. A month of MVI implies that you've built up to this level. You've probably been generating an income from your passion for the previous six months to a year. This indicates that what

you're experiencing isn't accidental. You have an understanding of your industry and how to make money within it. That being the case, why not trust yourself and make the leap straight away?

There are many advantages to walking the Strategist's Path. One of them is the greater control you have over your work during the Discovery Phase. As a result, it's likely you'll be able to either reduce the hours at your employed job, cut back on the number of freelance clients you see or reduce the time spent on your side hustle when you need to increase the amount of time you work on your passion. Therefore, you don't need to quit all your previous income generating activities to work exclusively on your passion once you've reached a month of MVI. Instead, it's about phasing out the old to make way for the new.

This process will continue as the income you draw from your passion increases. Eventually, you'll reach a point when you don't need the roles that used to support you. However, in order to build the kind of momentum that will allow this to occur, you should begin the cutting-back process after only a month of MVI.

Sure, doing this carries an element of risk. However, you don't want to be in a position where you're turning down work, or appointments that could lead to work, in your passion because of a day job that bores you or a freelance role that was only ever meant to be a means to an end.

*The question of how far into the Income Phase you cease all previous income generating activities doesn't really apply to those walking the Grinder's Path.* This is because of the "quit date" discussed in the previous chapter. Your savings, which you've been accumulating to support you for a year, act as your freelance role or side hustle. Therefore, when walking the Grinder's Path, you might quit your day job during the Discovery Phase (although not without first having made some kind of income).

More relevant is the issue of what you'll do if you've failed to reach the Income Phase after the allocated year. Must you return to a role similar to

the one you left?

Possibly, but you do so in the knowledge this is a temporary measure. You'll have increased your knowledge in the industry you're passionate about with your year of exclusive work. You'll be in a stronger position and closer to the Income Phase. Perhaps all you need is a little more time.

Therefore, find another income generating role and, while doing it, try to work as close to 20 hours a week on your passion as you can. Keep plugging away. Your breakthrough into the Income Phase could be just around the corner.

If you hit a month of MVI right at the end of your year out, then I'd advise you to keep going with your passion. You might be in a precarious financial position, with your savings dwindling faster than the money coming in from your passion can replenish them. However, momentum is on your side. You've made a breakthrough. One month of MVI could turn into two. Give yourself a shot. If you return to a full-time job, it's unlikely you'll be able to sustain the time commitment needed to keep your passion growing. This could be the best opportunity you get.

*If you're walking the Adventurer's Path, it's certain you'll pursue your passion full-time during the Discovery Phase.* Therefore, the question of how many months MVI you've attained isn't relevant. The Adventurer's Path isn't about careful planning, it's about passion. If you feel you have enough of it to carry you through and find a way to a MVI relatively quickly, then be bold and follow your heart.

Ultimately, *you're* the one who decides when you are ready (irrespective of which of the three paths you choose). If your gut tells you to go for it after your first sale, then who am I to stand in your way?

After all, my failed attempt to take the leap at the end of 2013 didn't cause me any real damage. By April of 2014 everything was running as smoothly as if I'd never taken the time off.



This says something about the power of walking the Strategist's Path (if you've been doing it for a long time and have loyal customers). It also says something about the nature of taking risks. *They're rarely fatal!* Yes, I lost out on £6,000, but my dream wasn't even close to being derailed.

So, don't be afraid to gamble. If you think you're ready to take the leap, then go for it. The worst that will happen is that you'll lose money. Even in a situation like mine, which couldn't be classified as anything other than a failure, I still learned a lot and got to spend time perfecting my writing. Plus, the magnitude of my mistakes made me determined to never repeat them again.

My final counsel is to make an honest assessment of your situation before taking the leap. Do you still have more to learn about generating an income in your industry? Do you know the exact channels through which it does, and will, happen *for you*? If not, then there's nothing wrong with taking the time to discover these answers.

# FINAL THOUGHTS

In bringing this book to a close, we must return to the beginning. My journey into helping people create an income through doing the work they love was inspired by a comment on my YouTube channel. Therefore, it seems fitting that I return to the roots of this story and provide Alaya-Vijnana with his answer.

Let's recap. Alaya is young, 19 years old at the time of writing. He's in his final year of school and is considering university.

However, the huge tuition fees are putting him off. He doesn't want to get caught in a debt trap, having to work a job he hates to pay off an inflated student loan or mortgage. Interests-wise, he's a man of varying passions. Music, fast cars and psychology all stimulate and entertain, but he doesn't see how to create an income from any of them. This leaves him scared about the future. He mentions that he'd rather be homeless than submit to The System and work a job he hates.

How would I advise him? I did respond to his comment on my YouTube channel, but I won't repeat that solution. Instead, I'll use what we've learned through exploring the three paths to getting paid to do the work you love to give him a new solution and, in doing so, hopefully provide an answer to those of you faced with a similar situation (and if your circumstances are different, or you're twice the age of Alaya, then I'll offer further insights).

## **You Have More Time Than You Think**

The first thing I'd tell Alaya is he has an abundance of time. He's in a rush to find solutions. He's panicked about a future where he feels the responsibilities of working, and avoiding debt, are closing in.

Understandably, he wants to get it right. He doesn't want to go to university if, when he leaves, it's with debts that will chain him to a job he dislikes. The phrases he uses are indicative of this concern: "I can't afford making the wrong choice", "this is all bugging me so much" and "this dilemma of making a life choice while not even a full-grown adult is killing me" It's clear he's feeling the pressure.

Perhaps this is understandable. The world can seem a scary place when you leave the somewhat protective cocoon of school and emerge into a reality which your so-called education has left you unprepared for. It's easy for your imagination to run wild, projecting images of years of economic servitude unless you make the right decision immediately.

However understandable this anxiety may be, though, I would counsel Alaya to slow down and alter his time perspective. He shouldn't feel under pressure to get things right straight away. Instead, he should embrace the adventure of life and be willing to experiment. He has time to make mistakes, enjoy himself, explore avenues that eventually lead to dead ends and still discover a passion he can make a living from. However, if he starts making fear-based decisions because he believes time is running out, then he might overlook some fantastic opportunities.

This is easy to do when in your late teens or early twenties. It appears that the progression of life (the need to have a home of your own, support yourself, find a serious girlfriend/boyfriend, get married and, a few years later, have children) prevents you from making any mistakes or "wasting" time. However, this isn't the case.

The most important thing you can do at this age is to connect with the source of your inspiration. This means having fun. Not in the sense of partying, hanging out with friends or playing computer games, but through getting involved with activities or projects that make you feel alive. Experiment with as many of them as possible. Go on adventures. Open up to new experiences. After all, you've just been through 14 or 15 years of

schooling that has somewhat restricted your freedom. You need to explore. A lack of money might restrict the scale of this exploration but you can always work within your budget. Adventure is about mindset rather than access to resources. With some initiative you can take advantage of your pre-existing connections and create the necessary opportunities.

