

# **6 \$UNDAYS A WEEK LIFE**

**Quit 9to5 & Become a  
Passionpreneur**





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Passionpreneur

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# **WARNING**

This book is not for everyone. Surprised? But it's true!

This book will inspire you to quit your job and follow your passion. So, read it at your own risk.

This book will change the way you look at job, life and business. You will lose your old colleagues and find new hungry and aspiring friends.

This book will compel you to build your 6-Sundays-A-Week life if you follow the principles shared in it.

Enjoy the ride!



# DEDICATION

I would like to dedicate this book to my mentor **Dan Lok** who transformed my life.

I would not have been living the 6-Sundays-A-Week life without the wisdom and guidance of my mentor My Sifu; Dan Lok. You are the legend with a golden heart and a brilliant mind. Thank you Sifu for everything. Lots of Love and Respect!



*Ek hi raasta jispe chup-chaap sar ko jhukaaye hue  
Band aankhein kiye log chalte hai saare janam*

*Jaante bhi nahi, sochte bhi nahi, puchte bhi nahi  
Unko ye raasta lekar kahin jayega?  
Ya kahin bhi nahi?*

*Chalte chalte kahin ek modh aata hai  
Sidhe rashte se bilkul alag*

*Koi deewana hi hota hai joki udhar jaata hai*

*Warna baaki toh sab sidhe raaste pe hi  
Aapni saare janam chalte hain  
Sir jhukaaye hue band aankhein kiye aur yeh dukh liye*

*Modh jo dekha tha uspe mudh jaate hum  
To najaane kahan tak pahunch paate hum*

**Source:** “EkHeeRaasta” soundtrack from the Bollywood movie  
“Gully Boy” (Lyrics by Javed Akhtar)

## MEANING

Most people choose to walk on one pathway quietly, with closed eyes and bent heads for the whole life.

They do not know, they do not even think, they do not even ask if the road they are on will lead them somewhere...

Or nowhere!

During the journey, they come across a turn which is different from the usual road.

There is this crazy person who decides to take this turn less frequented. Whereas, everyone else continues to walk on the straight

road with their heads down, closed eyes and with the pain of regret, thinking, ‘Had I taken that turn then, I would have reached much more blissful horizons in life!’

## **CALL ME CRAZY**

This book is for those crazy lions who dare to take those turns in life.

This book is for those crazy lions who want to do something beyond the regular 9-5 life.

This book is for those crazy lions who dare to think BIG.

This book is for those crazy lions, the rebels who do not follow the norms of the conventional education system.

This book is for those crazy lions who want to build their own legacy by impacting millions of lives.

This book is for those crazy lions who do not accept 1 Sunday in a week but want 6 Sundays in a Week.

This book is for those crazy lions who want to do what they love and make money as well.

This book is for those crazy lions who would like to build their business around passion and live free.

And I know that YOU are that one crazy Lion/Lioness!

*“If they don’t call you crazy, then you are stupid.”*

**—Dev Gadhvi #6-Sundays-A-Week**

*“People who are crazy enough to think they can change the world are the ones who do!”*

**—Steve Jobs**



# INTRODUCTION

*Suman*, in his formal attire, walks into a cabin in a very posh office in Hyderabad, India.

Suman - “Boss, I need a few days of leave.”

Boss – “Few days of leave, why?”

Suman - “I am planning to go for a vacation with my family.”

Boss – “You know this is the month-end. The entire team is relying on you. How can you think of going on a vacation now?”

Suman - “I will work on holidays and get the orders.”

Boss – “Why don’t you go after 22<sup>nd</sup> December?”

Suman - “I can’t. I have already planned this since a long time.”

Boss – “Don’t you think you should have checked with me before planning?”

There was a long silence.

Finally, the Boss breaks the silence – “How many days of leave do you want?”

Suman - “A week.”

Boss – “What? That is too long!”

Suman - “Boss, I have not applied for any leave in the last 6 months. I have worked diligently. This is the only time of the year when I get to spend quality time with my family.”

Boss – “Only on one condition, I can allow for only 3 days.”

The conversation ends with *Suman* being fed up, frustrated and angry because of being controlled by the Boss every time!

Does this sound familiar? I am sure it does.

This is the real story of my mentee *Suman Pachigulla* who had tears in his eyes when he was denied leaves for a week to visit his parents in his home town. He got to see them only once every six months.

*Suman* was born in a very poor family and lived in a house with a thatched roof that would leak in the monsoon season. His parents really worked hard to provide the best of education, food and amenities to him.

He had to burn the midnight oil to get a good job since he was from a vernacular medium school and could neither understand nor speak English.

After many years of dedicated efforts, he managed to get a job and reached a point where he was making Rs. 26 Lakh (\$35K) annually but the irony was, he was still dependent on his boss to pay a visit to his parents.

What is the point of making lots of money when you can't even spend quality time with your loved ones?

What is the point of having lakhs or crores of rupees (Millions) in your account with no freedom?

Guess what... today, this kind of enslaved life is no more applicable for *Suman*, me and many of my mentees now!

- No more begging for leave approvals.
- No more office work on weekends.
- No more client calls or weekly review calls with the boss during the personal time of night.
- No more working on vacations.

- No more getting aggravated in the jammed traffic.
- No more trading time for money.

These are some of the many perks of living the **6-Sundays-A-Week Life.**

Did it happen overnight? Nope!

Was it easy? No way!

Was it worth it? Hell Yeah!

Now, we can work when we want, from where we want, how we want and with whoever we want to.

For instance, I have been editing this book in a Luxury resort called *The Zuri White Sands Resort* in Goa, India. Beautiful décor, lovely landscape, perfect weather and above all no strings of any restrictions.

Besides, I have been editing this book while traveling to my village, international locations like Bangkok, Vancouver, U.S, Dubai and other places.

### ***Welcome to the 6-Sundays-A-Week Life!***

I had been blind for 33 years of my life.

I had eyes but was blind in terms of -

- Not having visibility of my passion and purpose.
- Not having the realization of the importance of my existence on this Earth.
- Not having the idea about my potential.
- Not having enough knowledge and skill to be financially independent.
- Not having the awareness that there is a life beyond 9 to 5.

But finally, I was able to engineer this amazing life with 20 months of dedicated, consistent hard work to become a Crorepati (Multiple 6 Figures).

I realized that there are billions of people who are lost in the 9-5 rat race, not knowing their true purpose, potential and real talent.

Hence, I decided to write this book to help you build **YOUR** 6-Sundays-A-Week Life!

It may take you more time than 20 months (or even less, depending on your efforts) but if you are ready to follow the secrets unleashed in this book then sooner or later you too will be able to build the life of your dreams, where you can do what you want, when you want, how you want and with whom you want.

This book will navigate you to the super-highway to live a life like a millionaire even if you do not have a million-dollar in your bank account yet!

**This is not a motivational book but a practical step-by-step guide that has helped many people to live their dream life!**

# STORY OF 3 BEST FRIENDS

There were three best friends in a small town; they were from humble family backgrounds. Their names were **Joe**, **Vo** and **Moe**. Their fathers were into small odd jobs. The trio went to the same school and graduated from the same college as well. They all had a dream to become rich and successful.

After completing their graduation, they started looking for jobs and all three of them found a job in a multinational company. It was a BPO (Business Process Outsourcing).

They were happy that finally, they were earning enough to take care of their families. Slowly their journey took different routes in life as years went by.

**Joe** continued to work for a BPO. His salary did not grow as fast as the expense, so he had to compromise and stay in a small apartment. Fast forward today, he is worried about paying bills and surviving.

**Vo** saved some money and borrowed more from the bank to start his restaurant. He had to rent the place which was expensive, hire chefs, invest in infrastructure, do some advertisement, etc. It started off pretty well but after a few months, the neighborhood was spilled with similar types of restaurants. More competition led to fewer clients and his business started to run in losses. He tried a few strategies for marketing but in vain. Today, he is worried as he is shutting down the business.

**Moe** worked in a job for more than a decade. He had no real finance to start a business but he realized his true purpose and passion, which was to help people living with a mediocre mindset to change their mindset and transform their lives. He started to make videos to inspire others. It took time, but his videos started to impact the viewers in a positive way. His followers grew from 100 to 1000 to 10000 to 50000 to 100000 within a year or two. He started getting calls from the clients to do a paid coaching. He wrote a book while in the 9-5 job and it became a best-selling book. He finally quit his job and built his business around his passion. He started mentoring people, helping them to break-free from the wheel of 9-5 and build a business around passion. Within 3 months of quitting his job, he made more than Rs. 35 Lakh (\$55000) and over 1 Crore (\$150K) in 20 months.

He invested most of his money on self-development. No staff, no office, no high-end gadgets, no physical product, etc. Only his passion, a laptop and a cell phone led him to becoming a *Crorepati* (millionaire) coach in India.

Today, he is one of the highly paid influencers in India and has lakhs (Hundreds of Thousands) of followers on social media.

Now, in this story, all three friends had a similar upbringing with similar education but they all chose different routes which led them to different avenues.

Here are the options they chose:

1. Joe chose to stick to a Job
2. Vo chose to become an Entrepreneur like ‘others’
3. Moe chose to become a **Passionpreneur**

Typically, these are the 3 options available to anyone who wants to become successful.

Joe got stuck in a 9-5 job because he followed the conventional wisdom that says – “Get good grades, find a job and retire working in 9-5”. What a secure life!

Vo was bitten by the bug that most of the people are bitten by, that is “*Vo ye kar raha hai to mein bhi vo hi karunga*” (If the other person is getting great results, then I should do it too).

In other words, if others are opening a restaurant then I will also follow their footsteps. If others are venturing into an import and export business, then I will do the same.

Let me give you one more example of Vo Mindset. These days there is a trend among men to sport a beard but have you noticed that many guys look ugly in a beard. It doesn’t even suit them but still, they want to flaunt it. Why? – Because it is a trend and everyone else is doing it. Despite being told by their friends, they continue to have that beard. They are dominated by the ‘Vo’ mindset.

We do not have to copy others, yet there are many people who fall in the ‘Vo’ category. They start a certain business, trying to copy others and hoping to become successful.

They think that if others are making money out of it then they too will reap the gains. They do not bungee-jump into a business with the primary focus to solve a problem. They start by looking at a product and then try to sell it in the market. This is one of the major reasons why 90% of businesses fail in the first 5 years.

On the other hand, as a Passionpreneur, Moe followed his passion and purpose which is unique to him. When you follow your passion that impacts others or adds value to others then you are bound to become successful, provided you know how to monetize it.

In this book, you will learn how to build a 6-Sundays-A-Week Life like Moe and magnetize a good share of money for better living.

And yes, you are thinking right. Moe is me but I am not the hero of this book, YOU are!

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You will find yourself in many places in the book, resonating with the characters and saying to yourself....This is my story and it surely is.

Now, are you excited to learn my secrets?

Then, I want you to continue reading with a smile and shout out loud with your fist raised in the air... Yessssssss!

# **IMPORTANT – 3 HIDDEN GEMS**

Some readers have read my books within a day or two because it is simple and entertaining. And I am sure you will be able to do it too!

I have hidden three key secret lessons in this book (I call them gems) which you will be able to find only when you read this book carefully; with full attention. Secrets are not so obvious to notice but it is not so difficult to unearth them either.

Now, why did I hide these secrets? The reason is simple, because I want to see who is the crazy Passionpreneur who has hawk's gaze that others don't.

Trust me, once you find them, your life will go on a fast-track as it did for me. You would be able to transform your life in even less than 20 months and build your 6-Sundays-A-Week Life.

At the end of the book, I will also give you an opportunity to win some precious gifts starting from free access to my webinars, workshops, courses, blueprints, private group and bag the chance to win an Apple iPhone or iPad!

So, read this book carefully with 100% attention!

I suggest you to form a small mastermind group of your well-wishers and implement the learning together to have a great

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execution speed instead of trying to do things alone and slowing down. If you want to connect with other like-minded people on social media, then use **#6SundaysAWeek** in your posts and also follow others with this hashtag. You can build your own mastermind groups to discuss the principles shared in this book and help each other implement them.

What I am going to share in this book are the important practical lessons that I have personally researched by studying super-successful people, interviewing them, spending thousands of hours reading hundreds of books, and most importantly, by implementing all those principles myself.

I have fine-tuned those principles over the last 3 years and the final output is this book.

Thank you for choosing me to be your friend, your mentor (aka *Guru-Dev*) to help you in your transformational journey to build your 6-Sundays-A-Week life.

Before we begin the journey let us have an agreement. I want you to read out the below Passionpreneur Creed loudly and feel the emotions while reading it. I know it is not usual but hey, we are the crazy ones, right?

Remember, only the crazy ones dare to do something different and don't care what others would say.

So, my crazy friend, read it aloud as if you really mean it and feel it -

*My name is .....and  
I am a Passionpreneur.*

<i>I was born to be great</i> <i>I was born to make a difference</i> <i>I was born to become a legend</i>	<i>I have a billionaire mindset</i> <i>I am a money magnet</i> <i>Money flows to me easily &amp; effortlessly</i>	<i>I take extreme ownership</i> <i>I have high self-discipline</i> <i>I am a courageous lion</i>
<i>I am unstoppable</i> <i>Who am I?</i> <i>Passionpreneur</i>	<i>I am unstoppable</i> <i>Who am I?</i> <i>Passionpreneur</i>	<i>I am unstoppable</i> <i>Who am I?</i> <i>Passionpreneur</i>
<i>I love my self</i> <i>I have high self-esteem</i> <i>I am unstoppable</i> <i>Who am I?</i> <i>Passionpreneur</i>	<i>I make my family proud</i> <i>I make my community proud</i> <i>I make my mentors proud</i> <i>Who am I?</i> <i>Passionpreneur</i>	<i>People love me</i> <i>People admire me</i> <i>People want to work with me</i> <i>I am world-class</i> <i>Who am I?</i> <i>Passionpreneur</i>
<i>I work hard every day</i> <i>I work smart every day</i> <i>I grow fast every day</i> <i>Who am I?</i> <i>Passionpreneur</i>	<i>I conquer the world</i> <i>I help millions of people</i> <i>I do what I love</i> <i>I live 6 Sundays a Week</i> <i>Who am I?</i> <i>Passionpreneur</i>	<i>I am fit and healthy</i> <i>I am the legend</i> <i>I am unstoppable</i> <i>Who am I?</i> <i>Passionpreneur</i>

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All my mentees and I start our day by reading this creed loudly. I suggest you to make this creed your mantra of life and read this every day as soon as you wake up to **become unstoppable**. There is also a video on YouTube called “**Passionpreneur Creed – Dev Gadhvi**”.

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# CHAPTER ONE

# 2 LIVES

## FIRST LIFE – HLC

9:00 am, a quiet morning, the alarm breaks the silence by screaming at a high decibel volume.

You hit the snooze button and try to sleep more!

After 10 minutes, again the alarm rings.

Aaaaah! You have to wake up now else you will be late. You with your half-open eyes get your morning doze of dopamine, which is by checking your social media notifications and read through WhatsApp messages.

For few who are wondering what dopamine means, it is the neuro-chemical that is released by our brain when we get excited or happy.

The same dopamine is released while consuming drugs, gambling or even having sex.

Yeah, my point is, we all are addictive to social media for dopamine.

After spending 10 to 15 minutes on social media, your lazy steps take you to the bathroom. You brush your teeth and freshen up.

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Then you spend a few minutes with the family.

Eat breakfast.

Until you realize, it is already 11:30 am. Shoot! You are late for the office.

You rush to take bath, iron clothes and get ready for office.

Drive through crazy traffic, listening to music.

Suddenly, you are stopped by the traffic police for no reason. Ultimately, after a back and forth argument, he lets you go after paying a Rs. 100 fine, saying “Your car registration plate is fancy”.

Okay, whatever!

Finally, you arrive at the office after an hour of battling with the clutch, brake, accelerator and the traffic police.

As soon as you reach your seat, you hear the voice that you hate the most.

“You are late again. What is going on with you every day?”

“If this continues, I will have to take a tough decision. Do I need to remind you this is an office and not a park where you can come and go whenever you wish?”

By now, you must have guessed it right. Yeah, he is your boss, let us call him *Raavana*.

He has been working for more than 20 years and has mastered the art of sucking blood out of the 9-5 employees.

You somehow manage to get out of that conversation and gaze at your desk.

Your desk looks like this - No pictures, no God idols, nothing exciting. Just a computer, a phone and a pile of papers.

You look at your neighbor’s desk, the most decorated and colorful cubical embellished with hundreds of God’s idols, expecting the fat man to be busy munching his fried snacks. But you get a shock when you notice neither the idols are there anymore nor the fat man.

No fat Joe, No Idols, No computer?

You wonder, where did it all disappear?

It was all there yesterday when you left the office.

You ask the person who sits next to *Fat Joe* and learn that *Fat Joe* has been fired for his poor performance with no notice period.

You feel bad for him because you had known *Joe* for more than a year and you were his neighbor at work since then. After all, he used to feed you some munchies every day.

You remember that he was going through a tough time in life.

He had a car loan and a home loan. His parents needed money for medical reasons.

After a few minutes of thinking and worrying about *Fat Joe*, you lay your hands on your work.

The day continues with a few boring management meetings where they discussed the next business strategies.

The funny part about these meetings is, the strategies keep changing every month and now people on the floor have started making a joke out of it saying – “Hey, what is the flavor of the month?”

Most of such strategies disappear without any proper execution and then something new gets announced.

After lots of boring brainless meetings, breaks and a few client calls, finally, you notice that everyone has a cheek-to-cheek smile on their face.

You wonder, what is going on?

Then you look at the time and realize, ‘Ah! I know the reason now.’ It is 6:00 pm, time to go home.

It is like everyone had been just waiting for this moment so that they could sprint out of the door and drive back into their life waiting for them at home!

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You too head back home. After wrestling with bottleneck jams and feeling aggravated on the frequent lane-changers, finally, you reach home.

This is the time when you can sit and do nothing.

You open the can of a cold soda and sip on it while watching YouTube to feel alive again.

After eating the dinner, spending a few minutes with family and indulging in self-entertainment on TV, you go off to sleep.

**Next Day...**

9:00 am, the alarm breaks the silence!

You continue with the same routine as yesterday and reach the office.

You hear the same voice again asking for the explanation for a few deals and the data.

After answering *Raavana*, your return to your chair and your sight freezes at the empty seat next to you. You start wondering, what *Fat Joe* must be going through?

How would he be managing his expenses?

You, unknowingly, get transported to a different zone, thinking and observing what is happening to your life.

Is this why your parents worked hard for more than 30 years?

Is this why your mom sold her jewelry when you were a kid to send you to a school?

Is this why your parents buried themselves into huge debts, so that you can have a decent education?

Is this the life that you want to live for the next 45 years?

Then, a new thought just dawns upon you....

Everything around you start to appear like a slow-motion movie.

Everything around you starts to transform.

You start to visualize each cubical as the jail-cells and the managers as the prison guards with guns in their hands, trained to be rude with the inmates.

Cafeteria starts to look like the prison cafeteria that serves tasteless and boring food.

Few prisoners sneaking out of their cells to enjoy the 15 minutes of freedom called “break” to take a walk in the green IT Park while smoking a cigarette and sipping on that tea, bitching about the cunning bosses, rigid management, unrealistic targets and weekly review meetings.

You realize that life is no longer the same that you imagined while graduating.

You realize that there is more to life than being a part of the grinding wheel of 9-5.

These are the people who I call **HLCs – “Head Less Chickens”**.

HLCs live the life that has been designed by the system. They just had their formal education because everyone else was doing so.

After the education, they follow the herd and get into corporate life, thinking that this is what they are meant to do for the rest of their life.

They enjoy the work for a few years until the reality kicks in which makes them realize that they haven’t done much in life except going to the job and paying bills. They have no vision, no mission and no passion. They are not contributing anything to the society. Just living an average life!

I was the HLC for 13 years of my career.

## **SECOND LIFE - LION**

11:00 am, no alarm clock. You wake up when you want to.

You practice affirmations, meditation and visualization.

## **6** 6 SUNDAYS A WEEK LIFE

After a few minutes, you pick up a notepad lying next to your bed and start writing your mission, goals and tasks of the day.

You brush your teeth and freshen up while listening to some motivational videos or an audiobook.

After preparing the black coffee, you check the social media notification and respond to them.

Hit the gym and continue to listen to the audiobook.

Come back, take a shower, have healthy lunch while listening to the audiobook.

You look at your to-do list:

- Coaching 2 people over the phone.
- Finish workshop presentation.
- Edit video and send daily voice tips to the WhatsApp group.

You realize that you have not shaved your beard for the last 3 days but you know you are not answerable to anyone.

You finish your tasks by evening and go for a walk in the park in your shorts and a t-shirt, grab the glass of your favorite drink – *Sweet Lassi* (Sweetened Thick Yogurt).

You finish the coaching-call while sitting in the park, observing the kids playing in the garden.

At night, you upload the videos, share the write-up and quotes on social media and sometimes, interview successful people.

The day is over!

No traffic,

No annoying boss,

No shaving,

No ironing of clothes.

Once or twice a month workshops and once a month live stream for your mentees.

You have written a few bestselling books, got thousands or even millions of social media followers, have built *Coaching Programs* that are transforming people and helping them design the life they dreamt of.

You get paid every week from Amazon, your mentees, your collaborations, etc.

You realize how lucky you are to be able to make a difference to others' lives and be able to live a life that is called "6-Sundays-A-Week" life.

2 years ago, you were sitting in a prison-cell of a corporate IT park in a 9-5 life, ensuring 9 hours of login time, no vision or mission and today, you are relishing a totally different life.

I am sure you would have guessed it by now, both of these are the two different stages of my life. The prison-cell was what I was living 2 years ago. And the latter one is what I am living now. So, how did it happen?

How did I go from living like the HLC to now living 6-Sundays-A-Week **Passionpreneur's Life?**

How did I go from living a 9-5 life for 16 years to living the second life and yet making more than 1 Crore (\$150K) within 2 years?

How did I go from making Rs.3.5 lakhs (\$5K) a month salary to charging Rs. 3.5 Lakhs for a 2-hour speech and hence becoming one of India's Highest Paid Influencers?

How did I go from not knowing how to write an article to becoming the bestselling author?

How did I go from being an average person to becoming a TEDx and Josh Talks Speaker?

Not just for myself but how did I help my mentees to get similar transformation from scratch?

## **8** 6 SUNDAYS A WEEK LIFE

By the end of this book, you will know the exact steps of how I built the 6-Sundays-A-Week Life and how you can do it as well!

I repeat - This is not a theoretical book but a practical guide to building your 6-Sundays-A-Week Life!



*On a walk after a coaching call in the society garden*

## CHAPTER TWO

# MOE MET JOE AGAIN

Morning at 9 am, I was walking through the neighborhood. As always after a walk, I stopped at the shop and asked the shopkeeper to give a nice juicy tender coconut water.

As I started to sip the coconut water, I heard someone screeching my name “Dev” from behind. I turned and saw a fat man with a familiar round face. Milky white fair skin. Blue eyes. Rectangle glasses with a black color frame.

Me - “Joe, how are you man?”

Fat Joe – “I am doing fine. Good to see you after a long time. It has been what, more than 2 years?”

Me - “Yes, I think so.”

Fat Joe – “So, you still work at the same place?”

Me - “No, I left the job a few months after you left.”

Fat Joe – “Ok, so what do you do now?”

Me - “Well, I have written a book, built my mentoring business; helping people to quit 9-5 and build their business around passion, etc.”

Fat Joe – “Wow, that sounds great. So, no more 9-5 life for you?”

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Me - “Yes!”

Fat Joe – “Man, that is sooooo good! I really wish I could do the same. I am still working and honestly, I am really not enjoying my work.”

He paused for a second and then his expression changed. He said - “Can you show me a way how I can also quit my job?”

Me - “Well, I am not sure if you really want to learn it right now.”

Fat Joe – “Hmm, even I am not sure.” (thinking and talking more to himself than me)

We continued with our old stories, cracked jokes, had a good laugh and exchanged our numbers.

The next day something interesting happened.

I got a call from Joe, he said – “Dev, I need your help.”

Me - “Sure, tell me.”

Fat Joe – “Bro, my rent withdrawal cheque is going to be deposited by my owner tomorrow and unfortunately, I have withdrawn extra cash today. The cheque will bounce due to lack of funds and I will be charged Rs. 500 for the bounced cheque. Can you do me a favor?”

Me - “Please tell me.”

Next what he said filled my heart with pain.

Fat Joe – “Can you please deposit Rs. 4K (\$60) in my account? I will return it in a day.”

I deposited the same and Joe did return it as promised but it wasn't about the money, I felt bad that a person who started his journey together with me, a person who had more knowledge than me, a person who is smarter than me, a person who I used to look up to is still struggling with a chunk change of Rs. 4000.

The story doesn't end here. The next day when he wanted to transfer the money back, he asked me to download the ‘GooglePay’ app (an app to transfer instant money to the bank account).

Fat Joe – “Buddy, once you download the app, I will send the money.”

Then he said something which made me realize that we are miles apart in all the aspects.

He continued - “The best part is, I will send the referral code and when you transfer your first amount, you will get the bonus. All you need to do is send back just a small amount of Rs. 5. So, I am going to transfer Rs. 4005 and you can return Rs. 5 to get the bonus.”

Me - “Ok, how much is the bonus?”

Fat Joe – “Rs. 50.”

That hatched several thoughts in my mind that I wanted to blurt out but sending it was not the right situation, I held my tongue.

I could not believe that he was still chasing Rs. 50 (less than \$1).

He still lived in a small apartment, not yet married, worked in a small company making just enough money to survive.

Life had taken a massive turn for me but he was yet to open his eyes and see that the world has changed and he was left behind.

Unfortunately, Fat Joe is not the only one to live such a mediocre life.

*“Mediocrity is a mental disease unknown to billions of people.”*

—Dev Gadhvi #6SundaysAWeek

One week later, I was sitting on a sofa, drinking black coffee. I could not stop thinking about Fat Joe. I still could not believe the fact that Joe was still struggling in his life. I knew how smart Joe was but all his smartness was wasted into doing the mediocre job which he was not even liking himself.

I decided to do something. I called Joe and asked if he was willing to grab dinner with me. He agreed.



# CHAPTER THREE

# PARADIGM SHIFT

We were sitting in an Italian restaurant. The fresh aroma of cream and herbs filled the small outlet which was decorated with lovely urban furniture. Window curtains were looking quite elegant.

We ordered the food and while waiting, I said – “Joe, I want to share a story with you.”

Fat Joe nodded his head in agreement.

Me - “65.5 million years ago, a giant creature laid an egg. That egg hatched and cute little *Ellie* was born.

*Ellie* was a happy dinosaur. She started to grow up and her parents took really good care of her. She would wander in the wild freely, eating leaves.

Her parents told her that she was the strongest of all dinosaurs and no one could kill her. She was happy and felt very safe. She knew that nothing could harm her and she would have an amazing life.

Until one day.....

Big meteors fell from the sky and destroyed the entire race of dinosaurs. The world’s powerful species that dominated the earth for 175 million years, got wiped off by just this one incident.

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*Ellie* and her family never expected this in their wildest dreams.

This was the Big Bang that happened 65.5 million years ago.

Now, my question to you is – ‘Who is *Ellie*?’”

Fat Joe – “Is it people like me who live paycheck to paycheck, waiting for the big bang to happen?”

Me - “Yes, you guessed it right!

*Ellie* died at one go but what if I tell you that you will die every day?

What if I tell you that you will feel the pain and be miserable every single day?

Let us do a small exercise.

I want you to go back to your memory lane and think of those days where you really struggled with your finances.

Those days when you didn’t even know how you will pay bills and provide at least the basic amenities to your family. I am sure we all have had been those tough days. I want you to imagine those tough days of your life.

How did you feel during those grueling days?”

Fat Joe – “Man, I have treaded through those terrible days when I got fired from that company. It was my worst nightmare and I would never want to go back to that time.”

Me - “Of course, but you, my friend will die every day if you do not evolve over a period of time because life is moving rapidly and the innovations are making the traditional jobs and businesses obsolete.”

I could observe that Joe was paying full attention and had his teeth sunk completely in what I was saying.

He was all ears until the waiter ferried our meals to the table. Creamy mushroom penne pasta and Ravioli.

As we started eating our meals silently, I could sense that Joe was looking worried.

I un-pocketed my cell phone, clicked on a video on YouTube and slid it across to his side.

“I want you to watch this video.”

The video was about one of the meetings held in April 2019 to question 7 CEOs of Big Banks in Washington, DC with regards to money in politics, dark money, liveable wages, etc.

Rep. Katie Porter asking questions to a billionaire bank CEO Jamie Dimon.

*Katie – “You are an expert on financial statements and you run a 2.6 trillion-dollar bank. I know you are good at numbers and you’ve shared lots of opinions recently about how the U.S. should budget its resources, how families should budget their resources. And so, I’d like to ask for your help on a problem.”*

*Mr. Dimon nodded in an agreement.*

*Katie pulled out her marker and the board and said - “I went to monster.com and found a job in my hometown of Irvine at JP Morgan Chase Bank. It pays \$16.50 an hour and so I wondered if I could – if you’d indulge me, would you do the math on this and do the \$16.50 out of 40 hours a week, for 52 weeks a year?”*

*She continues – “It comes out to an income of \$35,070. Now, this bank teller, her name is Patricia, she has one child who’s 6 years old.”*

*She claims on dependent, after-tax, she has \$29,100.*

*We divide that by 12. She rents a one-bedroom apartment.*

*She and her daughter sleep together in the same room in Irvine, California that average 1-bedroom apartment is gonna be \$1600.*

*She spends \$100 on utilities.*

*After the take-away of \$1700, she is left with a net of \$725.*

*She is like me, she drives 2008 minivan, and has \$400 for car, expenses and gas.*

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*Net \$325.*

*The department of agriculture says a low-cost food budget that is ramen noodles, costs \$400.*

*That leaves her with \$75 to \$77 in the red. (-\$77).*

*She has a cell phone, the cheapest cell phone she can get for \$40, now she is in the red for \$117 a month (-\$117).*

*She has opted for the after school child care because the bank is open during normal business hours.*

*This comes to \$450 a month that takes her down to -\$567 per month.*

*Katie, in her stern tone – “My question for you Mr. Dimon is, how should she manage this budget shortfall while she is working full-time at your bank?”*

*Mr. Dimon – “I don’t know. I have to think about that.”*

*Katie – “Would you recommend that she takes out a JP Morgan Chase Credit Card and run a deficit?”*

*Mr. Dimon – “I don’t know. I have to think about that.”*

*Katie – “Would you recommend that she overdraft at your bank and be charged overdraft fees?”*

*Mr. Dimon – “I don’t know. I have to think about that.”*

*Katie – “So, I know you have...”*

*Mr. Dimon interrupts – “I would love to call up and have a conversation about her financial affairs and see if we can be helpful.”*

*Katie – “See if you can find a way for her to live on less than the minimum that I’ve described?”*

*Mr. Dimon – “Just be helpful.”*

*Katie in a very steely tone – “While I appreciate your desire to be helpful, but what I’d like you to do is provide a way for the families to make ends meet, so the little kids who are 6 years old, living in a 1-bedroom apartment with their mother aren’t going hungry at*

*night because they are \$567 short from feeding themselves, clothing – we allowed no money for clothing, we allowed no money for school lunches, we allowed no money for field trips, no money for medical, no money for prescription drugs, nothing. She is short \$567 already.”*

*She continues – “Mr. Dimon, you know how to spend \$31 Million a year in a salary and you can’t find a way to make up a \$567 a month shortfall. This is the budget problem you cannot solve.”*

(Source is a Video named - “Lawmaker Challenges Big Bank CEO by Showing Him Math” on NowThis News YouTube Channel.)

Fat Joe after watching the whole video said – “This is crazy. How would a hard-working person like Patricia survive on such low pay?

How would she feed her family and manage the bills?

If that is what is happening in the U.S then what about countries like India, China, Bangladesh, Taiwan, Bhutan, African countries, etc.?”

Me - “Joe, you are missing the point. You, just like everyone else, are worried about how Patricia will pay her bills and feeling sad for her. But you too missed paying attention to the bigger problem that she will have to face in the next few years. This problem is not known to many people.”

Fat Joe curiously asked – “What is that big problem?”

I leaned back and said – “The problem of losing a job. What would she do when there will be no bank teller’s job?

Forget about pay raise or reducing expenses, there will be no job for her. It is like fighting over buying a pair of shoes but then losing the legs to walk.”

I continued – “Patricia will not be the only one to lose her job due to automation but millions if not billions will be in her shoes because these are the functional jobs which can be easily replaced by technologies.

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I also read one of the comments which said that one of the biggest international banks has laid off 2000 people a few years ago. What are you waiting for? More layoffs?

This is the time you must evolve beyond the functional abilities and acquire more skills based on future needs.

Very few people are aware of such changes because *they have the eyes but no vision*. It is such a worse situation to be in.

Why are billions of people not able to see this?

What is the root cause of the problem where everyone is blinded by looking at the surface level and getting stuck in a rat race?

It is because of our mental conditioning right from childhood.”

Parents say – Go get a degree and then you will be all set for life.

Teachers say – Get good grades if you want a decent job.

Corporate Boss says – Work hard to get a raise and promotion.

Do these dialogues sound familiar? I am sure they do!

The education system was built to support industries and countries in the industrial age.

We needed engineers to design, workers to build, accountants to keep the record, doctors to keep us healthy, lawyers and juries to maintain justice and so on. Making a living and survival were the focus areas because our forefathers had seen the draughts, and fatal epidemic like the plague, dengue, etc.

How can someone look at thriving, growing and staying happy when the survival is at stake?

That is why we all have been living a linear life, accepting a decent job at the age of 22, working hard for 9 to 10 hours every day for 40 years, waiting for promotions and job change to make more money, and then retire at the age of 65 to live a free life.

Why do we have to follow this linear life designed by someone else?

Why don't we break the old conditioned belief system and live a free life now?

Back then, getting a decent job itself was a big deal but do you know that there is a big shift that impacts human lives every 100 years or so. And now that shift timing is reducing drastically to a decade due to new innovations that are disrupting the old way of doing things. Internet and Social Media are the best examples of how life is changing drastically. Changes that the world has witnessed in the last 10 years have not been seen for hundreds of years.

You are an MBA graduate, right?"

Fat Joe nodded.

I continued – "We all know that the MBA degree is redundant now but still there are millions of MBA graduates passing out every year in India alone, hoping that they will settle down in life with a good income.

*"MBA is obsolete if used only for a job, so will be YOU  
if you don't evolve and acquire practical knowledge beyond  
functional knowledge."*

—Dev Gadhvi #6SundaysAWeek

Isn't it ironic that you learnt how to run a business from a business school but then end up working in a 9-5 job?

It is not just you, most of the MBAs end up doing what they never thought of doing, which is, getting into lead generation roles, operations, etc.

What happened to the dream of being all set for life after completing the MBA degree?

There is a huge supply of MBAs.

Problem is, most parents in India still push their kids to pursue an MBA degree, why? Because their neighbor Mr. Sharma's son is doing it. For them doctors, lawyers and engineers are the only real career choices.

Very few parents ask their kids to follow their passion for singing Hindi rap songs, YouTube influencer, stand-up comedy, etc. Not just the MBAs but Chartered Accountants and Engineers are also in the same boat. In the coming times, there will be job cuts and pay cuts in multiple job streams.

As per a survey conducted in 2018, there are more than 1.5 million engineers graduating every year in India. How many of them chose engineering because they were passionate about it?

How many of them make a good living or fortune because of the degree?

Most of them end up landing in a functional job that has a dark future. 45% of current jobs will disappear in the next 10 years (2030) or most will be automated – as per a study done by the Oxford University.”

I took a bite of my pasta, chewed it and said – “Just in the U.S alone there are 15.5 million trucks and 2 million tractor-trailers for which there are 10 million drivers. All of them will be jobless as autonomous driving becomes popular. Tesla has already given their words of making this happen in the next 5 years or so. Maybe by now, it is all real.

Printer and publishers are feeling the big pain as most of them are been replaced with digital media. Information is free. So, why would we continue to pay for paper mediums? Again, it also helps in saving trees.

Cashiers and bank tellers will also be replaced soon as we move into the economy that is going cashless, self-checkout machines at the grocery stores and crypto way. Amazon Go is already testing the fully automated stores that will be equipped with AI cashiers.

Travel agents have already been replaced with travel booking websites for flights and stay.

Factory workers will be reduced drastically as we move into Industry 4.0 and beyond, where everything relates to the Internet of Things (IoT).

Here is what they say – *The factory of the future will only have one human and one dog. The human will be there to feed the dog and the dog will be there to keep the human from touching the machines.*”

Fat Joe flashed a nervous smile on his face. I could see that he was starting to get serious about this new shift.

I continued – “Telemarketers will soon be history. Now, we are being more aware and educated due to social media and various aggregator websites that compare various products. There will be several platforms wherein the buyers will be able to buy multimillion-dollar products at the click of the button without any sales pitches.

The interesting part is... the majority of sales will be automated in the future because the awareness of the buyer and the information access has gone so high in the last few years that people will buy millions of dollars of products at the click of the button. If the social presence and the brand are very strong then people will not even need sales folks. Don’t be surprised when the Tesla showroom will be staffed with self-checkout like machines.

Ever since I started my Passionpreneur journey, I never had to make one cold call or send out a cold email. I acquired most of my clients through organic pull marketing and then scaled it through ads. This is the life of Social Selling.”

Joe could see the sparkle of passion in my eyes as I continued.

“Lots of stocks traders will also be replaced as new bots are becoming more prevalent.

A few years from now, there will be certain professions/businesses that will have the lowest return.

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What happened to Flight Attendants?

What happened to Travel Agents?

What happened to BPO jobs?

What happened to the Engineers? “

Fat Joe – “Lots of them are struggling to make a decent living.”

Me - “Yes, the same is now happening to Doctors as the Robotic Surgeries have become widespread.

The same will happen to people who are into traditional jobs or businesses if they do not adapt to the new age.”

*“It is Time to Evolve Else Be Ready to Dissolve.”*

—Dev Gadhvi #6SundaysAWeek

I continued - “Joe, the time has changed and now you do not have to wait for 65 years to live a free life.

People who started their jobs in the 1930s-40s stayed in the same job till they retired. No one changed their jobs. No salary hikes on one end and high inflation, on the other hand, led them to live a poor or a mediocre life at the best. People were only looking for stability because survival was the main focus. Being in one job gave them stability and survival but got them salary hikes between 5% to 15%. Hence, 99% of them did not become rich!

A few decades later, between the period of 1995-2000, people started to see the rise of a great economy and new opportunities started to seep in for the 9-5 goers. Some people started to change jobs frequently if they were not happy with their current salary. I am one of those who got crazy salary hikes of more than 50% and reached a point where I was making Rs. 3.5 lakhs (\$5K) fixed monthly income. But lots of them did not change the jobs frequently and remained underpaid and struggled to make the ends meet. My colleagues with similar experience were making half or even one-third of my income. They were still working for survival and stability and not growth.

The year 2020, this is the era where millions of people will leave their jobs either voluntarily or there will be forced layoffs by the companies due to technology shift.

This is the time to look for new avenues to make money and follow what you love doing.”

## **WIND OF CHANGE**

“New high-paying options have opened like High Ticket Closers, LinkedIn Coaches, Trainers, Instagram Influencers, Social Media Experts, Digital Marketers, YouTubers, Content creators, Stand Up Comedians, Healers, Copywriters, Freelance Developers and more.

I invested more than Rs. 20 Lakhs on self-development in the last 2-3 years which I am sure is 5 to 10 times the cost of my entire formal education. This is the reason why I could make more than a Crore (\$160K) within 2 years and living a 6-Sundays-A-Week-Life.

This would have not been possible for me with a formal degree. I however never chased money blindly; I just focus on impacting lives and know that money is a byproduct.”

Fat Joe – “You know what, I never thought of all this.”

Me - “I know, you are not the only one who never let such thoughts hover on the helipad of their mind. There are billions of people like you who are blinded by the wrong conditioning.”