At this stage, earning money *shouldn't* be your objective. Instead, your objective is experience and experimentation, learning how you react to different environments and activities. “How can I trigger the greatest feelings of inspiration?” should be the question you approach every new project or adventure with. And if something bores you, then quit and move on to the next thing.

By doing this, you might find your “stream of inspiration”. It’s important to realize that success doesn’t always follow a slow lineal path. Some people can experience major addictions or life traumas, change, and turn their life around in a few years. Likewise, some can discover a new passion and master it very quickly. The 10,000-hour rule, great guide that it is, doesn’t always apply. Remember the example of the snowboard instructor in part one. Just a year after working part-time in restaurants, he was making \$30,000 per year selling his snowboarding course. The next year, he made \$100,000.

Or how about three-time grand slam winning tennis champion Stan Wawrinka. In a sport where 10,000 hours or more practice, and starting at the age of four, is considered essential, he started at eight, and was only playing once a week until the age of eleven.<sup>33</sup>

These examples demonstrate that success isn’t always about slogging away for years on end. Sometimes, it’s about locating the right “stream”, immersing yourself in it and going with the flow.

It’s easier to find this stream when you’re acting from a place of fun and inspiration. And what better opportunity to do this than when you’re in your late teens or early twenties. Possibly, you have the luxury of spending a few

more years living with your parents, either rent free or only paying a minimum for your upkeep. This will help you save some vital money for the experimentation phase.

Of course, convincing your parents of your plans might be harder. However, if they see you're committed to greatness (in some capacity) and aren't using their generosity to party or be lazy, then there's a greater chance they might support your endeavour.

Above all, though, don't worry about what a person your age *should* be doing. The System says you should be thinking about your future and responsibilities. You don't want to fall behind your peers and, further down the line, miss out on an opportunity to buy a house or find a spouse.

Although this herd mentality can be hard to resist, there's another point you must consider. The person who lives their life adhering to society's rules never locates the source of their inspiration (or love, for that matter). They may appear to be living a happy life, having ticked all the career and relationship boxes, but inside, they have no clue who they really are or what they're doing. Far better you discover these answers now and then spend the rest of your years building on a strong foundation.

## **Choosing a Passion**

Free from self-imposed pressure, I would advise Alaya to start experimenting with his various passions. He mentions a passion for fast cars, but how far has he explored this passion? "Passion guesswork" is common: we see something and feel inexplicably drawn toward it. However, we'll never really know how passionate we are until we try it. Therefore, I would advise Alaya to explore the world of fast cars.

This may mean driving, selling or working on them. He needs to identify exactly what it was that gave him the initial interest. If he can identify this quality and establish that his interest is likely to continue

throughout the months and years, then he can begin to look at ways to monetize this passion.

Of course, he might find that his interest in fast cars was nothing more than a passing fascination. The great thing about taking the time to experiment with your passions is you can live without regret. You won't look back when you're 50 or 60 and say, "I just wish I'd pursued my interest in fast cars. I wonder where it would have led." Instead, you'll know.

Whether Alaya's passion for fast cars is worth pursuing or not, I would still advise him to explore psychology and music. He describes himself as being "talented" at music. This is great. Using the terminology of the Dream Job Chart, this means his "length of time to master" will be relatively short. However, he claims, as many who are influenced by The System do, that making a living through music is, largely, a matter of luck.

Ironically, this type of societal thinking is to his advantage. If he thinks this way, then it's likely millions of other hopeful musicians also share his thoughts. What will happen to them when they face adversity (as they inevitably will)? Clearly, with a belief that success is dependent largely on luck, they'll quit. They'll tell themselves that it's a million-to-one shot and they gave it fair try but luck was against them.

What does this mean for the musician who is willing to persist? Ninety per cent of his competition won't be there after the first year. Therefore, I would counsel Alaya to keep going with his plans to be a musician. He can ascertain whether he has any serious interest in fast cars in little more than a couple of months. This won't prevent him spending 20 hours a week developing his musical abilities, writing songs and promoting himself. And if his interest in cars proves to be nothing more than a passing fancy, then he can increase this time.

*Spending 20–40 hours a week on your passion guarantees progress.* Not only will Alaya become a more effective musician, he'll gain a greater

insight into what it takes to succeed in the industry. Perhaps he'll discover that luck isn't that influential. He might discover that success in the music industry, like in any other, is a process. Furthermore, as he gets gigs and sells copies of his songs, a new belief develops. He might realize that *he* plays the dominant role in determining his success.

His notion of what inspires him about music might also change. Before thorough exploration of the industry, he might have envisioned himself in a famous band. In his mind, he imagines the bright lights, the adulation and the adventurous life of a rock star. However, after immersing himself in the industry, and struggling to be successful in the way he initially imagined, he might begin to see other possibilities.

Maybe he discovers a talent for writing songs. Perhaps he discovers a passion for capturing performers on camera, becomes a band photographer (see Robert John becoming Guns N' Roses' official photographer for two decades) or sells his photos on a freelance basis. Both of these meet his enjoyment and fulfilment needs and, therefore, he doesn't mind stepping away from the spotlight.

In your own quest to create an income from your passion, you shouldn't overlook a similar path adjustment. It's not always the case that you realize your dreams in the manner you expect. Be aware of how your passion can evolve. If you can't play a top-level sport, then perhaps you can coach it. If there's no market for your inventions, then perhaps you can partner with another inventor whose skills make up for any you lack. If you can't get paid as a travel writer, then perhaps you can set up a travel company.

Whatever the case, it's more than likely your passion is flexible. It can bend while still providing the stimulation needed to make you feel alive.

Depending on how quickly Alaya can succeed in the music industry, and whether he can support himself in the process, he may or may not bother to pursue his passion for psychology. There's nothing stopping him from

reading books, research papers and educating himself in the field. By cutting down on the amount of TV he watches, he can easily create five hours a week to do this while also experimenting with music and cars. Perhaps this reading will spark a greater interest for knowledge of the human mind. Combined with a lack of progress in his other two passions, he may decide to gain a qualification so he can create an income through psychology.

Typically, this would be done through university. A three- or four-year undergraduate course, and perhaps postgraduate studies, might lead to a qualification sufficient to work in the psychology profession.

Or, he may discover his passion for psychology is better served *outside* of university. This might involve training to be a counsellor or gaining a hypnotherapy or NLP qualification.

At first glance, psychology *appears* to be the least risky of Alaya's three passions. Post-qualification, there are a few clearly defined positions available. If he's fascinated by the research aspect of psychology, then he could apply to work at a university. Likewise, a university would also offer him a role if he's keen on teaching his knowledge. If he wants to help people overcome their psychological issues, then he might establish, or join, a private practice or work for the health industry.

Compare this with the prospect of carving out a role in the racing or music industry and it's easy to see why his passion for psychology would score higher in the potential to monetize column. However, there's a downside to passions with readily available roles.

The more recognized the profession, the more chance there is for "system pollution". Although Alaya may find it relatively easy to work in the field of psychology, this doesn't guarantee he'll enjoy it. His interest for the subject might be polluted by the politics and bureaucracy that go hand in hand with mainstream careers. There'll be rules and red tape. His employers, or whoever he reports to, will want him to research or treat



patients in a specific way. He might find this stifling. Eventually, it could destroy his passion for the subject.

If your passion leads you to a conventional career, then you must consider the possibility of something similar occurring. However, if you are of a comparable age to Alaya, it might be difficult for you to predict this impact. When you're between 18 and 22, you haven't got five to ten years' experience in the world of work. You're unaware of how petty regulations, confrontational colleagues and bureaucracy can drain the life blood from a previously fascinating job. If this is the case, then answer these questions.

Will you be closely monitored in this line of work? Are you expected to perform your skill according to a set of rigid guidelines? Do you dislike directives and orders? Do you have radically different views to what is considered mainstream? Are you always questioning the accepted way of doing things?

If you answer "yes" to the majority of these questions, then any passion leading to a mainstream career should lose a few points in the enjoyment and fulfilment column on your Dream Job Chart. If you were to pursue it, it's not unrealistic to imagine that, within a couple of years, you might find yourself disillusioned with the industry and looking for a way out.

Of course, this doesn't mean you'll lose your passion for the subject or profession. It just means you need to be more astute about how you're going to create an income doing it. Can you stick to your mainstream job and limit the impact of "system pollution", *creating the impression* you're following the rules when, largely, you're doing things your own way? Can you alter your mindset and not let it affect you so much? Or, is the need to practise your passion the way you want so strong that creating your own role is the only way forward? Answering these questions provides greater clarity and helps you determine whether creating an income doing the work you love is possible through a mainstream career.

## Supporting Yourself

While Alaya gains clarity on his passions, it's likely he'll need to earn an income. Even if he lives with his parents, he'll still need money to pay for courses, training, equipment and socializing. In fact, in the comment he left on my YouTube channel, he states that he needs €1,000 a month to survive.

I would be surprised if he could earn this from one of his passions within the first year (mainly due to his lack of clarity about which one to pursue). This means he'll have to find some form of employment. He might have to settle for a job working in a bar, retail store or take a low-level office role. He doesn't mention any specialist skills for freelancing, so we must assume this choice isn't available. Therefore, perhaps his best option might be to use his present network (friends, teachers, his parents' contacts, groups or clubs he was involved in or out of school) to see if there are any job openings.

Ideally, he's looking for a job paying €10 per hour. He would then only have to work 30 hours a week to exceed his monthly minimum of €1,000. Also, and more importantly, he'd still have 20 hours a week to invest in exploring his passions.

There does appear to be an obstacle, though, when it comes to actioning this plan. Alaya mentions that he'd rather be homeless than work a job he doesn't enjoy.

I understand this attitude. Although the extent of my employed work only adds up to a little over a year, that experience was enough for a lifetime. However, during that time, I discovered an important psychological shift that made it more bearable.

Before university, I had low-paid jobs, working behind a till in a stationery store, data entry, washing dishes and fruit picking. After university, I had low-paid jobs working in a sports retail store and a bar. Although the jobs were equally boring, there was a marked difference in my ability to process this boredom post-university. What changed?

In my final year at university, I discovered personal development. After of a period of intense reading, a vision came to me about a dream I had for my life. I imagined myself speaking in front of an audience and inspiring them with my words. This dream filled me with hope for the future. I began to structure my life around it and figure out what I needed to do to make it a reality. Every day (regardless of the fact that when I left university I was living with my parents, with no money of my own, or any ideas about generating an income) I told myself I was living my dream. I carried this attitude and belief into my low-paid roles as barman and sports store clerk.

It made a huge difference. Although the work was mundane, I told myself this was all part of living my dream. I was working toward something greater. I needed the money to pay for the tennis coaching and hypnotherapy course I planned to take. *As a result, my boring job had a purpose.* This, in turn, made it less draining and more manageable.

Alaya will find himself in the exact same predicament as me. He says he'd rather be homeless than work a dull job. However, when he frames this dull job in a way that contributes to his greater vision, it'll become bearable.

He could do this by telling himself that the money he makes from these low-paid jobs is funding his experimentation phase. It's all part of a plan. Sure, the hours he spends in an office or behind a bar are dull, but in his mind, he's racing fast cars, playing in a band or helping people with his knowledge of psychology. By *living in the reality of his dream*, his mind (and then body) won't get so drained by the work he doesn't enjoy.

Once the two- to three-year experimentation phase is over, Alaya will have a few options. Best case scenario, one of his passions is starting to earn him an income. While it might be a stretch (although not an impossibility) to assume this will be a full-time income, even being able to provide €500 to €1,000 a month through his passion will open up opportunities.

First of all, it will buy him more time. He can now justify the continuation of his journey to himself and his parents. He knows the industry he's working in. He's started to generate an income and is aware of the possibilities of making more. Perhaps he can even see opportunities to earn a full-time income. At a minimum, he can say to himself, "Let's push this passion for another two years. I know what it takes to be successful, I'm making just enough money, so let's give it everything I've got and see if I can make the transition to supporting myself entirely through the work I love."

An even more ideal scenario is Alaya creating a full-time income through his passion *within the first two to three years*. Some of the examples I've used throughout the book demonstrate that this is possible. However, what if, once the experimentation phase is complete, he hasn't made a single euro from his passions and is none the wiser about how he will?

In such a situation, his hand may be forced. If he runs out of money and his parents run out of patience, it might be inevitable that he has to secure a full-time job or enrol at university. Does this mean the end of his dreams?

Absolutely not! As long as he has free time and a desire to make money from something he enjoys, then the dream never dies. He's discovered that fast cars, music and psychology, so far, haven't worked out for him, but he still has options.

First off, he may have underestimated how long it takes to create an income from these passions. Three years of experimentation without earning any money is not unheard of. After all, there are a lot of steps he needs to take. He has to get clear on which passion he's going to pursue. Then, he has to discover how he's going to make money doing it. After that, he has to start mastering the skills necessary and building contacts. Finally, there'll be setbacks to overcome.

When you take all of these factors into consideration, it's no wonder that three years hasn't been enough. He just needs more time. While working 40 hours a week in a conventional job, or attending university, would impinge on this, with efficient planning, he could still find 10 to 20 hours to continue his quest. Furthermore, many of the early failures will be behind him. After spending two to three years learning about his passion, he'll be more efficient in his approach. Another year could be all he needs to figure out how to generate a steady income from one of these passions.