Now, let us talk about the ‘Evolution of mankind’.

While we have been evolving through many ages but there are 5 major human ages that changed the course of mankind for the good -

1. **Stone age** – This was hunters and gatherers age. Survival was a big challenge. We used to eat what we killed. It went on for many years until we realized that there is a better way of living. A person with strong physical capacity was powerful. We realized the risk of getting killed while hunting hence we evolved to a new age called the “Agriculture Age”.

2. **Agriculture Age** –We started looking for better ways of surviving by settling down in colonies near the river banks and started farming. Everyone who evolved from Stone Age thrived whereas others who did not adapt either disappeared or lived miserably. A wise man who had fertile land and the ability to plant and reap was rich and powerful.
3. **Industrial Age** - Many years after the agriculture age there was a ground-breaking invention where we discovered a combustion engine. One machine started doing the work of 100 people. The one with resources like money, network, etc. became rich and powerful. For instance, Rockefeller brothers, Carnegie, Henry Ford, etc. Others who did not have resources started working for big companies to make their living. Farmers who adapted machines thrived and others who did not evolve lived a mediocre life. There were not many opportunities for an average person to become rich in the Industrial age but all that changed with the new information age.
4. **Information Age** – As the new inventions continued, we moved to a digital era with the help of computers, internet and software. People who understood the power of the digital world became rich and successful – Bill Gates, Larry Page, Jeff Bezos, Mark Zuckerberg, and many others. Even an ordinary person could become a millionaire in this era and many did too.
5. **Knowledge Zenith Age** – 2016-17 onwards, I believe that we have already entered in this era. Tapping into human consciousness where it is not just about being physically fit, but it is the time to unleash the power of mind, heart and soul. Some say that we had few humans who were already harnessing the power of mind, heart and soul but it was limited only to a handful of people like Yogis, Monks, etc.

It is now becoming widespread where people are going back to the roots of Yoga, Meditations, Mindfulness, Energy Healing, and much more. We are living in such a beautiful time that we can become rich by just exchanging knowledge and solving human problems. Our survival is no longer in question.

Even if you are not the person who understands those areas, you still have the option to become rich and successful if you know how to solve some modern-day problems like - How to make a baby fall asleep, how to raise the kids, how to train a dog, how to be happy, how to manage your personal finances, how to find your purpose, etc.

Have you seen lots of content on social media where people are talking a lot about Purpose, Mission, Vision, Passion, etc?"

Fat Joe nodded.

Me – “Why is that? – Because we have already entered the Knowledge Zenith Age. Now survival is not the question, it is all about significance and contribution.

Yet, only a few people understand this. The same thing will happen now. There will be few who will understand this and will quit their jobs to exchange knowledge and value for money but a majority of people will continue to live a 9-5 life. Most of them will live a mediocre life with no freedom to do what they want to do. Those are the people who never read a self-help book.

Over the next few years, there will be millions of people who will quit their job to build a business around passion because the economy has changed. People are ready to invest in the areas of health, mindset, soul set, happiness, wellbeing, etc. and the physical boundaries can no longer stop anyone to do business with anyone in any corner of the world.

This is the life of people who are living a Passionpreneur life with 6 Sundays A Week.

My question is – Would you evolve or die every day like *Ellie*? Or the worst, stay average like Joe and Vo?” Fat Joe looked very serious. His half-finished Ravioli had turned cold but I could see the bubbled intensity in him like a hot kettle to learn more about how he can change his life from 9-5 to 6 Sundays A Week life.

## SHIFT OF POWER

It was evening time, we finished our meals and decided to walk back home through a well-lit street. We could see people heading back home from their work. Lots of them were wearing their identity cards and were in formals. We walked in silence as I understood that there was a lot going on inside Joe’s mind. I wanted him to process all that before I could give him more.

After walking for a few minutes, I said – “Let me tell you about one of my mentees, *Somdutta Sarkar*. She is an avid traveler. She would go on a solo trip to international destinations and spend days. She loves nature and enjoys her travels. She makes a point to travel once in a quarter to a new place. Now, you must be thinking that she might be having lots of money and she might be living a grand life.

Yes, she lives a great life while traveling but she barely spends any money on the traveling expenses. I was amazed to hear that she could go to Sri Lanka for a week and manage all the expenses under Rs. 20K (\$300). You can visit her page at <https://somduttasarkar.com/> or Google her name.

No travel agents, no 5-star hotels, no fancy investments required.

All she does is book her flights online, logs in to the *CouchSurfing* app to avail a free stay and lives at a stranger’s place in the middle of the forest, at the river bank. This not only fetches her budget-traveling but she also cherishes an all-together different experience about the place, people and culture.

What an experience in such a low budget, isn’t it?”

Fat Joe nodded his head.

Me – “This is the shift of power in the travel industry. Now the big is no longer the powerful.

Imagine if she was traveling in the year 2000.”

Fat Joe smiled and said – “Oh yes, I remember the long queues at the train stations just to get the ticket.”

Me – “Yes, you are right. Back in those days, even if she had to travel from one part of India to the other one, she either had to wait in the railway booking queue for hours or pay the travel agent.

After getting the tickets punched, she would have to book the traditional hotels or five-star hotel because there was no option of online bookings.

The hotels were at the top of the chain and the consumer/traveler was at the bottom.

Now, we are experiencing the opposite. The shift of power has got the traveler at the top of the pyramid as people like *Som* do not need to rely on the big hotels.

What could be a bigger disruption than someone being able to travel to a different country and can stay for free?”

Fat Joe – “Yeah, man that is so true! How can hotels compete with something that is free? That is true disruption.”

Me – “Indeed!

In today’s economy, as I said the ‘Bigger is no longer the Powerful. Smaller, Faster and Flexible are the powerful!’

We could do so many things today which were not possible a few years ago. For instance, you can make videos with your cell phone. You do not need high-end gadgets.

I built my Rs.1 Crore Business with the help of only 1 cell phone and the Laptop within 2 years.”

Fat Joe’s eye lit up, he bought his steps to a screeching halt, stared in my eyes and said – “I would love to make 1 Crore!”

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Me - “I am sure you do and guess what; no office, not employees.”

Fat Joe’s blue eyes literally popped out of his glasses and he said – “Man, you did it all in 2 years while I was playing the corporate game?”

Me – “Yes, and I know this is just the beginning. You see there is a reason why the small teams and businesses are thriving. Small companies are more clients-centric, more flexible and deliver results fast.

Why do you think there are more consultants, freelancers, coaches, etc. doing well these days?

Why do we need to hire employees when the work can be done anywhere and at any time on a commission basis?

You do not need a big office, staff, and lots of money or big factories to build a successful business. There will be millions of crazy rebels who will start *Solopreneurship / Passionpreneurship* and build 6-Sundays-A-Week Life!”

As we were on the verge of walking past the exit gate of the IT park, I said – “You have a choice. You can live their life and continue to walk on the same path with your head down or do something different now while you have time.”

I continued - “Now, my question is – Will you be one of those crazy ones who dare to take the turn?

Will you be open to learning how to break through the shackles of decades-old conditioning and see the world with a new lens to build the 6-Sundays-A-Week life?”

Fat Joe – “Yes, Dev, I want to learn it all. Please teach me.”

I smiled and said – “Very well, but then you have to follow what I say and work with me for the next 6 months or 1 year. Are you ready to do that?”

Fat Joe – “One year? That is very long. Isn’t there a quick way to learn and build a 6-Sundays-A-Week life?”

Me – “Well, there is but it is really risky.”

Fat Joe – “What is that?”

Me – “Rob a bank.”

We burst in laughter and then shook hands to walk towards our homes. Joe did not have Lakhs to pay for the mentorship fees but he was so driven that he decided to sell his car and pay the mentorship fees.

## THE FUTURE

The next day, the doorbell rang. I look at the watch and it was 7 am.

I wondered who would that be. I opened the door and saw a fat man who almost equaled the size of the door.

Me - “Joe, what are you doing so early at my doorstep? Isn’t today your working day?”

Fat Joe – “Well, I could not sleep last night after our conversation and for sure it is not because of Ravioli.”

Joe had a good sense of humor. We smiled and I let Joe in.

He did not even sit because he was eager to share his thoughts.

Fat Joe in his anxious tone – “You made me realize what I was missing in life but I still have so many questions in my mind. I never had this feeling before. I find it very strange. There is an urge within to find the answers to so many questions. So, I have decided to take a day off and if you be very kind to spend some time with me, helping me out please. I have already decided to sell my car and pay your mentorship fees.”

We sat down. I looked at the ceiling and said - “Hmmmmm. Well, only on one condition.”

Before I completed, Joe in his witty expression said - “Well, I know you charge more from your students but you know how much I earn, hope you won’t ask me to sell my kidney now!”

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Me - “Haha, no I have my 2 kidneys. So, I don’t need yours. I want you to cook a nice meal for me today.”

Fat Joe was a foodie and great at cooking. He loved food. I am sure you can fathom why he is fat after all.

He made me a nice French toast and we both sat down in my balcony, overlooking the lush green gardens. Me - “So tell me.”

Fat Joe - “My first question is, what is 6-Sundays-A-Week life? (**6SAW Life**)”

## CHAPTER FOUR

# WHAT IS 6-SUNDAYS-A-WEEK LIFE?

Me - “Good question Joe. Historically, work has been associated with doing mundane and boring jobs like working in factories, doing functional work like finance or operations, etc.

Man built the concept of 7 days in a week. 5 days working and 2 weekly offs.

In other words, if you work hard for 5 days doing things that you may not like doing then you can do what you like on the remaining 2 days of the week. I have explained this concept in my first book -80% Mindset 20% Skills.

Now this concept makes no sense.

Why not do the work that makes you happy?

Why not do things which make you lose the track of time?

Why not follow what you love and make money?

Why not provide value for money and not exchange time for money?”

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Fat Joe curiously asked – “Does 6-Sundays-A-Week Life mean you never have to work again?”

Me with a smile – “Absolutely not!

But...

It means that you can work when you want, with whom you want, and how you want.

In other words, in 6-Sundays-A-Week-Life, work doesn't feel like work at all because you enjoy everything that you do. 6-Sundays-A-Week life gives you the freedom to follow your passion and make money.

For example – here is how my last Monday was:

Woke up at 9:00 am.

Completed my daily morning rituals of affirmations, Passionpreneur creed, writing mission and goals, visualization and gratitude.

10 am – Had one coaching call with my mentee, *Sandhya Bajaj*.

12 pm – Had my snack and went to the gym listening to an audiobook.

2 pm – Got freshened up and had my lunch.

3 pm – Travelled to a studio to record the audiobook of ‘80%Mindset 20%Skills’. Shot some videos in the car.

7 pm – Coaching call with my mentee while walking in the garden.

8 pm – Weekly hands-on meeting with the Passionpreneur Family.

12 pm – Had dinner.

1 am – Sleep.

In case you are wondering what about my family, they are out of the station.

Did I not work?

Yes, I did.

But, did it feel like work?

Not at all!

I am someone who takes massive action but the action is absolutely aligned towards my mission of transforming 1 billion lives. I am driven by my mission every day and enjoy the journey.

It is not just about reaching the top of the mountain but to enjoy the climb.

We do not go to watch a movie to just know the climax but to enjoy the story and screenplay.

We do not go to a restaurant to just fill our gut but to enjoy the taste.

We do not watch the game to know who will win but to enjoy the thrill of the ups and downs of the game.

Same way, you should find a way to do what you love to do every day and live a free life. That is when the work will not feel like work and you will be able to build the 6-Sundays-A-Week Life.”

Fat Joe looked more confused – “Dev, I really don’t know what my mission, vision, passion, etc. are but before you help me understand it. I want to know - Is 6-Sundays-a-Week life real?”

Before I could reply Joe leaned forward and continued, - “Because I know one of my colleagues left the job to start his business but he says that he has been working for more than 18 hours a day and you are saying to relax and enjoy 6 Sundays in a week, how?”

Me - “Good question Joe. Imagine, you are relaxing in a hammock on the beach in Mauritius.

Beautiful weather, pretty girls all around in bikinis. Your loving partner is playing with the water and sand. You are sipping your favorite drink while swaying in the hammock. This is your remote office for today. You have been traveling through various countries over the last 60 days and working from such exotic remote offices.

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As you are sipping on your favorite drink, your phone beeps and a notification on your phone reads '*\$15,000 has been deposited in your account*'.

You have no idea, who the payee is. You do not worry about deliverables. You have a small team. Everything is automated via social media ads, sales funnels and email auto-responders.

How would that life look like?"

Fat Joe – "This will be a dream life. But do you believe this type of life exists?"

*"Whether you think the 6-Sundays-A-Week life exists or not,  
either way, you are right."*

—Dev Gadhvi #6SundaysAWeek

Me – "If you believe it does then you will do everything in your power to design that life and finally make it happen.

If you believe it doesn't then you will make sure it does not happen. You can achieve what your mind can see and believe.

Everything is created twice in this world, first in our head (imagination) and second in reality. I saw that life for myself in my head and I believed in it completely hence I have designed my life around it."

The problem is, most people operate on the default-mode and never even imagine living such a life, hence they don't.

Now, even if you have a physical product, like your colleague, you are passionate about and it requires shipping and operational work, I know there is a way wherein you can build your team, systems and processes to automate everything.

The aim of our life should be to win back our freedom, have time to live life on our own terms and not keep worrying where the money is going to come from.

Aim to win your time back and have a choice whether to work today or not and if your work is aligned to your passion then every day is a Sunday." ☺

Fat Joe was about to almost bite his lower lip and looked amazed by what he had just learnt. Meanwhile, we finished eating the fluffy yummy French toast.

“Let me share what happened with me 3 months after I released my first book – 80% Mindset 20% Skills early in 2018,” I said.

“I went on a road trip with my mom and we visited our relatives in various villages. Enjoying the lovely local meals, waking up to a fresh breeze, sleeping under the open sky, watching peacocks roam around. During that vacation, I got the below messages on my cell phone.”

*6:36 am – Rs. 10K Deposited to your account.*

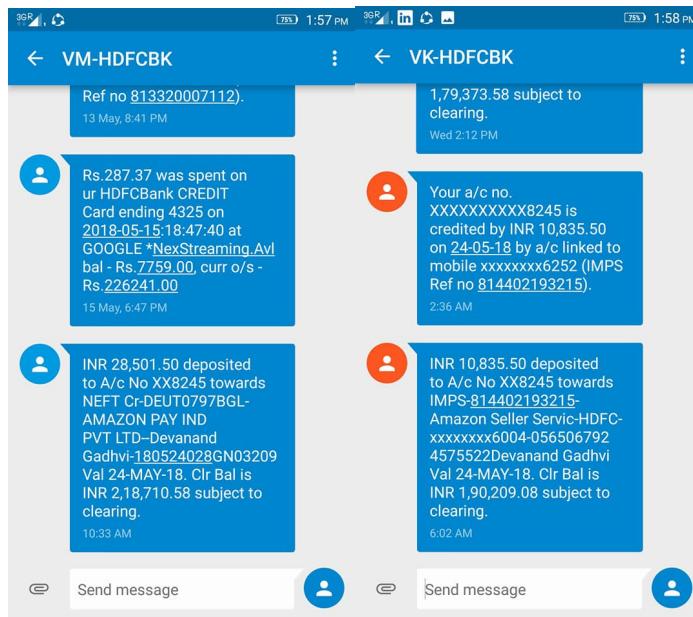
*10:08 am – Rs. 28K Deposited to your account.*

I made around Rs. 40K (\$550) in the last few days while traveling to various villages by road in Gujarat, India along with my mom, living a 6-Sundays-A-Week life.

Who would not want this kind of life?”



*May 2018: With my Mother Valbai Gadhvi, road trip to villages*



*May 2018: Messages of the amount deposited from Amazon*

Fat Joe – “Yeah, I am sure everyone would love this life. So, that amount was the money deposited by Amazon for the copies of your book sold last week?”

“Yes.” – I replied.

“This was just the beginning of my passive income stream from the books. If this is just the beginning of my passive income, can you imagine what will happen when I have millions of followers and have written multiple books?”

Fat Joe – “I can actually feel this will become a reality soon.”

Me – “Sure, thanks Joe!

After a few months, I received similar messages from clients but the amounts were different. It was ten times more than those transactions. I traveled to Vancouver, Goa, Hong Kong, Thailand, Dubai, U.S, etc. and the money kept flowing in while giving me the freedom to work from anywhere I want.

Let me warn you, do not be misguided that you can live 6-Sundays-A-Week without doing anything.

I lived **7-Mondays-A-Week for 2 years** to be able to build 6-Sundays-A-Week Life but to me, it all came naturally as I was truly committed to helping others. Some term it as the “Calling”.

I used to spend 9 hours in the office, 7 hours in sleep, 3 hours of family and miscellaneous time and the remaining 5 hours on building the life of my dreams. I shared all that in detail in my first book ‘80%Mindset 20%Skills’.

If you look at any past historic event, you will find a few key people with certain abilities who changed the world.

They were Writers, Speakers, Thinkers, Innovators and Leaders.

As we move to the new age of Artificial Intelligence, Robotics, Virtual Reality, Internet of Things and beyond, you will see a huge paradigm shift in the way we get paid.

You will see masses being laid off as old jobs will become redundant. Either you adapt to the changes or perish into a miserable or mediocre life.

We will need people with the ability to think, innovate, lead and persuade. Now, if you see, most of these abilities are not taught in the school or college.

Schools are designed only to help you survive. They teach you the basic fundamentals which are essential too but majorly such functional skills are not the only tools needed for you to live 6-Sundays-A-Week Life.

You will see Meditation, Yoga, Ayurveda, etc. becoming extremely popular in the coming years as we know the importance of them.

The ability to sell, negotiate and persuade will become one of the key skills of the future. In most ways, it is still the no. 1 skill according to me.

In fact, one of the reasons why I could skyrocket my business is because of my ability to persuade or sell and close.

It is all possible in this new age called the Passionpreneur Age but we need to stop **trading time for money**.”

Fat Joe – “**Stop trading time for money? Can you explain more?**”

Me - “Sure, you know my father *Devraj Gadhvi* was a very humble man. He was born in a small village in a poor family and had the responsibility to serve his parents right from childhood. He wasn’t educated so he started to look for odd jobs. He left home when he was about 15 years old.

He did several jobs like delivering milk on a bicycle, worked as labor but finally understood that he needed to learn some skill. He learnt how to drive a truck and finally started making enough money to take care of his parents.

Later, he got married and had 2 kids who went to an English medium school in a small town called *Adipur, Kutch* (Gujarat), India.

He even tried his hand in buying the truck on finance to start his own business but could not sustain the income and had to sell it. Expenses were very high, so he borrowed money and sold all the assets (including home and my mom’s jewelry).

To sustain the income and feed his family, he had no choice but to drive a truck for his whole life. So, he did!

He had no choice because he wasn’t educated, nor he was in the company where he could learn new skills.

But...

We have a choice. We are educated, we can learn and adopt new ways of making money by adding value to others and not just trading time for money in a 9-5.”

*“The problem with working for a salary only, is that a salary doesn’t keep up with the rising cost of living or rise in the price of assets. If your plan mainly consists of working for a salary, you are guaranteed to go backward financially.”*

—Ron Malhotra

I continued – “I was in a 9-5 job for 16 years. I was no different than my father because I was also trading time for money.

Here is how we spend most of our life:

One third – Sleeping. About 20-30 years.

One third – Travelling, having food, getting dressed, entertainment, etc.

One third – Working.

How exciting is it to spend the one third (30 to 40 years) of our life doing things that don’t excite us, interesting isn’t it?”

Fat Joe – “Yeah, that is so crazy!”

I nodded and continued – “We can’t control the first two to a great extent but the third one is in our hands.

We are living in an age where we do not have to do what we don’t like doing. Your knowledge can be exchanged with others and you can make money.

We do not have to trade time for money, nor do we need any physical assets.

*Facebook, AirBnB, CouchSurfing, Uber, Ola, Amazon, Oyo, Swiggy, RedBus, AliBaba, etc. are the classic examples of how the shift of power is favoring even a person born in a middle-class family.”*

Fat Joe – “But Dev what other choices do we have other than working and earning a salary?”

I smiled and said – “There are many options. There are only a few who understand it.”

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I continued – “Anyone can build their own IP (Intellectual Property) products like books, online courses or the mechanism of solving some problems.

How else would the son of a truck driver who was not even good at English impact millions of lives and builds the life of his dreams?”

Fat Joe – “Please tell me more. I am really curious about it now.”

Me – “Okay, let’s go for a walk.”

We came down to our society gardens. Lush green grass, great weather in Pune, India. We could see kids playing on the slides in the Kids play area and I continued....

## CHAPTER FIVE

# NEW AGE CALLED THE PASSIONPRENEUR AGE

*“Want to know the CHANGE that is coming?*

*Whether this makes sense to you or not, the whole of humanity is  
going through a global shift right now.*

*A shift in awareness, a shift in awakening, a shift in consciousness.*

*We are collectively moving towards an era where people are  
becoming aware of their powers both individually & collectively.*

*We are feeling a pull away from individualism towards collectivism.*

*We are feeling a pull away from selfish people towards those who  
want to make a difference.*

*We are feeling a pull away from corporations that are purely profit-  
centric towards entrepreneurs who are heart-centric.*

*We are pulling away from intellectualism towards intuition.*

*We are moving away from only left-brained thinking towards more  
right-brained thinking.*

*We are pulling away from only profits towards profits with purpose.*

*We are pulling away from our lower self towards our higher self.*

*We are pulling away from disempowering religion towards empowering spirituality.*

*We are finally moving away from confusion towards clarity.*

*Some will resist the change, some will criticize it & some will be skeptical.*

*The question isn't whether this wave is coming or not.*

*The question - are you going to ride the wave or not?"*

—Courtesy Ron Malhotra

Wealth Specialist | Global Speaker | Author X 4 |  
Business Advisor & Thought Leadership Mentor |  
Founder of 'The Successful Male' | Managing Director of  
Maple Tree Wealth Management | Future Millionaires Academy

"Sandra and John are lying on the bed. They are cuddling each other passionately. Sandra is running her hands over John's forehead and moving slowly towards his neck, then sliding to his back. She rubs his forearm and then softly touching his hands.

John is relaxed, feeling the sensation and enjoying the moment of cuddling Sandra. They spend an hour cuddling each other and relaxing. They go on to do their thing.

Now, you must be thinking that both are in a relationship but wait...

John pulls out his wallet, pays money to Sandra and says – "I really enjoyed our time together. Thank you!"

Wait, now you are probably thinking something fishy between them. You must be thinking that this was a paid sex...

But...

This is the 21<sup>st</sup> century profession calling 'Cuddling Therapy'. Sandra is a professional who does this therapy for her clients who are depressed or suffering from anxiety and are deprived of the touch.

This session may go on for hours under set rules and guidelines and this happens with both party's consent."

Fat Joe - "Wow, is there such a profession?"

Me - "Believe it or not there is, go ahead and Google it."

He did so and I could see that he was really amazed by this new-found knowledge.

I continued - "Anyone living in this era, having access to a smartphone and internet, anyone who has a skill, knowledge or an ability to solve a problem, anyone who can add value to others has an opportunity that never existed a few years ago.

So, why stay in a 9-5 and trade time for money when you can do what you love doing and get paid for it?

The world has seen a paradigm shift since the age of hunters and gatherers to farmers to industries to the information/technology age!

New-age riches are the ones who are technology masters like *Bill Gates, Serge, Larry Ellison, Mark Zuckerberg* or the people who know how to use the tools like social media.

Well, I understand what you are thinking - 'but Joe I am not like those people. I am just an ordinary person.'

Do you know how easy it has become to be successful in the knowledge zenith age?

Have you seen ordinary people like us becoming famous through viral videos?

*BB Ki Wines, Dinchak Pooja, Govinda Dance Dabbu Uncle, Bagpack Kid* and many others.

Gone are those days when our parents had to run on pins and needles to arrange the livelihood for the family. Now kids are making their parents a multimillionaire even at the age of 8.

Don't believe me?

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Have you heard of *Ryan Kaji*, who is around 9 years old as of 2020?

Check out *Ryan's* toy review YouTube channel that has 24+ Million subscribers so far in 2020!

He has made \$20 million by just reviewing toys and playing with toys on his channel. Thanks to that fame, he now has his own show on Nickelodeon where he plays with different toys along with his parents.

Making money is not a child's play, who said that?

Making money is no longer a 'hard and boring work' as told by our parents who had to struggle a lot.

New-age riches are the people who have found ways to exchange value for money and the best part is most of them can do it from the comfort of their homes.

Just like *Sandra, Yathiraj Agarwal, Dev Gadhvi* – the new age Passionpreneurs, there are many such people who are passionate about something and making a great living, for instance:

Facebook Ads experts

Instagram Influencers

Digital marketers

Content Creators

Video Geniuses

Network Marketers

Copywriters

Trainers and Coaches

And the list goes on and on....

There are people earning 7-figure income by just going live on Instagram, using their art to design the unique shirt and selling it online!

There are people like my friend *Lakshmi Bala* who is running lead generation ad campaigns for her clients while sitting at her nice home in Australia and making 10 or even 100 times more money than people living a 9-5 Life!

The question is - What is stopping you?

What kind of life are you living?

What have you done to build your 6-Sundays-A-Week Life?

Why are you still trading time for money?"

Fat Joe – “Dev, you know what? I am starting to understand the new way of living than just living like a corporate zombie with dangling corporate carrots and threats. I am tired of playing this game.”

He added - “How could someone else decide how good or bad I am?

I am done dealing with this corporate bureaucracy, keeping up with this crap every day.

I want to find a way to live a life on my own terms. Create a life where every day is a Sunday.

I am curious to know about your life. Tell me, how did you get started Dev?”

Me – “Well, if you want to know the longer version then I would suggest you to read my first book but for now let me give you a brief of my life.”

## PHASE 1: BIRTH TILL MY TWENTIES

I was born in a very humble family. My Dad was a truck driver and mom a housewife. I grew up in a difficult neighborhood that was inhabited by people who used to drink and abuse.

My parents sold their house, jewelry and even bought loans to send my brother and me to an English medium school.

My dad used to tell me – “Son, study hard so that you do not have to do what I am doing.”

He kept us at distant quarters from his job. Only once I had an opportunity to go along with him to see what kind of life he lived and I must say, it was really a difficult one.

Driving at night with blinding beams penetrating from the opposite lane, no fixed time schedule for eating and sleeping, chances of accidents and more.

Anyway, coming from such a background, I understood the importance of having money and I learnt that we need to work hard to make money.

So, I did, after lots of difficulties and despite my bad English, I managed to somehow get a job in the BPO industry.



*My father Mr. Devraj Gadhvi in the middle*

## PHASE 2: TWENTIES TILL EARLY THIRTIES

This was the time I worked like crazy to have a better salary.

I worked hard while doing the night shift for almost 10 years of my career.

I got accustomed to living a linear life. All I knew at that time was to work hard like my dad used to.

I was happy though and often told myself that my hard work is nothing in front of what my dad used to do. My dad's hard work was my benchmark because that was all I was exposed to.

I thought the only way to make money and get rich was to get promotions, salary hikes, job-hopping and incentives.

### **PHASE 3: MY THIRTIES TO FORTIES**

This was the time when I realized that I was working like HLC (Head Less Chicken) and living a linear life.

I was trading my time for money. I had no freedom. I realized that there were days where I wanted to take a leave for my wife's birthday and was denied for stupid reasons.

You know how serious it is when you are not available for your spouse's birthday. (You would have to sleep on the floor or do all the household work later...hehe...I am sure if you are married you are smiling right now!)

It is a punishable offense if you don't spend the whole day with your spouse on his or her birthday!

Anyway, back to the topic.

I started to study millionaires and billionaires and realized that they exchange value for money and have multiple streams of income.

No rich person got rich by trading their time for money.

This just split opened a door to a whole new world.

It took me more than 20 months to start tuning my mindset first and continue to acquire new skills like High Ticket Sales, Social Media Marketing, Sales Funnels and Email Marketing, Speaking, Writing, Coaching, etc.

I went on a spending spree and spent Rs.13 to Rs. 20 lakhs (\$20k to \$30k) on self-development.

I started sharing my learning on social media platforms and built thousands of followers.

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People started reaching out to me asking if I can do a paid coaching or training.

Then I decided to share my life's transformation with everyone to fast-pace their lives through my book- '**80%Mindset 20%Skills**, Life Transformation in 9 days'.

The book became #1 Amazon Bestseller in India.

By then I had already set my mission which is to Transform 10 million people.

One thing led to another and I built multiple sources of income around my passion that is to transform others' life.

Today, I am doing multiple workshops in various cities and have founded **Passionpreneur Mastermind** that is transforming many lives. It is helping people to quit the corporate vampire life and become a Passionpreneur.

I teach people -

- How to find their passion, purpose and mission
- How to build a social media brand to attract new opportunities
- How to become an Amazon Bestseller
- How to become a great speaker
- How to become an authority in their industry
- How to build multiple streams of income
- How to close big deals
- How to conduct high converting webinars and workshops
- How to create the product ecosystem
- How to automate everything
- How to sell from stage
- How to get the TEDx and JoshTalks opportunity and more

In short, how to build a 6-Sundays-A-Week life!

I spent 16 years living a corporate zombie life and realized, what I lost was not money but the time.

My only mission is to help people who want to take an exit from the corporate zombie life as soon as possible by sharing all my secrets through my books and programs.” After a pause of a couple of seconds, Joe spoke up.

Fat Joe – “Wow, this is so inspiring.”

We were so immersed in the conversation that we did not realize it had been more than 2 hours. We were strolling on the grass and the sun had made its way almost on the top of our head. We decided to head back to my apartment.

Fat Joe – “Now, I am even more curious to learn, how did you quit your job? Because I am really scared to even think of doing it.”

Me – “Well, do you really want to know?”

Fat Joe – “Yes. I am serious.”

Me – “I actually was fired.”

Joe was shocked to hear it – “Fired? How so? I know that you were the top performer. How can they fire you?”

Me – “Well, I call it an ART OF GETTING FIRED!”

Fat Joe – “Ha ha! Now, this is new to me. Tell me more about it. How did you exactly use this art?”

We sat in my balcony, enjoying the cool breeze and I continued...



## CHAPTER SIX

# ART OF GETTING FIRED

“Time – 11:00 am. I get a call from my Vice President and he asks – “Dev, what time are you coming to office?”

Me – “1:00 pm because I have a client call at that time.”

VP – “Come soon, I need to discuss something with you.”

Me – “What is it?”

VP – “I will tell you once you come. Ok, bye.”

I finish my meal fast, get ready and dive into the cab to go to the office.

I reach office while talking to the camera for Vlog and sharing my feelings about how much I hate to run around and be on time, take client meetings, in short, how much I started to hate living 9-5.

1:00 pm – I reach the office and finish the client call.

2:00 pm – I am sitting with my VP in a closed office.

He is 6.2 feet tall with a big belly, long nose and the eyes of an owl.

He is sitting in a chair opposite me.

VP – “Look, things have become very difficult. People have started to raise their concerns about your performance. We have

our weekly sales review with executives today which I think will be very difficult. Also, our COO has booked our time to review your performance after that meeting.”

He continues as he rests his chin on his knuckle – “I sense that he will try to grill you but you don’t lose your cool.”

Me – “Okay, what exactly do you think will happen?”

VP – “I don’t know but I have a feeling it will not be great. But as I said, take it with the pinch of salt and do not lose your cool.”

Me (with a sigh) – “Hmmmm, okay.”

## 1 YEAR AGO (FLASHBACK)

Our CEO while addressing all the salespeople – “Hello everyone, we have exciting times ahead. We are closing big deals. *Dev* and *Mark* have closed one of the biggest deals worth \$200K which is a 3-year contract with a net new client. This is just the beginning; we will hire more champions like *Dev* and will continue to close big deals.”

I was in the U.S at that time for the official client meetings and my friends told me that our CEO was praising me in front of everyone.

On that 2-month trip, I closed around \$300K worth business which was almost 60% of my annual quota. I was one of the few who got to travel overseas for client meetings despite other senior salespeople who had been with the company for 4 years. I was less than a year old in the company at that time.

I came back and received a great bonus over and above my incentive for that trip. I became a star sales representative for the company.

So, now you must be wondering, what happened then?

How did a star performer become a poor performer who was about to be thrashed by the management for non-performance?

See, after that trip, I had realized my purpose and passion, which was to help others to grow in life. By that time, I had already started writing my book, already made a few videos and getting a good response from people.

Back then, I had been reading lots of books and enrolling myself in various training programs like *Grant Cardone University*, *Dan Lok's High-Ticket Sales Program* and *Jon Penberthy's social media and sales funnel mastery*.

I had realized by then that there are so many ways to make money other than working 9-5.

I realized that '*20% salary hike will not mean a 20% increase in happiness.*'

I realized that I had been chasing money blindly since the first day of my 9-5 life.

Where did that chase end?

That was when I started building my exit plan for the right time.

Now, do not misunderstand me, I did not intentionally aim to become a bad performer. There were various factors involved like the late assignment of accounts, constant change in my role, constant change in the corporate strategy and then the few confirmed deals slipped. It was only 3 months of bad performance.

Anyway, no excuses. For sure I did not put my heart and soul into the job to close more deals because I was busy building my base for the 6-Sundays-A-Week life.

Anyway, let us go back to that day of review.

4 pm – VP came again and advised me not to lose my cool. He asked me to just take it easy.

That was the time I sensed that there was something cooking behind the closed doors of the management, else he would not tell me repeatedly to keep it cool.

I went to the basement, called my wife *Asen* and told her – “My dear, I am getting a feeling that today will be my last day at work.”

*Asen* – “Then what will we do? How will we manage our expenses?”

By the way, I was staying away from my family for almost 12 months to have more time to finish my book and build my base as a Passionpreneur.

Me – “I know the initial few months will be difficult as we may not have fixed income rolling in but I have a plan. I have been thinking about how we can have at least enough money to survive. What is the worst thing that may happen? We might have to leave our 3.5 BHK (Bedroom Hall Kitchen) apartment and I have to stay with my mom for a few months.”

Engrossed in the deep conversation, I didn’t know where I was walking. I was going back and forth around the parked cars.

I continued – “All I need is 3 months, my dear. If I can build my programs and digital products, then all I need to do is conduct workshops. Even if I convert 10% of those attendees and sell my book there, we will be able to make enough money. I have seen others following the same model and it has been working for them. I have something which is unique and people would love it.

You have to stay with your mom for a few months till I start making decent money and resume sending you the monthly expense allowance.”

*Asen* – “Look, I know you can do this. I also know that you are not enjoying your job because of your hunger to follow your passion. I trust you. I am sure, you will do whatever it takes to make it happen. Worst case, even if your plan doesn’t work, you will find a better job.”

Me – “Yes, exactly. I just wanted to share this and wanted your permission to do what is right.”

I had lots of mixed emotions after I finished the call with my wife. I was a little relieved knowing that my wife was fine with me leaving the job, I was a little worried about my plan, I was a little angry at the corporate game but I do not blame anyone.

Finally, it was 7:00 pm, the time for the weekly team review.

More than 25 people gathered in a video conference room. Everyone had different levels of sales experience. Few of them were freshers and some had over 18 years of experience.

The meeting started as usual and they started with other teams. Suddenly, my CEO asked if *Dev* was in the room. I raised my hand and signaled I was here. That gesture of his made me alert and I got a sense that there was a specific agenda to discuss my performance or in other words; take my case in public.

They pulled the last 12-month numbers and started from the bottom. After a few people, it was my magic moment.

COO started by saying, “It is a big shame that someone with such experience is sitting at such a low number for the year.”

Me – “Actually, I got accounts (List of potential clients) only in the last 6 months.”

COO – “Whatever it is, this number is horrible and I do not accept this.”

This went on for few minutes, I was standing in one corner feeling like I was in a corner of the WWE ring where I had 2 big opponents in a team against me, and they had come with a proper strategy to headlock me.

Everything was normal until the argument heated up and my COO in his loud tone said – “People are coming and telling me that *Dev* is doing his personal work in the office.”

Me – “That is not true.”

COO – “What do I understand when people are specifically coming and telling me that *Dev* is writing his book in the office.”

My VP tried defending me but finally, the meeting got over on the note that we had a one-on-one review in a few minutes and we shall discuss this in detail then.

I came out fuming from the boardroom with anger visible on my face.

We got into the private office of my VP and were on the call with COO a few minutes after the meeting.

The battle continued and COO continued to thrash me without listening to any of my points as if he only had one agenda – screw *Dev* and make him quit.

I understood the hidden theme there and came down the office building after the meeting.

Made a few calls –

1<sup>st</sup> – My wife. Told her that was it. I was going to put down my paper and she supported me.

2<sup>nd</sup> – My mom. Explained to her that I was going to start my Passionpreneur journey full-time. She fully supported me, in fact, she was the one who used to ask me regularly, “*Dev, why no new videos these days?*”

It made me smile, knowing that she doesn’t understand English but she feels so happy seeing me do the videos. She is my inspiration and my God. (You can check out an inspirational interview that I did with her on my YouTube channel. Just search – “*Who is Valbai Gadhvi*”. You will be inspired. It is in Hindi though.)

I told her that I may not be able to send her the monthly allowance to which she replied – “Do not worry, I have some savings and have made some investment in the past. I can manage for a few months. You just focus on your business now and trust me you will do great.”

This was such a booster for me. How can I not love my mom so much?

3<sup>rd</sup>-11:00 pm, I made a final call for the night to my brother. I explained to him the situation and he told me not to worry as he is there to support me. "Though it would have been better if this was planned but it is what it is," he said. He has been the one who has guided me during the initial few years of my career. Love him!

11:30 pm, I closed my personal deal of Rs. 30K to train a group of 20 people in Gurgaon, India. As if God was giving me a signal not to worry, there were people out there who needed my help and they were ready to pay me.

I went home after that.

2:00 am, I was walking back and forth in my living room going through extremely mixed emotions. Going from extreme positive to extreme negative thoughts. (I have even recorded this historic day of my life. Just search "*I Quit Bye Bye - Dev Gadhvi*" on YouTube. I am sure you will be inspired if you are planning to quit the job soon.)

The next day, my VP had called me for more than 15 times but I did not answer and sent a magical email from home.

I won back my freedom.

That was the day when I quit being a corporate zombie, taking orders and it was the end of the 9-5 life.

That day, I quit my 16 years of corporate career.

That day, I truly became a Lion.

My VP did try to retain me but I had already made up my mind and it wasn't an emotional decision.

Now, you must be thinking, did I quit the job or did I make them fire me?

A bit of both. They felt that they fired me but it was me who had planned and was anticipating that to happen sooner or later. They may feel they were in the driver's seat but it was me who masterminded the most important move of my life."



*April 2018: The day of quitting 9-5 life.*

Fat Joe was smiling ear-to-ear while listening to me in excitement.

I continued - “Anyway, I am happy that it happened. I truly thank my CEO and COO for helping me in making my decision easy and pushing me to come out of my comfort zone. I truly admire our CEO because it is not an easy thing to start a business and mushrooming it from a dozen employees to more than 1300 employees. I am still on good terms with him. In fact, I gifted him one of the first 10 copies of my book (80% Mindset 20%Skills) to him before I left my job!”

So, Joe, what is your key takeaway from this?”

Fat Joe – “Find a way to optimize your time at work and keep building your business in parallel.”

Me – “You have got it right Joe. Don’t quit blindly without having a plan and security in place. The day will come for you to rise to the moment and be the courageous lion. The chances are more likely that on that D-day, you will find yourself enveloped in the fear of unknown but take the leap of faith and you will learn to fly.

The day when you learn to make money by exchanging value and not time, is the day you start executing your “*Art of Getting Fired*

*Strategy*" and you will also have a story like mine to share with your grandkids and your followers!"

Fat Joe – "Dev, I am so inspired and pumped up. I will do whatever it takes to win my freedom back as a lion. Please, please, please teach me!"

Me - "Well, it depends."

Fat Joe – "Depends on what?"

Me – "Depends on what you are going to bake for the breakfast tomorrow!"