If it appears that fast cars, music and psychology *really* aren't going to work for Alaya, then he still shouldn't panic. There are reasons to be optimistic. First off, he's identified three areas that aren't going to work. This is useful. He won't waste any more time pursuing them or live in regret wondering what might have been. Instead, he can turn his attention to finding something new.

Fortunately for Alaya, and those of a similar age, he still has a lot of time to discover his passion. He'll be somewhere in the region of 21 to 22. At this age, he's still developing and discovering the world. Travelling might increase his experiences, enabling him to discover a new passion. While on his travels, he may fall in love with a particular country or region. Fascinated by the culture, climate or people, he may feel drawn to working there. Opportunities for creating an income previously unavailable to him at home (teaching his native language in a school, working as a translator or in the tourism industry) now present themselves. All he needs to do is learn the language. He might discover a new passion while at university.

Outside his course, he might become involved in a club or group. Perhaps he gets interested in acting. Perhaps it's activism.

One of my tennis students discovered he had a passion for a new sport. He went to university to study medicine and was also interested in competing for the tennis team. Although he made it into the squad, he wasn't getting regular competition. In the meantime, he started rowing (a

sport that was previously unavailable to him) and discovered a strong natural talent. He's now training toward representing Great Britain at Under 23.

Who knows where this might lead. Although rowing is not a professional sport, he might be able to earn an income through sponsorship and appearance fees.

Whatever the case, the point is that, at a young age, you'll have many new life experiences that'll trigger feelings of engagement and inspiration. Realizing you can't make a living from your original passion isn't the end of your journey. You'll discover more.

## **Pursuing Your Passion over 30**

What if Alaya reaches 30 without having found a passion he can make money from? Before I explain what to do in this situation, it's worth mentioning that I would be very surprised if this is the case for him or you. A strong desire to discover your passion, combined with time, is usually all you need for the ideas to start flowing and the so-called coincidences to start occurring.

You've got to understand that most people aren't looking for their passion. Sure, they'll fantasize about a lottery win and the life this would create. However, this dreaming never turns into action.

As a result, we live in a world where 81 per cent of people don't enjoy their work. Don't be fooled by the cause of this statistic. It's not due to lack of outlets for people to do the work they enjoy. It's that most people don't think it's possible. Therefore, they don't even search.

If you *do* find yourself reaching 30 and having no clear passion to pursue, though, it's important to stay calm. Realize that you are not alone in this situation. Read the following stories of people who discovered their passion later in life. Each one reveals that your big idea, or opportunity, could be just around the corner.

Dan Brown was 39 when *The Da Vinci Code* propelled him to worldwide writing fame and a vast fortune. He only discovered his passion for writing at the age of 30. Before that, he was a singer and school teacher.

It was on holiday that he had the idea of writing a book. Reading a Sidney Sheldon thriller, it occurred to him that he could write something better. Prior to that, he'd been trying to establish himself as a recording artist for close to ten years. However, none of his albums sold enough copies to create a sustainable income.

Determined to make a living from something he was passionate about, yet clearly losing belief in his chances of making it in music, he wrote his first book, *Digital Fortress*. Next came *Angels and Demons* and then, in 2003 (five years after his first book was published), the multimillion-selling *The Da Vinci Code*.

In total, it was a 17-year journey to creating *a fortune* from something he loved. He couldn't do it through his first passion but this didn't stop him from being extremely successful with something else.

Ray Kroc was in his mid-50s when he discovered his passion for fast food and brought McDonald's to the masses. Up until that point, he'd worked as a salesman for a company selling paper cups, moonlighted as a piano player in restaurants and bars and then, at 35, started his own business as a milkshake machine distributor.

This business took him up and down the country visiting various fast food outlets. On one such trip, he came across the McDonald brothers, who were based in San Bernardino, California.

For modern readers, it might be a surprise to hear that (back in the 1950s) McDonald's was known for its quality. Both the product, and speed of service, were revolutionary. Kroc was so impressed he believed the restaurant could expand nationally. It was his passion to ensure this occurred and by 1973 McDonald's had 2,500 restaurants across America.<sup>34</sup>

Julia Child, the famous chef, who authored and co-authored a series of bestselling cookery books, and had a successful primetime TV cookery show, *didn't learn how to cook until her mid-30s*. It was only upon meeting and marrying her husband that she discovered this passion.

Prior to her marriage, Julia Child worked as a copywriter for the advertising department of a company selling rugs and furniture. Then, during World War II, she worked as a research assistant in the secret intelligence division. However, when she met her husband Paul, a huge fan of French cuisine, she had a revelation.

Julia described the first moment she tasted French food as “an opening up of the soul and spirit for me”. At the time, the couple had moved to France and it was the beginning of a passion for cooking that would change her life.

To learn her craft, Julia attended cookery school and joined a women's cooking club. It was here she met the future co-author of her first book (about French cooking, specifically targeted to an American audience). Although it took many years to secure a publisher, once released, it became a bestseller and opened the doors to a career in the media.

These examples should give you reassurance. Despite repeated failures (Dan Brown), not even looking (Julia Child) and advanced years (Ray Kroc), you can still find your passion.

Julia Child's example is particularly encouraging. A woman that became synonymous with cookery went over three decades in a state of ignorance about her passion. And then how did she find it? By chance, it would seem.

Such a discovery reveals that, irrespective of age, you might stumble upon an unexpected event, person or place that sheds light on your passion. Like Julia, meeting the love of your life could open a new world to you. Or, perhaps travelling to a foreign country unearths an interest you never knew



existed. Or, maybe it's something as mundane as watching a new movie or TV series that happens to spark your imagination.

While Julia Child's discovery appears to be a matter of chance, the stories of both Dan Brown and Ray Kroc lend credence to the idea that actively searching for your passion will lead you to discovery. Both men's backstories are interesting. Brown initially wanted to be a singer. At college, he was part of a glee club and sang his way around the world. He also released a few albums (one notably titled *Angels and Demons*) throughout the 1980s and 1990s.

While they didn't sell enough to make Brown a living from his passion, it's clear the intent was there. He wanted to get paid for the work he loved. He fell back on teaching Spanish at a school when the singing couldn't sustain him. However, his mind was always walking a higher path, looking for the next inspiring avenue that would enable him to make money in a way that made him feel alive.

Kroc was the same. Tracing his history reveals a keen entrepreneurial mind that was never satisfied unless stimulated and aiming for the top. Most people would consider selling paper cups dull (Kroc's first job). However, he took it upon himself to learn as much as he could about sales and providing great customer service.

He carried this attitude and experience into his next venture – selling a milkshake making machine called a Multimixer. At the time he bought into the business, he was 35 and had risen to the position of sales executive in his previous role (at Lily-Tulip – the paper cup company). Most people would be satisfied with this position. He'd worked his way from the bottom to the top and was earning a good salary. Why, at the age of 35 (considered close to middle aged at that time), start a completely new venture and risk all you've accomplished?