We started laughing and called it a day.

I agreed to teach him how to quit the 9-5 life and build a business around passion.



## CHAPTER SEVEN

# 4 STAGES OF BUILDING THE 6-SUNDAYS-A-WEEK LIFE

The next morning, again the doorbell chimed at 7 am. I knew it was none other than Fat Joe. I opened the door and welcomed Joe in.

“GuruDev, I am ready to learn. Please share your GuruMantras (trade-secrets),” – said Fat Joe.

Me - “Why *GuruDev*? ”

Fat Joe – “See, you are my *Guru* (Mentor) and I am your *Shishya* (Disciple). Your name is Dev, so I will call you *Guru-Dev* henceforth.”

(*Gurudeva* is a term used to address a guru within yoga, Hinduism or Tibetan Buddhism. It is a reverential and respectful generic term. From Sanskrit, guru means “teacher” or “imparter of knowledge”, while *deva* comes from the root word, *div*, which can mean “light,” “luminous” or “glowing”. Therefore, gurudeva may be translated to mean “luminous guru,” “guru as God” or “of God as guru”. It is said that this refers to the self-luminous form of the master, which shines with its inner subtle light from a place beyond the physical body. In addressing the guru in this way, the implication is made that the

guru is a recognized manifestation of God and the light of spiritual guidance.)

Me - “Very well Joe, I am honored to be called GuruDev.”

Fat Joe – “Now, I am ready, where do we start from?”

I handed over a black ribbon and said - “Ok, Joe, blindfold your eyes with this ribbon for your first lesson.”

Fat Joe (rubbing his hands while being piqued with curiosity)– “Wow! A game. I am ready.”

Joe knotted the ribbon around his eyes. I asked him to be normal and just sit calmly.

After a few minutes passed by, he asked inquisitively – “GuruDev, what am I supposed to do?”

Me - “Do what you normally do.”

He sat blindfolded for 60 minutes but then he wanted to go to the bathroom, so he said – “Can I untie this stripe since I have got nature’s call?”

Me - “No, you are not supposed to remove the blindfold until I tell you to.”

He waited for 1 more hour and said – “GuruDev, now I can’t control it. What should I do?”

Me - “I don’t know. Do whatever you want but do not remove the blindfold.”

Fat Joe, when his bladder was about to burst, stood up and started walking slowly with the support of the sofa. He slammed into the pillar while going towards the bathroom and cried out loud - “Ouch, that hurts but I cannot control myself.”

With baby steps, he somehow managed to reach the bathroom. As he was entering the bathroom while relying heavily on his sense of touch, I screamed, “Joe make sure you do not pee in the washbasin.” He tee-heed and continued with his baby steps. Finally, he relieved himself from the surmounting pressure.

He came back and sat on the sofa with a bruise on his forehead.

Meanwhile, I continued to do my work on my laptop. A few hours passed by, he started to get impatient and felt really hungry.

Fat Joe – “Damn, I cannot wait any longer. It has been 5 hours now. I want to eat something. Can I remove this?”

Me - “If you remove it then that is the end of our *Guru-Shishya* relationship. You said you wanted to learn. Now is your turn.”

He continued to sit blindfolded while I finished my late lunch. I could see the aroma of the food assaulting Joe’s senses as he wetted his lips for a number of times. I did not want to test his patience, so I stuffed the vegetable in the bread and handed it over to him. I knew that was just a slice of his diet and also no one would enjoy eating blindfolded. The afternoon was about to bid goodbye and evening hours were taking over.

Finally, after 9 hours I asked him to untie the blindfold.

I asked, “So, what did you learn today?”

Fat Joe – “I don’t know. I just felt the terrible pain of sitting blindfolded, starving.”

Me – “Did you feel good while you were blindfolded?”

Fat Joe – “Are you serious? How can I feel good like that? I could not do anything.”

Me – “Joe, listen to me carefully. This is how life is. We have been blindfolded by the society, education system and corporate world. We have eyes but no vision.

Pillars are the hurdles that you will get in life. Bruises are the war-scars of a warrior.

This was just 9 hours. What if I had asked you to stay blindfolded for a week? Would you still sit and not eat anything? No, right? You will find a way to reach the kitchen and cook something with a strategy.

Going to the bathroom or cooking a meal requires a plan and then it needs massive action until you succeed.

But the most important thing you need is the courage to stand up even when all the odds are against you and despite the pillars in your way.

To quit 9-5 and build a business around your passion, you have to go through all the 4 stages.

## **STAGE 1: CLARITY**

The first step is to have the vision so that you know what you want in life, in other words, removing your blindfold. Clarity of Vision, Mission, Purpose, Passion, Goals, etc. is very important. Most of the people don't even know they are blindfolded. They have eyes but no vision.

## **STAGE 2: PLAN AND STRATEGY**

Once you have the vision, you need to have a plan and strategy. It is like cooking a meal for yourself first when you are hungry and then feed others as well.

## **STAGE 3: IMMEDIATE MASSIVE ACTION**

Taking immediate massive action despite the pain and hurdles.

## **STAGE 4: COURAGE**

When you are blindfolded, it takes courage to get up and do what you are supposed to do despite being knocked by the pillars.

Over a few months, you will learn everything that you need to become a Passionpreneur.”

# CHAPTER EIGHT

# STAGE #1: CLARITY

*“With clarity comes prosperity.”*

*—Dev Gadhvi #6SundaysAWeek*

Me - “Have you seen lots of people struggling in the business and their life?

Why does this happen?

Mostly, it is because they do not know what they want in life.

Don’t believe me?

Do this small fun experiment. Walk up to 3 of your friends in your office and ask them –

What is your purpose in life?

I am serious. If you are not in the office, just take out your cell phone now and send this message to 3 of your friends.

Just see the reaction. If you are talking to them in person, just observe their expressions change when you ask them this question.

Ha ha! I cannot wait for you to enjoy this experiment. You will love it.”

**Here is what the HLCs (Average Joe) will say –**

‘Ha ha ha! You have gone mad or what?’

‘Are you drunk?’

‘Are you okay?’

You can now have your own codeword HLC to describe the people who you really want to stay away from. That is our secret codeword only known to the 6-Sundays-A-Week community, okay?

**Here is what confused souls will say (Vo Mindset) –**

‘I want to earn lots of money.’

‘I want to buy a house, car, etc.’

**Only the enlightened people will say (Moe Mindset) –**

‘I want to impact so and so people.’

‘I want to help others achieve so and so...’

Clarity is so powerful. The day when you know why you were sent to this planet is the day of extreme joy. Clarity will not come overnight but sooner or later you will have it if you keep paying attention.

Let us look at various areas where you need clarity and help you find some answers.

## **CLARITY #1: SELF AWARENESS**

*“The more you become aware of who you are, the more unacceptable it becomes to be who you are not.”*

—Ron Malhotra

Me – “Joe, how would it be if you can become a part of the top 10% earners around the world?”

Fat Joe – “Wow, that would be amazing!”

Me – “Hmmm, how about the top 5%?”

Fat Joe – “That will be even better!”

Me – “Ok, how about the top 1% earners around the world?”

Fat Joe – “That sounds too crazy. I don’t even know how much money we need to make to get into the top 1% club.”

Me – “Take a guess?”

Fat Joe – “Mmmmm, maybe 10 million or 100 million to be in the 1%?”

I smiled and said – “See, most people do not even think about this for their entire life. They do not even know what is that they are looking to achieve or where do they want to reach.”

Here is the chart to become a part of the top 1% club: (As in 2019)



Joe studied the chart properly and said – “Wow! Do we need to just make \$421K (Rs. 4 Crore) annually to get into the top 1% earners around the globe? I thought it would be in millions.”

Me – “Well, \$421K makes you the poorest in the top 1%. 700K is the average income of the top 1% earners.”

He nodded mildly.

Me – “Now, what if you can become a part of the top 0.1% club?”

Fat Joe – “That would be unbelievable. It is actually beyond my wildest imagination!”

Me – “Yes, that is why people do not get there. They never imagine themselves living that life. They say that you can never beat your wildest imaginations.”

Fat Joe – “That is true but how much do we need to make to get there?”

Me – “1 Million Dollars (Rs. 7 Crore).”

Fat Joe – “Wow, that is amazing!”

Me – “Joe, let us take this further. How would it be if you can be a part of 0.0001%?”

Joe’s eyes got widened and he could not utter a word.

Me – “You need to make \$1 billion to get into that exclusive club.”

Joe with his awestruck expression said – “Is it really possible to become a billionaire?”

Me – “There were about 140 billionaires with a total worth of 300 billion in 1987 as per the Forbes research. But now, in the year 2019, there were 2153 billionaires with a worth of \$8.7 trillion dollars.”

Fat Joe – “My mind is just about to explode!”

Me – “See, Joe, what I have done to you right now is expanded your context and increased your consciousness by just showing what is possible if you understand yourself first and then understand the outside world.”

Self-awareness is the key to success but the reality is that 95% of people will not even make it to the top 5% club, forget about 1%, 0.1% or 0.0001%.

Of course, there have been people who inherited wealth but more than 50% are self-made like – *Oprah Winfrey, Elon Musk, Kylie Jenner, Michael Jordon* and others.

In the early 1700s and 1800s, there were people who understood the power of natural resources and machines – *Tatas, Ambanis, Birlas, Carnegie, Ford*, etc.

Later, there were people who understood the power of technology and data – Like *Bill Gates, Steve Jobs, Larry Page* and *Serge Bren* and others.

Now, there are people who are individuals who can make it big – *Mark Cuban, Michael Jordon, Kyle Jenner, Oprah Winfrey*.

Within those billionaires, there are top, middle and lower. For example – *Jeff Bezos* with his \$130+ billion is the richest man as of 2019, *Mark Zuckerberg* is on the number 8<sup>th</sup> and others.

The secret to all their wealth is, first they earn from the labour income and reach a certain place, then they use the capital income to multiply it. For example, *Michael Jordon* made around \$80 Million from playing the game and rest came from capital income like endorsements, capital investments, etc.

I could see Joe was just blown away by these insights.

Fat Joe – “How do I get to at least 0.1% club in the next few years?”

Me – “Well, I believe you should have already been there by now but you are not there because of your biggest expense.”

Fat Joe – “What do you mean?”

Me – “What is your biggest expense?”

Fat Joe – “Well, I have a home loan.”

Me – “No, that is not your biggest expense. Your biggest expense is the COST OF IGNORANCE.”

Fat Joe – “I don’t understand.”

Me – “See, as per me, you should have become a millionaire because I feel you have the potential and not just you, we all have

that potential. We do not get to the million mark because we keep paying the price of ignorance. Subtract your current income from 1 Million and that is your cost of ignorance.”

### **\$1 Million – Current Income = Cost of Ignorance**

There are things that you did not know, there are things you did not understand and hence you did not get to your first million. That is your cost of ignorance.”

I continued – “See, Joe, living in ignorance is a highly dangerous place. People avoid spending time and money on self-development thinking that it is expensive but they do not know the cost of ignorance they have been paying for many years.

You have now started to reduce the cost of ignorance by investing in your self-development through this mentorship program.

People do not even know who they are, what do they stand for and hence, no wonder they do not make it big. I am not yet in the 0.0001% club but I have expanded my context and increased my consciousness to the level where I see myself in that club in the future. It may take a few decades or a lifetime but I am ready for it.

Most people who struggle and live a mediocre life, do you know why?”

Fat Joe – “Hmmm, is it because they do not know what they want and how they will get there?”

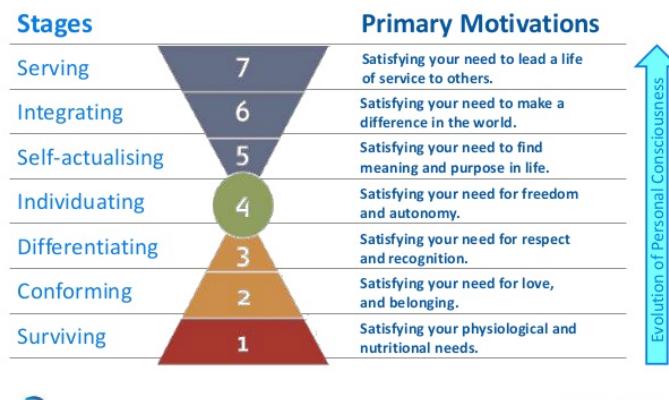
Me – “That is part of it but they do not ask themselves – Who do I need to become in order to get the life of my dreams?

They do not increase their consciousness due to ignorance. Therefore, they pay the heavy cost of ignorance.”

Fat Joe – “What do you mean by improving the consciousness?”

Check out this chart which will tell you why people live a mediocre life:

## Stages of Psychological Development



 Barrett Values Centre

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

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**Source:** <https://www.slideshare.net/BarrettValues/rethinking-employee-engagement-from-the-perspective-of-psychological-development-final>

Make a note Joe -

**“Consciousness and Clarity Equals Wealth.”**

—Dev Gadhvi #6SundaysAWeek

Which stage of consciousness are you at based on the above consciousness chart?”

Joe looked at the chart carefully and said – “Well, I think I am at stage 3. This is where I seek respect from my boss and my family and friends.”

Me – “Correct, now you see how many levels of consciousness you need to climb before you become great.

You do not chase money blindly to become part of the 0.1% Club. You attract wealth because of the person who you become by increasing your consciousness and taking action by helping others!”

“Who do you think is in stage 7?”, I asked.

Fat Joe – “I think Oprah Winfrey.”

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Me – “Yes. Becoming a millionaire is simple, either you impact a million lives or solve a million-dollar problem. But it all starts from within, by knowing who you are.

Most people do not completely understand the definition or the difference between things like - likes, hobbies, interests, duty, passion, mission, vision and purpose.”

Fat Joe – “Hmm okay.”

Me - “Let us quickly look at them so that we do not end up being blindfolded:

### LIKES OR INTERESTS

Meaning – “*The feeling of wanting to know or learn about something or someone.*”

Likes or interests are the activities that you enjoy. You may or may not do it consistently.

Example – Riding bikes, swimming, listening to music, watching movies, etc.

### HOBBY

Meaning – “*An activity done regularly in one's leisure time for pleasure.*”

This is a strong and advanced form of like. This is something you do on a regular basis but this doesn't pay you. It is only for self-indulgence.

Example – Horse riding, collecting stamps, collecting coins, collecting old items, etc.

### DUTY OR RESPONSIBILITY

Meaning – “*A task or action that one is required to perform as part of one's job.*”

This is something that you do irrespective of you are liking it or not.

Example - Providing the basic necessities to your family, doing what is needed at your job, etc.

## PASSION

Meaning – “*Strong and barely controllable emotion*” or “*An intense desire or enthusiasm for something*” or “*A state or outburst of strong emotion.*”

*“It isn’t passion if it requires external motivation.”*

—Dev Gadhvi #6SundaysAWeek

Passion is something that you can do or follow non-stop without worrying about food and water. These are the tasks that you can do even if you do not get paid. Tasks that you cannot imagine your life without. Your passion may or may not pay but you find a way to impact others and en-cash it if you want to become a Passionpreneur. Like – ‘I am passionate about mentoring people to build their business around passion.’

Example – Training, coaching, mentoring, playing some sports, bodybuilding, fitness, etc.

## GOALS

Meaning – “The object of a person’s ambition or effort; an aim or desired result.”

Goals mostly aim towards achieving something which is either for self-happiness or for the company. It is usually very tangible.

Example – Reducing 10 Kg of weight, making millions of dollars, get known to millions of lives, buying a dream house or a car, meeting the company’s targets, etc.

## MISSION

Meaning – “*An important assignment given to a person or group of people.*”

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A mission statement defines what an organization is, why it exists, it's the reason for the organization's being.

I asked one of my colleagues who was working for a small and medium business – “What is your CEO or company's mission?”

He replied – “To become the 1000 crore company. To grow 3 times the size.”

Me – “So that is a goal, not a mission.”

He thought for a second and said – “You know what, you are right. It is actually a goal, not a mission.”

As the word suggests, according to me, mission is something that you achieve by focusing on helping others. People often take goals as their mission. Mission is something that you can live for and die for. Like having a mission to transform 1 billion lives.

How do you find your mission?

Look for the hints that life has given you.

*“Lowest Point of Your Life is the Highest Level of  
Trigger for your Transformation.”*

**—Dev Gadhvi #6SundaysAWeek**

Pay attention to your lowest points of life because your mission is somewhere hidden there.

## VISION

*“We're here to put a dent in the universe.  
Otherwise, why else even be here?”*

**—Steve Jobs**

Meaning – “The ability to think about or plan the future with imagination or wisdom.”

As the name suggests, it is an ability to see the future. How do you see the world, in other words - your world view?

How do you want the world to be?

For example – You want a cancer-free world, you want the world with peace, you want the world where everyone is fit, you want the world free of racism, etc.

*"I am not special in any sense. I am not claiming that I am the son of God. I am simply saying one thing: that I was asleep, now I am awake. You are asleep and you can be awake also. I will go on trying to help people to be awake. The awakened man will be the new man. He will not be Christian. He will not be Hindu. He will not be Muhammadan. He will not be Indian. He will not be German. He will not be English. He will be simply an awakened being."*

**—Rajneesh Osho, an Indian spiritual guru,  
philosopher and the leader of the Rajneesh movement**  
**(Source – Wild Wild Country SE1:E1)**

As seen in the documentary, his close associates and assistant said that he will talk about Spirituality, Capitalism, Sexuality, etc. He was a revolutionary man. He was very modern in his thoughts. He wanted to create a new man. A new man that lives in harmony with one another, lives in harmony with nature, where all nationalities, all colors, all religions sit together. This new man has only respect for one another.

*"The East has remained lopsided (with one side lower or smaller than the other) because of the so-called spirituality. It has remained poor, unscientific, without any technology. And the west has chosen materialism. But man is very empty and meaningless. Without spirituality, there will be no center. Man is falling apart. The Western man is half. The Eastern man is half. My effort is to create the whole man."*

**—Rajneesh Osho.**  
**(Source – Wild Wild Country SE1:E1)**

Now, lots of people found him controversial but he had his own world view about life. For him, sex was a great gift. He said – “Either

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*repress sex as it has been done by all the so-called religious traditions of the world or transform it. I am for transformation. Hence, I teach my Sannyasins to be creative.” (Source – Wild Wild Country SE1: E1)*

He wanted his devotees to create something in life.

He said – “*Be creative. Create music, create poetry, create a painting, create pottery, create something. Whatsoever you do, do it with great creativeness. Bring something new into existence and your sex will be fulfilled on a higher plane.”*

He was a well-read and well-traveled man. He knew about religions, human history, etc.

He made people believe that they are at the beginning of the new experiment.

*“We are materialist spiritualist. Nothing like this has happened in this world. This is the new experiment, a new beginning. And it has a great future for it.”*

***—Osho***

Osho created a new age dynamic therapies for people who never existed anywhere else in the 1980s – Claims his close associates.

One side, he used to talk about spirituality and on the other hand, he used to advise people to create wealth. He had the deadly combination to live a holistic life!

His assistant *Sheela* said that his teaching was – “We don’t have to isolate ourselves, sit in the Himalayas and meditate. We should be part of the marketplace.”

People at that time, especially politicians saw Osho devotees as a threat to the society. But Osho had a different world view which he was fulfilling with his vision and his team.

Did you know that he built a whole new city in Oregon, U.S.A in the 1980s?

Osho, with help of his devotees, bought a big ranch of 60K+ acres and built their own governing law as per the constitution of

the U.S.A. They built a city based on love, compassion and sharing, rather than ownership, greed and anger. A unique city called “The City of Rajneeshpuram”.

The city had a meditation center that could hold 10,000 people. A shopping center. A pizza parlor. A boutique, city’s own airport, a big dam, farms, solar power irrigation, and many A-shape houses. People worked for 16 hours happily, singing and laughing. In short, a self-sufficient community. This is no joke. It required highly qualified people to build the city. They turned the desert into a green land!

There was a small sleepy town called *Antelope* which had only 50 people living there; more like a retirement town. They all were threatened as *Osho* and his devotees followed their own laws like open marriage which had no conventional rules. No taboos, no guidelines, no suggestions of how anyone should have their relationship with each other.

However, he was not the only one with the vision and his different world view. There are other real-life examples as well.

Just for your information, I am not the *Osho* follower nor intend to be. There were definitely lots of controversies about him but if you see, *Osho* was very popular not just in India but in the U.S as well for whatever reasons.

#### **Let us look at one more real example:**

Imagine another city where people live free without worrying about earning money. Place where everything is free or almost free. Place where people meditate, enjoy their life by doing what they love and more. Imagine a city with 3000 residents from 58 countries.

*Auroville* is an experimental community in southern India. **Auroville** (City of Dawn) has its origins in the French language, “*aurore*” meaning dawn and “*ville*” meaning city. Additionally, it is named after Sri Aurobindo (1872–1950). It was founded in 1968 by the spiritual leader *Mirra Alfassaas*- a town where people

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from all over the world could live in harmony. Its focal point is the *Matrimandir*, a futuristic, spherical temple covered in gold discs. *Auroville* Botanical Gardens protects the region's tropical dry evergreen forest. *Auroville* Beach is a long sandy stretch with gentle surf.

I too have my own world view. I too want to awaken people from their 9-5 thinking and liberate them to live a fulfilled life by doing what they love doing and yet enjoy 6-Sundays-A-Week. I am facing lots of criticism at this time and people laugh at me but I know that someday I will transform billions of lives for good!

Why? Because this is my purpose, my calling.”

### **Here is your exercise:**

Write down the answers to the below questions.

What is your world view?

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What problems did you face that you do not want others to face?

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Who do you want to help?

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What is that thing which keeps you awake all night without being tired?

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What is that thing which happily pushes you to get out of bed every morning without any want to sleep more?

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What is the thing which when you do you are in a state of flow?

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What do you want to be written on your tomb stone?

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What would be your TEDx/TED talk on?

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What pains you the most when you look around?

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What problem have you solved for yourself in life which you can also help others to solve for themselves?

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If you have only one month to live, what is that thing you want to do/contribute in this world?

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If you have not solved any problem for yourself, what is the skills you have to solve the problems of others?

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If you have all the time and money freedom in the world, what is that one thing you would do for the world?

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What is that thing you love to do even if you are not being paid for?

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If you die today, what is the biggest regret you will die with?

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### **PURPOSE/ CALLING**

2:00 am, knock knock!

You ignore it.

3:00 am, knock knock!

You continue to sleep.

4:00 am, knock knock!

You ignore again.

5:00 am, knock knock!

You want to get up but then you prefer to continue with your reverie!

You wake up in the morning at 7:00 am.

Read WhatsApp messages, get ready and drive to the office.

Work for the whole day feeling normal. No excitement. Nothing new. A predictable life!

The knock is forgotten as you are awake.

This continues for many years until one day... 4:00 am...Knock Knock!

You wake up in a split-second.

You run to the door and as you open it, you see something amazing...

You see a bright white light and an unknown figure.

You try to recognize it but you have never seen it before.

Finally, you realize that.... It is your calling, your mission, your purpose knocking on the door for many years...

You jump with joy and finally, you have discovered the missing part in your life.

You feel energetic, every day is exciting now. You feel the urge of doing something big, contributing to humankind, your legacy!

Isn't this what happens to all the successful people?

We have our calling knocking on the door of our mind every day but it is us who choose to sleep in the awake state...blinded by the rat race!

It may not be a hard knock. It probably would be several soft knocks.

Now is the time to pay attention to your calling and open the door to welcome your purpose into your life!"

*"It is risky and challenging to follow your passion & purpose.*

*It is tragic & regretful not to."*

—Ron Malhotra

### **Job vs Career vs Calling:**

*"Job is something done 9to5. Typically done something for pay.*

*A career is a system of advancements and promotions.*

*A calling is something intrinsically motivating.*

*Something that you will do regardless of pay."*

—Leroy Chiao, Astronaut

I continued – “Chances are most of our jobs or careers are not even remotely close to our calling.

The writer, *T. S Elliot* was a banker in London before he found his calling.

*Albert Einstein* worked in the patent office for seven years while he came up with his theory of relativity.

### **GuruMantra:**

*“While jobs are important for our financial needs for the moment, calling is important for our fulfillment which is beyond money. If you follow your calling long enough, then you will have money beyond you can even count and live 6-Sundays-A-Week doing what you love.”*

**—Dev Gadhvi #6SundaysAWeek**

Right from childhood, we have been following who we should be, which is mostly dictated by our parents and society but have you asked yourself ‘what do I want’?

Have you asked yourself as to why you were even born?

Can you imagine if everyone would be following their calling (Must Be)? How would our planet look like?

How much progress we would have made?

Must is something that you were drawn to.

Must is something that you love to do and don’t realize the time.

Must is who you are in your gut level.

Examples- Mountain climbers, Painter, Traveler, Trainer, IT, Healer, Entertainer and what not!”

### **The knock on my door:**

One day, Joe and I decided to go for a long drive.

Beautiful weather, we were passing through the *Ghats* (Waterfall and mountain terrain) where we could see the waterfalls. We were on the way to *Lonavla* (City near Mumbai and Pune)

Fat Joe asked - “GuruDev, I know that your journey started by reading the book “The 10x Rule” but how did you even get to the book?

I want to know the specifics of how exactly you got started. When did you get the first thought that you need to change your life?”

In short, he was asking about the knocks on my door.

I replied – “It was hard for me to recall exact time but there were a few knocks in my life that got me started.

I had those knocks when I was working with a BPO as a trainer where I really enjoyed training people. It was a pure joy when people would give me a big credit for their success. I ignored those knocks and kept sleeping with my eyes open until early 2016 when I was appointed as the Associate Director, Sales in one of the companies based in Pune, India.

After a few days at work, we had our townhall meeting at a Hotel in Pune.

There were around 100 people with different roles and designations at the event. I was very excited to be a part of the company because not only I had received a good salary hike but I moved from the Sr. Manager’s designation to Associate Director.

Our CEO gave a speech that I was really impressed with. I remember his one statement that impacted me greatly and got cemented in my mind. He said – “If you give me your hundred percent then I will give you one hundred and fifty percent.”

That was my moment. I had to become a champion for him. I realized that if I need to be the top sales leader, I had to be excellent at sales. I had been in sales for 13 long years but I never invested my time and money in learning sales, how ironic, isn’t it?

So, I came home after the event, clicked on YouTube and searched – “Sales Training”.

Guess who appeared on my screen?

Yes, of course, *Grant Cardone!*

I watched one of his keynote speeches for one hour and found myself engrossed for the entire duration. I started following him like a hungry lion chasing its prey. My day would start and end with *Grant Cardone*.

I fell in love with his content so much that I even glued his poster quotes at my workstation that read – “Success is My Duty, My Obligation and My Responsibility”, “No Negativity Allowed” and “10x Action”.



2016 – At the Last job

One day, I saw his video wherein he was talking about the concept of the 10X rule. I found it very interesting and decided to order the book.

The book just opened my mind and made me realize that I was living such a mediocre life by underutilizing my potential. Despite

being born in a humble family and knowing the importance of money and success, I was still living an average life.

I realized that massive action is the way to go. Have big juicy goals and take 10x level of action. This was the knock I recognized.

So, I did take the **10x level of action** and my life started to change. In just a few days, I started to walk differently with so much energy and enthusiasm.

After a few weeks, I took my life's biggest decision which was to spend \$2000 on self-development at Grant Cardone Sales University. I started to learn every day. Oh boy! I was nervous when I made that investment.

I started making tons of cold calls and my colleagues were surprised at my results. I even closed my 1<sup>st</sup> deal within 40 days of being in the role, whereas my colleagues with 15-17 years of experience were struggling for 6 months to close their first deal.

That feeling was beautiful. I was one of the few to travel to Europe and the U.S for client meetings. I became a blue-eyed boy of my CEO as I had closed \$300K within 2 months of being on the first business trip. My CEO started to call me his star.

After experiencing these results, I realized the possibility if we operate at our full potential. I felt immense pleasure when I became hundred percent committed to becoming successful.

One day I heard another knock at my door and a thought just hit me - My life had become so great by just operating at my full potential. I was living at only 5% of my potential for 33 years. I was suffering from a mediocre mindset disease. Despite my humble upbringing and knowing the importance of hard work if a person like me can remain average, I am sure there are millions living with a mediocre mindset. I need to inspire them to change their lives.

That is when in 2016, I started sharing the quotes from other famous people.

I then wrote my first article on LinkedIn called – ‘Cold Calling is dead’. That article received thousands of views within a few days and I felt so good. That was how I started writing articles.

Then I started to make videos starting from sales videos to mindset videos.

By now, I was scuba-diving in the *Grant Cardone* ocean. To me, he was the god. Anyone who didn’t know *Grant Cardone* was a lost soul according to me. Anyone who said anything bad about him was my enemy. That was the level of love and respect I had for him then and even now.

I learnt that success leaves clues and all you need to do is follow the clues instead of reinventing the wheel.

That is exactly what I did. I followed the footsteps of *Grant Cardone* by modeling him holistically. I would talk like him, walk like him and most importantly think like him. I read all his books, bought all his training programs and materials and just started following his blueprint.

Here was my strategy -

If Grant has videos, I will make videos!

If Grant has written a book, I will write as well!

If Grant has training programs, I will build them too!

If Grant is speaking on the stage, I will do that as well!

I started to follow the daily morning rituals of writing goals, visualization, etc.

One thing led to another and I met some other key people on social media like *Gary Vaynerchuk*, *Jon Penberthy* and *Dan Lok* who changed my life with their wisdom.

I was fortunate to interview people like *Evan Carmichael*, *Patrick Bet David* and *Dan Lok*. I learnt a lot from all of them but a big thank you to *Dan Lok* who took my life to the next level after *Grant Cardone*.

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I learnt the art of high-ticket sales from *Sifu Dan Lok* and became his mentee. He is an amazing human being and a mentor. I met him in Vancouver in October 2018 for the first time. What a feeling it was!

This is how it all began by me paying attention to the knocks and opening the door. Thence, it is time for you too to pay attention to those knocks in your life and recognize the clues that life gives you regularly.

Find your calling and your passion will find you!

The day when you find it, take massive action to live it!

*“Our first purpose is to find the purpose and  
the second purpose is to live the purpose.”*

People get surprised when I tell them that I never had my mentor physically present with me, yet I was driven all the time and took massive action. My drive did not fade away.

Do you know why? It is because I was true to my purpose of inspiring, empowering and transforming lives.

I owned and lived my mission but the problem is -

90% people in my experience do not even know their purpose or calling because they do not pay attention to those knocks.

The other 5% who know it, do not own it or live it.

The rest 5% are the crazy ones who know it and live it every day. I am one of those 5% people.

What about you?

This is the first step of becoming a Passionpreneur to live the 6-Sundays-A-Week Life.

Pay attention to the soft clues that life gives you and find out your true purpose and calling.

Here are a few questions you can ask yourself to find who you truly are. Have a dialogue with your inner self.

**Who are you?**

Inner self – “I am Dev Gadhvi.”

**No, that is your name but who are you?**

Inner self - “I am a son who was born to lovely parents.”

**No, try again, who are you?**

Inner self – “I am a husband, a father and a son who works hard to provide for the family.”

**No, try again, who you truly are?**

Mmmm...I am... I am...I am...

I am a Hindu man, married to a Christian woman, believing in humanity!

**Well, that is all fine. You did not choose your sex, religion, parents, or even your education. So again, who are you and what do you stand for?**

I am someone who wants to help people.

**Good, how do you want to help them?**

Mmm, by sharing my knowledge.

**What do you want them to learn from you?**

How to build an unstoppable mindset!

**Why do you want to help them?**

Because I lost 13 years to a mediocre mindset and I do not want anyone to leak out these many years or more.

**Have you built an unstoppable mindset yet?**

Yes, I believe I have, after 13 years of living a mediocre life.

**Ok, who exactly do you want to help and impact?**

I want to help people who are exactly like me,

I want to help people who are lost in life not knowing how powerful they are,

I want to help people who do not know their own true potential,

I want to help people who do not know their true purpose and passion,

I want to help people who are trading time for money.

**Good, how many people do you want to impact?**

I want to impact 10 million lives (Later upgraded to 1 Billion).

**How would that make you feel once you impact them?**

I will feel that my life's purpose has been fulfilled. I will feel like a legend.

**Great, now tell me. Who are you?**

I am a legend who has been born to transform billions of lives by helping them to quit the rat race and build the business around passion.

Now, let you ask you the same question – Do you know who you are? If not then find your gifts, talents, unique abilities and become great at it and in parallel start impacting people.

*“Clarity comes by taking action and not by just thinking.”*

**—Dev Gadhvi #6SundaysAWeek**

Few more questions that will help you to catalyze self-awareness:

Complete the statement - My life has a meaning when.....

Here are some of my statements -

- My life has a meaning when I'm being of service to a massive number of people
- My life has a meaning when I'm helping people with their vision
- My life has a meaning when I'm speaking to large groups
- My life has a meaning when I'm a part of the spiritual leaders' network
- My life has a meaning when I'm creating a core group of ongoing trainers who feel identified with my organization

- What is it that you love to do so much that you lose the track of time?
- What do your friends and family say about your key strengths?
- What would you do today if you have 1 billion in your account and you are done with all the pressures of life?
- What would you do today if I told you that you will never fail at it?
- How do you want to be remembered?
- Who do you want to impact and why?

I truly believe that we need to conquer our mindset before we win in life. As success comes to us for the person who we become!"

*(I have shared more details about building an unstoppable mindset & self-awareness in detail in my first book 80%Mindset 20%Skills)*

Fat Joe was really excited to hear this but he still looked confused about his mission, vision, passion, etc.

Me – “Joe, I know it could be a lot to digest in one day. I want you to write the questions down. While I will be on a business trip to Canada for CIB, I want you to write the answers to those questions.

The hardest part for anyone to do is to look within and think who they truly are. It is hard to find what do you really stand for.

But, let me tell you. If you ask those questions to yourself every night and every morning, you will find the answers.

The key to all this is, do not give up in just a few attempts. Write your answers and do not just think through in your head.”

Joe agreed and we reached back home from our lovely trip with sightseeing and munching the local sweet corns and boiled peanuts.

Me – “Also, I want you to lose weight first. You will need to become more fit. What is your weight right now?”

Fat Joe – “I am 108 Kgs.”

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“I want you to aim to reach 70 Kgs in the next few months. Promise me you will get there.”

Fat Joe – “Damn, that is going to be difficult but I will do it GuruDev.”

For the next few days Joe went on trying to answer the questions but he was not able to get anywhere. He sent me a message that he was not able to know who he truly is and what does he stand for.

I decided to write an email to him while I was traveling. It was called “Your Back Story”.

### YOUR BACK STORY

*Dear Joe,*

*Everything that you need in order to follow your passion and build 6-Sundays-A-Week life is within you. It is hidden in the form of your own story.*

*Your story is a unique thing that no one else can have.*

*The story of solving some specific problem.*

*The story of overcoming some challenges.*

*The story of leveraging your expertise that could help you in your career.*

*Problems you deeply care for and would like to solve, what is it that you like doing, what impact would you want to have on others and hence you will be able to identify your **Mission, Vision and Passion!***

*Our story is what we take for granted ninety-nine percent of the time. I did the same. All my mentees did the same.*

*They all thought that there is nothing special about their story, no one wants to hear it but after they shared it with the world, they realized the true power of the story and went on to build a business around it.*

*For instance:*

*Story of Suman Pachigulla, who was born and raised in poverty. He lived in a hut that had a leaky roof made of grass. He struggled to speak in English as he was from a vernacular medium. He moved to a city and finally found a job as a recruiter. In the next few years, he became a champion recruiter and got promoted to the director level in his company. He started to share his story and became an expert who trains and coaches people who aspire to become the champion at recruitment. He also became a best-selling author.*

*Story of Somdutta Sarkar, who had a tough childhood and certain circumstances later in life led her to depression. Later on, she borrowed lakhs of rupees to help her friends in need when she was in a job. She went through a traumatic phase as she did not get the money back and realized it was a fraud case. However, she was able to overcome depression and now helping others to solve their personal problems around their relationship, mindset, etc. She helps them in unearthing the root cause of the problems and not just the symptoms. She takes deep interest, studies and researches the functioning of human minds – why people behave the way they do. She published her first book and became a best seller.*

*Story of Piyush Patel, who was the source of mockery due to his dark skin color. He was body shamed. For many years, he remained introvert thinking that he was not good enough. Now he shares his story openly with others and helps others to become bold and confident. He did not share his stories for more than 30 years until I made him see the importance of his own story and why it was needed. Now, he is publishing his first book.*

*Raakesh Rana, the eldest of siblings with lots of responsibilities. He struggled in this life and in his career as well. He hit the glass ceiling at his job and faced the mid-life crisis until he used some great leadership techniques to fetch good growth. Now, he is leveraging this story and his leadership lessons to help others who are in their mid-career. He*

*helps them to transform their life not just in terms of the job but a holistic transformation. He too shares his story via his first book.*

*One thing which is common in all is, everyone underestimated their stories and never looked within for the greatness they had been treasure-troving.*

*What are the chances that you too are doing the same thing? Thinking that your story is not powerful enough.*

*Here is the task for you. Share your story with someone on social media, team or someone who is better than you and let me know how did you feel.*

*Start sharing your thoughts on social media.*

*I suggest you also read a book called “Start with Why? – Simon Sinek”.*

*The key to getting clarity is to keep looking within. You have everything that you need, within.*

*I will see you soon.*

*With Love and Care,*

*Your GuruDev*

#### EUREKA MOMENT:

Ring Ring. My cell phone beeped.

I answered the call.

“GuruDev, GuruDev. I want to meet you,” said Fat Joe over the phone.

Me – “What happened Joe? Calm down. I just reached back home from the trip.”

Fat Joe - “GuruDev you will not believe this. I think I have found who I truly am and I cannot wait to discuss it with you. When can we meet?”

After a few days, we decided to meet in a coffee shop. We walked up to the counter to order something.

A beautiful girl with blonde hair was positioned at the other side of the counter, she asked – “What can I get you today, Sir?”

“I will have a cold coffee. What about you Joe?”

Fat Joe – “I am good. I am on a strict diet. My mentor has given me a challenge to reduce 30+ Kgs.”

Me - “Aaaah! That is great to hear.” - we smiled.

We settled in a comfortable corner of a sofa overlooking the busy IT park. We could see corporate employees in their professional attires walking hurriedly.

Me – “So, tell me Joe. What do you want to discuss?”

Fat Joe – “See, I have been dwelling upon the questions that you had given. Initially, I was blank. Nothing would make sense to me but as I kept writing my thoughts, as I kept looking at my past and my story to answer the questions, everything started to make sense.”

He took out his notepad from this bag and placed it on the table. He started to flip through the pages after pages that he had written and said – “See, how many times I wrote them and finally, here it is.”

I took a closer look at what he had written:

### **My story, what problems have I faced?**

I was a fat, under-confident, angry, bullied in school, a person who failed twice in school. Failed in a couple of businesses. Lost my self-respect. I was lost with no direction in life. I even tried to commit suicide due to feeling so low. One of the reasons I put on weight was because I punished myself by overeating. Junk food had become my escape route because I always felt low. But I realized that I was done with all that crap. I realized that I was driven by my fears and the more I got afraid; the more fear took over my life. In your words, I was in a loser category and not even in the average category.

**Who do I want to help?**

I want to help people who are just like me who think that they are good for nothing.

**How do you want to help them?**

First by transforming myself and then helping others to become the version 2.0 in each area of their life starting from health, business and family life.

**My world view:**

I see people becoming their version 2.0 and living a fulfilled life by following their passion.

**Mission Statement:**

I have transformed 100 million lives by helping them to become the best version of themselves.

**Vision Statement:**

I have become the godfather of a community of people who are changing their lives and helping others to do the same.

**Goals:**

I have made over 1 Crore rupees and taking my family on international vacations.

I have amazing health with 70 Kg weight.

I travel the world every few months giving keynote speeches.

I have married a beautiful girl and living a great life.

While I finished reading it, Joe in his excited voice said – “GuruDev, you won’t believe. I have started following the morning routine and working out every day as mentioned in your book “80%Mindset 20%Skills.”

Me – “This is great Joe; you have started your journey on a great note. This is your Eureka moment. You have found yourself now. Happy Birthday!”

We started laughing.

**Daily morning routine:**

“Joe, this is a great beginning. I am sure now you are unstoppable. Here is what I have done. I have refined the morning routine for you. I also want you to practice this. I want you to follow it religiously without missing it even for a day.”

Joe nodded.

“It is called G.I.V.E.R morning routine:

G – Goals & Gratitude

I – Imagination

V – Visualization

E – Exercise

R – Reading

**Goals and Gratitude:**

Wake up every morning and feel your body. Write your goals. Be thankful for whatever you can. For example – Be grateful that you even woke up today. Be grateful for the warm bed. Grateful for the fact that you have food to eat whereas there are millions on this planet who do not have a decent meal to eat. Grateful that you have the facility of running water. Grateful that you have a family who cares for you. Anything and everything that you can be grateful for!

See, when you are grateful there is no room for fear. Both cannot co-exist.

I also want you to write your mission, vision and goals every single day. This will show you where you are heading and not judge your worth based on where you have been.

**Imagination:**

It is said that you can never outperform your wildest imaginations. Imagination is the superpower that has hatched the greatest discoveries of all time.

I want you to imagine the craziest ideas that you can execute or craziest things that you can ever do.

For example – You standing on the stage, addressing a whole stadium of 100K people. You being friends with some world leaders.

**Visualization:**

I want you to see and most importantly feel your new life. Only when you see it can you live it.

Just like imagination, visualization is also your superpower. You can mix it up with affirmations as well. Visualization and Imagination are two different things. Imagination is to imagine the wildest best things that you can accomplish and visualization is practiced to make those things feel real by using all your 5 senses – Touch, Smell, Taste, Hear and See.

**Exercise:**

At least 15 to 30 minutes of exercise is necessary. Even in worst situations, I want you to do lunges, jumping jacks and pushups at home. Discipline is the key.

**Reading:**

Leaders are readers. Read at least 1 book in a week. You can even opt for audiobooks like me.

I finish 100 books in a year. Make sure that you pick books with a similar theme and read them. Do not switch between one business book, one mindset book, one sales book, one marketing book but identify the area that you need most help with and pick up different books relevant to that only.

I want you to follow this for the next 30 days without missing it and prove it to me that you are committed to learning from me.”

Fat Joe – “GuruDev, you got it. I will make you proud someday. I am just in love with this.”

### PASSIONPRENEUR SWEET SPOT

Today is Sunday and I have decided to teach advanced lessons to Joe.

Early morning at 5 am, we decided to go to the beach and take a walk.

We started walking on the beachside. The lovely sound of the waves hitting the shore. Birds chirping.

“So, Joe, have you followed your 30-day challenge?”

Joe pulled out his diary and showed me all 30 pages with his mission, vision and goals written and below he wrote G.I.V.E.R that he tick marked every day.

Me - “Very well, you kept your commitment and it is my turn to keep the promise to teach you further. Now that you have found the passion, you need to see how it can be converted into a profession that pays.

Remember this GuruMantra –

*“Passion becomes poison if it doesn’t pay.”*

—**Dev Gadhvi #6SundaysAWeek**

Passion without profit is just a hobby. It is time to introduce you to your **MOJO**.”

Fat Joe – “MOJO, what is that?”

I grabbed a stick from the ground and drew a circle.

I wrote “Passion” in that circle said – “This is where you are as you have found your passion and purpose but this is not enough. This is not your MOJO yet.”

Then I drew another circle intersecting the first circle with some common area and wrote “Skills”.

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Me - “By just wanting to help people to become a better version is not good enough. You need to have the skills to be able to do that.”

Fat Joe – “What kind of skills?”

Me - “Skills required for business such as Communication, understanding the mindset and human behaviour, sales, marketing, public speaking, writing, storytelling, content creation, etc. In short, the skills required to impact others’ lives.”

Fat Joe - “Got it.”

Then I drew the third circle which was intersecting both the circles and wrote “Market”.

Then I kept quiet for a while as the sound of the waves continued in the background.

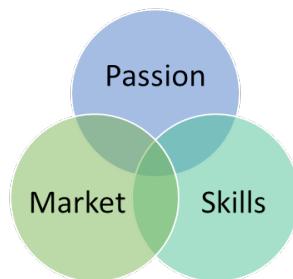
Fat Joe broke the silence and said – “So, what you mean by the market is the ability to market my product or service?”

Me - “Well, very close. What it means is; does your product or service impact others in a positive way in the marketplace and is there a demand for it in the market?

Now, the intersection of all three circles is the space that I call “MOJO”.

MOJO is where your Passion, Skills and Market Demand meets. This is the Passionpreneur Sweet Spot where your passion becomes your profession and starts to make you money.”

Fat Joe – “Wow, I never thought of it this way. No one taught me like this in such a simple manner.”



Fat Joe – “But there are people who are not passionate about their business and still make money. So, is it necessary to be passionate about what you are doing?”

Me - “Well, that is fine if that is what you want in life but why not make money and do what you love than doing something only for money?

Also, if we enter into a business just for money, then we will be just like everyone else. And, when the times are tough, you will easily quit that business. Trust me, there will be testing times in business. No business is a cakewalk.

Let us look at my story. A guy who lived an average life for 33 years, someone born in a humble family who knew the importance of hard work yet remained average in terms of every aspect of life. I had huge potential but I underestimated myself just like you may be doing now. I had a realization of this and started to work at my optimum level by just changing my mindset and taking massive action. When the results started to show up, I decided to inspire others to operate at their maximum potential by making quotes, articles and then videos. My story of being an average person to unstoppable got me the headstart in the form of my first book that became the best seller. I found my passion, my purpose and started to solve problems and made profits out of it.

Purpose/Mission – To transform 1 billion lives.

Passion – To teach others.

Problem I solve – Help people get out of their mediocre mindset and become unstoppable.

There was the market demand and hence, the profit started to show up.

Of course, this all evolved and now the problem that I solve is severe than the earlier one, which is – To help people quit from 9-5 and build their business around their passion to help them live 6-Sundays-A-Week life.

It is highly important that you become good at what you are doing otherwise your impact on others will not be much and you will struggle in business. Hence, continue to master your skills as well.

For instance - I acquired skills like writing, speaking, social media content creation and branding, sales, high ticket closing, email marketing and funnel building, book writing, social media advertising, etc.

I went from charging Rs. 80K (\$1.1K) for my mentorship to around Rs. 8 lakh (\$11K) within just 2 years!

Of course, I had to learn how to package my mentorship program and build my brand but I believe anyone can, if they learn it well.”

Fat Joe – “Wow you are an inspiration. You have reached a stage where you have financial freedom. How did you get there and how can I get there soon so that I can quit my job?”

Me – “Well there are 3 steps. Most of the people only think of the third step that is Financial Freedom.”

We continued walking as the water swept away our diagram on the sand.

## SUMMARY

To be in the top 10% or 1% of the wealthy people in the world is not a big thing anymore.

More than 50% of the world’s successful rich people are self-made.

If you want to go to the top 1% or 0.1% then –

- Identify your passion
- Be specific with your goals
- Know your mission and vision in life
- Find out what your purpose or calling in life is

- Start working on those

A goal and a mission are easily confused hence to remember – a mission is where there is a contributing factor to the world at large, by helping others.

A vision can change the world with the help of Visionaries who certainly did when they were alive – example *Osho* and *Aurobindo* (Auroville, Pondicherry, India).

Listen carefully to the subtle knocks on the door when your purpose/calling comes to you.

Your story is the biggest reason behind your calling and purpose in life. Ignore it and you will ignore everything that comes with it.

The Passionpreneur Sweet Spot is the common central point where you combine your ‘passion’, ‘skills’ and ‘what is that in demand in the market’.

If you want to monetize your passion, first find out the sweet spot.

### EXERCISE

Write down all the skills that you have?

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Out of those, select top 5 skills that are needed for your passion/purpose?

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Find if there is the need in the marketplace by testing your content for next 30 days?

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## CLARITY #2: STEPS TO ACHIEVE FINANCIAL FREEDOM

*“Don’t talk the language of poor else you will live  
the life they are living!”*

—**Dev Gadhvi #6SundaysAWeek**

When we call someone as poor, what is that we actually refer to? Is the person poor from the lens of money? But there are other attributes as well alloyed to it:

Poor Mindset

Poor Health

Poor Relationship

Poor Habits

Poor career

Here are the steps to become successful and achieve your Financial Freedom -

### #1: FINANCIAL CONFIDENCE

*“You are where you are because of your current knowledge  
and you are not where you should be is also because of  
your current knowledge.”*

—**Dev Gadhvi**

As also shared earlier, the day when I decided to quit the corporate life, it was the day full of extremely mixed emotions.

One side of my brains was extremely positive (Moe Dominating) and it was telling me that –

I am doing great!

I am the best-selling author!

I am the mentee of Dan Lok!

I will make more than Rs. 30 lakhs (\$50K) in the coming few months!

And on the other hand, extreme negative brains (Joe Overpowering) told me that –

What if things do not go as planned?

What if I have to leave my house?

What if I have to sell my car?

What would I do when there will be no fixed income?

(Here, you may refer to the YouTube video titled “**I Quit Bye Bye – Dev Gadhvi**”)

I am sure you will be able to relate to the fight between the Moe and Joe in my mind. It was a mixed emotion roller coaster ride.

The reason I was able to quit my job was not because I had financial freedom but I had financial confidence.

That confidence came from me building my brand on social media, having multiple POCs that got me additional income streams, having a strong support system that included my family and friends who will support me if something goes wrong for a while, I also had some money set aside but not a lot.

You too need to build the mindset of abundance and get rid of the Joe mindset that tells you that there is a shortage of money. (80%Mindset 20%Skills book covers it. Read it for a few times.)

### **What is Financial Confidence?**

Financial confidence is your ability to believe that you can make enough money using your skills.

Financial confidence is the place that makes you believe that there is enough of everything that you need to live a great life.

Financial confidence is a state of mind that makes you believe that there is an abundance of money.

Financial confidence is the state of mind that makes you feel powerful.

Financial confidence is the spot that makes you believe that there are enough people waiting to get help from you.

Financial confidence is like having a mindset that believes that you have money that is waiting to be accrued.

How do you achieve financial confidence?

*"With competence comes confidence!"*

Let us go back to your school days. Do you remember your exam times where you were nervous while appearing for a specific subject, while you were very confident in other subjects?

Why was that?

It is because your knowledge of a certain subject was low and you were strong in other subjects. In other words, you were competent in certain subjects and hence you were confident.

The same thing applies to our life as well.

Second analogy -

Go back to your time when you learnt to ride a bike or drive a car. Remember, how nervous you were at the beginning?

You were going slow, watching your left, right, front and back. Both hands on the steering wheel, using indicators and being very cautious!

Why was that?

Because your knowledge and practice of riding a bike or driving a car were less. Your competence was low.

As you followed the same routine every day, you became a master at it and today you drive confidently without even remembering how you reached your destination sometimes, unconsciously.

If your knowledge is at level 3 and your task is at level 5, you would feel nervous but when your knowledge and skill (competence) moves to level 7 then the task at level 5 will seem very easy.

For instance, right now, maybe your competence for building the business around passion is at level 2 or 3 but as you continue to master this, your financial confidence will keep rising and there will be a point when you will become fearless.

This is the beginning of your new life but for that, you will have to continue to spend time and money on self-development like I did when I started my journey.

As you know, I invested lakhs in my self-development within 20 months and I knew that I could use the knowledge and make money, hence I achieved financial confidence.”

Fat Joe kept listening and nodding from time to time.

## #2: TIME FREEDOM

Me - “What if I told you that you can have as much money as you want but you will have no weekend or holidays?”

Fat Joe – “Well, I don’t need that miserable life at all.”

Me – “Absolutely, time is very powerful but only for those who know how to use it wisely (otherwise all the people who spend their time watching movies will be millionaires).

The day you quit your job or go full time into your business, there is a 99% chance that your income level will go down drastically.

In case your income doesn’t drop that means you are taking a long time to switch to working on your passion and have lost lots of time. You should have quit long back.

The time when I quit my job, I was making about Rs. 3.5 lakh per month (approx. USD 5K) and my income went to almost Rs. 1 lakh per month (USD 1.5K) in the first few months.

I was able to meet my monthly commitment in loans and household expenses with that monthly income and hence I became rich in terms of time by taking calculated risks.

This was the first time in my life I experienced true freedom.

Freedom to do what I want to do.

Freedom to choose who I want to work with.

Freedom to choose when I want to work.

Freedom to choose where I want to work from.

As also shared earlier, it was the first time in my life when I went on a road trip with my mom, visiting different villages, meeting our relatives, enjoying the tasty homemade food like *Bajra Ki Roti*, *Chatni*, yummy Curries and more without worrying about the call from my boss, without client calls, without weekly reviews, without data dump.

That was when I first tasted what true freedom feels like!

It took me 20 months of hard work, staying away from my wife and daughter for most of the period living 7-Mondays-A-Week life but in the end, it was all worth it because I was living my mission, my passion every day.

During that period, I had built my base with small streams of income with working 9-5 through my book, coaching and seminars.

Then the day came when my income streams were big enough and my plan strong enough to get the much-needed time freedom.

That day I quit my job and started executing my financial freedom plan.

Here are a few things you need to do to plan your financial freedom.

### **Minimum Survival Amount**

How much money do you need to survive?

What is your minimum commitment?

How much can you cut down from your unnecessary expenses?

Can you cut down on your standard of living, save some money and become a lean startup?

You should be asking these questions to yourself the day when you plan to quit the 9-5 life and start your journey as a Lion.

Most often than not, we think that we need more money and the same income level to live a free life but when you truly introspect, you can do well even in less money.

Money is available in abundance. So, try cutting down on unnecessary expenses and think of ways how you can make more money.

Now, let us assume your minimum expense is Rs.35000 (\$500) per month. How many clients do you need to make this amount?

10 clients who pay you Rs.3500 each,

5 clients who pay you Rs. 7K each,

Or

1 client who pays you Rs. 35K.

See, most people do not even do the math. My mentees started charging Rs.50K+ right from the beginning.

Let us take an example of *Saurabh*, who is making Rs. 35000 per month.

Now, *Saurabh* is passionate about Photography and Videography. He has been shooting for my workshops.

He needs Rs. 35K every month to pay his bills. What he should be thinking is, how can I do the shoot over the weekend and make at least Rs. 5k to start with? I may have to start doing the shoot for free initially till I build my network, my brand and serve more people.

Now, if he starts doing that for at least 6 months, in other words, 25+ weekends, I am sure he would have met at least 500 more people.

Even if he ends up working with 10 people who regularly hire him for Rs. 5K per weekend, he makes Rs.20-25K per month. I am sure he can manage expenses with that and win back his time.

And as you know time is the most precious commodity, with that free time he can attend more events, connect with more people and build his social media brand for the next 6 months.

If he is good at his craft, then soon he will have people referring him to others for business and even new people reaching out to him via social media.

If he is lucky and gets one big influencer who tweets his work or talks about *Saurabh* in one of his events, he will be booked for the entire year.

What are his chances of multiplying his income now?

What if he starts his own video training courses?

What if he writes a book on how to become the best photographer?

What if he starts conducting workshops on how to become the best photographer?

What if he gets 100K YouTube followers who love his art and follow him regularly?

What are his chances of becoming a successful Passionpreneur?

I am sure very high!

All that starts from calculating the minimum survival amount, getting your time back and finding a way to making money by exchanging value and not the time for money.

Fat Joe – “Yes you are absolutely right. We become so caught up in the jobs that we rely on the salary. We never look at other ways of making money. Saurabh is a great case study of how one client can pay him for his whole month of freedom as compared to working for the whole month to make such amount of money.”

Me – “Yes, that is how you move closer to your financial freedom, by first acquiring Financial Confidence and Time Freedom.

### #3: FINANCIAL FREEDOM

How much money is needed to live financially free is very subjective.

Even a person with Rs. 20 lakh (\$30K) a year income can live a financially free life while on the other hand, a person with \$1 million may not live such a life.

Figure out the amount that is more than sufficient for you to be able to do what you love and more money will come to you.

Here are some money and wealth lessons I have learnt from Rich people...

1. Rich people focus on Income more than expenses
2. Rich people pay themselves first
3. Rich people learn how to manage money
4. Rich people know how to make money, keep money and multiply money
5. Rich people keep aside a % of income to reinvest in assets that will fetch them money
6. Rich people buy luxury from the profits, not from debt
7. Rich people become rich in their minds first before they become rich in real life
8. Rich people spend time and money on self-development
9. Rich people understand the importance of building assets and paying off liabilities
10. Rich people do not hesitate to have a debt. Most successful billionaires were in heavy debt when they started their businesses
11. Rich people focus on building wealth and not just income
12. Rich people take calculated risks very often
13. Rich people are givers

I realised that becoming rich and successful is not so complicated. Just study rich people, learn from them and implement it. That's it!

I could do this in 20 months.

But then why do most people do not follow these steps and learn from others?

Most of the time, it is the lack of faith and belief in themselves.

Most people stay poor and live paycheck-to-paycheck despite having so many traditional degrees hanging on their walls.

The biggest reason is they do not follow point number 8 from the above list!

They are usually driven by fear and scarcity!

What about you?

### **Is It Too Late to Build Multiple Streams of Income?**

John closed his eyes, took a deep breath and jumped off the building!

His body started falling off a 20-storey building like a bullet shot....

180 feet.....

150 feet.....

120 feet.....

80 feet.....

40 feet .....

10 feet.....

Crashhhhhhhhhhhhhhhhhhhhhhhhhhh

What made John jump off the building?

*Flashback - a year ago.*

*John* has been in a corporate world for more than a decade. He has been married for 3 years and has a son.

As a hardworking employee, he performed well and closed good deals in the last few months.

With the help of a decent commission paycheck, he took the risk and bought an apartment on loan (mortgage).

After a few months, he was assigned a tough territory and unfortunately his revenue dipped.

He struggled to pay his bills and loan because the commission was hard to come by.

He asked for a new territory to be assigned to him but was denied as the other representatives were doing good there.

6 months later, the company got acquired. The new management took over, decided to do the cost-cutting and change the processes.

Average performers and bottom performers were evaluated based on the last 6 months' achievements.

*John* was part of that list and was asked to leave the company due to some politics (his new boss didn't get along well with him).

His world came tumbling down as his expenses increased due to his sons' school admission and fees, his wife had to undergo a surgery (which was not covered under Mediclaim as he had no insurance), his parents fell sick and being the only child, he had to pay for their expenses, his bills kept snowballing because of loans.

He had used all his savings and was partially debt-ridden now!

The job market was tough as there were lots of resumes floating around from his ex-company and no one wanted to hire such employees who were asked to leave!

His life became worse as he was unable to find a job for more than 7 months. He was in debt by 12 lakh (\$20K) and the bank was foreclosing his house mortgage by selling it off.

One day, *John* (very depressed), ran up the stairs to the terrace of a 20-storey building.

As he hopped to the terrace of the building, his body started shivering.

He looked down and cold chills ran through his spine.

The view was very scary. He could see people at the bottom, moving like ants.

He stared at the bottom for 30 seconds without blinking, his life flashing back – Loans, Job, Money, Hospital Bills, Struggle, Shame and Guilt of not being able to provide for the family!

He closed his eyes and jumped off the building.

His heart began to sink as he headed to the ground at jet-propelled speed.

180 feet.....

150 feet.....

120 feet.....

80 feet.....

40 feet .....

10 feet.....

Crashhhhhhhhhhhhhhhhhhhhhhhhhhh

And then suddenly, *John* woke up with a thump and realized that it was a bad dream!

He froze his gaze at the ceiling fan with his eyes wide open and realized that he was still working with the same company. Only a few employees were asked to leave.

His current state of life returning the sense of gratitude!

He saw his wife and son sleeping next to him. He looked at them and smiled!

He thanked God and his mentor, whom he had met a couple of years ago. His mentor helped him to realize his own potential and helped him to create multiple sources of income around his passion i.e singing and music!

Today, he has built multiple sources of income from various sources like Singing Gigs, YouTube Channel, teaching others how to play guitar, Organizing Events, Stage Shows, DJ'ing, etc.

At the age of 37, he realized, it is never too late to start working on the passion and build a business around it.

Thanks to the social media age, he built his followers and fans online while working 9-5. Parallel to his job, he built his YouTube channel, connected with influencers in the music industry and was about to release his solo album that received great reviews from top music producers!

His life has gone on a fast lane in the last 2 years and he can clearly see himself making it big soon!

He realized, he was in a slow lane for more than 35 years, living only on a single stream of income.

He remembered reading a book (*The Millionaire Fastlane* by MJ DeMarco) and learned about 3 types of people:

#### **Side-walkers:**

- People doing small odd jobs or earning small wages or salaries
- Not much income. Not a great retirement life
- They are used to daily struggles and do not even attempt to come out of it

#### **Slow-laners:**

- People working for a corporate, surviving in a hope to get a raise every year
- They do get raise but the expenses equal income every year and left with low savings
- Average Income. Mostly single source of income with small investments in stocks, real estate, etc
- They save for their whole life to retire at the age of 65 and finally live a free life

#### **Fast-laners:**

- This is the lane for inventors, business folks, high-income skilled people who impact many lives or have a major impact on a few

- Lots of money
- Multiple sources of income
- Passive Income
- Freedom to live the way they want and retire young

The question you should be asking yourself is – Is it too late to build multiple sources of income?

Realize that you are on a sidewalk or a slow-lane because there is something that you haven't figured out yet. It is time to learn and make some critical changes in your life.

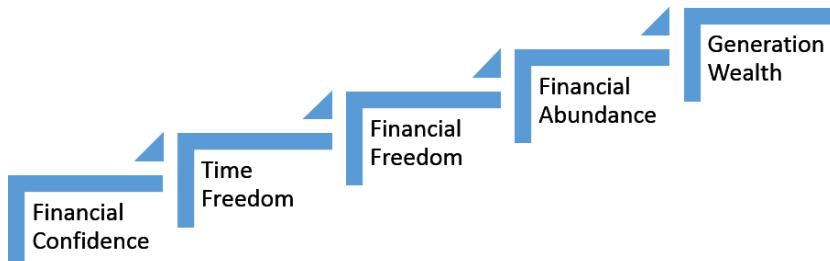
Fat Joe – “I loved the story of John. I could relate to him. I am glad I realized that I was on a sidewalk and not even in a slow lane. Now, how do I get into the fast lane?”

Me – “For that, you need to understand the vehicle that you need to choose.”

There are two more stages called Financial Abundance and Generation Wealth

Financial Abundance is when you have so much money that you do not even have to worry about the economy. Even if you do not work for 10 years, you will still be able to live a great life, that is what I call having financial abundance.

Generation Wealth is when you have made so much money that your generations will be able to thrive on it. That should be your ultimate goal. This is the stage where some of the billionaires are.



## SUMMARY

To achieve financial freedom ‘poor’ mindset, health, relationship, habits, career will not help.

There are 3 steps to achieve Financial Freedom –

- Financial Confidence
- Time Freedom
- Financial Freedom

Financial confidence is confidence in the ability of yours to earn enough money with the skills you have.

Financial confidence is the state of mind (abundance) you have when you are having financial crunch but still know for sure you can turn around that financial situation.

Time Freedom is when you can actually do what you love to do, when you want to do and with whom you want to work in reality.

To get your time freedom, you need to build parallel sources of income.

Calculate what is the minimum survival amount you need if you want to leave your job or start a business.

See all possible sources of how you can earn – conducting paid seminars, workshops, coaching, etc.

Financial Freedom comes to you when you observe, think and act like people who are financially free already.

To become a financially free person, choose which category you want to belong to – Side-walkers, Slow-laners, Fast-laners.

## CLARITY #3: VEHICLE TO YOUR 6SAW LIFE

We stopped at a café. I ordered continental breakfast with baked beans and scrambled eggs while he ordered fluffy pancakes with maple syrup.

Fat Joe with his naughty smile – “Today is my cheat day so I will have this bliss!”

I smiled.

Our food arrived and we started enjoying the tasty delicacies.

Fat Joe – “So GuruDev, please tell me about the vehicles.”

Me – “Imagine if you have to travel 200 kms to reach your dream destination which is beautiful and you love it. You have a choice to pick either of four modes of transport to reach there - A Bicycle, A Motorbike, A Car, A Bullet Train. Which one would you pick?”

Fat Joe – “Of course the fastest; -the Bullet Train.”

Me - “Why so?”

Fat Joe – “Because I want to reach my destination faster”

Me - “Great but wait a second. Why is it that in our real-life when we are given this choice, we end up settling for either a Bicycle or Motorbike. We spend decades to even upgrade it into a car!”

Fat Joe – “I am Confused?”

Me – “Let me explain.

Have you heard that successful people talk about choosing the right vehicle to make money?

They typically have multiple businesses and consider each business as a vehicle to get what they want.

Similarly, I have used this analogy with 4 different types of vehicles that we ride or drive in our life.

Let me explain the meaning of each vehicle and you will be able to relate with it better.

### **#1 - Bicycle**

Bicycle is just like a 9-5 job. Keep peddling and keep moving towards your destination very slowly.

Rewards are not so high because you really get tired after riding it for a long distance.

Time to riches is more than 50 Years. People riding this vehicle will continue to work like a slave for their whole life and will never become rich in terms of money as well as time!

In other words, it is not an ideal vehicle to build your 6-Sundays-A-Week life.

## #2 - Motorbike

Motorbike is like a mid-management 9-5 job with small investments in gold/PF/fixed deposits.

Rewards are low and it would take about 35 years to become rich and live the 6-Sundays-A-Week Life.

Most people riding a motorbike will keep working hard only to get promotions and move up the ladder with salary hikes, so that they can make small investments.

They will never be able to live a life of abundance.

They dream of having a big house, luxury car, and vacations to exotic locations but most of them settle in less and continue working for 35 years till they make their dreams come true.

## #3 - Car

Car is like a high-paying skills/job or business with good investments in Real Estate/Passive Sources/shares, etc. For instance, Advocate, Doctor, Social Media Expert, High Ticket Sales Expert, Copywriter, Software Developers, etc.

Fuel and maintenance are high because they invest a lot in learning and developing their skills on a regular basis but rewards are high as well. They make more than 6 figures per year. It will take about 15 to 20 years to become rich.

Despite making lots of money every year, they still work very hard for 15 to 20 years to live a life of their dreams.

## #4 - Bullet Train

These people are innovators or creators (think of it like) representing Passionpreneurs with multiple streams of income, multiple business

## **120** 6 SUNDAYS A WEEK LIFE

owners (each bogie represents each stream of income or a business unit), and/or they are the super entrepreneurs with big corporates.

Passionpreneurs have the least financial investment in business but a huge investment in terms of creativity, time, etc. Rewards are excellent and the time to riches is 8 to 10 years.

The first 3-5 years will involve lots of hard work and sweat but once they hit the 8-10 years mark and if their business is growing, then they have made it to new riches.

So, now that you know that there are various vehicles available, identify which one are you riding and how can you upgrade to a better version!"

Fat Joe – “Great, I know which vehicle I am going to choose. But the problem is I do not have lots of resources. How do I get started, don’t I need money to start a business?”

Me – “Well, not always. You have a currency that you have not used yet.”

Fat Joe – “What is that?”

Me – “I will tell you in our next class. For now, focus on your daily morning rituals and keep sharing your learning on social media.”

### **EXERCISE**

Which lane are you currently in - the Fast-lane or side-walk or middle-lane?

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What is your plan to get to the Fast-lane?

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Set a date and time for you to meet your Financial Freedom first!

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What is your plan to achieve your time freedom?

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How much money do you need to achieve Time Freedom?

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How much money do you need to achieve your Financial Freedom?

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What books have you read to improve your financial knowledge?

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I suggest you to read the below-mentioned books for financial education –

- FU Money by Dan Lok
- Richest Man in Babylon by George S. Clason
- Secrets of the Millionaire Mind by T Harv Ecker

## SUMMARY

Depending on how fast you want to build the kind of life you want, choose the vehicle for your journey.

Bicycle – With this vehicle, you trade time for money. E.g. your 9-5 job. The slowest and deadliest possible way to reach your financial freedom.

Motor Bike – With this vehicle, you have your small branches to multiply money but at a very small level. E.g. along with your 9-5 job, small investments in gold, FD, etc.

Car – With this vehicle, you are at a better and faster pace than the other two since here you have high-income skills, better financial investments and assets.

Bullet Train – With this vehicle you are bound to reach your financial goals and freedom the fastest since here you have multiple sources of income including high paying clients, you have your own multiple businesses and you are not at all trading time for money.

It is not a one-night task but a combination of many days and nights tasks that you will require to get on to the Bullet Train and reach your financial dreams.

## **CLARITY #4: SOCIAL CURRENCY**

*“We are sitting on a goldmine called ‘Social Media’ yet people are waiting for the magic that would change their life.”*

*—Dev Gadhvi #6SundaysAWeek*

After 30 days, Fat Joe and I met again. It looked like he had lost a few Kgs and I could easily make out the difference. I didn't say anything about weight loss.

Fat Joe – “GuruDev, I have been consistently following the daily rituals and have started sharing my learning on social media. I really feel I am not good at videos. I have a fear; what if people do not like my posts. Then what? I also do not understand as to how can I build my business without money and yet make money from my passion?”

Me – “Hmmm, let me share a couple of incidents with you.”

“Hello, is it Dev?” – A sweet voice on the call.

Me – “Yes.”

*She - “Hi, my name is Jagruti and I saw your video on YouTube about the Instagram Influencer. I am looking for someone who can help me to become an Instagram influencer. Do you provide training or coaching?”*

*Me – “Yes, I do train and coach people but I do not work with anyone on a short-term basis because I believe in the transformation which can only happen over a long period of time.”*

*She - “Can you mentor me?”*

*Me – “I am not sure yet. Why don’t you attend my workshop in Bangalore and we will assess if we are fit for each other?”*

*She - “Ok, I will do that. Thank you!”*

...

So, why did I share this incident with you?

The video that she saw was made one year ago and I revisited that video to see what was so good about it and realized that I was so crappy in that video.

My energy was low, there were even spelling mistakes in my intro text.

The point is, had I not done that video a year ago, I would have never received a call from Jagruti.

This is just one incident. I get plenty of messages and calls every week from people who want to read my book, join my WhatsApp groups, attend my workshop, or even be part of my mentorship program called “Passionpreneur Mastermind”.

This is the power of social currency.

*“Every business needs to become a social business.”*

**—Dev Gadhvi #6SundaysAWeek**

*The other day a person asked me – “Dev, I am passionate about Yoga and want to start a Yoga Institute.”*

*Me – “Great, what is stopping you?”*

*Him – “I do not have funds to start it.”*

*Me – “You do not need currency but what you need is the social currency. How do you think a person like me can start a business*

*without money and yet become one of the highest-paid Indian influencers?"*

*Him – "I am not sure."*

*Me – "It is because of social currency. If there was no social media then I would have still been living a 9-5 life and you would not be even reading this book. Life has become so easy and making money has never been so easy."*

### **What is currency?**

In layman's term, it is a printed paper or coin that you can exchange to get what you want. Why is the currency powerful whereas the other forms of paper have no value? It is because of the trust that if I use the printed note, I will be able to get what I want. We exchange commodity for a value.

### **What is social currency?**

If we break it down then it is made of **Social Media + Currency**. Have you seen people just sharing the content on social media about what they are eating, where they are going and what they are doing?

They only have social media and no currency. On the other hand, there are people like me who just share content like quotes, tips, articles that add value to others and not just talking about self.

*"The value that you deposit in social media over a period of time consistently that can be encashed when needed is social currency."*

*—Dev Gadhvi #6SundaysAWeek*

I took out the pen and paper and started writing.

**Value + Consistency = Social Currency** (that can be encashed)

Most of the businesses build a product and go out there looking for the clients. I did the opposite. I built the social currency first and then built the program.

For instance,

2016 - I started to learn and share a few quotes. This is the stage where you are at right now.

2017 – I started to deposit a few social coins by sharing more value via videos and articles. I also did a few workshops that were cost-effective and later I shared those videos for free on social media.

2018 – I launched my book ‘80%Mindset 20%Skills’ and it became the Amazon bestseller within 24 hours without any ads. How? Because I had already built my social currency in the form of my loyal followers and I just encashed it when I released it.

April 2018 was when I leveraged my social currency to the optimum level by conducting 6 workshops in different cities and shortlisted my Passionpreneur Mastermind Mentees at a high price. That campaign alone made me Rs. 35 lakhs (\$50K). Do you think it took me only 2 months? No, it took me 20 months to build my social currency and I was able to encash that trust with a proper strategy.

Lots of people try to bypass the social currency and just run ads to bring people to their workshops and try to close them.

Here is how the equation looks like to them:

$$\text{Value} + \text{Consistency} + \text{Ads} = \text{SC Encash} \text{ Black Money}$$

So, no value provided on social media consistently and their black currency will not last for long.

Don't believe me?

Let me share a real story of one international coach. He came to India by running ads and bringing 100+ people into 1 day or half-day seminar. He showed great testimonials from famous people. He started charging Rs. 4.5 Lakh (\$7000) for a 90-day program. Few people signed up but then I heard that he canceled the batch as the registrations were low.

2 months later, he was conducting a similar program, do you know how much was he charging?

Take a guess?

Rs. 1.2 lakh (\$2000)"

Fat Joe – "Wow, that is one-third of the initial price."

Me – "Yes, so, what happened here?"

While there could be many factors but one of them was a lack of social currency. If he is just getting people through ads and not adding value to them prior to workshops he will have very few people trusting him. And, remember if there is no trust then the currency will just be a piece of paper.

What happened when the Indian Prime Minister *Mr. Narendra Modi* demonetized the currency notes in 2018?

All the black money that was stacked with many people became a piece of paper, why? - Because there was no 'trust'. You could no longer exchange it to buy anything.

The same will happen to your business if you are not leveraging social media and adding value to your potential clients before they invest in your product or service!"

Fat Joe – "So, GuruDev are you saying that you should not run ads at all and just rely on adding value via social media?"

Me – "No, that is not what I mean. You should run ads but you should know when to run ads. Focus on creating massive value in the market place, test your service and get a proof of concept, then you run your ads to boost the business. Use ads to amplify the reach, not to start the engine.

Once you start running ads, the equation will look like this:

**Social Currency (Value + Consistency) + Ads(x) = Encash<sup>y</sup>**

In short, if you are adding "x" dollars in ads then it will increase your income "y" times.

That is what internet marketers talk about a lot.

Cost per lead (Ads) vs Income per Lead (Encash).

This is when you scale your business. This is exactly what I did in 2019.

Once I added lots of value consistently, I just increased my reach for the next program called the “1 Crore Coach” where I partnered with the international influencer and global leader, *Ron Malhotra*.

We spent about 12 lakhs (\$20K) in running the ads and the venue cost which was recovered in a 3-day event and we signed up the business worth Rs. 60 lakhs (\$85K) within 4 months of this campaign.

We only had 30 mentees for our 6 months mentorship program. We could have such a high conversion because we did not take the short cut. We followed the rules of social currency.

I did not understand these specifics back then because no one was there to teach me but I am glad I could look back and connect the dots for you so that you do not make mistakes that others are making and then being forced to reduce the price.

Now, coming back to the person who wanted to start a Yoga Institute, what he was missing was the social currency. He should start making yoga videos, build value in the marketplace, launch yoga programs from some locations and then start the institute. Starting an institute should be the 3<sup>rd</sup> stage which is scaling.

We can't run without learning how to crawl and walk first. Crawling and walking is Social Currency!

Social currency is the power that can take a truck driver's son like me and make him what he is today!

No social currency means No Dev Gadhvi. Period.”

Fat Joe – “This is so profound! I have understood GuruDev.”

## **EXERCISE**

How will you leverage social media?

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What social media platform will you primarily start focusing on?

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How frequently will you post?

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What would you do to increase the engagement?

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### GIVE, GIVE AND GIVE MORE

When I started as a Passionpreneur, I had no idea that I had started my Passionpreneur journey to build my business and will be living the 6-Sundays-A-Week life someday. There was no word as Passionpreneur back then until I coined it.

The only reason I started was to ‘Give, Give and Give More’ because I learnt that the more you share with others, the better you will be at that subject.

So, I just shared without any expectation, without any plan.

I have seen lots of people feel afraid of sharing their knowledge. Either they feel that if they share all their secrets, they will no longer remain important or they think they do not have anything unique to share.

In fact, it is the opposite. The more secrets you share, the more value you create and the more important you become!

People with a limiting belief system or shortage mindset will never go far.

If you are falling short of new ideas and want to just nestle on the old ones, it signifies you will become redundant soon.

If you have been following me on social media, then you know that I share all my secrets because I know a golden secret that only a few people know. Do you want to know it?

Here is the GuruMantra –

*“Share information for free and charge only for implementation or transformation.”*

—**Dev Gadhvi #6SundaysAWeek**

Imagine, if you are a health and fitness expert, you are sharing all your trade secrets of how to do proper workouts, diet plans and tips, etc., people try them and it really helps them.

Who do you think they will hire as a coach or a mentor when they need to implement the tips? - You or someone who has been just advertising? - Of course, you, because you have already created lots of value for them, they trust you.

Even if they see a health and fitness ad, they will still think of you. This is the power of Give, Give and Give more!

If you go to my YouTube channel, you will find that I have shared all my workshops and my secrets in open. I do not want to charge anyone for the knowledge that I share but if they want to transform themselves or build their business around passion, I ask them to join my annual mentorship program or other programs.

Make a note of this Guru-Mantra –

*“The more you give, the less you have to sell.”*

—**Dev Gadhvi #6SundaysAWeek**

There are some people who want to give but they are afraid of the camera.

People just dwell on some negative beliefs like:

*Oh, I am not good enough for the camera.*

*What if others laugh at me?*

*What if I forget my lines?*

*What if I receive comments that are full of hatred?*

These “what ifs” are making sure that you will remain in 9-5 for the whole life if you do not change your belief system.

Why would anyone have any problem when you are doing it for free to start with?

I wouldn’t have gotten good at my craft if I would have not done more than 300 videos, lots of free coaching sessions and speaking engagements, free articles, etc.

*“As they say Give to Get but I say Give and Forget.”*

—**Dev Gadhvi #6SundaysAWeek**

Now, if you are wondering - “Dev, what can I give?”

Give your heart,

Give your soul,

Give your kidney,

Give your Liver.

Ha ha! I am kidding. Jokes apart. Give whatever you have in terms of knowledge, time, wisdom, etc.

Everyone who made it big had to give away their product or service for free for a certain period.

Some of the giant organizations offer their service for free, for instance:

- *Jack Ma* provided the Alibaba platform and services for free for the first 4 years
- *Mark Zuckerberg* is still providing Facebook for free
- World’s largest repository of facts and events “Wikipedia” is still free
- YouTube is free

Imagine if you can serve a million people. Do you think you will be broke?

For sure you would be a millionaire if you serve millions of people. But when you do get there, don't forget me Joe. Ha ha!"

Joe was smiling ear-to-ear as if he was having his favorite food.

*"If you feel you are not growing enough that means you are not giving enough value to the universe."*

—**Dev Gadhvi #6SundaysAWeek**

Me – "Give selflessly till someone like *Pradeep* comes and asks you  
– "How much do you charge for this?"

Fat Joe – "Wait, who is Pradeep?"

Me – "Let's go to Crossword, I have to check out something while I tell you about Pradeep."

## EXERCISE

Who can you give?

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What can you give them?

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How often are you willing to give them?

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## SUMMARY

To earn social currency, share and give your values, knowledge and skills freely to the world where you are helping to solve some problems of other people.

Run ads only after testing the product and having the POCs.

Add value in other's lives consistently and transparently without any expectation.

## CLARITY #5: PROOF OF CONCEPT

We visited one of the malls near my home. We saw a book store and decided to step in.

I was wearing my comfortable t-shirt and khaki chinos. Fat Joe wore a blue denim and a t-shirt.