The decision tells you something about Kroc's mindset. He craved stimulation. He wanted to be at the cutting edge of the entrepreneurial

world and was prepared to take risks to get there.

Although he had to go into debt to fund his Multimixer business, Kroc turned it into a success. By the time he was 50, he'd earned enough money to retire. However, this wasn't enough. Kroc was still hungry. At the time he discovered McDonald's, he described himself as,

a battle scarred veteran of the business wars, but I was still eager to go into action ... I had diabetes and incipient arthritis. I had lost my gall bladder and most of my thyroid gland in earlier campaigns. But I was convinced the best was ahead of me.<sup>35</sup>

Notice the relish with which he talks about the prospect of a new business. He describes himself as “eager to go into action” and being “convinced the best was ahead of me”. Despite his physical ailments, his appetite is undiminished.

There are important lessons to learn from Brown's and Kroc's examples. Brown's highlights the importance of having grand ambitions. It seems his mind was never tuned into the idea of living a conventional life. Instead, it was normal for him to aim at being a star. Although his first choice – singing – wouldn't enable him to do this, the desire for something extraordinary was still there.

Kroc clearly didn't believe in settling and getting old. Instead, he believed in learning and continuing to grow. This enabled him to amass a wealth of business knowledge, accumulated by working in three different industries. In fact, much of McDonald's early expansion rested on Kroc's knowledge of what constituted a great location. He'd travelled the country various times as a salesman and, as a result, was aware of where the greatest footfall would be.

Adopt the dual attitudes of dreaming big and continually seeking to improve, and you'll give yourself a much greater chance of finding your

passion. Brown's and Kroc's examples also demonstrate that it's not a disaster if you have to wait a little longer. In fact, perhaps there are advantages to discovering your passion later in life.

First, it's likely you'll appreciate it a lot more. All those years spent doing the work you didn't enjoy will ensure you soak up every minute of your new life making a living from your passion.

Second, you won't repeat old mistakes. People who discover, and succeed in, their passion at an older age must go through a process. Contrast this with the person who discovers their passion while in their childhood or teens, and you see a marked difference.

The youngsters might be unconscious of how they achieved success. Their passion was always there. They were guided by their parents, coaches or tutors and, consequently, didn't have to go through the process of *consciously learning* to be successful. Instead, they combined natural talent with hard work and left the understanding part to their mentors. This won't be the case for you if you discover your passion later in life. You'll be forced to take a scientific approach to your success. This involves taking notes about what works and what doesn't and learning from experience until you discover a formula that guarantees results.

You'll also be forced to, and be conscious of, growing as a person. I've always been amazed at how advances in my professional life seemed to ensue from a personal breakthrough. Once you've experienced these enough times, you begin to recognize the signs and patterns connected to these moments. You understand the journey to success and realize that it doesn't occur by chance. Therefore, if you slip, you'll know how to get back up.

## **Pursuing Your Passion over 40**

You may find yourself reading this book aged 40, 50 or 60, having worked in the same industry for over 20 years and with a family to support. What

do you do in a situation where your responsibilities seem to prevent you from following your dreams?

*Beyond the age of 40, success at creating an income from your passion partly depends on your understanding of money.* How strongly does The System's conditioning affect you? Are you able to see money for what it is – an illusion that exists to make sense of the value of different products and services? Or do you view money as a determiner of value and worth?

If you accept The System's conditioning, then it's going to be difficult to leave a well-paid (or better paid) job, and earn less money (at least initially) while attempting to make a living from your passion. Perhaps your ego will be threatened. It might reject the idea of going from \$60,000 a year to \$30,000 or less, seeing this as a loss or a step back. The longer it's taken you to achieve your current financial level, the more acutely this dissatisfaction will be felt. Your ego might challenge you further with thoughts like, "What was the purpose of those 20 or 30 years spent doing all that work I didn't enjoy?" It might also tell you, "I'm worth more than this [when contemplating your reduced earnings]. I won't accept being paid this paltry sum."

If this dialogue does occur, you might justify rejecting the quest to create an income from your passion, reasoning that you're too far down your current path to change course. As drained as you feel, and as enticing as the prospect of doing the work you love might appear, the thought of taking what you perceive as a step backwards might be too much to live with.

How could it not? When we live in a system constantly promoting the message that more is better, it's hard to reject what you're being told. What will your friends and colleagues think of your reduced earnings? Will earning less challenge your identity and damage your self-esteem? With retirement one day being a consideration and messages about the hardships

of being elderly and poor prominent in the media, how will you detach yourself from this fear?

Of course, you don't have to understand creating an income from your passion in this way. You're free to reframe the experience in whatever way you choose. You could tell yourself you're going from good to great. After all, employed work has a ceiling. You can only earn so much money. By attempting to create an income from your passion, you're about to enter a realm with no limits.

Jeff Bezos gave himself this opportunity. He worked on Wall Street prior to launching Amazon. Undoubtedly, he was earning a significant salary and must have wrestled with the thought of what he was *giving up* by pursuing his passion. However, he didn't allow these fears to dominate. Instead, he imagined himself at 80 years old and questioned whether he would regret remaining in his Wall Street job and abandoning his plans to create Amazon.

Perhaps reframing your situation in a similar fashion will be enough to silence your ego's protestations. It could help you realize that life is an adventure to embrace, not something to shy away from. While those working away for a pension spend their final 10 or 20 years going through the motions, you get to experience the thrill of growth and new breakthroughs.

Whichever reframe you choose, you must condition your mind to accept it. Let go of the past. Yes, it may appear that the previous 20 years working a job you didn't enjoy was a waste, but you're not living in them now.

Furthermore, nothing is ever truly wasted. As uninspiring as your job may have been, you still had enjoyable moments and valuable experiences. You overcame obstacles, developed skills you can use on your new journey and made contacts and friends. The money you made will also be useful, as will the lessons you learned. So, embrace the change. What's a temporary

loss of income when weighed against the chance to create the life of your dreams?

If you're close to retiring, you might wonder whether there's any point attempting to make a living from your passion. Why not just claim your pension and walk off into the sunset?

While you might be eagerly anticipating your freedom from the world of work, you must give consideration to your need for stimulation post-retirement. Will travelling, partaking in hobbies and visiting friends be enough?

Ageing is a deceiving process. While our bodies alter, our spirit remains evergreen. The desire to learn and be involved with something meaningful remains strong.

Don't be fooled into thinking a hobby can fulfil it. While they're fun and engaging, typically, the outcome doesn't matter. You can walk away from participating in your hobby, irrespective of whether you achieved your objective, largely emotionally unaffected.

A passion is different. A passion stimulates you to the level where the outcome is important. There is a *need* for impact. If you fail in your objective, then there's a deep sense of disappointment, followed by a determination to improve. If you succeed, then the feeling of elation is palpable and permanently improves your confidence and well-being.

You'll still need a passion when you retire. Of course, if your funds are sufficient, the need to create an income from it won't be relevant. However, the fulfilment it brings can't be replicated through the pleasure seeking of hobbies or enjoyable experiences.

Perhaps you'll gain this sense of fulfilment through your family. If this is the case, then the need for a passion outside of the role of husband or wife, parent or grandparent, won't be necessary. However, it would be a

mistake to think the advance of years will numb your need for expression, connection and meaning.

Heed the words of boxing trainer Cus D'Amato. He had this to say about discovering his greatest prospect – Mike Tyson – well past the age of 70. Speaking to Tyson in an interview, with the boxer sitting next to him, he says,

I'm going to tell him now what I mean, because if he weren't here I probably wouldn't be alive today. The fact that he is here and doing what he's doing and doing it so well and improving as he has gives me the motivation and interest in staying alive because I believe that a person dies when he no longer wants to live. Nature is smarter than we think. Little by little we lose our friends that we care about and little by little we lose our interest, until finally we say, "What the devil am I doing around here? I have no reason to go on." But I have a reason with Mike here. He gives me the motivation and I will stay alive and I will watch him become a success.<sup>36</sup>

These are interesting words. They challenge the notion that you'll be satisfied with a retirement filled with days watching TV, eating and visiting friends. They also make the issue of money largely irrelevant. Irrespective of your financial situation, or whether you retire earlier or later than the average, you'll need a passion to pursue. Perhaps more than diet and healthy habits, it's essential to staying alive.

## **Setting Sail**

Our journey has come to an end. As I leave you to create an income from your passion, you may have one final concern. Is there any guarantee that I'll be successful? Or, perhaps more likely, is there any guarantee that I won't fail?

The short answer is, no.

You're taking a leap into the unknown. As much as I believe in the strategies and advice in this book, and the central idea that the individual plays a greater role in their success than luck or random events, there is a hidden variable that I cannot predict or see – your mind.

Do you believe that you'll be successful? When reading that question, don't just offer the positive, hopeful response that we all give when expected to back ourselves. Your belief needs to be much stronger than this. There needs to be absolute *certainty* in your answer.

In the documentary *Pumping Iron*, Arnold Schwarzenegger is about to compete for the 1975 Mr Olympia title. One of his main rivals, Lou Ferrigno (who would go on to play the Incredible Hulk in the original TV series), invites Arnold to breakfast with his father. The Ferrignos' plan is to psyche Arnold out. However, it totally backfires.

Instead of Arnold being intimidated by his younger and bigger rival, he mentally destroys Lou, chipping away at his psychological armour with a string of comments that leaves Lou doubting himself. Then, just before leaving the breakfast table, Arnold tells the Ferrignos that, "I called my mother yesterday and I said, 'I won.' She says congratulations Arnold." This was the day *before* the competition. Arnold was that certain of victory.

While you need this level of belief to *complete* your journey, you don't need it to *begin*. How did you react when I questioned whether you believe you'll be successful? You may have wanted to say "yes", but what was your immediate emotional reaction? Did you feel a little uneasy? Was there a moment of doubt?

This is OK. Your conviction will develop with time. The minimum level you need to begin your journey is confidence. Even if you experience lingering doubts, you must have a belief that success is a possibility.

You can build from this position. As you begin your journey, and start to make progress, your belief will grow to the point where you know



yourself, your product and industry so thoroughly that you can be certain of your success.

The Strategist's and Grinder's Path are designed to help you develop this belief. Your risk is minimized when walking them because you have the freedom to make mistakes without the fear of severe financial consequences. As Warren Buffett once said, "Never test the depth of a river with both feet."

Although the Strategist's and Grinder's Path mitigate against disaster, don't make the mistake of thinking they remove the element of risk. Irrespective of the path you walk, there are going to be moments when the trail ahead isn't clear.

For the Adventurer, it happens at the start. You quit your job with only an idea for a new business, cause or skill to pursue. There's no guarantee there'll be a market for your product or an audience for your work. It might be six months before you make even \$100 from your new passion. This can lead to a state of stumbling around in the dark in the early stages of walking the Adventurer's Path.

While you won't face this concern when walking the Strategist's or Grinder's Path, you'll still experience moments when the trail is hidden. Here, it's more likely to occur when you've reached a ceiling in your development. For example, your passion is starting to earn a minimal income. However, for it to continue to grow, you need time to see more clients or a month off from your day job to work exclusively on a new project.

What do you do? Both options facing you involve a risk. What if you quit your job and your passion fails to grow in the way you expected? However, what if you remain and, as a result, miss out on an opportunity that fails to come around again?

These are just two examples of the numerous risks you'll face irrespective of the path you take. Further ones could include investing a

substantial amount of money on promotion and not knowing whether it will bring a return. Another could be risking the breakdown of relationships through the amount of time you invest in your project. Finally, what if you fail and then discover you've spent too long away from your former industry to return?

Listing these risks isn't an exercise in intimidation. Instead, you need to be aware of them so you can get comfortable with their existence. Furthermore, there are ways of reframing the risks so you can make important decisions unaffected by fear.

First, you must remember that avoiding risk is no insurance against failure or loss. Ultimately, there is no security in life. You could stay in your present job but this doesn't mean you'll live incident-free. Are you secure against getting older and feeling like life has passed you by? What about the erosion of your vitality as you spend decades in a job you dislike?

The second way to reframe the fear of taking risks is to understand life as an adventure. The System conditions you to live in a state of fear, worrying about paying the bills, whether people like you and what might go wrong. But are these fears real? Is your life no greater than an endless struggle to get by?

You've been duped into believing in a false reality. Concerns that, at the end of your life, aren't going to matter, have become the focus of your existence. In the meantime, the really important stuff – having a positive impact on the world, expressing your unique gift, experiencing love in all its facets – gets dismissed as childish fantasies that have little to do with life in “the real world”.

Life should be lived with the spirit of a great film or novel. Embrace the rich experiences of struggle and success, danger and delight and risking it all to find the treasure at the end of the rainbow. This is what life *should* be about. You're not on this planet to slave away at job you don't enjoy so somebody else can get rich off your work.

There would be no progress for humanity without those brave souls who were prepared to embrace their calling without any guarantee of success. Right now, you could compare yourself to Christopher Columbus before setting out on his journey to cross the Atlantic Ocean in 1492.

He risked everything and had little guarantee of success. Not only would failure have meant financial and reputational ruin, with many still speculating the world was flat, it could have cost him his life.

Even if Columbus didn't take a fatal plunge into the cosmos, there was the far more real risk the journey might be so long he ran out of supplies, perishing through disease, starvation or lack of water. Yet he still proceeded. Why?

Because, if it's *the right thing to do*, a lack of guarantee isn't a valid excuse for refusing to attempt it. What if Columbus, Darwin, Emmeline Pankhurst and, even now, Greta Thunberg had all refused to set out on their respective journeys through fear of failure? Humanity would have been denied an advancement in knowledge and freedom that improved the lives of future generations.