While browsing through the bookshelves, Joe said, "This reminds me of our office library."

Me - "Yeah but you never used to go there."

Fat Joe - "Obviously, during those days I used to spend more time in the Cafeteria."

We smiled.

Me - "Yeah I know and speaking of Cafeteria, I remember one of the most important incidents that you should know about. One day, when I was sitting in that cafeteria, my phone rang.

*Pradeep - "Hello Dev, I have been following you on social media and I like what you are doing. Your content has been of significant help to me."*

Me - "Great!"

Then he asked me a magical question that really changed my life!

*Pradeep - "Do you do paid-coaching?"*

At that time, I was getting lots of compliments, good comments but no one had asked me to do paid-coaching, in fact, I never thought I could make money out of it, at least for the next 1 more year.

In my mind I was like – Wow, people are willing to pay for what I am doing!

Without taking a long time, *I replied – “Yes I do.”*

Then he asked me another magical question – “*How much do you charge?*”

My brains started running faster and faster, thinking of the amount I should charge – Rs. 5000, Rs. 3000, Rs. 7000 but finally, I found a price to share with him and said - “*I usually charge Rs. 5000 but I can give you a good deal and do it for Rs. 3500 (\$50).*”

Then I heard the most amazing word ever.

*He said – “OK.”*

Wow, someone is willing to pay me for what I love doing. This is unbelievable!

We agreed and that was my first ‘proof of concept’.

Proof of concept is the validation that your ideas, your product or services are working. There are people who need this and it is making an impact on their lives. In other words, you can say it is even a feedback loop for your product or content.

This is so vital to ensure that your dreams are not just dreams but it can become a reality.

For instance, you may assume that your product or service is great but when you go out in the market you may not find people wanting it.

Getting people to pay for your product or service is the toughest part.

Market and customers are the best judges whether or not you are ready to make money.

I completed *Pradeep’s* coaching and he loved it. That was my first paid POC.

**Second POC –**

I had one of the WhatsApp group member’s message, asking whether I could coach his nephew on how to crack the interview to get into one of the prestigious medical schools in Singapore.

I had a discussion with him (*Dushyant*) and told him that I can't train him in one session. It needs to be a series of 4 sessions spread over 3 to 4 weeks. It will include mock calls and Q&A.

After our discussion, he too asked me the magical question – “So, how much would you charge?”

This time I was ready with my price and said – “Typically, I charge Rs. 40K for such engagements but since I know your Uncle, I will do it for Rs. 26K.”

I again heard the magic word – “OK.”

This became my second paid POC.

He was able to crack that tough interview and get the admission.

I felt very proud of *Dushyant*. Very bright kid!

### **Third POC -**

I was a part of one of the WhatsApp groups called “I Love Sales”. It was *Yathiraj Agarwal's* group, who later became my mentee.

I used to share my daily sales audio tips and videos in those groups serving them for more than 6-8 months consistently.

One day, I decided to launch my online sales transformation program and I sent the message in the group. More than 10 people showed interest despite investment being Rs. 40K for 3 months.

I shortlisted 4 people and made Rs. 1.6 Lakh (\$2.5K) while working in my job as well and doing 3 hours online session every week for 12 weeks.

I was like – “Wow, I can make the same amount of money that I would have made in 15 days of the job but now at the comfort of my home, that also only on weekends.”

This became my 3<sup>rd</sup> paid POC.

There was gradual progress of POCs towering from Rs. 3.5K to Rs. 26K to Rs. 1.6 Lakh.

That clearly evinced that there was a demand in the market for what I was doing and all I had to do was find a way to build effective programs to make an impact on others.

Remember the MOJO? The passion, skills and market demand were integrated and this was just the beginning of my Passionpreneur journey.

I believe anyone can do what I did provided they become an expert or an authority in their industry.”

After a 5-second pause, Joe spoke.

Fat Joe – “Do you think I can do it too?”

Me – “Absolutely you can.”

Fat Joe – “But how to become an expert or an authority? Would it not take years to get to a place where people call me to avail my coaching services? How many lives do I need to impact to become a Passionpreneur and have the time and financial freedom?”

Before I could answer he continued – “Is it 100,000 or millions?”

Me – “You will not believe it. You will be shocked to know the sweet spot.”

By this time, we had picked up a few books and reached the payment counter. The person smiled and helped us process the payment. Then, we drove back home.

## SUMMARY

To be sure and get validated whether your product or service will work or not, you need to test it first.

Once any customer or client pays you for your offering that becomes your Proof of Concept.

When your offering starts adding value to more lives, you gain more and more POC.

## CLARITY #6: CIRCLE OF IMPACT

There is a famous quote by Zig Ziglar which goes like -

*“You can get everything in life you want if you will just help enough other people get what they want.”*

—Zig Ziglar

“While we know that the more people you impact, the more money and success you will have but what we do not understand is how many lives I need to impact in order to get the life of my dreams? For a long time, I did not know the answer but now I know.

Let us look at the framework that I have put together just for you to understand the sweet spot of how many lives you need to impact in order to become a Passionpreneur and live the 6-Sundays-A-Week Life.”

We reached home by then and I decided to show him in detail.

I pulled the whiteboard from the corner and mounted it on the wall. I took a marker and started to draw something on the whiteboard.

This is one of the biggest secrets of mine so you need to pay close attention. No one taught this to me. I learnt from my own trials and errors.

I drew a small circle at the center of the board and wrote “YOU” in the middle.

### STAGE 1 – YOU

Me – “This is where you were a few months back. You had only 1 income stream which was the active income (Salary).”

I wrote, “IS = 1” below YOU. (*IS means Income Stream*)

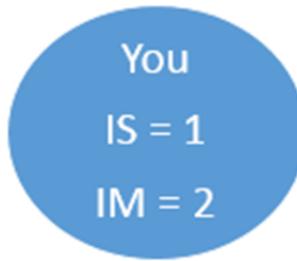
Joe nodded.

Me – “Who all were you able to impact or help back then?”

Fat Joe – “Just me and my parents. Because I just earned and provided for them.”

Me – “Yes, correct. So, 2 people.”

I wrote, “IM = 2” below “IS = 1” (*IM means Impact*)



Me - “This is where you had no idea about your mission, vision, passion, etc. Mostly you were living an Average Joe’s life. I was in this stage for 33 years.”

## STAGE 2 – BEGINNER

I drew a bigger circle around the You circle and wrote “Beginner”.

“This is the stage where you are right now. You realized your passion and found your purpose. In other words, you have started recognizing the Moe within you.

Once you have realized your passion and purpose, you spend lots of time becoming great at the thing you are passionate about.

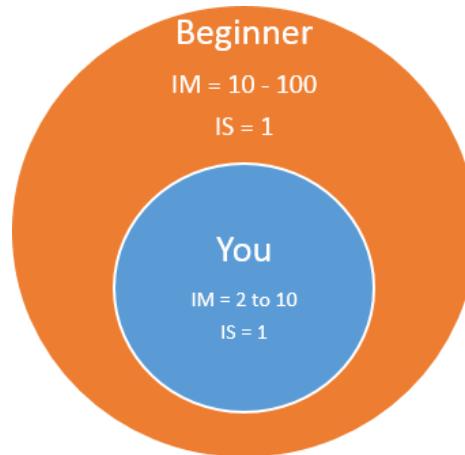
You are spending hours reading books, spend thousands or lakhs on self-development courses and start sharing the learning with others either via social media channels or physically. Because of your posts, there are a few people who could be following you and liking the posts. So now, your impact has gone from 2 or 10 to approximately 100.

Impact = 10 to 100 people.

Even at this stage, the Income Stream is still one (Active Income). Why? Because initially, not many people are following you, no one

is going to pay you, not much likes and comments on your posts. Hence the income remains the same.

Here is how the diagram looks like:



After a few weeks of consistent content sharing, you may get a few comments like:

“You are doing great”

“Nice, keep up the good work”

“This is really good”

And you may earn some haters who will try to de-motivate you but trust me, keep on doing the good work of sharing your knowledge and wisdom with others selflessly and you will love it.

I was in this stage for about 6 to 10 months.”

### STAGE 3 – INTERMEDIATE

I drew a bigger circle over those two circles and wrote “Intermediate”.

Me – “Now, after a few months of consistent sharing of value in the form of text, videos and audio tips you enter this stage. You start building your community who waits for your content regularly and gives you the positive praises. You start impacting 100 to 5K people

and they become your loyal fans. At this stage, you may have a YouTube channel, LinkedIn connection or Facebook page followers exceeding a few thousands.”

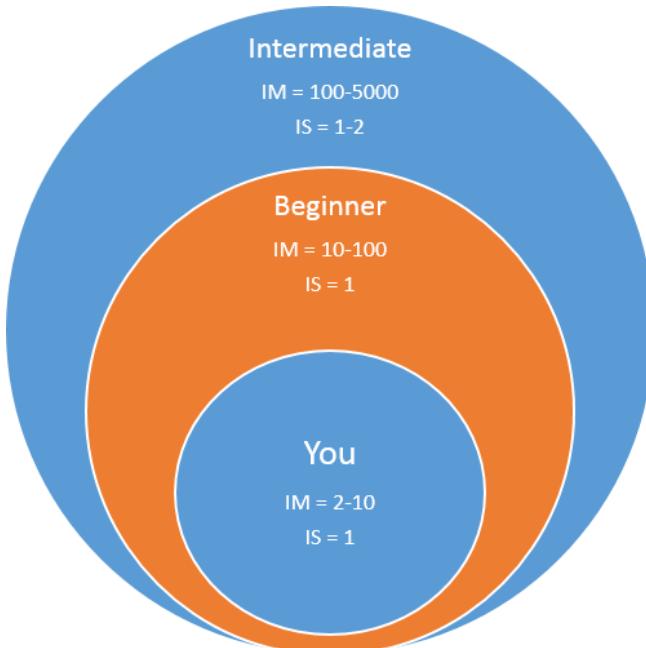
Fat Joe in his excited voice said – “Is this where you start getting your POCs and people like Mr. Pradeep are willing to pay you or ask if you can exchange your value for money?”

I smiled, gave him a high five and said – “Yes, you are getting it. So, now you start making money from your coaching as well. Income Stream = 2 to 3. Active + Coaching.”

He was listening with keen eyes.

Me – “Let me warn you Joe. Just like the space rocket starts shedding the booster compartments to reach the orbit, you too will start losing interest in your job, start losing interest in being with your mediocre friends, your friends will start telling you that you have changed, etc.”

Fat Joe – “Ah I see, I have already started having those feelings.”



## STAGE 4 - EXPERT

I drew the fourth circle around those three and wrote “Expert”.

Me – “Joe, imagine you quitting your job to follow your passion. You have people who believe that you are their ultimate teacher. They wait for your posts, buy your book, invest in your coaching and training, they take selfies with you, etc. How would it feel?”

Fat Joe – “I would love that GuruDev!”

Me – “Great, this is that stage where it all starts to happen for you. Your hard work in the last few months or years will finally start to pay off. Your family starts believing in you because you show up on the stage addressing hundreds of people. You have your social currency built. This is the stage where you get your time and even money freedom if you have done things right consistently for the last year or so. This is where your myth of having millions of followers to make lots of money will be broken! This is one of the most important points where most of my mentees have their “Aha” moments. This is the point where you could even make Rs. 1 Crore (\$150K).”

Fat Joe – “What! 1 Crore, how??

Me – “Imagine, you have built loyal followers who would buy anything that you have to offer.

Let us say you have built 5K loyal followers in the last 2 years.

Let us do the math:

If 5000 people buy your product worth Rs. 2000 then you make Rs. 1Crore (\$150K) Wow, you are a *Cronepati*!

Fat Joe – “Wait, but 5000 loyal followers are difficult to get.”

Me – “No problem, how about 1000 loyal followers in two to three years?”

Fat Joe – “Yeah, that is much easier.”

Me – “Ok, it means all you need is to earn 1 loyal follower per day. I don’t think that is difficult if you follow the social currency diligently and add value to others.

There will be times when you are giving a keynote at some place and you have hundreds of new followers just in one day.

Now, let us say you launch your program which is priced at Rs.1000 per month, so Rs. 12000 for a year!

If 1000 people buy your product worth Rs.12000 (\$150), you make Rs. 1.2 Crore in a year!

Wow, you are a *Crorepati!*”

We gave high five to each other and all of a sudden, Joe had a serious expression on his face.

Fat Joe – “Wait, what if I do not even get 1000 people?”

Me – “Seriously?”

Fat Joe – “Well, I am just saying.”

Me – “No problem. How about you have only 100 loyal followers who believe that you are an expert in your **micro-niche**?

Is 100 okay?”

Fat Joe – “Yes, 100 is great,” and smiled!

Me – “Okay, you launch your program that is worth Rs. 10,000 per month/ Rs. 1.2 lakh per year.

What if 100 people buy then?”

Fat Joe – “Wow, then I am a Crorepati! (\$150k)”

He uproared a loud “Yessssss”.

He hugged me and said – “So GuruDev, how many clients did you have when you made your first Rs.1 Crore?”

Me – “Well, I did not even have 100 clients, I had only 50 clients!”

Fat Joe – “What, only 50?”

Me – “Yes, but be careful, I said clients and not customers. I had many one-time customers for my book or my workshops but only 50 long-term clients, in other words, my mentees. You can do that as well.”

Fat Joe – “Wow, this is my ‘Aha’ moment.”

Me – “I could make that much money because I had built multiple streams of income from various products and services like private mentorship, corporate trainings that run in lakhs, recorded programs like 90 Days Sales Mastery, recorded Passionpreneur Summit, book writing program, bestselling books, etc. This is the stage where the impact is between 5K to 15K people. So, Impact = 5K to 15K people.

Income streams = 3 to 5. Training, coaching, books, workshops, etc.”

Fat Joe in his suspicious tone – “But GuruDev, how can anyone become an expert by impacting 5K people?”

Me – “Yes, you can, provided you are an expert in your own micro-niche.”

Fat Joe – “Now, what is micro-niche?”

Me – “We will talk about that later but do you want to know the last and the ultimate stage?”

He yelled out loud – “Yes, bring it on!”

## STAGE 5 – AUTHORITY

Me – “Joe, just imagine you are sitting on the beach sipping your favorite drink. You get a call from your beautiful assistant who says – *‘Sir, we have an offer from one of the big companies. They want you to come for a 30-minute speech and an inauguration event next month at Hawaii.’*”

You – ‘What is their offer?’

She – ‘They are going to pay \$100K (Rs. 60 lakh), first-class travel, and a stay in a 5 star.’

*You – ‘Hmmm, book it. Tell them to pay full in advance.’*

The next day while you are strolling on the beach along with your beautiful partner, your cell phone beeps. You see a new message –

*Amount of Rs. 60,00,000 deposited in your account number xxxxxxxx8757. Your funds available is Rs. 5,78,88,780. Funds are subject to clearance.*

You open your emails and see a similar message from your bank notifying various sums of the deposited amount.

You smile and enjoy your work while being on a pleasure trip!

How would you feel if this happens to you?”

Fat Joe with excitement and happiness dripping from his face – “I am already on the top of the world by just imagining it.”

Me – “Guess what, this is real for so many people. All the big influencers charge these hefty fees for just showing up for a few mins. Who are they?

They are authorities in their own field. Some people call them celebrity authorities.

Who is an authority?

Someone who has the power to influence others.

Someone who is most respected in the industry.

Someone who is most wanted for their work in their micro-niche.

Someone who is invited for big speaking events.

Someone who makes lots of money from various sources.

Someone who has written great content like Books, Blogs, etc.

Someone whom people admire and take autographs and pictures with.

Authority is the go-to person for anything pertaining to that specific micro-niche.

Who are the ultimate authorities in Motivation and Mindset?

*Tony Robbins, Robin Sharma, Sandeep Maheswari, and others.*

Who are the ultimate authorities in business and entrepreneurship?

*Dan Lok, Patrick Bet-David, Jay Abraham, Vivek Bindra, Dev Gadhvi, Ron Malhotra and others.*

Who are the ultimate authorities in sales training?

*Brian Tracy, Zig Ziglar, Grant Cardone, Dan Lok and others.*

Who are the ultimate authorities in stand-up comedy?

*Jerry Seinfeld, Russell Peters, CK Lewis, Fluffy, Nora Jones, Kapil Sharma and others.*

In short, Authority is someone who comes to mind when we think about a specific niche.

It may take years of hard work, dedication and contribution for somebody to reach there.

Impact = 15K to Millions

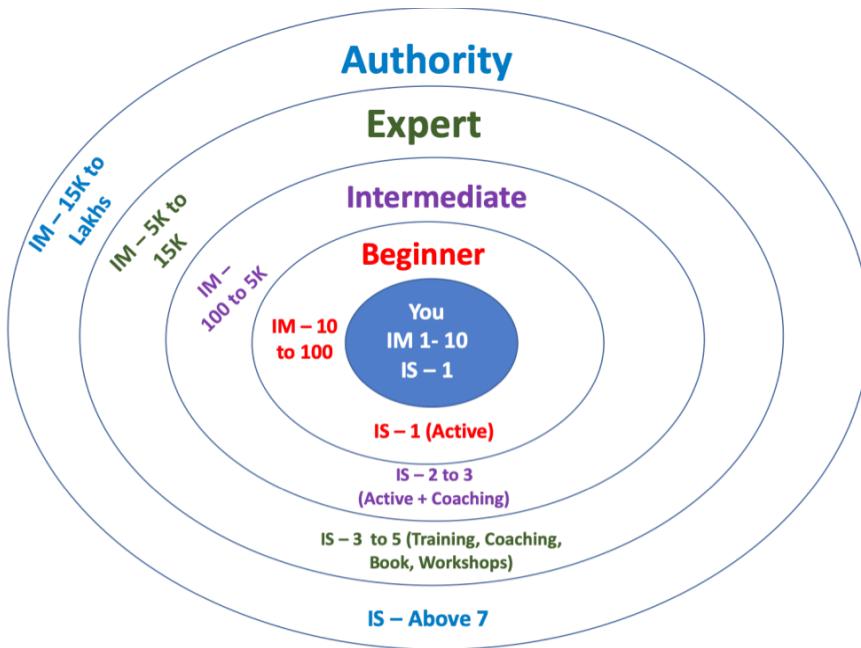
Income Streams = More than 7. Some income types include Coaching, Training, Digital Products, Workshops, Mentoring, Books, Keynote Speeches, etc.

It may take years to reach there but you can fast track it by using the power of social media to impact many lives. I got my first high paying speaking engagement of \$7K (Rs. 3.5 lakhs) within 20 months of starting as a Passionpreneur and same with my first international keynote speech in Nepal.

Check the diagram below, take a photo, pin this to your vision board to remind yourself daily that you need to aim to become an Expert first and then an Authority in your own micro-niche.

I call this framework - **The Circle of Impact”**

These are the 5 stages for you to become an authority.



\*IS = Income Stream

\*IM = Impact

*Circle of Impact by Dev Gadhvi©*

## EXERCISE

How are people perceiving you based on your profile and posts, do you look like a world-class authority?

If you have any too casual photos uploaded on social media, especially the party photos, drinking and making funny faces and all, please go ahead and remove them right away. It will just take a few minutes but it will position you as an authority.

## SUMMARY

When you want to impact less, earn less and live less, then you only need to impact a smaller number of people. For e.g. just your family, friends and colleagues.

If you want to impact more, earn more and live more, you need to impact a greater number of people.

Your income is directly proportional to the impact you create in the world.

The sweet spot is when you have 1000 loyal followers who buy your Rs. 1000 worth of program or product.

## **CLARITY #7: BRANDING & POSITIONING**

“Joe, it has been a few months now that you have been posting on social media, how has the response been?”

Fat Joe – “GuruDev, I have become very comfortable in creating videos and people have started to follow me. The best part is, I am enjoying the process and least worried about how many likes or comments I get. I truly want to help people to become version 2.0. Did you notice I have already lost 10 Kgs?”

Me – “Yes, I did. It is good progress. 20 more to go. Keep it up.”

Fat Joe – “It is one of the toughest things I have done in my entire life. It is so hard to stay on a healthy diet, say no to junk food and sweets, stick to the daily workouts, etc. but I know nothing comes easy in life.”

Me – “Yes, you said it right.”

Fat Joe – “So, I have a question. I see there are coaches and mentors who are offering similar coaching programs but there is a big difference in their price. Why so?”

Me – “Good question Joe. Let us call them *Ram* and *Shyam*. Ram is charging Rs. 1 Lakh (\$1.5K) and for the same service, Shyam is charging Rs. 5 Lakh (\$8K). What do you think is the difference between both?”

Fat Joe – “Knowledge?”

Me – “Nope, both have amazing knowledge.”

Fat Joe – “Experience?”

Me – “Both had more than 15 years of experience.”

Fat Joe – “Passion?”

Me – “Both were passionate coaches who used to help entrepreneurs to grow their businesses.

Both were able to produce good results for their clients.

Both teach well.

But,

*Ram* charges Rs. 1 lakh (\$1.5K) for his coaching whereas *Shyam* charges Rs. 5 (\$8K) lakh for the same.”

Fat Joe – “It is a big difference, I am not sure why such a huge difference in the fees. I don’t understand why is *Shyam* able to charge 5 times more whereas everything is the same? Maybe *Shyam* is smart.”

Me – “No.”

Fat Joe – “Maybe *Shyam* has a bigger network.”

Me – “Yeah but that is not the real reason. The answer is - *Shyam* had built a bigger brand than *Ram*.”

Fat Joe – “How did he do it?”

Me – “*Shyam* has written a book that is a best seller whereas *Ram* is not an author yet.

*Shyam* has built more than 100K followers on social media whereas *Ram* hardly posted any content on social media.

*Shyam* has given the TEDx speech and *Ram* has not done it.

*Shyam* was seen with big personalities in business and some of them have even endorsed him for this work whereas *Ram* only focused on teaching business and did not worry about endorsements.”

I continued – “The same thing happened with me.

Why was I able to charge Rs. 8 lakhs for my mentorship program within 1 year, whereas other coaches who were doing Train the Trainer programs were charging only Rs.35k (\$500) to Rs.50K

(\$700)? It is because I built my brand constantly for 2 to 3 years and I still continue to do so!

There was one NLP trainer (Neuro-Linguistic Trainer) with 10 years of experience who used to charge Rs. 20K for 3 days of his training in the year 2016. After three years, do you know how much he was charging?"

Fat Joe = "Rs. 1 lakh or Rs. 2 lakhs?"

Me - "Nope, he was charging the same amount, Rs. 20K!"

Fat Joe - "Why so?"

Me - "Because nobody knew him except the people who attended his sessions. Because he never built his brand. No social media followers, no TEDx or JoshTalks speech, no bestselling books, no endorsements from other authorities, etc. No wonder why he could not spiral up his price.

On the other hand, a new coach like me went from charging Rs. 80K in 2018 to charging Rs. 8 lakhs in 2019 for the mentorship program. This is how important branding and positioning are.

Take out your pen and notepad and make a note of this guru-mantra:

*"Brand account equals bank account."* – Dev Gadhvi  
**#6SundaysAWeek**

Brand not only enables you to charge more but one of the most powerful things a brand and positioning can do is, it transports them into the buying mode even before they connect with you for the same.

In other words, if you spend more time in building your brand and positioning, the less time you have to spend selling by convincing others. I am somebody who hates to sell but I want people to buy. The only way they will buy is when they see you as an authority, when you have added more value to them and when you no longer need their business.

The way to build your brand and strong position is to provide more value to them with your congruent message in all your posts and content. Also, position yourself as a unique person who is an expert in the **micro-niche**.

Word of caution – Do not try to fake it or position yourself what you are not because positioning can only help you in attracting clients but if you are not good at what you do then it will backfire big time.

Once the reputation is lost, you will struggle to build your business around passion.

As Warren Buffet said – *“It takes 20 years to build a reputation but 5 minutes to lose it.”*

I positioned myself as India’s First Passionpreneur Mentor and repeated the same message in all my content so that people start associating me with that. That will be my positioning. It may change in the future. Is it fun to be the first or #1 at anything, isn’t it?”

Fat Joe – “Absolutely, it is fun to be either of that.”

Me – “It is powerful to be number one or first of the kind but with power comes responsibility.

No one can be the second Coco-Cola, Facebook, Uber, AirBnB, Oyo, etc. Others will try to be like them but will disappear soon because those companies have established strong positioning in the consumer’s mind.

How about being a “Health Expert” vs “India’s First or #1 Post Pregnancy Weight Loss Expert”?

How about “Doctor” vs “India’s #1 Doctor specialized in XYZ field”?

How about a “Singer” vs “India’s First Bengali English Fusion Singer”?

You need to have a unique position in your customers’ mind, else you are just like everyone else.

I know those are not accurate positioning but you have to work on your unique positioning for yourself. This is the most critical part for anyone starting as a Passionpreneur because all your content and product strategies will depend on it.

Toothpaste means Colgate.

Photocopy means Xerox.

Thanda *matlab* Coca Cola (Cold Drink Means Coca Cola).

My mom still calls any motorbike with gears as “Honda” and without gear as a “Scooty”.

That is how important positioning is.

This topic is so deep that I probably have to write a full book on it but for now, you can read two books – ‘Positioning’ and ‘The 22 Immutable Laws of Marketing’ written by Al Ries and Jack Trout.”

### **What does Google think about you?**

Me – “Do you want to see where you are in terms of becoming an authority and building your brand?”

Fat Joe nodded instantly.

Me – “Take this quick test. Google your name and see what things pop up.”

Fat Joe – “Well, I see my social media profiles mostly.”

Me – “Now, Google my name – Dev Gadhvi and see what things pop up on the first page.”

Fat Joe – “I am seeing content like – Your book on Amazon, your videos, your awards or recognitions, you are being interviewed by someone, your ratings, etc. Seems like you are an authority in your field.”

Me – “See, since you are just seeing your social media profiles and nothing else, it means you have a long way to go. You better start now. When I conduct a workshop, I am sure people search me on Google to find my credibility before they spend their time with me,

learning from me. If you do not exist on Google, then you do not exist in this world. Period.

Who are you rubbing your shoulders with?

Who are you sharing the stage with?

Whom are you spending most of your time with?

Who are the people you associate with?

These are some of the critical things that you need to consider while building your public profile as an authority. The moment you are seen amongst the top leader in your industry, sharing the same stage, people automatically assume that you are an authority in that field too!

Who is talking about you and your work?"

Fat Joe – "Now I get it. Your first book was reviewed by *Sifu Dan Lok* whom you respect the most and other people like *BSR* and *Lily Ma*. That is where your positioning went up."

Me – "Yes, now you are getting it."

Fat Joe – "But GuruDev, it takes time to get reviews from people like *Sifu Dan Lok*, is there any alternative for people like me who have just started?"

Me – "Yes, there is. It is called - **Borrowed Authority**."

Fat Joe – "Wow, I just love the term."

Me – "Yes, this is one way to build your authority fast. Interview successful people, review their books, make videos on them. You will not only learn from them but also when people will see you with them, your positioning automatically goes up. This is how some of the successful people started their journey, for e.g. *Lewis Howes*, *Mark Metry*, *Somdutta Sarkar*, and many others. I did the same thing by interviewing people like *Dan Lok*, *Patrick Bet David*, *Evan Carmichael*, *Ron Malhotra* and many others!"

All the successful people I have studied are really generous and giving. They really care for others. Keep in mind their interest and

your follower's interest before your interest and you will be lucky to have a few mins with them. Respect and appreciate their time and do not have a feeling of entitlement. You need to earn it. Do not use your cheesy tactics!

When you do get an opportunity then...make sure you record it and share it on social media!

In the beginning, you may not get the big sharks but it is ok to start as a small fish for now, grow your followers and continue to approach big sharks!"

Fat Joe – "I will implement it right away GuruDev."

### EXERCISE

Make a list of people who you admire – the Big Sharks!

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Make a list of people who are small fish but have great wisdom!

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Start approaching the small fish with respect and ask if they would like to be on your podcast or a show!

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Think the name of your show!

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Prepare the list of questions that you will ask them during the interview. Make sure you keep the audience's interest in mind and prepare the questions.

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Start approaching big sharks and try to get them on the podcast. Once you have one kingpin then you can use the person's name and approach others. Also, you can ask the kingpin to refer you to other sharks they know who are generous like them!

#### **Joe vs Vo vs Moe Mindset:**

Joe mindset people do not even think of building their brand. They just get caught up in doing daily tasks to survive. They have short-term thinking.

Vo mindset people do not think it is necessary to borrow authority because they are just busy modeling someone's business without knowing their own passion.

Moe mindset people understand the importance of a strong brand and look at building an amazing brand that represents their values and passion!

#### **SUMMARY**

Your marketing and sales of your offerings will be highly impacted because of your branding and positioning.

The current age of social media is the biggest branding and positioning tool you can use.

Your branding needs to be unique.

Your positioning should clearly depict your authority in a particular domain.

Your customer or client must relate to you as soon as they hear any particular word related to your positioning. E.g. Passionpreneur Mentor = Dev Gadhvi.

Your online presence needs to be so strong that anyone who googles your name must see your content or something related to you (apart from social media profiles).

The greater the number of related and valuable content you produce, your branding will automatically increase over a period of time.

## CLARITY #8: WHEN TO QUIT 9-5- AWAKENING THE LION

6 pm, my phone beeped. I saw a WhatsApp message from Joe - “GuruDev, I want to share something with you. I am on my way back from work. Can I come over for dinner?”

30 minutes later, we were sitting in the hall and I could see Joe trying hard to control his excitement and happiness and waiting for me to ask him the question.

Me - “Ok, Joe, I know there is something, what is it tell me?”

He stood up, gave me tight hug and said – “Thank you GuruDev, I am very happy.”

I could feel his fluffy body cuddling me softly!

He continued – “I closed my first client for my coaching for Rs. 3000 (\$45). This amount is sweeter than the salary. Over the last few months, I have been posting my thoughts about mindset, health, fitness and version 2.0. One person pinged me on LinkedIn and asked if I could coach him. He is going through a mid-life crisis due to job and family life and needs my help.”

Tears of joy started rolling down his cheek. He felt the joy of someone believing in his work and paying for it.

“Wow, that is amazing you have got your first client. Congratulations! Let us celebrate!” – I said.

We ordered a large pizza to celebrate and continued our discussion.

Fat Joe – “I have lost almost 20 Kgs now in the last 5 months. I am getting my first POC. I have a broad overview of the program that I can offer to them which includes – Habits, Mindset, Goals, Finding Passion, and becoming Version 2.0. Now, I think I am ready to quit the Corporate Circus and become a free lion.”

He continued - “I have been working in a corporate for more than 15 years and I make more than Rs. 1.2 Lakh per month. Despite performing well, earning well as per the Indian standard of living, I

am living paycheck-to-paycheck. Unable to save, unable to build my wealth, unable to become financially free. I want to become a free Lion again.

I feel myself as the caged circus lion, not the jungle lion. Lion in a Jungle eats what he kills. He works on his strategy, attacks the prey and eats it fresh. He does not rely on anyone's mercy!

He hunts alone most of the time, unlike wolves. He knows, he is not as fast as Cheetah (Wild Cat) but he is a strong beast who is self-aware of his strengths. He is good at building the right scenario and strategy to kill. He knows the importance of staying on top of his health and hunting game else he will not live for long!

On the other hand, the Lion in a Zoo or a Circus lives on what he is fed with.

In short, he doesn't have to hunt. He performs tricks as asked by the masters and lives a comfortable life. He will have a work schedule and does his job well for many years. Then the time comes when he gets old and dies. In short, living paycheck-to-paycheck!

I have understood from you GuruDev that most people in the corporate world live like the circus lion. They forget to work on their skills and strategy to hunt for more money or rather freedom. If you are one of those lions and prefer the Circus or Zoo life, then you must be happy. Nothing wrong with being a circus lion if you are simply happy being that.

The fact is, we all are born lions. We all have abilities and skills that are lethal. We have skills that can enable us to become the king of our own jungle.

It is our traditional education system and the orthodox people around us who train us otherwise and push us to a corporate circus, where we have the ringmaster (our boss) whom we may or may not like but still must listen to him/her to get our daily meal (Salary).

And then, there is the person who owns the circus with hundreds or thousands of lions and gets rich day by day. Of course, we have

lots of clowns in the circus, who are there just to entertain others. I am sure every one of us knows a person like this in life.

The reason why most lions stay in the circus is they do not know the way out. In short, they have no idea of how to identify their passion, how to build multiple sources of income, how to convert passion into a business!

So, GuruDev, help me with the circus-break formula. I am ready now!" :)

Suddenly, the doorbell rang. It was the pizza delivery boy. I opened it and took a bite. The warm taste of thin crust pizza with cheese tasted just like heaven.

"Wow, this is so good!" – I said.

Joe nodded with his mouth full of pizza!

I continued – "Ok, it is time for you to learn the escape plan, in other words, you have reached the **Stage 2 – Passionpreneur Blueprint.**

What you are about to learn is something that took me 2 years to understand and I had to read hundreds of books, attend many paid trainings by spending over Rs.16 Lakhs, connected with my mentors, watched thousands of videos, did a lot of experiments and more.

I struggled a lot initially as I did not know my exact niche, social media platforms to focus on, messaging that I should have, positioning (in other words, how am I different), how to have different product ecosystems and beyond.

I got stuck at many places where despite having thousands of followers, I had no idea what programs I need to create for them to join me in the long term. I was clueless for a long time which resulted in not much impact and no revenue.

I got stuck in many places like:

1<sup>st</sup> – Not knowing what my passion was. I lived in that zone for 33 years not knowing my purpose and passion

2<sup>nd</sup> – I didn't know how to attract people on social media and creating quality content

3<sup>rd</sup> – Didn't know how to build high ticket products and programs

4<sup>th</sup> – Not knowing how to design my long-term plan and strategies like workshops, books, etc.

5<sup>th</sup> – How to automate the process and reduce the manual work

6<sup>th</sup> – Not able to generate good revenue from products and finally

7<sup>th</sup> – How to scale up

I remember during my early days I did a couple of workshops called "Master the Art of Cold Calling" and "Passive Income" which ranged roughly between Rs. 699 to Rs.1700. I was trying to make that my first digital product to make passive income. While it did pay me little money but I realized that I have to probably sell at least 100 plus of those to make enough money to maintain my lifestyle.

I realized that I was dealing in pennies and not focusing on the big picture. The day I realized that I should share my secrets, ideas, information for free and only charge for the implementation or transformation as I call it, I made them available on YouTube for free.

That was the much-needed shift. I lost lots of time figuring things on my own but I am so happy that I am able to give this to you in a very systematic and step-by-step manner. I wish someone would have made my life easy by putting this together.

Remember, this blueprint is to be followed step-by-step and there is a reason behind it.

Why? Because most of the Passionpreneurs start their journey by building products but they fail to realize who their target audience is, what problems can they solve for them, what should be the messaging, what type of content needs to be created and more.

They sound just like *Nana Patekar* from the movie *Welcome – Aaloo Lelo, AaaaLoo Le Looo* (A scene from the Bollywood movie where he is posing as a vegetable vendor, selling potato on the cart)."

Joe burst out laughing and said – "Ha ha! I love that scene."

Me – "I am sure you do!"

I added – "As I always suggest, never start any business by building a product. Start by identifying the problem that you want to solve and then build a strategy and a product to solve those problems.

Let us get into the plan/strategy called the **Passionpreneur Blueprint**."

Now, have you found any of the three secret gems so far? If not then keep reading carefully!

## SUMMARY

Don't jump just by taking risks. Jump by taking calculated risks.

Know what problem you are solving first.

Have some POCs before quitting the job.

Add so much value in the market that you have a strong base of followers.

## CHAPTER NINE

# STAGE #2: PASSIONPRENEUR BLUEPRINT

### STEP 1: MICRO NICHE

“Joe, let me share an interesting incident. I was on a coaching call with a client. I asked him - “So, tell me what do you do?”

He replied – “I run a social media agency that helps clients to generate revenue.”



He was fine until I asked the next question.

Me – “So, how are you different than other social media agencies?”

He was taken off guard and after pausing for a few seconds, he replied – “We serve our customers really well.”

Me – “And?”

He – “We work really hard.”

Me – “Hmmm, we have a problem. If you cannot articulate clearly how you are different then you will really struggle in your business.”

You should know who you are serving. You cannot be a generalist and compete with everyone else in the RED ocean.

*“If you are for everyone that means you are for no one.”*

He, in his worried tone, asked – “So, what should I do Dev?”

Me – “What is your specialty? What is your sweet spot? Have you worked for any specific industry or had clients from a specific industry that you love working with?”

He – “Yes, I have been in the Fashion industry before and have few clients as well.”

Me – “Great, then why don’t you position yourself as – I am a social media expert specialized only in a Fashion Industry.”

This way you will know everything about your potential clients like:

- What problems they are facing
- What are the changes that will happen in the industry
- How the customers take their decisions
- What are the sweet spots, etc.

The idea is to be different and not remain a generalist.

*“Do what no one else can do it.”*

—*Dev Gadhvi #6SundaysAWeek*

Me – “Did I confuse you?”

Fat Joe – “Well, I kind of get it.”

Me - “Just remember, do what no one else is doing.”

I continued – “Joe, in 2019, I saw so many motivational speakers and life coaches starting their journey as a Passionpreneur in India and if you ask any of them, what you do and how are you different, you will get almost the same response all the time.

Everyone has been playing in the same pool, competing against each other, doing the same thing.

It is like looking at a big well full of frogs and each one of them looking the same.

How can you become the special magical frog that will turn into a prince when your princess kisses you?”

Joe started laughing and said – “Ha ha! Now that fairytale sounds just like my story. I was a fat frog and now I have lost lots of weight to look like a prince, ha ha!”

I smiled and continued - “The **first** most important question you should be asking yourself before you even start your journey – Why are you doing what you are doing?

In other words, what is your personal motive behind getting into this? Once you have the answer, use your story everywhere in your messaging.

**Second** important question - How are you going to be different than all the others in your field?

**Third** – Who do you want to serve and what problems are you going to solve for them?

Imagine you are in an army and you need to kill an enemy who is very far away. You have a choice to use an AK45 or a Sniper weapon. Which one would you choose?”

Fat Joe – “Of course I would not want to use AK47 and shower bullets hoping at least one would hit. I would be wasting a lot of

time, money and energy just to kill one person. Chances are my bullets will not even reach them because of the distance.

I will choose a Sniper weapon, take a proper aim and BANG, a headshot!"

Me – "Absolutely right. But then why do people choose AK47 and keep spraying their varieties of messages across the different social media channels?

Why don't they choose a sniper weapon and reach only the target audience with the congruent message?

**The solution is to find your micro-niche and become the king of the same."**

Fat Joe – "Well, that makes sense but can you please explain more about what is **micro-niche**?"

Me – "Sure, imagine you are a fitness expert. You are someone who targets anyone and everyone to help them with their fitness. Now, you may be thinking, what is wrong with that? I have a large group of people and I want to help everyone. See, the thing is, if you are being a generalist, you are just like everyone else.

Remember – '*If you are for everyone then you are for no one*'. Period.

Why not be a specialist and differentiate yourself from all your competitors? The best thing is to build your own market.

Which doctor gets paid more? Generalist or a specialist?"

Fat Joe – "Of course, a specialist."

Me – "So why not be a fitness expert? Why not become a fitness expert specialized only for pregnant women?"

Or fitness expert specialized only for elders about 60?

Or fitness expert specialized only for thyroid patients?

Or fitness expert specialized only for kids?

Or fitness expert only for heavyweight lighters?

Or fitness expert only for marathon runners?

And the list goes on and on....”

Fat Joe – “But GuruDev, would I not reduce business opportunities by reducing the total addressable market?”

Me – “Yes and No!

Yes, you won’t be serving everyone and no, because you still have plenty of people as your potential clients.

Imagine how many marathon runners would be around the globe?

The opportunity is huge and you do not need to work with millions to build your 6-Sundays-A-Week life.

Remember the sweet spot we discussed in the circle of impact?”

Fat Joe – “Yes, we need between 1000 to 5000 loyal followers.”

Me – “Yes, absolutely.”