Something in these brave people made them take a calculated risk and follow their instincts. Perhaps, it was a deeper knowing that, if successful, their journey would benefit everyone. If you feel the same way, then, despite your misgivings, you must follow your heart.

Finally, if you're still struggling with your fears, then remember the words of Christopher Columbus (as portrayed by Gérard Depardieu in the film *1492: Conquest of Paradise*). In a scene where his son, Fernando, is narrating, he recalls his father saying,

Nothing that results from human progress is achieved with unanimous consent. And those who are enlightened before the others are condemned to pursue that light in spite of others ...

It's a warning that it's normal for a potential trailblazer to feel apprehensive at the start of their journey. Your desire to innovate, and, in the process, challenge conventional ways of doing things, could bring criticism and opposition. However, you must continue regardless.

In the next sentence, Fernando mentions that there was a time when the New World didn't exist. People believed infinity lay beyond the setting sun. If it wasn't for his father taking that risk, and discovering the Americas, humanity would still be living in the dark.

Perhaps you will do something similar. Despite advances in technology and travel, there are still new worlds to discover. The people that explore them will be the ones guided by their passion.

So, take flight, my friend. Here's to infinity and discovering it through the legacy you leave.

# **SUMMARY OF THE THREE PATHS TO DOING THE WORK YOU LOVE**

## **The Adventurer's Path**

- Quit your job and begin your journey to creating an income from your passion as soon as possible, irrespective of resources or experience.
- Dedicate all of your time to your quest, learn quickly and use the pressure to catapult you to success.

## **The Strategist's Path**

- Use one or more of a variety of strategies – analyse current weekly time usage and make adjustments, reduce the number of hours you work at your day job, work on a freelance or consultancy basis, find a side hustle – to free up a minimum of 20 hours a week to work on your passion.
- Persist with this strategy until you're earning a minimum viable income (MVI) from your passion.
- At this point, begin phasing out your other income generating activities until you're working, and making, a full-time living from your passion.

## **The Grinder's Path**

- Continue working your job while adhering to a carefully designed schedule enabling you to complete 20 hours' work a week on your passion.
- Do this until you have a year's worth of money saved and then quit your job to work full-time on your passion.

- After the year is up, either continue working on your passion if it's generating an MVI or return to work to replenish your savings in preparation for another attempt.

## **Becoming an Expert**

- Irrespective of the path you take, engage in a four-part process of study, practice, pressurized practice and attaining paid results to become an expert who people are willing to pay.

# COACHING

Are you serious about creating an income from your passion? If so, then why not speed up the process by having me coach you? Email me at [joe@escapethesystemnow.com](mailto:joe@escapethesystemnow.com) to arrange a FREE consultation. This can be done at your convenience and typically takes place via Skype or Zoom.

Let me know what you're struggling with and I'll explain how I can help. Furthermore, if you quote "Income" in the subject line when you send the email, I'll give you a 25 per cent discount off the first session or package you book.

I can help you:

- Apply the Dream Job Chart and answer any questions you have about identifying your passion.
- Figure out how you're going to support yourself while investing time in growing your new business or project.
- Introduce stress-busting and confidence-boosting techniques to help you with motivation and selling.
- Advise you on when it's time to quit your job.
- Keep you accountable to the schedule we agree on.
- Support you through any adversity.

I've been coaching clients in multiple fields for over 15 years. This includes helping tennis players reach national level, removing lifelong bad habits and crippling anxieties for hypnotherapy clients and coaching readers of my first book to find and succeed at the work they love. Email me today at [joe@escapethesystemnow.com](mailto:joe@escapethesystemnow.com) to arrange your FREE consultation.

## Special Offer

As a thank you for purchasing this book, I want to give you a FREE copy of my course, *30 Days to Escape The System: A step by step guide to making a living from your passion and being free to live life as you choose*.

The course builds on this book, giving you some clear actionable steps you can take over the next 30 days to lay the foundations for living the life you want. You will learn:

- How to identify a passion you can make a living from.
- A two-step strategy you need to be successful doing it.
- How to overcome the inevitable adversity you'll face.
- How to overcome your fears and realize your potential.

To claim your FREE copy, visit [www.escapethesystemnow.com/30Days](http://www.escapethesystemnow.com/30Days) and enter your email in the sign-up box. You'll then be directed toward the instructions for downloading the course and being added to the monthly newsletter.



# ACKNOWLEDGEMENTS

A big thanks to Dwayne Williams for his help with research on the book and being the first ever guinea pig for the Dream Job Chart.

Many thanks to Yvonne Samaranayake for her input on consultancy work.

Thanks to David Saville for agreeing to be interviewed for the book. You can find out more about his coaching by visiting

<https://www.davidsaville.co.uk>.

To Claire Daly for helping a techno moron put graphs in his book.

To Andy Beck for detailing his experiences of part-time work.

To anybody who leaves a review of this book on Amazon. I really appreciate you taking the time to do this. Many thanks.

# ENDNOTES

- 1 Joe Barnes, “Escape the System and Live the Life You Want: 3 Tips from the Book”. [www.youtube.com/watch?v=SRwqlaZYhso](http://www.youtube.com/watch?v=SRwqlaZYhso)
- 2 Shaun Usher (compiler), *Letters of Note: An Eclectic Collection of Correspondence Deserving of Wider Audience*, Chronicle Books, 2014.
- 3 If you’d like to work on a printable version of the chart, please visit [www.screwthesystemnow.com/DJC](http://www.screwthesystemnow.com/DJC) to download.
- 4 Joe Barnes, “Can Anybody Do Anything? 5 Steps to Find YOUR Calling”. [www.pickthebrain.com/blog/can-anybody-do-anything-5-steps-to-find-your-calling](http://www.pickthebrain.com/blog/can-anybody-do-anything-5-steps-to-find-your-calling)
- 5 “You can Live your Dream: Here’s Why you have a 66% Chance” [www.youtube.com/watch?v=urKO8jJQ7xY](http://www.youtube.com/watch?v=urKO8jJQ7xY)
- 6 Joe Barnes, *Escape the System*, 2015.
- 7 “Surf Photographer Clark Little on Staring Down Shorebreak to get the Perfect Shot - The Inertia” [www.youtube.com/watch?v=9pXMOBfeOcE&t=3s](http://www.youtube.com/watch?v=9pXMOBfeOcE&t=3s)
- 8 Joe Spring, “Clark Little’s Shorebreak Art”. [www.outsideonline.com/1915256/clark-littles-shorebreak-art](http://www.outsideonline.com/1915256/clark-littles-shorebreak-art)
- 9 Tom Junod, “Brad Pitt: A Life So Large”. [www.esquire.com/entertainment/movies/interviews/a22679/brad-pitt-cover-interview-0613](http://www.esquire.com/entertainment/movies/interviews/a22679/brad-pitt-cover-interview-0613)
- 10 [www.davidsaville.co.uk](http://www.davidsaville.co.uk)
- 11 Jon Morrow, “How to Quit Your Job, Move to Paradise and Get Paid to Change the World”. <https://probblogger.com/how-to-quit-your-job-move-to-paradise-and-get-paid-to-change-the-world>
- 12 Jon Morrow, “Why Your Site Gets Such Pitiful Traffic (and What to Do About It)”. <https://smartblogger.com/website-traffic>