Fat Joe – “This makes sense. So, how did you figure out your micro niche?”

Me – “After struggling for a few months and just spraying bullets from my AK47, I started off by being a motivational speaker, talking about the importance of having the right mindset. But later I realized that I was just like everyone else in this space. I went back to the drawing board and started thinking of who do I want to serve and how am I going to be different?

The best place to start is from my own real-life problems that I have solved and can help others in similar situations to overcome the same. Like how my friend Ron Malhotra says – *“I was stuck, I got unstuck. You are stuck, I can help you get unstuck.”*

So, applying that into my life - I had found my passion, I had built multiple streams of income, in other words, over a period of time I had become a Passionpreneur while working in 9-5 job.

I decided to position myself as Passionpreneur and help others to find their passion and build their business around it. Soon it

evolved and I realized that no one in India was mentoring people to quit 9-5 and become a Passionpreneur.

There were ‘Train the Trainer’ programs but most of them were just training programs. Hence, I positioned myself as **India’s First Passionpreneur Mentor**.

I had built the 6-Sundays-A-Week life and no longer needed to trade my time for money, so I decided to help others to do the same and come out of the 9-5 rat race.

My niche was Entrepreneurship but not the traditional brick and mortar businesses but the micro-niche of people who were looking to become an author, trainer, coach, consultants, speakers; in other words, Passionpreneurs who were looking to exchange their knowledge, wisdom, skills and value for money.

I cannot teach how to build a Rs. 500 crore business for manufacturing companies because I have not done it myself. So, why compete with big sharks like *Dan Lok, Vivek Bindra, Patrick Bet David, and Shiv Khera?*”

#### **Guru-Mantra -**

*“Do not compete with others on their own turf, instead make your own playground and become the first of your kind by effective work and positioning.”*

**—Dev Gadhvi #6SundaysAWeek**

As you know this is the new wave of Passionpreneur that will be self-employed and free from the 9-5 life, thanks to the Zenith age.

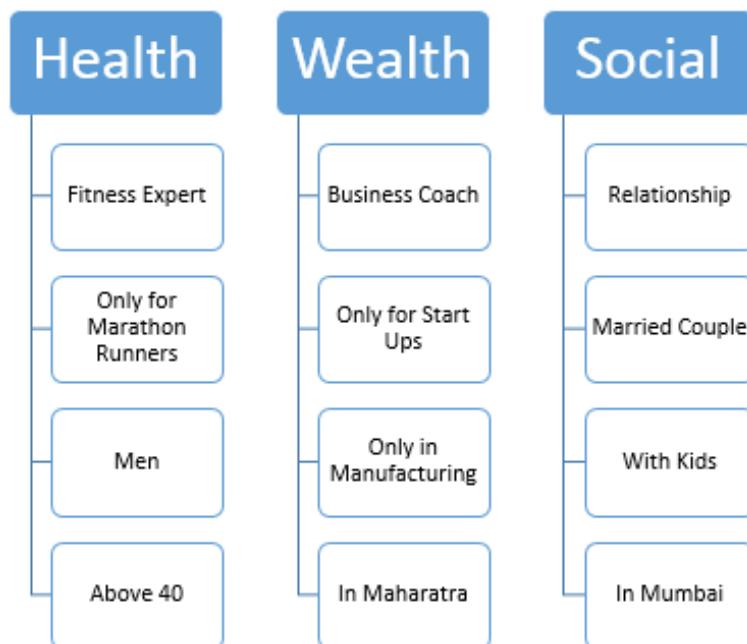
My position evolved from being the “Motivational coach” to “Sales Expert and Social Media Expert” to “Passionpreneur” to “India’s First Passionpreneur Mentor and Highly Paid Indian Influencer”.

Here are some of the generalists who don’t spend time in understanding the power of positioning:

- Author
- Blogger
- Coach
- Consultant
- Entrepreneur
- Speaker
- Trainer
- Writer
- Motivator
- Digital Marketing Expert

If you have already made it big and have lots of followers then the title of “Motivational Speaker” or any title will not matter but it will matter a lot when you are just starting your journey.”

I pulled up my chart, drew the 3 niches and drilled it down to specific micro-niches within them.



By now, we had gulped the yummy pizza. We decided to go for a walk downstairs. Lovely breeze, quiet environment, we could hear the sound of crickets and frogs.

### 'ME TOO' VS 'ME BETTER' VS 'ME ONLY'

#### **Me Too:**

'Me too' is just like Vo.

Here is how they sound –

"You are a motivation speaker, me too!"

"You are a business coach, me too!"

"You help people with fitness, me too!"

Majority of the people operate in this category and wonder why they are not getting business. Why do they have to struggle to generate lots of leads?

#### **Me Better:**

These people sound like –

"So, you heard of the business coaches, I am actually different. I provide the best customer service, customized to our clients' needs."

"I am a fitness coach. I work harder than all the other fitness experts. By the way, I am also certified by XYZ institute."

These people try to sound different by comparing themselves with others. The point of difference they share with others is also very qualitative and nothing unique.

#### **Me Only:**

These are the people who do not compete, do not compare. The moment they introduce themselves, you will know that this person knows what he or she is doing.

These are the people with great clarity and stand out from the herd.

They sound like –

“I am Mumbai-only fitness expert specialized in post-pregnancy weight loss”

“I am India’s First....”

“I am Mumbai’s #1 expert...”

Joe with his worried expression asked – “Dev, how can I claim to be the first or number one?”

I smiled and said – “Yes, you can. You need to just find your micro-niche and target only those sets of people like we discussed at the beginning of this chapter but remember, do not try to fake it. If you do not find anything on the lines of #1 or first, then do not use it. In that case, instead of using positioning of **Who you are**, use **What you do** as a tagline.

You will not be able to find it overnight so do not worry, continue sharing your knowledge with others and keep tweaking as you move on. You may want to visit this several times to keep refining your strategy as you evolve as a Passionpreneur.”

#### EXERCISE

Who do you want to serve?

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What specific problems do you solve for them?

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How are you different than other people in your industry?

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Why should clients pay you in lakhs (Thousands of Dollars)?

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Are you solving big problems? If not then focus on solving big problems through your simplistic approach!

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If you are solving small problems like motivating others, then what is your plan of reaching the masses?

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Write the specific physiographic and demographic of your ideal client. For e.g. Where they work, age, sex, hobbies, challenges they face, marital status, where they live, where do they hang out, what are their fears, what are their desires, etc.

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What is your ‘Me Only’ Positioning?

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## SUMMARY

If you are for everyone, you are for no one.

To get to your micro-niche, go deep into your domain and the problem you are solving.

You need to define clearly who EXACTLY is your target audience and what EXACTLY is the problem you are solving.

Even if your target-market reduces i.e. from the masses to the classes then you are positioning yourself in your micro-niche.

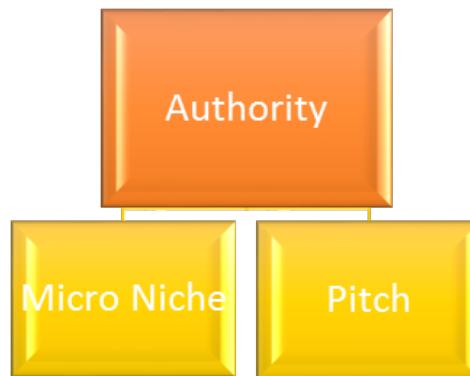
Your positioning in the market is directly dependent on your micro-niche.

You need to be clear and courageous as well to step into your micro-niche and owning it up where no one else is dwelling.

The first thing you need to decide is whether you fall into the category of –

- Me Too (Just like everyone else, no uniqueness)
- Me Better (Just like everyone else with a ‘perception’ that they are better)
- Me Only (Like no one else in the market, ready to own up things, ready to do what no one else is doing in the market)

## STEP 2: PITCH OR MESSAGING



### Guru Mantra –

*“If you want to become an expert or an authority, you need to sound like one till your name becomes a synonym to your micro-niche.”*

—Dev Gadhvi #6SundaysAWeek

While walking, I just halted, looked at Joe and asked – “Did I tell you that I have a superpower, a 6<sup>th</sup> sense?”

Fat Joe – “Yes, I know, you can read my mind.”

Me – “Ha ha! Well, that too but I have one more power. I can actually sense how someone is doing in their business within a few seconds.

Fat Joe – “How so? By Google Test?”

Me – “No, I am not talking about Google test.

I just have to ask this simple question - So, what do you do?

Their reply will tell me everything about them.

If they reply with something like -

*I work for the IT company as a java developer*

*I am a branch head for XYZ bank*

*I am a soft skills trainer*

*I am an IT Consultant*

*I am a fitness expert*

*I am a real estate broker*

*I am an IT consultant*

*I am a doctor*

*I am a lawyer*

*I am a sales trainer*

*I am a motivational speaker*

*I am an entrepreneur*

Then, I can easily make out that they are actually not an expert or an authority in their field.

If your pitch is not making the other person curious and making them want to know more then you are very weak in your pitch.”

Fat Joe – “Hmmm, you mean the pitch like an elevator pitch?”

Me – “Pitch is not just an elevator pitch that people use in Sales but it is an important part of your branding and positioning. A doctorate may be a respected degree, profession or job title but for sure it does not get the other person curious and wanting to

know more. Instead of using your title or profession as your pitch or messaging, why not talk about your vision or your micro-niche?

**What if a doctor says –**

‘I help people get rid of their thyroid problem within 6 months in a healthy way. I specialize in working with women above 30 years. Also, I am a best-selling author of the book called – Bye Bye Thyroid, See You Never. I am on a mission to cure 5 lakh people from thyroid-related health problems.’

**How about a lawyer saying –**

‘I help people secure their patents with minimum paperwork and hassle. I specialize in IT products. Also, I am a bestselling author of the book – Protect IP to ...; I am on a mission to help ten thousand people to secure their IP’

**How about a fitness expert saying –**

‘I help people reduce their stubborn belly fat within 6 months. I am the only health and nutrition expert in Pune to specialize in working with diabetic patients above age 40. I am the bestselling author of the book – Burn the Belly Fat within 6 months. I am on a mission to help 1 lakh people get 6 packs.’

Or

‘I am a health expert specialized in pregnant women’s health. I help them stay fit during pregnancy and recover faster after the delivery. I am the bestselling author of the book .....’

**How about a real estate broker saying –**

‘I help people find their dream homes with lush green view. I am the only broker who specializes in buying and selling residential homes with a traditional touch in Pune, India. I am the bestselling author of the book – Pune Properties.’

I can go on and on with such examples but I hope you have got my point. See the difference between your first messaging and the second one.”

Fat Joe – “Yes, this is an awesome point. In the first one, you are only sharing your title which is so lame and boring. No one is interested in knowing your title, trust me!

You need to find a way to excite them and make them curious about what you do. At the same time, you need to come across as an expert or an authority in your field with a clear differentiation.”

Me – “Yes, you got it right. I had to work so hard to finally get my pitch and messaging right.

Earlier I used to say –

I am a motivational speaker.

I am a sales expert.

I am a social media expert.

Then, I realized that I was not doing anything different and it was not making anyone want to know more about me.

Today, I tell people that:

“As India’s First Passionpreneur Mentor I help people to find their passion and build their business around it. I help people to quit their 9-5 life and design their 6-Sundays-A-Week life. I am the bestselling author of 2 books – *80% Mindset 20% Skills* and *6-Sundays-A-Week*. I am on a mission to transform 1 Billion lives.”

Fat Joe – “Wow, this is powerful. If I am the person looking to quit the job and build my business around passion, then I will be really curious to know more.”

Me – “Yes, that is why the pitch is important. This has given me a unique positioning in the market place and in my potential clients’ minds.

I did not see anyone using this messaging, which gives me the early mover advantage. No one can claim India’s First Passionpreneur

Mentor spot now because I have taken that spot already. It is a Social Media Real Estate.

I am sure there would have been people who are helping people with passion here and there but no one has branded and positioned themselves as a Passionpreneur Mentor yet.

Of course, your pitch will not have best-selling books when you start your journey but you will have to evolve and your pitch will also evolve with you.

Just to clarify, I do not walk in public, shaking hands with everyone and using the same pitch or use the same pitch when I meet my relatives. Just thinking of that also is crazy, isn't it!"

Fat Joe - "Ha ha! That would be funny if you speak like this to your relatives."

Me - "Ha ha! Yes. I know my target audience based on my micro-niche and I use my pitch only with them.

I did this initially till my name became a synonym to Passionpreneur. I no longer have to use the pitch because my content works for me day in and day out."

In our deep conversation, we did not even realize that it was very late.

After seeing the time, I said - "God, it is too late. Let us push off and enjoy our sleep."

Fat Joe - "Well, I don't think I will be able to sleep after such mind-blowing strategies. I will work on my Micro-Niche and my pitch and come back to you. What shall I do until I find it? Do you want me to stop creating content because it will confuse my audience right now?"

Me - "No, do not stop following your daily rituals and content creation. Clarity comes with action and with more clarity, you will take more action. For the next few weeks, I just want you to focus

on the quantity of the content that you produce. Do not worry about the quality or micro-niche. Okay?”

Fat Joe – “Yes GuruDev but I have a question. Why is it that creating content is so important?”

Me – “I will tell you soon enough.”

## EXERCISE

Write your pitch and keep evolving it for the next few months.

Here are the things you can use for a Pitch –

It can include things like your mission, who you help, how you help, results that you have produced for your clients, why you are different, and your ‘Me Only’ positioning.

## SUMMARY

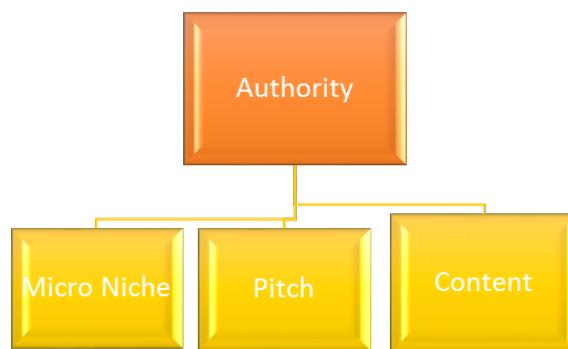
Don’t use the common pitch that typical salespeople use.

Pitch is the most important aspect of how you brand and position yourself and your product or service.

Even if you are doing the same thing what some of the people are doing in the market, present and pitch it in the way like no one does.

When someone hears the pitch or messaging, they must immediately associate that with your brand and positioning.

## STEP 3: CONTENT



We were standing in front of the building. The security guard looked at us and gave a smile.

Me – “What if I told you that you can have 10 people working for you to generate leads and close clients?

What if they work 24 hours, 7 days a week for you?

On top of that, what if they do all that for free?

Would you like that?”

Fat Joe – “Absolutely, I would love it.”

Me – “So, how can you have all that?”

A deep vertical line pulled between the brows of Joe as he busy pondering over the answer.

Me - “The answer is content.”

Fat Joe – “What is content?”

Here is my guru-mantra:

*“Content is your heart that you share with the world in the form of text, audio or video.”*

—**Dev Gadhvi #6SundaysAWeek**

Me – “Now, why is content so important?

Apart from attracting opportunities, content is also important for you to position yourself as an authority. Let us look at other authorities, what is common in all of them?

They all have content available for people to consume - Bestselling books, customer reviews, awards, media articles on them, videos, etc.”

Fat Joe – “But GuruDev, it is so hard to create the content.”

Me – “You are worrying about tiny things in business. Creating content is an effortless activity for me and my Team. Do you know why?

Because we truly believe in the above guru-mantra that content is nothing but your heart that you share in words via text, audio or video on social media!

Share things that you care about deeply and add value to others without any expectations.

Once you do that, you will see how you will never run out of business opportunities.

Opportunities will start coming your way like the ones you have already got.

This is how I got invited by TEDx, JoshTalks, IIM Ranchi, IIT Madras and many other prestigious places.

Does it happen overnight? No, but do what you love and do it with your heart and let the universe surprise you!

I could never think of all these things 2 years ago when I was in a corporate job.

I am no smarter than you but I surely have more heart in what I do than the most.”

Fat Joe – “Hmmm, that makes sense. I guess I can hire 10 people soon then,” he smiled.

Fat Joe continued - “I still have a question though. How important is it to have your presence on Google?”

Me – “Once you build your content, Google will tell others that you are a celebrity authority in your field and you will have to spend less time and money in getting business.”

### **GuruMantra -**

*“If you do not exist on Google then you do not exist in business.”*

*—Dev Gadhvi #6SundaysAWeek*

I continued – “Not having a solid Google profile means you have to work really hard.

Let me also give you an advice that will save you lakhs. When you attend any workshop or webinar and are planning to enroll in it, just stop for a second and ask Google if your decision is right or not.

If you don't see any of their content on Google that means it is a red flag. If a person is not able to add value to you for free then how would he add value when you sign up?

I lost money by not following this step. I hope you save yourself!"

Fat Joe – "Wow, I would have never thought of it that way. Thanks for sharing this important tip."

Me – "Now, I will teach you the type of content but it is already too late today, it's better if we get going and I will see you in a couple of weeks. Send me your Micro-Niche and Pitch once you have found it."

## CONTENT #1 - BOOK

It had been 2 weeks I had not heard back from Joe. I noticed that his activity on social media had increased and he had improved a lot on camera as well.

In the afternoon, while having lunch, my cell phone beeped and I saw an email from Joe.

It read –

*Thank you GuruDev.*

*I have tried hard to find a few things but not sure if this is the final one.*

*Micro-niche – Help people to become version 2.0 by showing them how to build confidence, have more clarity in their life and have good health.*

*Positioning – India's First Version 2.0 Mentor*

*Pitch – I help people who are lost in their life to become version 2.0 and have great confidence, clarity and good health. I am the author of the upcoming book. I am on a mission to transform 100 million lives.*

*My mentees have become more confident, started working on their passion and living fulfilled lives!*

*Please suggest if I need to change anything.*

*I must tell you that I am super grateful to you for being my Guru. I have lost 22 Kgs of weight so far and I love myself more than ever.*

*Please let me know when are we meeting next.*

*Thank you,*

*Joe.*

Since I had to travel, we could not meet for the next few weeks, so we decided to have a video conference.

Me – “So, Joe, how are things?”

Fat Joe – “GuruDev, I am on top of the world. Health is great. Daily rituals are happening every day. I feel a great drive in me to change the world but there is a small problem..”

Me – “What is that?”

Fat Joe – “My manager has been following my activities on social media and he has become the pain area for me. He calls me for meetings very often and just finds ways to screw my happiness. I somehow try to keep myself positive but I hate going to work because of him.”

Me – “Well, it had to happen someday or the other. When people see others trying to do something different in their life and they are not, they feel threatened. It is like the crabs in a box. When one crab tries to climb out of the box the other crabs pull it down and no one gets out eventually.”

Fat Joe – “Yes, true. I don’t know for how long will I have to take this crap but I will have to do something soon. So, what next GuruDev?”

Me – “I read your micro-niche, positioning and pitch. It looks good to start. Refine it as you grow. Now, in order for you to charge the high price, you have to have a high positioning like an authority.

So, let me break down a few content sources that you must have in order to become an authority in your micro-niche.”

### **Authority**

Me – “Did you notice the hidden gem in the word **Authority**?

You cannot have an Authority without being an “**Author**” in most of the fields.

Book is one of the most powerful tools to build your 6-Sundays-A-Week Life.

Why so?

Here is why!

Imagine, instead of you handing over your visiting card, you give them your book.

Imagine, instead of you just saying I am an expert in XYZ field, you say, I am a bestselling author of XYZ field.

Book has been and will always have a huge weightage when it comes to positioning yourself as an authority.

Everyone has a book. Starting from all the super successful people like *Jack Ma, Elon Musk, Steve Jobs, Tony Robbins, Dan Lok, Grant Cardone, Gary Vee, Dan Lok* and all the way to people like you and me.

Having a book written in a specific field or a subject means that you are an expert in that area.

How many of your competitors have a book?

How many of your friends have a book?

Who do you know in your network who has written a book?

It is rare because it is not easy to write a book but what if I tell you that it is not difficult too?

It took me 18 months to finish my first book and 15 months to finish second but what if I told you that book is nothing but 20 long articles put together in the right sequence?

Would that make you write a book?"

Fat Joe – "Indeed, it would."

Me – "I want you to start writing your book parallel to your job. That way you are building your base."

Here are a few names of the books and you have to take a guess what business is the author into?

- Honey let us buy a boat – Everything that you need to know about owning a boat!

Fat Joe – "This person must be in a boat business."

- A letter from your body!

Fat Joe – "This person must be a fitness expert."

- Lean startup!

Fat Joe – "This person must be an entrepreneur coach or expert."

- 80% Mindset 20%Skills – Life transformation in 9 days!

Fat Joe smiled – "This person is a mindset coach or life transformation expert. He is a lifesaver for many people."

The list goes on and on but understand that having a book is an asset and a bare minimum necessity to become an authority in your micro-niche.

Think of some creative book titles and start writing a book today.

Here are a few things you need to keep in mind while writing a book.

### **Tip #1 –Best Written Book Vs Best Selling Book Vs Best Impacting Book**

It took me 1.5 years to write my first book whereas one of my colleagues whom I met at the book writing event, he finished 5 books in that period.

The question that I asked myself when I was writing a book was – Why am I writing a book?

Answer - Impact people, transform people's lives.

Who am I writing the book for?

The answer was – for people exactly like me who lived with an average mindset and who want to transform their life.

Would I write an average book that gets lost in thousands of books written every year or do I want a book that people will love, people will enjoy, people will talk about and most importantly, people will share with their friends?

I had finished writing my book in about 8 to 10 months but I did not release it until I refined, refined and further refined to make it one of the best books the reader has read till date.

I did not just want to have a best-written book or a bestselling book but most importantly, I wanted to write a best impacting book that will blow the readers' minds and make them realize what mistake they were making by thinking like a mediocre and living with a mediocre mindset.

I wanted them to feel what I felt when I read the book “The 10x Rule” by *Grant Cardone*, which made me realize that I was using only 5% of my potential.

I wanted a book that will transform them by forcing them to act and not just provide temporary motivation.

I wanted people to come and tell me that – “Dev, I read your book and it has changed my life for the better.”

Fat Joe – “And GuruDev that is exactly what is happening now. So many people who were not even avid readers came to you and told you exactly the same.”

Here are some of the messages I noticed you sharing on social media -

*“Dev, I have 10000 books in my personal library that I collected for over 30 years. Your book is the one that impacted me a lot. I finished the book within 2.5 days. It was a Sunday and I could not put the book*

*down, it was so interesting.” - said Dr. Selvaraj from Madhurai, India (His video testimonial available on YouTube. Search 80%Mindset 20%Skills Review by Dr. Selvaraj)*

*“Dev, I could not stop reading your book and was awake till late night but had to finally sleep as my son would not let me read more. In the morning, I took my laptop back and saw your book on the table when I was about to go to work. My son came running and said – Dad, I am ready for school. I felt like your book is telling me that – “Read me, do not go to the office.” I told my son, today is your holiday and I also did not go to the office just to finish the book.” – said Sachin Chawla from Delhi, India*

*“Dev, I never read any book ever but you made me realize what is needed to transform life and hence I have picked up 4 self-help books now.” – Raisa*

*And..... more such reviews!”*

Fat Joe – “There are tons of such reviews on your YouTube playlist called - 80%Mindset 20%Skills Book Reviews or on Amazon as well.”

Me – “Yes, correct. All that was possible because I asked myself, why am I writing a book and what type of book do I want to write – Ordinary or Extraordinary?

Don’t just write a book for namesake or even to become a bestselling author but aim to write a best impacting book. In other words, your book should make people move their bum from the sofa and act!

So, next time when you attend a book-writing event and the speaker tells you to finish your book in 45 days, in my opinion - listen to them but don’t release till you are 100% satisfied that you have written the best impacting book.

Having said that you do not have to be like me. Just follow what works for you. If you just want to be a bestselling author and that is good enough for you then it is fine as well!”

Fat Joe – “Yes, understood GuruDev.”

### Tip #2 – Cover and Title

24<sup>th</sup> Feb 2018 – I had just got the delivery of the first 10 copies of my book 80%Mindset 20%Skills.

I was holding 5 books in each hand on both sides, supported by my waist. I just entered the elevator of the Ramada Hotel along with 2 more people.

One of them was in his mid-forties, wearing a shirt and trouser. He had his eyeglasses on.

He looked at the books and within a split second, he picked up a book from my hand and read – “Huh! 80%Mindset 20%Skills, interesting!”

He looked back at me and asked – “Who is the author?”

I smiled and replied – “That is me.”

A surprised look passed over his face. He then looked at the back cover of the book and saw the reviews from *Dan Lok, Lily Ma and Bhupendra Singh Rathore*.

He said – “Can I buy one?”

In my mind I was like – “I have these copies for my book launch events tomorrow. But how can I deny someone asking for it?”

So, I agreed and he gave me the money. Why did a stranger buy a book without knowing who the author is, how good the book is?

It was only the perceived value because of the book cover and the title.

He went to his room and 5 minutes later I got a call on my hotel extension. The man on the other end said – “Sir, I want to meet you.”

Me – “Okay”.

He – “No, no, I want to meet you now. Can I come to your room?”

I was a little confused and worried, why would a man want to come to my room at that hour of the night but I agreed.

He came along with his colleague and I realized that he was the VP of Honda. They had their quarterly celebration with 80 of his team members.

He requested me to come and share a few words of motivation with his team, so I did. It became my pre-book launch event which I even recorded as the Facebook live event and uploaded it on YouTube. (Search “**80%Mindset 20%Skills Ramada Prelaunch**”. It is mostly in Hindi)

Now, why am I sharing this?

Just the cover and the title of my book helped me to get a speaking engagement. He also told me that he had not read a self-help book in many years but the title made him buy this book.

They say that a book is judged by its cover – It is so true!

I am glad I picked this title after brainstorming many titles like – “An Average Indian” or “*Average is a Failing Formula*”.

Fat Joe started laughing and said – “I would have never picked up the book with those titles.”

We had a good laugh.

Me – “That is true. Even if you write golden words of wisdom inside your book but if the cover and title are not appealing then you will not sell more of it. No sales mean no impact.

There are two things when it comes to a book or any product people sell.

1<sup>st</sup> is the perceived value

2<sup>nd</sup> is the actual value

People buy your book or any products based on the perceived value. They feel the book will be worth their time and money hence they buy the copy. The perceived value of the book will only come from its appearance, its cover, and its title.

However, the actual value is delivered once they read your book or consume your product. Perceived value will make them your

customer and the actual value will retain them as your client for life.

It is just like how you meet your soul mate. You find the perceived value of being with the person very high, hence you get into a relationship and then you get the actual value.”

Fat Joe – “Now, you are trying to make me jealous because I am still single, right?”

Me – “Ha ha! Well, I am teaching you how to find a partner. Here is dating 101. Ha ha”

Fat Joe continued to smile – “Now, back to the book.”

Me – “The title needs to be really appealing. “80%Mindset 20%Skills – Life Transformation in 9 days” had an appeal alloyed to it and it made people curious about the book.

Chances are that people will pick up my second book because of its cover and the interesting title. They will be like – “Huh! 6-Sundays-A-Week life, is it really possible? How can I live that kind of life?”

The perceived value exceeded in their head and they buy it or they may have read my first book or following me on social media, so they already have a good perceived value in their head that *Dev’s* book must be engaging, easy to understand, informative and transformational.

The cover and title are so powerful that it will surprise you.”

### Tip #3 – Structure or layout

Fat Joe – “GuruDev, I have so much of content in my head but I am not sure how do I put it across in a structured manner in a book.”

Me – “Structure or in other words, the *Mindmap* of the book is what you should spend a lot of time on before you even start writing the content inside it. Meaning – the index of the book first. The more time you spend on putting together the structure and the flow

of the book, the less effort you will have to put while writing it. Start with major sections, subsection, and then the bullet points under it.”

#### **Tip #4 – One bite at a time**

On average, a decent size book should have about 30,000 words. My first book had about 38,000 words.

For a newbie, it may be difficult to write these many words. Even some self-help book writer gurus tell you to write around 15,000 words and publish it as a small book. My advice is, do not do it.

If you want to be the best impacting author, you need to put more effort and write a great book instead of an average, small booklet.

Writing a book may seem like climbing a mountain or eating an elephant but how to eat an elephant? One bite at a time. Commit to writing at least 1000 to 2000 words in a day and set aside the writing time. I can easily write 1000 words in one sitting, so it is not a big deal. It might sound daunting at the beginning but within a few days of consistent effort, it will be easier.

There was a day when I wrote 6000 words at once. Sometimes it's just 3000. But you will get used to it and enjoy once your WHY for writing the book is clear.

You can finish writing a book within 15 to 30 days but do not release it till you feel it has THE impact that you want to have.

You are already sharpening your skills by writing small articles and now big ones. You can also compile them and start writing a full book. That is what I did.

#### **Tip #5 – Storytelling.**

Fat Joe – But GuruDev, I am worried that most of the self-help books are boring. So, how can I make my book interesting?

Me – “The answer is -by stories and real-life examples and case studies.

People do not want to hear a lecture but they enjoy listening to the stories. We, humans, have loved stories right from our childhood. I am sure you can recall so many kindergarten stories like Cinderella.

Imagine a movie with a great star cast but with no story or an average story? Would you like that movie? I am sure you will not.

Stories can make your book very engaging and interactive.”

### **EXERCISE**

Why do you want to write a book?

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Who are you writing it for?

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What impact do you want the readers to have?

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What would be the tentative title of your book?

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### **CONTENT #2 - VIDEO**

Me- “Did you know that YouTube is the second largest search engine after Google?

What does this mean?

It means that if you are not making videos and not having your own YouTube channel then you will cease to exist in the coming years.

Videos give your followers a feel of who you are as a person, they start to connect with your personality and build an intimate relationship.

Videos are not only a powerful way of building a connection with your audience and establishing your authority in their minds but can also act as a tool that filters your hot prospects from cold leads.

I do not work with anyone who has not identified me as an authority of my subject because I do not want to convince them and sell them my product or programs.

I prefer others to watch my free videos, my workshop recordings and reach out only when they are serious to enroll in my program and serious about their own transformation.

So, why not have videos at the core of your content marketing strategy?

### CONTENT #3 - TEXT

Blog has been very popular for so many years. While some say that it is losing its impact as more and more people prefer Vlog and Podcasts, there are still people who are doing really good with it. You should aim to write at least 1 good article once a week and several small ones every day. This is something even I need to work on!

### CONTENT #4 - AUDIO

Podcasts have become very popular in the last few years and it is said that it will continue to grow substantially. I highly recommend *Somdutta Sarkar's* podcast '*Intensify Humanity*'. *The Successful Male* podcast by *Ron Malhotra*, *Human 2.0* by *Mark Metry*, *The Dan Lok Show* by *Dan Lok* are some excellent ones.

This is the classic example of how you can borrow brand power and knowledge from others and build yours when you are starting.

So many people have done this. They started with just a podcast and today they are one of the best influencers, for instance, *Lewis Howes!*

## SUMMARY

To let people know about you, in short, your branding, positioning, pitch and messaging, the fastest method in this age is to utilize Social Media as a tool.

To put forward your message, create content.

To brand yourself as you want it to be, create content.

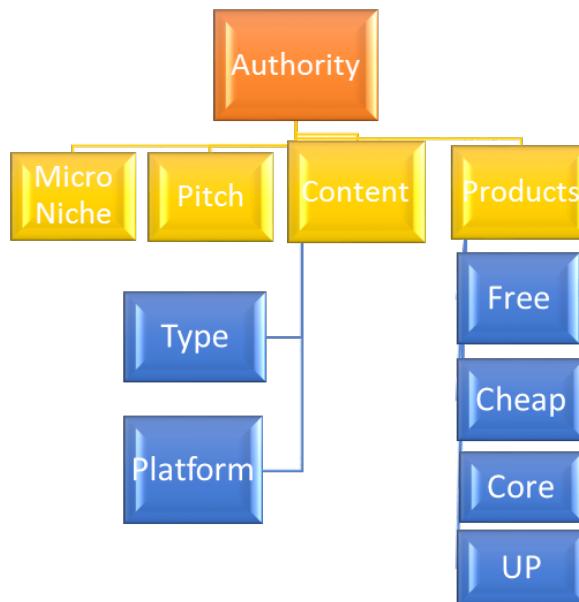
Create all forms of content – video, audio, text, books, etc.

Be omnipresent with your content.

If people do not know you, they will not buy from you.

People trust a known brand more than someone whom they don't know.

## STEP 4: PRODUCTS



Me – “Imagine walking into an ice-cream shop and seeing that they only have one flavor – Vanilla.

Imagine walking into a movie multiplex and seeing that there is only one movie running.

Imagine going to buy a cell phone and you only see only one phone model.

Imagine walking to a restaurant and there is only one dish on the menu to eat. No choices.

Imagine going to your favorite burger place and seeing only one type of burger, no fries, no coke, no shakes.

Imagine planning to get married and you only have one woman to choose on this earth, how mad would you be?”

Fat Joe – “Ha ha ha! Damn, that would really suck!”

Me – “What is common in all the leading companies is that no company became successful based on one product only.

Example – Apple has a variety of products to choose from.

You have different clients with different needs and a different budget. You need to learn to cater to them. Again, I am not asking to serve everyone but this is for your own micro-niche.

So, you ought to have different product portfolios for different clients in your micro-niche.

As you know, I really struggled for a very long period to understand the product strategy and was selling workshops for Rs. 699 and Rs. 1699.

You may be thinking, what is wrong in selling tickets to the workshop.

Well, nothing is wrong but this is not how rich people got rich. They did not sell peanuts to become millionaires or billionaires. Of course, there are industries where the volume matters and they can still thrive in low margins but as a Passionpreneur, your aim should

be to build programs that are high priced with high margins that have a high impact on others.

Can you imagine how many deals would I need to close to make a million-dollar if I sold my workshop tickets for Rs. 699 (\$10)?”

Fat Joe – “Yeah, it will take a Million people to make your first 10 Million. It could take decades.”

Me – “Exactly, I would rather have the big-ticket of Rs. 1.2 lakh (\$2K) to Rs. 3.5 lakh (\$5K) and work only with hundreds of clients than chasing thousands of people to buy from me.

This means, we should have a product ecosystem in place.”

Fat Joe – “I see, but what kind of product ecosystem are we talking about. What kind of products can I make? Can you explain in detail?”

Me – “Sure, the product portfolio is divided basically into 4 types:

#### **PRODUCT TYPE #1 – FREE**

Have you seen the posts on social media that say something like – Download the free E-Book now or Free Webinar or Try this for free for the first month?”

Joe nodded in an agreement instantly.

Me – “What are those? Those are all free products offered by the seller to provide value to others.

For instance, I did 6 in-person workshops for free and 1 full day live online workshop for free for Passionpreneur Mastermind. Why?

We did 4 physical workshops and 3 online webinars for free for 1 Crore Coach. Why?

Before Joe could reply, I continued – “Because, I wanted to give as much value as possible to the potential clients before they decide to invest in themselves and the annual mentorship program. I did so many free one-on-one coaching even at 3 am, before I started as a full-time Passionpreneur.”

Here is the list of products that you can give for free as a Passionpreneur:

- eBook
- Webinar
- Free keynote speeches
- Free group training
- Free cheat sheets
- Personal coaching
- Workshop seat
- Videos on social media

Apple gives away iTunes for free.

Ferrari gives away goodies free to all event participants.

Many service companies give away 1<sup>st</sup> month of service for free.

Amazon Audible gives away 1<sup>st</sup> month of free membership.

Click Funnel gives away 1<sup>st</sup> month of free access to their portal.

And the list goes on and on.

You need to find out what can you give away for free and it should create value for your client.



*July 2017: First free seminar*

### PRODUCT TYPE #2 – ECONOMICAL (CHEAP)

This is a cost-effective product. Something which is Low Cost but High Returns in terms of the value provided.

For instance:

- Books
- Personal coaching at a discounted rate
- Training session at a discounted rate
- Low investment digital products like a full-day workshop, a digital course with limited access

In case of Apple, it provides games and apps at a low cost.

Ferrari has collaborated with Puma to have merchandise like pants, shirts, belts, and shoes, etc.

### PRODUCT TYPE #3 – CORE

This is your flagship product. Everything that you have in the product family, everything that you do in terms of your social media messaging or drive, any ads that you run, the funnel should lead to this product.

This is your High Cost but Super High-Value product.

Like in my case, I struggled to find this one and finally, I built India's First Passionpreneur Mastermind Program. This became my core offering and everything I did lead people to this place. Then launched the 1 Crore Coach Mentorship Program along with Ron Malhotra.

Apple has its own iPhone, iPad, laptops, etc.

Ferrari has its cars that are elegant, stylish and a wealth symbol.

### PRODUCT TYPE #4 – UP SERVE OVER

Some people call this upsell but I prefer terming it *Upserve*.

Once your clients have bought your core product, you have to continue to add value to them.

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The way you can do that is by up-serving some complementary products.

Ferrari has its service and finance options.

Apple has its accessories and iTunes paid apps. Did you know that Apple makes more money in accessories than most of the things they sell?

‘Passionpreneurs Mentors Program’ was an up-serve for ‘Passionpreneur Mastermind Family’.

Fat Joe – “Wow, now I have understood, once I start building my products and get more POCs, I can use the *Art of Getting Fired* technique you taught me. Let my boss think he won the battle but I will win the war by my exit.”

We started laughing and ended our call.

### **EXERCISE**

What free products will you offer to your followers?

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What Economical products will you offer to your followers?

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What is going to be your core product or service?

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What can be your up-serve product or service?

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## SUMMARY

Decide and create the kind of products you want to offer to your customers and clients.

Different kinds of products that you should create are – Free, Complimentary, Low ticket and High Ticket (Core product).

All your products must add value and solve some kind of problem or else it is not going to last for long.

## STEP 5: SYSTEMS AND TOOLS

Me – “It has been a few months since we last met. I see that you have made good progress in your Passionpreneur journey. How have you been?”

Fat Joe – “GuruDev, I must tell you, I had so many ups and downs in the last 2 months. I have a big news to share with you.”

Me – “What is that?”

Fat Joe – “I finally said GOODBYE to my 9-5 life forever.”

Me – “What, WOWW! Congratulations. How does it feel?

Fat Joe – “Well, I am scared. I am worried. I had my Dad telling me that I am a fool to quit this good job. I have had sleepless nights. Sometimes I get thoughts of whether or not I am doing the right thing”

Me – “Hmmm, I understand. Why don’t we go out and first celebrate your freedom? But the treat is on me.”

Fat Joe – “Okay! I would love it!”

We drove for 50 km and reached one of the special places called “*Dhaba*”. The place is on the outskirts of the city and that is what makes it very peaceful. The restaurant gives a very village-like feeling with small huts and open spaces. There was live folk music going on the stage at a distance from the place where we sat. Lots of greenery and lights made this place come alive in the evening.

Me – “First all of let me tell you, what you did is very brave. It takes lots of guts to leave your job to start on the Passionpreneur journey. That alone is worth celebrating. As far as your decision is concerned, I know that we will be sitting exactly at this place a few years from now and laughing about how worried you were.”

Joe gave a nervous smile and nodded.

Me – “Now, give me the update of what have you been doing in the last two months.”

Fat Joe – “Mmmmm, sure. As you asked me to create the content, I have been on top of that every day. I have built good followers, roughly about 7K. These are the people who engage with me on different social media platform but I think I need to grow it fast. Also, I have followed the daily rituals, G.I.V.E.R, regularly and I give full credit to it for keeping me on track. Had I not been following this, I would have been lost forever considering what has been going on in my family due to me quitting my job.”

I nodded in agreement but our conversation was interrupted as the waiter came to take the order.

We ordered a *Rajasthani Thali* (A dish full of various local delicacies from the Western part of India called Rajasthan).

I signaled Joe to continue verbalizing his progress.

Fat Joe – “By the way, I am almost there at the front of my health goal.”

I nodded and smiled. I could pick out that he was looking way fitter than when I had met him a few months ago.

Fat Joe – “Anyway, I have been writing a book. Hope I will complete it in the next few months. I have been doing some free coaching and gave free keynote speeches at different colleges. I recorded those videos and shared those on social media. Here are a few products and services that I have built.”

He took out his laptop and opened the document.

**Free:**

- Free coaching calls
- Free Keynote Speeches
- Free videos and social media content

**Economical:**

- Writing a book
- Did a few coaching sessions at nominal fees

**Core:**

Version 2.0 Mentorship –

- How to change your beliefs
- How to build healthy habits
- How to identify your passion and mission
- How to become unstoppable
- How to attract audience on social media
- How to convert your passion into a business

Me – “This is very impressive. It seems that you are taking massive action. So, tell me how would this Version 2.0 mentorship work? How often would you engage with the clients?”

Fat Joe – “Sure, I will do weekly calls and physical workshops with them.”

Me – “Good, you need to have several connects with them every month because you are into the most difficult profession. You are into changing people’s lives by changing their mindset and beliefs. You know it is even difficult than performing brain surgery because in surgery you can give the anesthesia and do the operation but there is no injection for changing the mindset. So, it is easy to treat the brains but hard to treat the mindset.”

We started laughing and I could discern that Joe was feeling a little better and his stiff body posture became more relaxed.

Me – “So, here is what you can do. Run a campaign and have an end goal of the total number of mentees you need in a batch and do the reverse engineering. For example, if you need 20 people, each paying you Rs. 60000 (\$900) then you need at least 200 prospects who are interested in joining your program, considering 10% conversion. To have 200 prospects you need to have 2000 leads, again 10% conversion. Break the campaign down with a few webinars and few workshops and shortlist the mentees in it.”

Fat Joe – “Sure, I have understood.”

Me – “Also, have one physical workshop for your mentees, one webinar, and one 1to1 coaching calls every month. That way they have multiple touchpoints in a month. This is how you will be different than all the trainers in the industry who are just providing information and not real transformation. You must focus on their results.”

Fat Joe – “Yes, I absolutely agree. I will make the campaign work and update this mentorship program details as well.”

Our food arrived and we started enjoying the mouthwatering Rajasthani Cuisine.

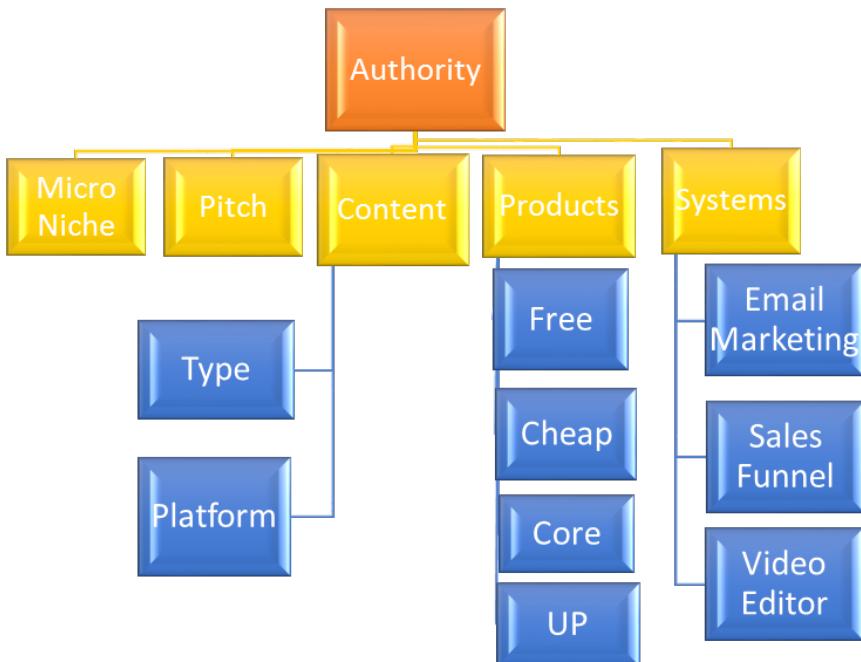
Me – “Before you get busy in executing these strategies, I need to share something important with you. Right now, you are starting a new business. You are the content creator, you are the clerk, you are the visionary, you are the finance person, you are the closer, you are the marketer, you are the operations person and more.

In short, you are your own employee who doesn't work 9-5 but 9 am to endless hours. This is the life of a solopreneur at the beginning. While it is good to start alone but soon you will realize that you will burn out and then forget about your dream of living the 6-Sundays-A-Week life.

There is a difference between working in the business and working on the business. Most solopreneurs work in the business as their own employees.”

Fat Joe – “So, how do you work on the business?”

Me – “You need system and processes to start with and then later you can find a few employees once you can afford them.



When I started conducting workshops, I had to do so much of manual work like sharing content on social media, taking all the details of interested candidates manually, maintaining the excel sheets, following up with them to check if they will be attending the session, etc. This whole process was so time-consuming that I had to hire one person who used to do all that.

It made me realize that I was self-employed in my own business. If I do not automate my process, then I will never be able to build the 6-Sundays-A-Week life. Hence, I found ways to automate everything.

I invested in a training program to understand how to automate everything.

To get started, here are the tools that I invested in, to automate everything:

- ClickFunnel – To build the sales funnels, landing pages, thank you pages, etc. (Now there are even cheaper software available).
- Email Autoresponder – To send automatic emails, to nurture my audience, to send follow-up emails before the workshop. Software like Mailchimp, GetResponse, AWeber, etc are available.
- Video Editing App. I initially used Kinemaster and InShots on my cell phone then later upgraded to Adobe Premiere for PC. Filmora is the free video editing app for PC.

Other tools are there like Photo Editor for picture quotes, etc. that I used but you will figure it out once you start your Passionpreneur journey.

Eventually, you can use tools like Hootsuite or Buffer to schedule your posts on social media so that you do not have to rush to share the content at the same time daily!"

## SUMMARY

To run your business, you must have certain kinds of tools and systems in place.

Tools to edit your audios and videos are the ones that you can use for better quality messaging.

Email marketing and sales funnels to be used for better and faster automation of all your processes.

## STEP 6: STRATEGY IS THE KING

Me – “I have seen so many people getting stuck at various stages of the business. They build a product but fail to attract new clients, fail to close more deals which results in lack of revenue and they end up closing this business or quitting their Passionpreneur journey.”



Fat Joe – “Why does that happen?”

Me – “Because they focus only on tactics but forget that it is the strategy that needs to be built.

For instance, my friend who built so many tactics, starting from FB ads, to workshops, to 3-day program but failed to make an effective strategy which could result in converting more deals and sustain the business. His strategy was just to sign the attendee for the one-time 3-day event for a certain amount.

Nothing wrong in that but he thought short term only. He should be focusing on long term recurring clients to sustain revenue, like what we have planned for your Version 2.0 mentorship.

While there are so many strategies that a startup or a new Passionpreneur needs to focus on but there are 2 major strategies that are a must to work upon.

1. Marketing Strategy
2. Sales Strategy”

## STRATEGY #1 - MARKETING STRATEGY

*“Everything that gets your attention and drives traffic to your business is called Art of Marketing.”*

—**Dev Gadhvi #6SundaysAWeek**

Me – “Joe, let me share a real incident.

27<sup>th</sup> June 2007, people had started to gather in one place.

By Midnight - There were a few people standing in a queue to buy something very vital for their life.

28<sup>th</sup> June 2007, more people started joining the queue and they all waited the whole day and night.

29<sup>th</sup> June 2007, 2:00 am – More people showed up and the queue grew to hundreds. Waiting for the shop to open.

4:00 am – The queue of people grew so long that it ran into few blocks.

6:00 am – People were all around the block. It was just like a massive parade.

People sleeping in the queues, sitting on their chairs, partying, dancing, talking to each other, etc.

There were people who skipped their workdays. There were people who were standing in the queue for their bosses, some for their family members.

There were many TV reporters and their cameramen reporting this whole incident.

They had seen an announcement on 9<sup>th</sup> Jan 2007 and they knew that this one thing will change their life. They all were waiting for their life to be transformed.

They were waiting to get their brains operated and become superhumans.

Naaaa, I am joking!

Joe smiled.

They were lined up the whole day and night to buy what?

A new Apple iPhone!

These were the people at an Apple Store, Soho."

Fat Joe – "Are you kidding me? Just a piece of a device?"

Me – "Unreal ha! They all saw the speech of Steve Jobs unveiling the new gadget in Jan 2007 and people could not wait to grab it as if their life depended on it.

That was the historic day for Apple.

From June to the end of 2007, Apple sold 1.4 million phones and 11.63 million in 2008. (*Source – Appleforecast website*).

This is the power of marketing!

Why do 90% of startups fail in the first 5 years? - #1 reason is lack of revenue.

Why is there a lack of revenue? - Lack of sales.

Why is there a lack of sales? - Lack of pipeline.

Why is there a lack of pipeline? - Lack of ability to grab attention and attract new clients to try their product.

It is simple; if I don't know you, I cannot buy from you. Most of the new startups fail to attract the new audience. Their weak marketing strategy leaves their pipeline/sales funnel dry and it results in a shutdown or in case of a Passionpreneur, they go back to their 9-5 job.

When we start on the journey as a Passionpreneur, we are typically so optimistic that we ignore all the possible hurdles we will get. When things get tough, when people don't know you or buy from you, you are forced to go back to living a 9-5 job.

There are only two ways of building your pipeline - Push and Pull.

**Push** is where you are proactively reaching out to clients through various channels like cold calling, emailing, social media messaging, asking for referrals, etc.

**Pull** is where you are providing value, getting known and attracting people via various sources like social media posts, advertisements, word of mouth, etc.

While both have their own importance, I truly believe in the power of people reaching out to us through the pull strategy because we do not want to push and sell our product.”

Fat Joe – “Is that the reason why you first wanted me to master the content creation part?”

Me – “Yes, you got it right.”

Here are some of the marketing strategies I followed:

### **Build audience first before building a product:**

When I started my Passionpreneur journey, all I did was give, give and give. I shared my daily audio tips on WhatsApp groups for free, I shared my knowledge on social media through articles and videos for free, I did lots of coaching for free, I did speaking engagements in colleges for free and more.

Now, why did I do that? It is because I wanted to build my audience first and I knew that “**Network is Net Worth**”. I had no product to sell, so I decided to build my audience.

This worked out beautifully because the day when I decided to launch my cold calling workshop, my online sales transformation training, my first book, etc., it got over-subscribed. Just to give you an incident. Hundreds of copies of my first book “80%Mindset 20%Skills” got sold within 24 hours, making it an Amazon Bestseller.

Why did that happen? Because I focused on a guru-mantra- ‘**Build Audience First Before Building a Product**’.

It is all about demand and supply. Before you focus on the supply, create a demand.

Why do you think people waited in a long queue standing outside the store for days to just buy a piece of electronic? Yes, the iPhone.

It was because Steve Jobs the genius, used this rule very effectively when he did his launch on the stage and millions of people went crazy after that talk.

Now, are there people who built the product first and became successful?

Yes, absolutely but if you are aiming to quit your 9-5 life to become a Passionpreneur, you either need to have Net Worth or Network.

Let us accept the fact that people like us who were born in a middle-class family have no extra money to burn but we have our hunger, our drive, our passion, our knowledge which we can use to serve many people and build our network.

You have a higher probability to become successful when thousands of people already know you and love you before you even start charging for your products/programs.

### **VALUE-BASED MARKETING**

*“Best marketing is Give, Give and Give More.”*

*—Dev Gadhvi #6SundaysAWeek*

Me – “Have you seen people who just share the information about their product and services every day and try to generate leads through social media or traditional platform?”

Fat Joe – “Oh yes, I see so many ads every day on FB and other platforms.”

Me – “Nothing wrong in promoting the products or services but if they just keep on doing that and do not focus on creating value-based content then they will not go far in their Entrepreneurial or Passionpreneur journey.”

**Fat Joe** – “What is value-based marketing?”

Me – “When you provide value upfront without asking for anything in return is value-based marketing.

Going back to the example of 2 fitness coaches, the one is providing lots of tips via YouTube and his audience is seeing benefits from his tips vs the second is just sharing his program details, who do you think you will choose as your coach?”

Fat Joe – “1<sup>st</sup> one.”

Me – “Why?”

Fat Joe – “Because he has already provided lots of value without expecting anything in return.”

Me – “Exactly, the email marketing using lead nurturing techniques is also another classic example of value-based marketing where you get regular emails with tips for the areas you opted for. Also, time to time, you get an option to enroll or buy their product. I am sure the conversion will be higher there as compared to someone emailing you and only asking you to buy their products.”

### **Acquiring the most important business asset – Email id**

Me – “What if one day you wake up and see that all your social media profiles have been deleted and you have no followers?”

Fat Joe – “Damn, I don’t know what to do!”

Me – “What will happen then? I am sure you will struggle to grow your business because of the lack of followers.

What if in the same scenario, you have thousands or even millions of email ids?”

Fat Joe – “In that case, I would be fine because I still have my connect with the followers.”

Me – “Exactly! Remember, email ids are your assets and you must focus on acquiring email ids using sales funnels, providing free products or content regularly.

What you own are your website, your email database and your products.

The interesting part is, people may change their phone numbers frequently but don't change their email ids so often. So, ensure to focus on collecting as many email ids as you can.

This may change over a few years as direct messages on apps like WhatsApp are becoming popular."

### *ORGANIC TRAFFIC*

Me – "Let me share one more incident.

4 Aug 2019, *my mentee* and I decided to do a joint workshop to shortlist our next set of Passionpreneur Mentees.

He got his 15 mentees who followed his 30-day challenge to attend the workshop and few more through his social media content.

I did the same and used my network on social media, WhatsApp and emails.

Within a week we had almost 100 people registered for this workshop. All done without any ads.

The best part – People traveled from various cities like Chennai, Bangalore, Hyderabad, Bhopal, Surat, Ahmedabad and more just to attend this workshop.

How did we do it?"

Fat Joe – "You leveraged social currency."

Me – "Yes, when you start your journey, you will have to rely on organic traffic to your social media profiles and your website. For that, you will have to create content that is engaging and add lots of value."

### *PAID TRAFFIC*

Me – "This is where you spend money on social media platforms or traditional media channels to increase your followers and find new audience. For Instance, Facebook ads, YouTube Ads, LinkedIn Ads, Instagram Ads, etc.

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You may want to focus on organic traffic for the initial few months or even a year before you start focusing on paid traffic.”

Fat Joe – “What is the reason? Why can’t I run ads right now?

Me – “You need to have your POC and things that truly add value to others. Till you do not have your base built, your efforts in grabbing attention might get you potential clients but you will still struggle to close them. I have seen in so many cases.

Paid traffic is advisable to use when you have something good to offer to them in terms of product or service. This is when you have your sales funnels and you just run the ads. Because of the ads, you acquire new leads, collect their emails, offer them webinar access, free products and ultimately make them your clients.

Paid traffic is so effective when you have a good sales funnel that is working for you by giving you a positive ROI in terms of sales. For that, you will have to try different ads, different approaches for different audience and once you have a winning funnel, you just need to scale it.

For instance, I did not run ads until I got great results for my mentees in late 2018.

If you have a physical product then fine, you can run ads but find a way to measure the effectiveness of the ads. You need to understand the ‘cost per leads, ROI, conversion rates’ etc.”

### EXERCISE

Find a course or videos that can teach you how to run the ads.

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Launch your first ad to test it.

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If required, hire a social media marketer to run ads on your behalf.

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Read the Book “This is Marketing” – Seth Godin

## STRATEGY #2 - SALES STRATEGY

### *SELLING IS SERVING*

Once I was attending one of the big workshops in Mumbai. *Yathiji* introduced me to a few people saying – “Meet Dev Gadhvi who is India’s First Passionpreneur Mentor.”

Vijay (Name Changed) – “Ah I know you. I have seen your videos.”

Vijay is a tall man and in his fifties.

Me – “Well, thank you! I feel so happy that you have seen my videos.”

We got to know each other a bit and then he said - “Dev, I want to tell you something.”

Me – “Yes please.”

Vijay – “I have been training people about mindset for more than 20 years. I am passionate about training. I get calls from corporate to do the sessions and all. Business is going fine.”

Me – “Great!”

Vijay – “But, I have a problem.”

Me – “What is that?”

Vijay – “I love to teach and help people but I can’t sell. I hesitate to sell.”

I was literally surprised to hear his words. A man who loves what he is doing to help others is enwrapped in limiting beliefs about selling.

I could not spend time with him that day but here is what I wanted to tell him – “Would you be able to help them if they do not learn from you on a long-term basis?

I am sure you can’t. So, by not selling and closing them for your programs you are doing a disservice to them and it is not helping you either.”

This is one of the most important tips I can share with you. I do not hesitate to share my services with people who need them. I do not push them. In fact, I say “no” to lots of people for my mentorship due to several reasons. I believe in what I do. I know that my mentorship program will change people’s lives; hence I do not shy away from selling but without pushing.

Had I not closed my mentees for my mentorship programs, I would have never been able to help them to live 6-Sundays-A-Week Life.

Remove any negative beliefs that you have about sales like –

Selling is selfish,

Sales is slimy,

Sales is pushing people to buy,

It is hard to sell.

Learn to sell because **selling is serving!**

#### **Guru Mantra -**

*“An entrepreneur who doesn’t know how to sell will go through hell.”*

**—Dev Gadhvi #6SundaysAWeek**

Learning sales is not just about how to sell but truly understanding how the process works. When I started charging for my products and services, I had no idea about my conversion ratio of lead-to-client but as I became good at it, I started to evaluate it and realized that I was doing a pretty good job because I was closing more than 40% to 50% of my qualified clients.

Qualified means – People whom I connect with over the phone or in person.

Just because of my strong sales process, I have a conversion ratio of 30-40% in my workshops. Typical conversion for workshops offering an expensive program is between 5-10%.

Why was my conversation high?

1. I stayed authentic to my purpose
2. I learnt the art of closing big deals
3. I followed the principles to get oversubscribed

#### **Sales process:**

Me – “Joe, remember this. Most of the solo entrepreneurs miss out on this vital part. It is so vital to have a sales process for your business.

For instance, how will the leads come in?

What will they have to do to get qualified?

What are the qualification criteria?

How will they get selected?

Here is one of my sales processes for Passionpreneur mastermind:

**Step 1** – Social Media posts, Books, Workshops, etc. to generate leads.

**Step 2** – In case of any direct message to me or my team, we ask them to read 80%Mindset 20%Skills.

**Step 3** – Once they have read the book, we ask them to attend the next workshop where we will shortlist the next set of mentees.

**Step 4** – After the workshop, we ask the interested attendees to fill the form or have a selection discussion during the workshop.

**Step 5** – Sign up by paying the investment amount.

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Please note – Do not be directly accessible to your prospects when you reach a position of authority. If you do, then you do not come across as an authority. I know this sounds bad and I too took a long time to follow this but I realized that by being directly accessible I was doing more harm to them than good.”

Fat Joe – “Sorry I am confused, how so?”

Me – “If I am accessible directly then I am not perceived as an authority, hence the probability of closing them is not high. And if we don’t close them, we cannot serve them.

So, for the benefit of both the parties, we have to follow this process.

This process also helps you to save time from the timewasters who just want everything for free because if they cannot spend few hours reading my book and spend a few hundred on it then they are not even serious clients.”

### SUMMARY

Before building the product, build your audience first.

Add so much of value in the market that there are people who are ready to buy from you.

Create so much of content everywhere that your entire marketing about your offering is almost free with the help of social media.

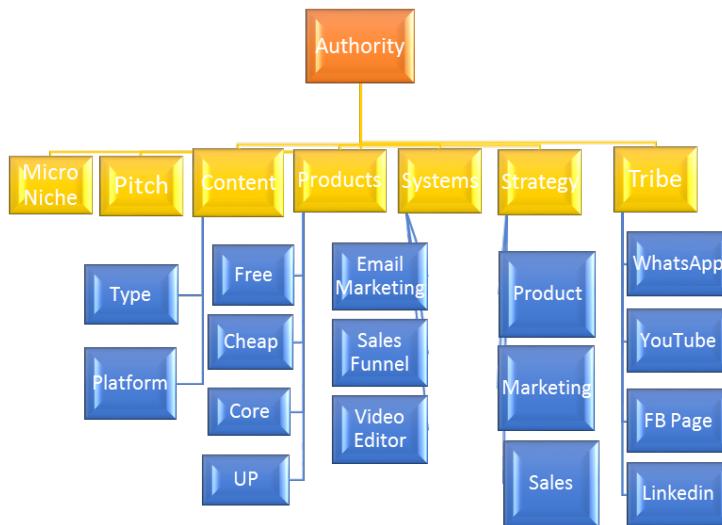
To truly help someone, you need to serve them by closing them.

Selling is the best form of serving when done correctly and ethically.

When people pay you and become your client, you can serve in the best way since they are committed to you.

You need to convince yourself first that you are doing good by selling the solution to their problems to make their life better.

## STEP 7: BUILD A TRIBE



*“The more you focus on building the tribe,  
the less you have to spend on advertising.”*

—Dev Gadhvi #6SundaysAWeek

Me – “Joe, have you seen the crazy fans of football clubs?”

Fat Joe – “Well, I have been one of those crazy fans myself. I have spent my time, money and energy just to support my team”

Me – “Do you know why did you do it?”

Joe wasn't sure what to answer so I continued – “Because you have a sense of belonging, in other words, it is their tribe. Your tribe. You feel to be a part of that club.

Sometimes the situation gets out of control when two tribes of opposition clash, especially in European countries where they take these rivalries very seriously. Lots of riots have happened due to that.

Those are the kind of tribes that you should aim to build. This is only possible when you tie your tribe with a common mission.

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Once their values match yours and when they are fully committed to the mission, they become your crazy fans who will promote you everywhere even without any self-interest.

There are clubs like Bullet Clubs, Ferrari clubs, Cycling clubs, and more.

I have my Passionpreneur tribe who do everything possible out of love to spread our message to masses. I have had Passionpreneurs recommend my first book to whoever they have met including strangers.

This is the crazy Passionpreneur tribe!

You are now one of them!"

Fat Joe started smiling and said – “Yeah, you are right. I have been promoting your name to all my friends, followers and in my posts as well. I understood that tribe is vital to build your legacy and help each other grow!

I smiled and raised the drink - my favorite lassi (Sweet Yogurt) and said – “Cheers to our tribe and your freedom.”

It was very late by the time we finished dinner. We drove back home listening to some great music and celebrating Joe’s freedom!

### **EXERCISE**

Create the groups on Facebook, WhatsApp, WeChat and other important platforms used by your potential audience.

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Think of a good tribe name/ group name that people would like to associate with. For e.g. I have “Passionpreneurs” group.

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Start inviting people by sharing regular messages on social media.

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Nurture the tribe members by sharing your knowledge and wisdom in the form of quotes, audio notes, text and videos.

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## SUMMARY

The only way you can help more people and expand your business is by building your own tribe for your mission.

People who believe in your mission will become a part of your tribe.

To help people be a part of your tribe, open the door to the platform of social media like – WhatsApp, Facebook, YouTube, LinkedIn, etc.

Your tribe is comprised of your loyal followers.

You can build, keep and increase your tribe by adding more and more value every day.



## **CHAPTER TEN**

# **STAGE #3: 7-MONDAYS-A-WEEK LIFE**

One day a father decided to teach his son an important lesson. He called his son -

“Son, come here.”

Son – “Yes, daddy.”

Father – “You will be a grown man soon. You will have to look after yourself and your mother. I want you to go out in the market and make \$5 today.”

Son – “How do I make \$5 daddy? Who will give me \$5?”

Father – “I don’t know son. You need to figure out.”

Son got worried and started to cry. Mom saw this and felt pity for him so she gave him \$5.

Father came home at night and called his son and asked – “Son, did you make \$5 today?”

Son – “Yes, Daddy.”

Father – “Show me the money.”

Son pulled out the \$5 note and gave it to his father.

Father threw the money in the fire. Son and the mother were shocked seeing this.

Father – “Son, you did not earn this money, your mother gave it to you, right?”

Son – “Yes, daddy.”

Next day. Father – “Son, I want you to go out there and make \$5.”

Son – “Ok, daddy.”

Son went to his mother to ask for \$5 but she denied by saying – “I am not going to give it to you, your father will burn it.”

Son went to his uncles and begged for \$5.

At night, the father came home and asked – “Son, did you make \$5 today?”

Son – “Yes, daddy.”

Father – “Show me.”

Son pulled out the \$5 note and handed it to this father. Father again tossed it in the fire. Upon seeing this, the Son was really shocked but didn't say anything.

Father – “Son, you didn't make this money. You begged it from your uncles, right?”

Son – “Yes, how did you know?”

Father – “I know. You need to earn \$5 and not get it, son.”

Next day. Father – “Son, I want you to make \$5 dollars today.”

Son – “Ok, daddy.”

The boy went out in the market, frequented from one shop to another asking for a job. After inquiring at several places, he found one shopkeeper who offered him a job. What this boy had to do was, he had to crane the sandbags on his back from the shop to the cart. The shopkeeper offered the payout as 1 cent per bag.

The boy agreed and worked for the whole day to transport 150 bags. He came home tired with his hand and feet blistered. At night

his father came back from office and asked – “Son, did you make \$5 today?”

Son – “No daddy, I only made \$1.5.”

Father – “Show me the money.”

Son pulled out the coins from his pocket and showed it to his father.

Father took that money and again threw it in the fire. Seeing this, Son got very emotional and ran towards the fire. He almost charred his hand in the fire to take the coins out when his father pulled him away and gave him a hug.

Father said – “Son, we really value what we have earned through our hard work. You worked for \$1.5 for the whole day that is why you were even ready to even put your hand in the fire. Always remember that hard work will teach you the value of the good things that you have earned.”

As they say – “Rome was not built in a Day” and I am telling you the “6-Sundays-A-Week Life” will not be built in weeks or months. It may take years.

It took me more than 20 months to design and live this life.

In short, remember this Gurumantra:

*“Live 7 Mondays a Week to build the 6-Sundays-A-Week Life.”*

**—Dev Gadhvi #6SundaysAWeek**

During this journey, you will be overwhelmed, you will feel that there are too many things to learn, you will feel like you are stuck but do not give up.

You must commit to taking small steps daily, even if it just feels like making \$1.5. Do not be overwhelmed by your big mission but just focus on winning the day with a small action.

It could be as small as doing your daily meditation, writing one line, making a 1-minute video, doing a quick social media live stream, etc.

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Push that needle a little forward every day and you will start seeing your 6-Sundays-A-Week life becoming possible sooner than you think.

There is one community in India that is known to be born businessmen. It is the *Marwadi* community. Majority of the people born in this community go on to build their business.

There is a saying in the community that I learnt from one of my mentees, *Yathiraj Agarwal* who happens to be a *Marwadi*. They say that you should give at least 1,000 days to anything new that you are planning to start.

If you do not want to wait for 1,000 days, then here is the hack, find a mentor who can reduce your learning curve from many years to a few years or even months.

Now, let share the takeaway from my recent visit to the US.

On 23<sup>rd</sup> Feb 2020, I was at Las Vegas, attending the 10X Growth Con 2020. I witnessed some amazingly successful people like Usher, John Travolta, Magic Johnson, and many more sharing their success principles. One of the most important qualities they all spoke about was “Work Ethics”. They all have high self-discipline. They come to work early and leave late.

Your ability to work really hard every day to create something meaningful for yourself and for others is work ethic.

I feel this is the attribute that is missing in most people who want to start their business as a Passionpreneur and no wonder why most people get stuck within a few months. You need to build high standard work ethics.

For example, I woke up today at 5:30 am and edited this book for a couple of hours.

At 8 am, I got ready to attend day 2 of 10X GrowthCon 2020 until 5:30 pm.

5:30 pm to 7:30 pm – Had a meeting with a couple of attendees at the conference who came from Switzerland, planning to start their coaching and mentoring business. One of them even ordered my book.

8 pm – I reached my hotel. Created a post on social media wherein I generated lots of leads for one of the online program and shared it with Naz to sign them up.

9 pm – Created a video email to send it to a top-influencer in India to explore a collaboration.

10 pm - Had a call with my team to take care of a few things about social media and the upcoming workshop.

11 pm – Final review of the edited copy of this book and sent it to the publisher at 1:30 am.

1:30 am – Sleep.

7 am – Woke up and got ready for day 3 of GrowthCon.

You see, I work but none of that seems work to me (except for some admin things) because it is my passion. It is a meaningful work that makes a difference to others.

**I live by below GuruMantras:**

*“Don’t be in a delusion that the 6-Sundays-A-Week life means sitting on a beach and doing nothing. It means doing what you enjoy doing with a high work ethic where work doesn’t feel like work.”*

—Dev Gadhvi #6SundaysAWeek

*“No one can just think and grow rich, be it rich dad or poor dad. Everyone needs 10x action.”*

—Dev Gadhvi #6SundaysAWeek

*“Work hard for your business for first few years and then let the business work hard for you forever.”*

—Dev Gadhvi #6SundaysAWeek

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I recommend you to read the book ‘The 10X Rule’ by *Grant Cardone* which will push you to take massive action in life. This book has changed my life drastically!

### **MOST IMPORTANT INGREDIENT TO BUILD THE 6-SUNDAYS-A-WEEK LIFE**

Me – “Joe, it has been more than 6 months of your learning and today is going to be our last session.”

Fat Joe – “Wow, I cannot believe how the time has flown by. These last 6 months have changed my life completely. I was not only able to change my mindset but I also quit my job, became fit, built social media following, built my program, did webinars, and got POCs as well.”

He pulled out a box from his bag, handed over to me and said – “GuruDev, this is a small token of appreciation from my side. You are just like an angel in my life. I am living this free life just because of you. I know my parents are still worried because my income is not as much as it was in the job but I know for sure that my wealth is waiting to be accumulated.”

He got emotional and his eyes were filled with tears of joy.

I smiled, gave him a big tight hug and said – “Indeed, you have come a long way Joe. From a Fat Joe to a Fit Joe.”

He burst in laughter.

Me – “Joe, now the time has come. I want you to announce a date for your mentorship batch kickoff and I want you to do many physical workshops for free and sign your first batch of 20 people.”

Fat Joe – “GuruDev, can I be honest with you? I am really scared of that part because I need to invest in the venue and stuff. What if people do not show up to the workshop?”

I paused for a while and said – “Hmmm, that is a serious problem, isn’t it. You have acquired so many skills in the last 6 months but

do you know that there is one thing that makes successful people successful. If you don't have that, you will never succeed."

Fat Joe – "What is it?"

Me – "Take a guess!"

Fat Joe – "Is it money?"

Me – "No."

Fat Joe – "Is it network?"

Me – "No."

Fat Joe – "Is it patience?"

Me – "No."

Fat Joe – "Is it hunger?"

Me – "No."

Fat Joe – "Is it commitment?"

Me – "No."

Fat Joe – "Is it consistency?"

Fat Joe – "Is it knowledge?"

Me – "No."

Fat Joe – "Is it massive action?"

Me – "No."

Fat Joe – "Is it the plan?"

Me – "All that is good but the most important ingredient that no one can teach you or give you is COURAGE!"

What stops us from building the 6-Sundays-A-Week Life?

It is the - **Fear of the unknown**

*"I wanted to marry my dreams.*

*So, I cheated on my doubts and broke up with my fear."*

—Ron Malhotra

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Just imagine for a moment that there is no money coming in the next month.

How would you pay your bills?

How would you manage your daily expenses?

How would you pay your loans?"

Fat Joe – "That is a scary thought."

Me – "Yeah, I know, I felt this fear when I quit my job as you may have seen in my YouTube video – *I Quit Bye Bye, Dev Gadhvi*.

But, let us actually break the situation down and see what we are afraid of.

What are the worst things that will happen when you do not make the same amount of money as before?

You may lose your car or a house!

You may have to live with your parents or go back to your village for some time!

You may not be able to live in the comforts that you are used to!

You may not be able to pay for your kid's schooling!

What else can be worst?

Would you lose your eyesight?

Would you lose your ability to talk or walk?

Would you die of hunger?"

Fat Joe – "No!"

Me – "Exactly, you will not die just because you are not making enough money. Don't you have friends or family that you can rely on for a few months till you bounce back?"

So, what are you afraid of?

Fear of the Unknown is the same fear that we feel when we see darkness and don't know what hidden ghosts are lurking in that darkness.

But by now, I am sure you know ghosts do not exist.

The same way there is nothing to be afraid of. You will not die if money stops coming for a few months.

We are afraid because we do not know how our life will be if we stop doing what we have been doing for so many years, which is, going to 9-5 and trading our time for money.

How will you find out if the fear is real or not?

Get into that darkness but do not go empty-handed. Use the light or torch. I know it would not give you the complete view of what is inside the darkness but at least it will help you to get past that place to enter the world of possibilities, the world of freedom, the world full of choices, the world of happiness, the world called 6-Sundays-A-Week life!"

I continued – “As I tell my mentees, do not jump off your boat until you build at least your survival boat or can ride in someone else’s boat. But you have already built the parallel boat. Though it is not big yet but you will make it big soon.”

*“Plan for the best but be ready for the worst.”*

Fat Joe – “But GuruDev, what if I spend the money on the workshop and realize that I am not good enough?”

*“I am not worried that you will be successful,  
I am worried that you won’t fail from time to time.”*

—*Unknown*

Lots of people are not afraid of the unknown but they are afraid of the day when they find out that they are not good enough.

People are scared that if they take massive action and find out that they are not as good as they thought they would be. What will they do then? How will they live with that reality?

Rather, they prefer not to try so that they can live far from reality, at least they will not lose their own self-worth...isn’t it?

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They also have the fear of success. For instance, they think that if I become successful then there will be more money but more tension as well, hence they do not act and get stuck.

### **Gurumantra**

*“If you are not facing new problems or fears then  
you are not growing.”*

—*Dev Gadhvi #6SundaysAWeek*

### **SUMMARY**

To live a 6-Sundays-A-Week life, you must first work hard enough to make that kind of living.

If only you have the courage and the commitment to work so hard like you have never done in your life, only then you can build your 6-Sundays-A-Week life.

Have patience when you are working like mad.

Instant gratification is not going to help you.

Fear of the unknown is what keeps people away from living the dream life that they actually want to live.

# CHAPTER ELEVEN

# STAGE #4: COURAGE

I will change the world with my idea!

Let me try this!

Yes, it is working!

No, no, wait, I did not expect this!

Oh Crap, I have to do it again!

Hmmm not bad.

Oh no but what about the other thing?

Let me fine-tune this!

Damn, I hate this!

Oh god, this sucks!

I suck at this. It is better to find a job!

No wait let me try that! Yeey it works!

Ah, I feel at the top of the world!! Let me make it big!

Oh boy not again!

Let me try this!

Wait, this is a bad idea.

Let me try that.

No not that! How about this?

Yes yes yes! It is working.

I made it! And the cycle continues!

This is the life of a Passionpreneur.

I am sure you can relate to this. This is the typical entrepreneurship journey.

*“An employee’s biggest fear – What if I lose my job?*

*An entrepreneur’s biggest fear – What if I have to go back to a job?*

*One person’s garbage is literally another person’s treasure.”*

—Ron Malhotra

I am not trying to scare you but making you aware of what it will take to succeed because everyone else is going to take the easy path at the beginning only to live a mediocre life. Only a few people choose to do hard things and I feel great that you are one of those people.

Going back to *Bagwan Rajneesh’s* story (*Osho*); Osho and his followers had massive opposition from the Christians and they were considered the biggest threat to them. The newspapers were reporting negative things about them and labeled them as a cult.

Why? Because they were unconventional and did not believe in religion but only spirituality and free spirit.

When you do something, which is not normal then you are bound to receive threats and you will need the courage to withstand strife.

Similar things happened with me in April 2018. I had not met with opposition, but it was more of a lack of belief in my mission.

April 2018, I had just resigned from my 9-5 job.

*Aniket* walked up to me and said – “Dev, you look so worried. Are you ok?”

Me – “Yeah, I am perfectly fine.”

After a couple of days, I sent him my video of last day at work (Youtube.com/I Quit Bye Bye – Dev Gadhvi), he called me at midnight and said in his concerned tone – “Dev, I saw your video, I just want to check if you are ok.”

He was thinking that I was so tensed about the situation whereas I was not.

He loves me but unknowingly he was trying to impose his emotions on me.

I told him – “See, I have tried and tested so many things and finally got POCs that people are ready to pay me. I have big plans but I do not have time to execute them all because of my 9-5 commitments. I have built a plan to start my Passionpreneur Mastermind program. I just need to go ahead and execute it.”

Did I have all that I needed?

Yes, I did.

I had knowledge, passion, hunger, commitment, ability to act, POCs, etc. I didn't have lots of money but I had financial confidence because of my knowledge and skills. However, none of that would have mattered if I would have not had the courage to take the leap of faith.

There are no tablets of courage. Courage is a muscle that you need to build by doing things that you are uncomfortable doing and keep challenging your own limits. If I ask you to quit your job today, will you be able to do it?

Probably not. Why? – Because you need to act and develop your skills first.

Higher the skills, higher the risk appetite and courage!

Once you take a **calculated risk** and you find out that all the fears that you had were not real and you did not starve to death, then you take more calculated risks and again build your courage muscle, result, you again grow. This cycle continues and you become

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like a radical stimulus to others who chicken out when the time comes to take the leap of faith/belief.

Let us accept this - you will never have a 100% guarantee in whatever you do in life but especially in business. If you are someone who is looking for absolute certainty before you get into full-time business then I will add one more person into the “wannabe entrepreneurs” list.

These are the people who want to do lots of things in life but they freeze due to the lack of courage muscle.

There will always be risks when you start on your own but when you are passionate about it and you have the faith of finding a way then just take the leap of faith.

The best thing to do is to find someone who has achieved what you are looking to achieve and make him or her your mentor. Why waste time on trials and errors and have sleepless nights when you can learn from the mentor who has been there, done that!

Despite making lots of money and building a great business around passion, I still have fears when I start something new but I remember what *Ron Malhotra* says very often –

*“Don’t feed your fears, feed your dreams.”*

Your dreams are bigger than your fear. Your belief in your dreams will give you the strength to keep that little voice of Joe quiet and let Moe overpower it.

Every time I prepare to invest money in self-development, there's this little voice of Joe trying to overpower Moe but I do not feed it. I just focus on my dreams and take the leap of faith. Again, all those are not blind risks, they were all calculated risks but when it comes to making those decisions, I listen to my heart and go all in.

I was having those fears when it comes to expansions through initiatives like Passionpreneurs Mentors Program, Online Passionpreneur Summit, going international but I know I will

do fine if I just keep taking those leaps of faith, in other words, **calculated risks!**

You too will have those moments, just have the courage and take a leap of belief.

Find all the resources when you find that perfect mentor who understands you, someone who you can relate with, someone who has similar values like yours, someone who really cares for his or her mentees, etc.

Just take a leap of belief and believe me, you will learn to fly!

Just take the leap of belief and you will be able to live the life you never dreamt off!

Just take a leap of belief by ignoring your negative voice (Joe) inside you and feed Moe Mindset!

Just take a leap of belief and go all in!

Let me share some stories of my mentees who took the leap of belief?

May 2019, *Suman Pachigulla* – He took a leap of belief when he signed up for Passionpreneur Mastermind Program during a full day online webinar called “Quit 9-5 and Build Business Around Passion” in July 2018 by investing lots of money.

Fast forward a few months, he called me and here is what he said – “Dev, I have mixed feelings. I am very nervous. Will I be fine?”

Just a few months ago his boss had denied him leaves to spend time with his family. Remember the story I shared at the beginning of the book?

Me – “Suman, everything will be alright. You have built your loyal fans on social media who love your content about how to become the highest-paid recruiter. You have a genuine heart that cares for them and wants to help them. You have me and our Passionpreneur family with you. You have a proven plan and strategy. You have enough money to survive for 12 months. You will be just fine.”

He was about to take the biggest leap of belief in his life.

He had spoken to his wife and his parents about quitting the job. They all supported him. Finally, after testing the market and with lots of YouTube subscribers, he was all set to launch his full time coaching and mentoring business.