- John Koblin, “How Much Do We Love TV, Let Us Count the Ways”.
- 13 [www.nytimes.com/2016/07/01/business/media/nielsen-survey-media-viewing.html?\\_r=1](http://www.nytimes.com/2016/07/01/business/media/nielsen-survey-media-viewing.html?_r=1)
- 14 Felix Dennis, *How to Get Rich*, Random House, 2006.
- 15 <http://earlyretirementextreme.com/about>
- 16 Jacob Lund Fisker, “How I Became Financially Independent in 5 years – Part 1”. <http://earlyretirementextreme.com/how-i-became-financially-independent-in-5-years-part-i.html>
- 17 Radhika Sanghani, “How to Ask Your Boss for Flexible Working (Without Being Turned Down)”.  
[www.telegraph.co.uk/women/womens-business/10935377/Flexible-working-How-to-ask-your-boss-for-flexible-working-without-being-turned-down.html](http://www.telegraph.co.uk/women/womens-business/10935377/Flexible-working-How-to-ask-your-boss-for-flexible-working-without-being-turned-down.html)
- 18 Jana Kasperkevik, “Working Overtime Hours Across the World: How Does the US Compare?”  
[www.theguardian.com/money/2015/jun/30/overtime-pay-obama-us-china-canada-uk](http://www.theguardian.com/money/2015/jun/30/overtime-pay-obama-us-china-canada-uk)
- 19 John C Borg, *Part Time Jobs: How to Eliminate Your Job Search and Work from Home*, 2015.
- 20 Susan Cain, “How I Quit My Job and Became a Writer”.  
[www.huffingtonpost.com/2015/08/14/susan-cain\\_n\\_7967208.html](http://www.huffingtonpost.com/2015/08/14/susan-cain_n_7967208.html)
- 21 *The Fizzle Show*, “Can a Side Project Fund Your Big Idea?” Episode 175, 12 August 2016.
- 22 *The Fizzle Show*, “Can a Side Project Fund Your Big Idea?” Episode 175, 12 August 2016.
- 23 Nick Morgan, “Thinking of Publishing Your Book in 2013? Here’s What You Need to Know”. [www.forbes.com/sites/-nickmorgan/2013/01/08/thinking-of-self-publishing-your-book-in-2013-heres-what-you-need-to-know/#57c84c6214bb](http://www.forbes.com/sites/-nickmorgan/2013/01/08/thinking-of-self-publishing-your-book-in-2013-heres-what-you-need-to-know/#57c84c6214bb)

- 24 Carolyn M Brown, “8 Things You Should Know Before Becoming a Direct Seller”. [www.inc.com/guides/2010/07/8-things-you-should-know-before-becoming-a-direct-seller.html](http://www.inc.com/guides/2010/07/8-things-you-should-know-before-becoming-a-direct-seller.html)
- 25 “This Government Loan Program Helped Tesla at a Critical Time and Trump Wants to Cut It”.  
[www.washingtonpost.com/news/innovations/wp/2017/03/16/this-government-loan-program-helped-tesla-at-a-critical-time-trump-wants-to-cut-it/?utm\\_term=.88057edde054](http://www.washingtonpost.com/news/innovations/wp/2017/03/16/this-government-loan-program-helped-tesla-at-a-critical-time-trump-wants-to-cut-it/?utm_term=.88057edde054)
- 26 *The Fizzle Show*, “How Much Money Should I Have Saved Up Before I Quit My Job?” Episode 176, 19 August 2016.
- 27 Beau Carnes, “How I Got a Second Degree and Earned 5 Developer Certifications in Just One Year, While Working and Raising Two Kids”. <https://medium.freecodecamp.org/how-i-got-a-second-degree-and-earned-5-developer-certifications-in-just-one-year-while-working-and-2b902ee291ab>
- 28 Beau Carnes, “How I got a Second Degree and Earned 5 Developer Certifications in Just One Year, While Working and Raising Two Kids”. <https://medium.freecodecamp.org/how-i-got-a-second-degree-and-earned-5-developer-certifications-in-just-one-year-while-working-and-2b902ee291ab>
- 29 <https://sivers.org/kimo>
- 30 [www.screwthesystemnow.com/blog/why-65-day-buys-you-ticket-live-your-dreams](http://www.screwthesystemnow.com/blog/why-65-day-buys-you-ticket-live-your-dreams)
- 31 Ben Fanning, “Quit Your Job Without Quitting (To See If It’s What You Really Want)”. <http://paidtoexist.com/quitting-your-job>
- 32 *The Fizzle Show*, “How Much Money Should I Have Saved Up Before I Quit My Job?” Episode 176, 19 August 2016.
- 33 *Tennis World Magazine*, “New Worlds New Champions”, 7 June 2015.
- 34 Matt Vella, “Here’s How McDonald’s Became the King of Burgers”. <http://fortune.com/2015/05/15/mcdonalds-anniversary>

- 35 Tom Butler Bowdon, *Never Too Late to be Great*, Virgin Books, 2011.
- 36 Mike Tyson, *Undisputed Truth*, HarperCollins, 2013.



# WATKINS

Sharing Wisdom Since 1893

The story of Watkins began in 1893, when scholar of esotericism John Watkins founded our bookshop, inspired by the lament of his friend and teacher Madame Blavatsky that there was nowhere in London to buy books on mysticism, occultism or metaphysics. That moment marked the birth of Watkins, soon to become the publisher of many of the leading lights of spiritual literature, including Carl Jung, Rudolf Steiner, Alice Bailey and Chögyam Trungpa.

Today, the passion at Watkins Publishing for vigorous questioning is still resolute. Our stimulating and groundbreaking list ranges from ancient traditions and complementary medicine to the latest ideas about personal development, holistic wellbeing and consciousness exploration. We remain at the cutting edge, committed to publishing books that change lives.

DISCOVER MORE AT:

[www.watkinspublishing.com](http://www.watkinspublishing.com)



Read our blog



Watch and listen to  
our authors in action



Sign up to  
our mailing list

We celebrate conscious, passionate, wise and happy living.  
Be part of that community by visiting

 [/watkinspublishing](https://www.facebook.com/watkinspublishing)  [@watkinswisdom](https://twitter.com/watkinswisdom)

 [/watkinsbooks](https://www.youtube.com/watkinsbooks)  [@watkinswisdom](https://www.instagram.com/watkinswisdom)