Me – “I know how you feel, I just had the same feeling about 1.5 years ago. You will learn to fly, just take the jump.”

Suman – “Thank you Guru-Dev, I would have never been able to dream the life that I am living right now. I will make you proud. Thank you for transforming my life. You are my god.”

Suman is doing great with his business and enjoys spending time with his loved ones because he took the leap of belief. He closed his first deal for Rs.45000 within a few days of this discussion.

May 2018, just a few days before his birthday, *Amol* was sitting in a big conference hall along with 20+ people. After searching and evaluating so many mentors, after attending more than 25 workshops, he was convinced halfway of the workshop (Quit 9-5 and Build Business Around Passion) that he will become my mentee. He took a leap of faith by joining Passionpreneur mastermind and again he took the leap of belief when he quit his job.

Fast forward 8 months, he had tears in his eyes when he called and said – “Dev sir, I have put down my papers but I am scared. I have convinced my parents somehow to quit the job of Rs. 16 lakh package.” He again took the leap of belief by quitting the job.

*Aniket Salvi* took the leap of belief when he was in Rs.4 lakh debt due to the self-development course that he had invested in.

*Raakesh Rana* took the leap of belief by building his mid-career transformation program and quitting the job.

*Somdutta Sarkar* took the leap of belief and built her program to win the mind and life even in adversities and being in debt of lakhs of rupees.

*Umesh Emmadishetty* took the leap of belief when he joined HTC of *Dan Lok* and then Passionpreneur Mastermind but today he is a very successful digital marketer, helping influencers to build the social media presence and grow their business. He has helped me in my social media as well.

And the list goes on. I probably will have to write a whole book on their journeys and how taking the leap of belief paid off big time for them. Meantime you can watch a documentary called “**The Rise of Passionpreneurs**” on YouTube.

“*By doing things that people won’t right now you are negotiating a future where you can enjoy a life that is unavailable to others.*” – Unknown

When you take the leap of belief, do not expect the road to be smooth. It is a bumpy road despite doing everything right. You will have those low moments, dark nights, frustrating times but trust me, you will be laughing your way to the bank and your holiday destinations once you get past them.

Do you think I had it all smooth?

Let me share the bump in my entrepreneurial journey.

## THE BUMP ON THE ROAD

28<sup>th</sup> April 2018, one of the most important days of my life.

I had quit my job and I was about to launch myself as a Passionpreneur Mentor.

My first workshop was scheduled at a premium hotel, Ramada Central Gurgaon.

We had received over 80 applications through organic posts on social media and I had shortlisted 60 of them.

I was very excited as I traveled along with *Ankit Salvi* to conduct this first free workshop for the Passionpreneur Mastermind Mentees selection.

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I was all set. My presentation was ready, my offer was ready, my pitch was ready, I was dressed in an elegant red suit, the stage was set.

I was confident in my mind that I am offering a free workshop along with free food. I was sure people will come as they were all following me on LinkedIn for a few months.

The workshop was supposed to start at 9 am IST.

8:45 am – Only 1 person reached.

9 am – Only 5 people.

9:30 am – 10 People.

10 am – 15 people.

10:30 am – Only 20 people.

I had spent about \$1500 (Rs. 1 Lakh) for the workshop but only 20 people showed up.

I already felt the pain of losing money but somehow gathered my confidence and conducted the workshop.

At the end of the workshop, I asked – “So, who is ready to join the Passionpreneur Mentorship Program” (It was \$1500 per person for 1 year of mentorship).

1 second - No hand went up.

2 seconds – No hand went up.

3 seconds – No hand went up.

I could see my future flashing in front of me with below thoughts lingering in my mind -

*“There is no income coming in next month”*

*“I have loans to pay”*

*“I have a family to feed”*

*“Do I have to go back to a job?”*

*“Is this what I will do for the rest of my life?”*

*“Is this the end of my journey to impact 10 million lives?”*

*“What will I do now; there are 5 more such workshops planned in different cities”*

*“What will people think about me?”*

I am emotionally very strong and rarely cry. Not that crying makes you weak but I am a very cool person when it comes to handling stressful situations.

Unfortunately, that day wasn't a normal day. It was the launch of my Passionpreneur journey.

I remember very clearly that I went to a corner of the hotel and my heart just sank. I had tears in my eyes. That was the lowest point of my life so far.

Thanks to Aniket, I kept myself composed and got some vital feedback.

We did not sign up anyone that day and it was the greatest stepping stone for me to conquer my fear.



22nd April 2018: First Passionpreneur Workshop at Gurgaon, India

6<sup>th</sup> May, my second workshop.

Location – Pune!

I learnt from my first lesson and approved 60 people and committed only 30 to the hotel. 35 people showed up. I thought to myself, at least I will not be in a negative balance to start with.

I was about to complete my workshop with a positive attitude and just giving value, value, value.

In the end, after my pitch, I asked the same question – “So, who would like to join Passionpreneur Mentorship Program”

1 second – No hand went up.

2 seconds – No hand went up.

3 seconds – No hand went up.

My feeling of Gurgaon started to return to me. My heart started to sink again but then something beautiful happened.

One hand went up.

Two hands went up.

Three, four, five, six ..... Eleven people raised hands to join the Passionpreneur Mastermind.

This is it. My hard work and courage finally paid. I shortlisted 6 of them and this is how I overcame the bump on the road.

The rest of the workshops went very well and ended up with 35 mentees. I invested approx. Rs. 3.5 lakh (\$5K) in all the workshops and made over Rs. 33 Lakhs (\$45K) in just two months. The rest is history!

Fast forward 10 months, Feb 2019, destiny again led me to the same venue, Ramada Gurgaon to conduct a workshop. This time I entered the battlefield not as an amateur but as a pro. This was for the program called *1 Crore Coach*, in partnership with *Ron Malhotra*.



*May 2019: Pune Workshop*



*June 2018: Chennai Workshop*



*July 2018: Passionpreneur Mastermind Kickoff*



*Feb 2019: Gurgaon 1 Crore Coach Workshop*

We had run FB ads and had whooping 500+ applications to attend this free workshop. We shortlisted 120 people and 90 people showed up.

Guess what, we had more than 10% conversion that day. More than 10 people signed up for a 3-day workshop in Mumbai for Rs.35k each. Making Rs. 3.5 lakh vs negative Rs.90000 from last year was a huge boost for me.

This looks great, isn't it?

I am sure you must be thinking it was obvious that you will win smoothly because you were already doing workshops for the last 10 months, right? – Wrong!

## THE SECOND BUMP ON THE ROAD

July 2018 - A stranger from Australia connected with me on LinkedIn. The person whom I followed and admired his work.

He expressed his interest in doing something together in India to transform many lives. There was an instant connection as our values matched and we decided to launch a program in India called "*1 Crore Coach and Consultant*".

His name is *Ron Malhotra*. We decided to launch 1 Crore Coach in Feb 2019. It was a holistic mentorship program unlike anything out there in the market at that time. Everyone in India was still focusing on training and coaching from the stage. Just like my Passionpreneur Mastermind mentorship program, this one also focused on mentoring and handholding and not just limited to classroom trainings.

We also hired a digital marketing expert to help us build the funnel strategy, build audience and filled the workshops to shortlist the mentees. Yes, you read it right, shortlist. We select our mentees, unlike other programs that are open for anyone and everyone.

Other coaches could afford to do it because most of them just focus on giving knowledge and information, rarely anyone is focused on transformation and results. In short, they just give information and teach people how to talk to fortune but do not help them to make a fortune. You know what I am saying? ☺

Nov 2018, we started running ads and decided to do webinars to get people into a 3-day paid workshop where we would shortlist our mentees!

Everything was fine until we hit the disaster. We were not able to sign up enough people for the 3-day paid workshop for November and December 2018. On one side, we had paid a heavy price to book Hilton International Mumbai, fees for digital expert, cost of running ads and on the other side, we were barely signing up people.

That was such a bad phase for me after the April 2018 Gurgaon bump. I almost poured all my savings into this campaign, maxed out my credit cards, no money coming from my first book due to an issue with the printing press and I felt the heavy pressure of *Ron* and *Caroline* traveling from Australia!

I tried every possible suggestion from *Ron*. Some webinars we had very few show-up rates, some had very low conversion rates. We tried different durations of webinars starting from one whole day (my favourite), 90 minutes to 4 hours. I even spent 10 hours watching *Russel Brunson's* secrets to winning webinars and tried using the same doodle and stack techniques. If you have seen it then you know what I am talking about.

Nothing was working out. I felt so low that for a few days I just watched Netflix back to back to forget the pain of failing.

Every entrepreneur or Passionpreneur goes through the same process of ups and downs. Only their courage through those tough times makes them who they are. If it was easy then everybody would have been rich and living the 6-Sundays-A-Week life, isn't it?

My mentees had tough times when they were in the process of changing their lives.

For instance,

*Amol Karale* cried like hell for many days due to pressure and anxiety but today he is the happiest person living the 6-Sundays-A-Week life and making his parents proud.

*Dnyanesh* felt the terrible pain when he was in debt of lakhs due to his business failures. He was living 3 lives one time. First at job, second while running his restaurant that was burning money, third his family life because he couldn't give them time and fulfill their needs. But today after 10 months of being in the Passionpreneur family he has cleared all his debt, he has positive bank balance as he is closing for influencers as a High Ticket Closer and loving his family time.

*Aniket Salvi* felt the pain and shame of not having enough cash to pay to credit cards for some time post he quit his job. I know one of his lowest moments was when the recovery agent came to his place to threaten him in front of his family. Look at him today, he is living his dream life by helping people to *Wake up To Wisdom signature program* and speaking at so many events.

*Yathiraj Agarwal*, despite more than 40 years of experience, he had to face tough times after losing 79 Lakh in MLM business and starting a new track while learning to build his social media authority. Today, he has his mentees whom he is teaching how to 3X their profits through sales, customer service, referrals and other key areas. He is living a 6-Sundays-A-Week life. He is one of the most positive and energetic persons I have ever met but still, he had to face those tough days.

*Somdutta Sarkar*, was in heavy debt due to trusting her friends. Despite that, she borrowed money to invest lakhs in *Passionpreneur Mastermind* and *1 Crore Coach* programs. Today, she is living her dream life helping people build a strong mindset through her

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experiences, learnings and nuggets from the NLP program to face and handle any adversity in their life. She wrote a bestselling book '7 Steps From Shame To Being Back In The Game' to help others suffering from the same. She launched her podcast 'Intensify Humanity' and interviews people from across the globe.

*"Courage doesn't mean the absence of fear but courage means moving forward despite the fear."*

People who have shown a high level of courage have been reaping high rewards. These are real people just like you and I who have the courage to take the action and make it happen. Feel free to connect with them on social media and even learn from them. They are the champions in their fields.

Everyone has a different risk appetite. Your results will be a reflection of the kind of risks that you take. You do not have to take crazy risks but start with taking calculated risks and take the leap of faith.

Every time you take a risk, you grow. Your appetite grows bigger and you grow as a better version of yourself. Be ready to take risks to the limit that you can bear the loss of the money and time invested.

I heard this from someone -

What is Entrepreneurship – “*Your ability to endure pain for a long period of time is Entrepreneurship.*” #6SundaysAWeek

Is it mandatory to endure the pain?

Is there a way to reduce the pain?

Yes, for sure, find someone who has done what you want to achieve and learn from him or her.

Joe, after listening so deeply took a deep breath and asked – “So, GuruDev, how did you come out of that depression of not getting registrations?”

Me – “First thing, I separated the webinar strategy failure from my own personal failure. I had taken that failure as my own

failure but in reality, it was just that the webinar strategy was not working.

Ron came for my rescue. He told me to take the time off and do not think about this at all. Do meditation, etc. and let the solution come to you.

*'Stop feeling the pressure of us coming to India. Even if there are 5 people in the room, I will still teach them,' – he said*

That advice helped me and got me a breakthrough. We changed the entire process. Instead of webinars, we decided to take one more leap of faith which again required bigger courage.

We decided to do the physical full day free workshop and then sign people for the 3-day paid workshop.

I want you to understand what I was feeling. One side we were bleeding money and yet we were putting more money into the physical workshop. Risk on top of the risk!

I used the similar best practices that had worked for my Passionpreneur Mastermind campaign and added one more step of giving away the softcopy of my first book."

Here is how the new process was built.

Step 1 – Run Facebook ads.

Step 2 - Make the interested people fill the form with some details to understand if the person is fit for our mentorship or not.

Step 3 – Shortlist the right people and add them in a WhatsApp group (No one was doing this in India. It just built trust and transparency).

Step 4 – Share the softcopy of my book 80%Mindset 20%Skills. This helped up increase our show-up rate.

Step 5 – Leave a voice note every day to keep them excited for the workshop.

Step 6 – Conduct the workshop, give tons of value and shortlist people for the 3-day workshop.

Jan 2019, first physical workshop at Hilton Mumbai.

200+ applications,

60 shortlisted,

45 showed up,

9 registered for 3-day paid workshop

20% conversion.

Joe got really excited to hear this, he jumped and said – “Wow, now that is my Aha Moment.”

Me – “Yes, we were back in the groove, we conducted 3 more physical workshops and signed 56 people for the 3-day *1 Crore Coach* event.

We were not able to fill 80 seats that we paid for and committed to Hilton but it wasn’t a bad effort to get 50+ people within 45 days.

Out of 50 who attended, guess how many we shortlisted for our 6-month mentorship program?”

Joe – “10 of them?”

Me - “30 of them! If you are thinking, what is the big deal in signing 30 then let me ask you this?

What if each one paid over Rs. 2 lakh (\$3K)?

That makes more than half a crore in revenue. Not bad for 4 months of effort, right?

Dec 2019, 1 Crore Coach Season 2. 70 people attended the workshop and 30+ signed up for the mentorship program, making us over Rs.1 Crore that day alone (\$150K). And now we are on our way to go global and conduct workshops internationally in major countries starting from Dubai, Africa and others.”



*Feb 2019: 1 Crore Coach 3day event.  
Students standing to join the 6-month mentorship program*



*Dec 2019: 1 Crore Coach 3-day workshop participants!*

Fat Joe – “Wow! My mind just got blown!”

Your ability to challenge yourself and grow is the superpower.

As *Grant Cardone* says – “Commit first and figure it out later.”

I could see myself living up to this ever since I started my Passionpreneur journey.

We successful Entrepreneurs and Passionpreneurs are so passionate about what we do and believe that it will make a difference to others, hence we never quit on our mission. We find a way out.

You too have to find a way out and have the courage to take a leap of belief when your heart tells you to!

Your mind may fool you but your heart will show you the right path. Follow it!

I could see that Joe was immersed in soaking all the wisdom I shared about the Courage and sense that he was all ready to go big by doing his workshops and building his tribe of Version 2.0.

I continued – “You won’t believe this. One of my Mentee was exactly in the same situation that you were in a few months ago. He had a big doubt in his mind. That was – Am I Good Enough?”

Let me share an interesting conversation I had with him.

## AM I GOOD ENOUGH?

April 2019, 11pm

My cell phone rings and it says – “*Amol Karale* Passionpreneur calling”.

Me – “Hey Amol!”

Amol – “Hello Sir, how are you?”

Me – “I am amazing. What’s Up?”

Amol – “Sir, I am really nervous.”

*Amol* had quit his job that fetched him a package of Rs. 16 lakh with a Top media company in the month of December. (It was after 6 months of being in Passionpreneur Mastermind)

He was feeling high pressure because he had to convince his family to quit this good-paying job and he was yet to generate good revenue with his passion.

Me – “Kyun, Kya hua?” (Why, what happened?)

Amol – “Sir I have not been able to sleep. I have been working on my webinar presentation for more than 15 days. I am worried. Will I be able to do it? Will people invest in my mentorship program?”

We had worked to build his program called Version 2.0 in which he would mentor people to become version 2.0. He was able to transform his life from a shy, angry, under-confident, fat person to an outgoing, fit and confident person who started talking on stage and making videos.

Me – “Hmmm, I understand how you are feeling. I was at the same stage exactly 1 year ago.”

Amol – “Sir, your story is different than mine. You had already written a book by then and had built good followings. I have started doing it only a few months back. I have only a few followers. I don't know if I am good enough to make others believe in me and my program.”

Me – “Let me ask you this. How many people are there in India?”

Amol – “More than 1.2 Billion.”

Me – “Ok, good. Out of that how many will be Rich?”

Amol – “Maybe around 10% to 20%.”

Me – “Ok, so we are left with roughly 1 Billion. Now, how many will be in upper-middle-class either in well-paying jobs or having a small or medium business?”

Amol – “Maybe around 25%.”

Me – “Great so if we remove them, we are left with 750 million. Correct?”

Amol – “Yes.”

Me – “How many people would be poor and below middle-class?”

Amol – “I don’t know, maybe 20% to 25%.”

Me – “Ok, let us assume 30 percent. So, we are left with 500 Million people. Agree?”

Amol – “Yes, agree”

Me – “Out of 500 million people how many do you think would be reading self-help books, knowing their mission, vision and passion, following daily millionaire habits, creating videos, writing a book, speaking on the stage?”

Amol – “I think it will be very less. May be around 5%.”

Me – “Ok, let us assume 15-20 percent of that number. So, we are left with 400 million people.”

There was silence for 2 seconds and I understood that *Amol* was trying to figure out where I was going with this.

I continued, “You need to understand that you are ahead of 400 million people (40 Crore). Do you even know what that means?”

*Amol* was silent and I could tell for sure that he understood everything I was saying.

Me – “Do not listen to that little voice that is telling you that you are not good enough. Kill that average Joe voice and let Moe overpower.”

I continued in my intense tone – “You have everything that you need. You have become the version 2.0 by going through tough times and now is the time to show to the world who you truly are and why you were born on this planet. You were born to transform millions of lives. The best part, you do not even need millions of people to work with you. All you need is 1 person signing up for you to get started.”

Amol – “Yes that is true.”

Me – “Go ahead and do this webinar not because you want to make money but to serve others and help them become the version 2.0. That is your calling. Follow it and live it every day.”

Amol – “Thank you so much sir. I will make you proud.”

One week later, my phone rings and it displays – “*Amol Karale* Passionpreneur Calling”.

Amol in his high excited tone – “Sir, your son has done it.”

Me with excitement – “Really? Tell me more.”

Amol – “Sir, you won’t believe this. It was a 5-hour webinar. I had 15 people join and the best part they all stayed till the end. I was so energetic. I was standing the whole time just like you do.”

Me – “Awesome, how many people signed up?”

His program was for 6 months and the investment was Rs. 60000 (\$950)

Amol, breathing heavily – “Sir, 3 people joined. I cannot believe this. This is just like a dream.”

Me in my excited tone – “Ha ha! Awesome. I love it buddy. Congratulations!”

Amol became emotional and said – “Thank you so much Sir. It is all because of you. I don’t have any words.”

*Amol Karale* had arrived in style after so many ups and downs. He closed 3 people in his first-ever webinar, selling the intangible thing and making Rs. 1.8 Lakhs (\$2500) at the comfort of his home with 0 investment. It was a 20% conversion. Not bad for the first-timer as compared to the industry standard of 5%.

Some of you must be thinking, it is not a big amount but don’t forget where and how he started. From being a shy, under-confident, a lost person to becoming unstoppable is a great transformation. Having built a great rapport with his family, especially his father is a big transformation. Being scared to write an article or a

video to conducting full-day workshops and webinars is a huge transformation.

A few months later, he did his first workshop and signed up 7 more mentees. I spoke with his father and he was really happy for Amol.

Transmuting from being a circus lion to conquer in the wild jungle is a huge transformation. We have also partnered up to co-mentor Passionpreneurs batch 3.

Similar results were accomplished by other lions and lionesses like Amol Karale, *Yathiraj Agarwal, Raakesh Rana, Aniket Salvi, Suman Pachigulla, Sharad Kulkarni, Sandhya Bajaj, Somdutta Sarkar, Kapil and Shilpa Kulshrestha* and many others...

If they can do it, you can too. None of them including me are special but we still made it by following our heart, giving selflessly and having the courage to challenge our own limits.

Who are we?

We are Passionpreneur!

We are the crazy lions and lionesses who took that turn and followed our passion!

Me – “You know what, instead of me telling you, why don’t I show you the entire journey of these crazy Passionpreneur? Would you want to watch the movie?”

Fat Joe – “What? You have a movie on the Passionpreneur?”

Me – “Yes, and it is really crazy. It is said to be one of the best documentaries in the self-development industry till date by many people. Lots of people even cried while watching it.”

Fat Joe – “Wow, I can’t wait to watch it.”

Me – “Well, I will show you the movie but only on one condition.”

Fat Joe – “Please tell me, GuruDev.”

Me – “You have to cook some nice *Chowmein* noodles.”

Fat Joe with a broad smile – “GuruDev, your wish is my command.”

I finished setting up the projector and the speakers while he prepared yummy noodles along with a soup!

We started eating and played the documentary called –

**“The Rise of Passionpreneurs – Dev Gadhvi”**

Now, you can also watch the same documentary on YouTube. Go ahead, keep this book aside and watch the movie now. After having watched the documentary, you can read the important bonus chapters. Also, feel free to order noodles to have the feel that we had while watching the movie!

### **SUMMARY**

Before you embark on the journey of becoming a Passionpreneur, the only thing and the first thing you need to show is your courage.

Without courage, you will give up every day, once and for all.

If you are courageous enough to do whatever it takes and go through whatever comes your way, you will be able to live your 6-Sundays-A-Week life very soon.



# **IMPORTANT BONUS CHAPTERS**

## **HAPPINESS**

One of the most dangerous statements that are anti-6-Sundays-A-Week life starts with something like – I would be really happy if I...

For instance,

I would be really happy if I had a better income!

I would be really happy if I had a good boss!

I would be really happy if I could quit my job and live a free life!

I would be really happy if I could just get my business to a certain level!

I would be really happy if I could spend more time with my daughter or son!

I would be really happy if I could have better health!

And the list goes on!

You do not attract what you want in life by achieving it and then feeling happy. It is absolutely the opposite!

You achieve all that because you choose to be happy first!

In order to live a 6-Sundays-A-Week life, start being happy even when living a 7-Mondays-A-Week Life!

*Armando Fuentes*, a columnist in Mexico, said – “*Eat without gluttony. Drink without getting drunk. Love without jealousy. Argue but don’t go to bed mad and occasionally (with great discretion) Misbehave.*”

Happiness is a choice. Be happy but don’t stay satisfied with your current growth and contribution to others!

*Shawn Achor*, the author of *The Happiness Advantage*, says you can rewire your brain to make yourself happy by practicing simple happiness exercises. (CBC)

And within 30 days, those habits change the neuro pathways of our brains and turn us into lifelong optimists.

These six daily happiness exercises are proven to make anyone, from a 4-year old to an 84-year old, happy, or simply happier, *Achor* says.

1. **Gratitude Exercises.** Write down three things you are grateful for that occurred over the last 24 hours. They don’t have to be profound. It could be a good cup of coffee or the warmth of a sunny day.
2. **The Doubler.** Take one positive experience from the past 24 hours and spend two minutes while writing down every detail about that experience. As you remember it, your brain labels it as meaningful and deepens the imprint.
3. **The Fun Fifteen.** Do 15 minutes of fun cardio activity, like gardening, dancing or walking the dog every day. The effects of daily cardio can be as effective as taking an antidepressant.
4. **Meditation.** Every day take two minutes to stop whatever you are doing and concentrate on breathing. Even a short mindful break can result in a calmer, happier you.

5. **Conscious act of kindness.** At the start of every day, send a short email or text praising someone you know. Our brains become addicted to feeling good by making others feel good.
6. **Deepen Social Connections.** Spend time with family and friends. Our social connections are one of the best predictors for success and health, and even life expectancy.

## **DO NOT BLEND IN**

Once, an experiment was conducted to understand how people behave under certain social obligations.

They made 2 actors sit outside the clinic's waiting room with the instruction that they have to stand up every time they hear a bell sound "Ding".

A patient came and sat in the waiting room.

The bell went "Ding".

Two actors stood up but the new patient did not stand.

Again, the bell went "Ding".

Actors stood up but the patient did not. He looked a little confused.

Again, "Ding".

Actors stood up and the patient stood up as well slowly.

This continued for a few times and the second patient walked in.

"Ding"

Actors and the first patient stood up. The second patient did not.

"Ding"

Actors and the first patient stood up, so did the second patient.

This continued and they kept adding new patients and surprisingly everyone started to follow others and stood up when they heard "Ding".

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This is what we call social pressure. No one wants to be a social outcaste. No one except those actors knew the truth yet they all were following others.

The fear of staying outcaste pushes us to act in a group even if we don't understand why.

After a few minutes, the actors were removed from the waiting room to see if everyone will still continue to stand up. No surprise, everyone continued to stand up, even the new patients.

Why don't we stop for a moment in our life and question those "Dings"?

Why do we follow the herd without questioning the status quo?

Why do we try to blend it?

Right from our childhood, we have been told to blend in.

Why not be different and embrace who you truly are?

Why not follow your passion?

You are a lion/lioness who is born to rule the jungle. Do not blend in with hyenas, zebras, donkeys, and other animals.

This could be your turn as well to become the lion of your life. If you are the crazy lion and would like to join us then reach out to us and register for the upcoming workshop near you today. Not tomorrow, today!

Visit – [www.devgadhvi.in](http://www.devgadhvi.in) or WhatsApp my team at +91 9819526252.

## **WHAT IS SUCCESS?**

For some people, it is lots of money, car, luxury vacation, etc.

For some, it is a feeling of being happy and joyful.

So, Success = Joy!

Recently, I saw one article about a millionaire doctor who was dying of cancer. He said that no money or materialist things can give you joy.

Wait a minute, if money cannot bring you joy then what else can?

Right from childhood, we have been told that a person who has a house, car, good income, etc. is the only successful person, isn't it?

That is why we all chose to chase money blindly and once we reach a point where we have it all, then we realize that our definition of success was completely wrong.

**Materialist things = Materialist Success = Temporary joy!**

*“Success is not what you see but what you feel.”*

—*Dev Gadhvi #6SundaysAWeek*

Ok, so how would you feel successful? Feeling successful is subjective to individuals. But there's a universal definition/meaning of successful:

1. **Freedom** – True success is having the freedom to do what you want, when you want, where you want, however you want, with whoever you want!

For instance, living a 6-Sundays-A-Week Life. Now, do you think there would be people who are happy while in 9-5, with less freedom?

The answer is yes, read the next point!

2. **Growth and Contribution** – When you are able to grow as an individual and you are also able to contribute to others, you will feel happy. That is a success but it is something you need to sustain.

Some people start their career and love it for the first few years, as I did, then the time comes where they realize that they are not growing enough, they are not contributing enough despite having amazing potential, this is where

the shift happens and they quit their job and start building their business to do more in life.

Of course, there are some people who quit their jobs just to make money and they buy into the cute saying “Be your own boss” but soon they realize that the reason they started the business was not clear, in other words, their WHY was not clear. Hence, they struggle to get the business running and their business fails within the first 5 years.

*“Entrepreneurs and employees are both risk-takers.  
One risks their money for freedom and the other risks  
their freedom for money.”*

—Ron Malhotra

## WHAT STAGE ARE YOU AT?

### *YOUNG AGE:*

If you are **young**, the chances are you too are chasing money blindly, thinking that it is the ultimate success. While money is highly important and everyone should make tons of it but do not chase money blindly. Become a better version of yourself every day, find your mission and passion, and contribute to others a lot. I suggest you read “80%Mindset 20%Skills” and “6-Sundays-A-Week Life” several times so that you understand the concepts really well and take massive action.

### *MID-LIFE:*

If you are in your **mid-life**, the chances are that you have made good money, have a decent lifestyle along with the family, you have grown in your career but there is something missing, isn’t it?

That missing link is, you have reached the glass ceiling in terms of money while chasing the game. It is now time to find your real

purpose in life and help others as well. You are at the right place and at the right time but you are yet to become the right person to achieve success in terms of FREEDOM, GROWTH and CONTRIBUTION. Here, I would suggest you attend my webinar or workshop called “*Build Business Around Passion*”.

#### *SENIOR YEARS:*

If you are in your **senior years**, you have made good money, done your family duty well but your health may not be so great. You realize how fast the time is running out. More than 5 decades have just flown away. Now, you are worried that when you are on your deathbed, what if you find yourself tangled in the wheel of regret – “I wish I would have done that while I was young”.

My suggestion to you is - Time is now, you soon will have not only the time and freedom but will you also have the fulfillment and joy of contributing to others and making a difference. Or else will you die being selfish by just taking care of yourself and your family.

I hope this helps you to see things in advance and understanding the true meaning of success so that you start building the 6-Sundays-A-Week-Life starting today.

#### *COMPLETE THE BELOW STATEMENT:*

Success to me is.....

.....

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### **KEY SKILLS REQUIRED TO BECOME A PASSIONPRENEUR**

Once, I met a trainer who was in a training business for more than 15 years.

I asked him – “So, how is the business?”

He replied – “I love what I am doing but the problem is, it is hard to get people in the room.”

Indirectly, he was telling me that he didn’t know the art of marketing.

When I was transitioning from 9-5 job to becoming a Passionpreneur I didn’t know this.

There are a different set of skills required for 9-5 and for Passionpreneur.

Most of the trainers, coaches, consultants focus on acquiring technical skills whereas they ignore the other skills required to become a businessman.

Imagine a great trainer who never got exposed to the world. Someone who was known to a selected few and after a couple of years or decades died. What a waste of human potential! He could have changed many lives but just because he did not know marketing, he did not get discovered by the world.

The solution is – Stop being a technical person only and learn Entrepreneurship!

How? By acquiring new skills that are required for an Entrepreneur and Passionpreneur.

**Here is how I started acquiring skills step-by-step when I transitioned from 9-5 to Passionpreneur:**

- Sales Skills
- Marketing Skills
- Social Media Skills
- Video Editing Skills
- Writing Skills - Articles and Books
- Public Speaking Skills

- Copywriting skills
- Funnel and email marketing
- Ads and more

I spent more than Rs. 26 Lakhs on just learning these skills in the last 3 years. 10 times more than my entire formal education I guess.

But each rupee I spent, has returned me 10 times more money. Recently I signed up a client for Rs. 10 lakhs only for 24 hours of training over 6 months and this is just the beginning. This is the reason I could build a business around passion within 20 months and became a *crorepati* mentor (Multiple 6 Figure Mentor)!

If you are new to Entrepreneurship or planning to get into it then be ready to acquire a new set of skills because what got you here will not get you where you want to reach. What got me to 1 Crore will not get me to 10 Crores. Hence, I am learning leadership, system, people and process automation to scale my business.

Skills that you acquired in 9-5 are not enough when you get into Entrepreneurship or when you become a Passionpreneur.

Do not get overwhelmed, let me share some tips on how you can win this!

### **Here are some hacks:**

#### **1. Acquire one skill at a time -**

Do not hop from one skill to another. Be a focused learner. For example, learn sales for a few weeks, master it and then go and learn other skills.

If you are learning sales then read all the sales books, watch all the sales training videos, enroll for a sales course, etc.

There is nothing called multitasking because only 3% of people can do multitasking successfully. I know I am not

one of them. Therefore, I would suggest you to acquire one skill at a time to learn the ropes like a maestro.

**2. Outsource things if possible -**

You may not like to edit videos as this is not your strength. You may hire a video editor who can do a better job but I still suggest you learn it even if you do not want to do it because how else you will know that the hired person is doing a good job or not?

**3. Implement relentlessly -**

When I learn things, I just can't wait to implement things. There have been times when I get a thought or learn a lesson and I implement it right away.

Speed is power!

**4. Repetition -**

Like any skills that you want to learn, repetition is the only way to master it. So, have at least 30 minutes set aside to implement and practice daily.

**5. Learn from a Doer -**

Learn only from the person who has achieved the results you are looking to achieve. Do not go to a preacher or a trainer but find the doer who has recently made it as he will understand you better!

**EXERCISE**

Write down all the skills you need for your current business?

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Mark the importance of each skill from 1 to 10.

Rate yourself as to the level of your mastery in each skill on a scale of 1 to 10.

Identify the skills that can be outsourced.

Chalk out the plan to learn each skill. Start with the most important skill.

Follow the strict routine to not only learn that skill but to practice it as well every day.

Once you have mastered it then move on to the next important skill.

*“Do Not Escape 9-5 Job Because You Hate it. Quit the Job  
Because You Love Something Else the Most and Can’t Stop  
Yourself from Doing it.”*

—Dev Gadhvi! #6SundaysAWeek

*“True Happiness comes from having a Freedom to choose  
what you want to do with your life and that choice may not  
be fulfilled by a 9-5 life.”*

—Dev Gadhvi #6SundaysAWeek



# CHOICE

2:00 am. I was sitting in the airport lounge. Traveling from Mumbai to Bangkok for my vacation!

I saw a fat guy (surely over 100Kg), carrying his dinner plate.

In my mind... I was like...Damn!

As he walked past me, I could not stop myself from noticing the choice of food that he had on his plate.

Any guesses?

What....Salad?

Nope!

Boiled food?

Nope!

Dal and Rice?

Nope!

He had fried stuff like Kachori, Chips, cold drink, etc.

Hmmmm....I wondered why he became fat?

Could this one plate make him obese?

Nope!

Then?

His choice of food over many years got him where he was that day!

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We try to change our life with one big decision but in reality...life is all about the small choices that we make!

Small choice of reading 1 page of self-help book vs watching a funny video!

Small choice of working out for 10 mins vs being a couch potato!

Small choice of telling your family how much you love them vs being busy at work!

Life is all about the little choices we make!

Little choices decide how great our life will be!

I hear people say – Being in a job is safe...really?

Over half of Indian students will not have skills for the 21st-century jobs, warns UNICEF.

By 2030, half of South Asian youth will not be able to find a decent job for the lack of skills. This is as per a warning by UNICEFs head Henrietta H Fore.

Three major Tech Giants - Capgemini, Infosys and Cognizant - are cutting as many as 500 senior-level jobs.

Further, the future of as many as 100,000 employees of BSNL's vendors is in limbo as the telecom operator is yet to pay ₹200 billion in dues.

*Source:*

*Business Insider Article released in Nov 2019*

*“Most people wait for the choices to be given to them.*

*Few are crippled by the choices they already have. Only a handful create the choices they want for themselves.”*

*—Dev Gadhvi. #6SundaysAWeek*

Being poor is a choice.

Being unhealthy is a choice.

Being a 9-5 employee is a choice.

Being broke is a choice.

Just like...

Being happy is a choice.

Being free is a choice.

Being a Passionpreneur is a choice.

Being rich is a choice.

Being healthy is a choice.

Being courageous is a choice.

50% of the people who buy self-help books don't even finish it.  
It is a matter of choice, isn't it?

If you have read till here then it clearly shows that you are really hungry but are you also crazy? The choice is yours!

Now that you know what it takes to build the 6-Sundays-A-Week life, the choice is yours!

The average life span is 28,782 days, would you spend majority of this time doing what you don't like doing or find a way to follow your passion and live a fulfilled life? The choice is yours!

Majority of the people live in the fear of losing their jobs or just getting by, do you want to continue living a 9-5 life or would you start building the 6-Sundays-A-Week life starting today? The choice is yours!

As we discussed in the beginning, majority of people would not take those turns, only crazy people will. Would you be that crazy one? The choice is yours!

Majority of people will read such self-help books, but only a few will take massive action. The choice is yours!

Majority of people will settle for good enough and comfort, only a few will challenge the status quo and build the life of their dreams. The choice is yours!

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Few guru-mantras for you –

*“We are what we think we are. We can be what we think we can be. We can have what we think we can have. It is all in the mind. If your mind can see it then you can have it.”*

—Dev Gadhvi #6SundaysAWeek

*“See what others don’t see. Do what others don’t even think of doing.”*

—Dev Gadhvi #6SundaysAWeek

*“Don’t copy what mentors say but model the way they think and do things.”*

—Dev Gadhvi #6SundaysAWeek

Be unconventional, be ready to challenge the old limiting beliefs, be different and do not blend in. This tip alone will change your life!

# A KNOWN STRANGER

(This is my favorite chapter of all)

Let us go fast-forward into your life. You are 87 years old, lying on the bed in a hospital.

Midnight, it is a silent hospital ward. You are alone. The monitor is tracking your heart rate and it keeps making the sound “beep, beep, beep”. There are medicines on the table along with the water bottle.

You have the oxygen mask on and you are breathing slowly.

Every second seems like an hour. You are unable to sleep.

After a few minutes, a man walks into your ward, comes close to you and stares right into your eyes.

He just looks at you without saying any word.

You take a closer look at him and realize that he looks familiar. You gather your energy to speak and you say – “Have we met before?”

The man looks upset. In his familiar voice he replies – “Yes, we have.”

You – “Hmmm, but I do not exactly remember where we met.”

The Man – “I came to you when you were 5 years old but you told me that you were busy playing. You asked me to go away.”

You – “Ok, I do not remember.”

The Man – “I came to you when you were 13 years old but you said that you had lots of homework to do and asked me to go away.”

You keep looking at the man trying to recall those incidents but you are still unable to recall.

The Man – “I came to you when you were 23 and you asked me to go away as you were busy looking for a job to make money.”

“I came to you when you were 30 but you told me that you are getting married and you need to clear some loans. You asked me to go away.”

You continue looking at the familiar face, trying to recall.

“I again came to you when you were 40 but you said that you don’t have time because of your heavy workload at job. You had a family who you need to support, pay bills and EMIs. You did not have time for me and asked me to go away.”

“I came to you when you were 60 but again you asked me to go away because you were about to retire and wanted to relax a bit.”

Now, you start to feel the terrible pain in your heart.

The Man says - “I am your DREAM. You ignored me for 87 years and today I must die with you.”

You take your last breath and the monitor goes “Teeeeeeeeeeeeeeeeeeeeeee”.

So dear friends, only you have the power to change this story!

Now, dear readers, I thank you for choosing to read this book!

Send me a message on social media or an email and promise me that you will change this story!

# WIN FREE BONUSES AND GIFTS

Didn't I tell you this is not a motivation but a practical step by step process to build your 6-Sundays a Week Life?

I hope now you understand. I am sure you had multiple "Aha" moments while reading this book but were you able to find those 3 hidden gems?

I suggest you to read the book again and do the exercises diligently this time. Once you find all three secret gems, you will be able to fast track your 6-Sundays-A-Week Life.

I want to reward you for finishing this book. Here is how you can win gifts like free webinar seat worth Rs. 6999 (\$100) webinar, free workshop seat worth Rs. 14999 (\$200), Free Blueprint, Free recorded courses starting from Rs. 4999 (\$80), free coaching call worth Rs. 49999 (\$690), private group access, Apple iPhone, Apple iPad. Follow these simple 2 steps to become eligible to win some gifts:

Step 1 - Share your review of this book on Amazon and GoodReads because this will help me to reach more people who deserve to live a better life. Please send us the screenshot of it at the contact details given on the last page. Either WhatsApp or Email.

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Step 2 – Share your key learning from the book on social media, tag me and 2 of your best friends who should read this book. Use the tag **#6SundaysAWeek**.

I am happy that you finished the book but that is not my end goal. Nothing will make me happier than seeing you succeed by implementing the principles & strategies shared in the book.

I would love to see your success stories. Please do share them with me from time to time and I may give you a shout-out or even meet you personally if the time permits. Do share the proof of success with me so that I can have proof for the success story shout-out.

I also want you to insist at least 2 of your best friends or family members who you care for the most to read this book. There is no better gift than giving someone the tools for their transformation.

If you want to join our groups then you can WhatsApp us at +91 9819526252 or go to Facebook and join the group called “Passionpreneurs” (By Dev Gadhvi). I share lots of my secrets in these group from time to time for free!

Thank you for having me as your Guru-Dev and I look forward to connecting with you on social media and in person as well someday!

# THANK YOU!

I would like to whole-heartedly thank my Passionpreneurs family who started this journey with me by trusting me fully. I highly recommend you to connect with these crazy ones who dare to change the world by challenging conventional wisdom. To all my Lions and Lionesses!





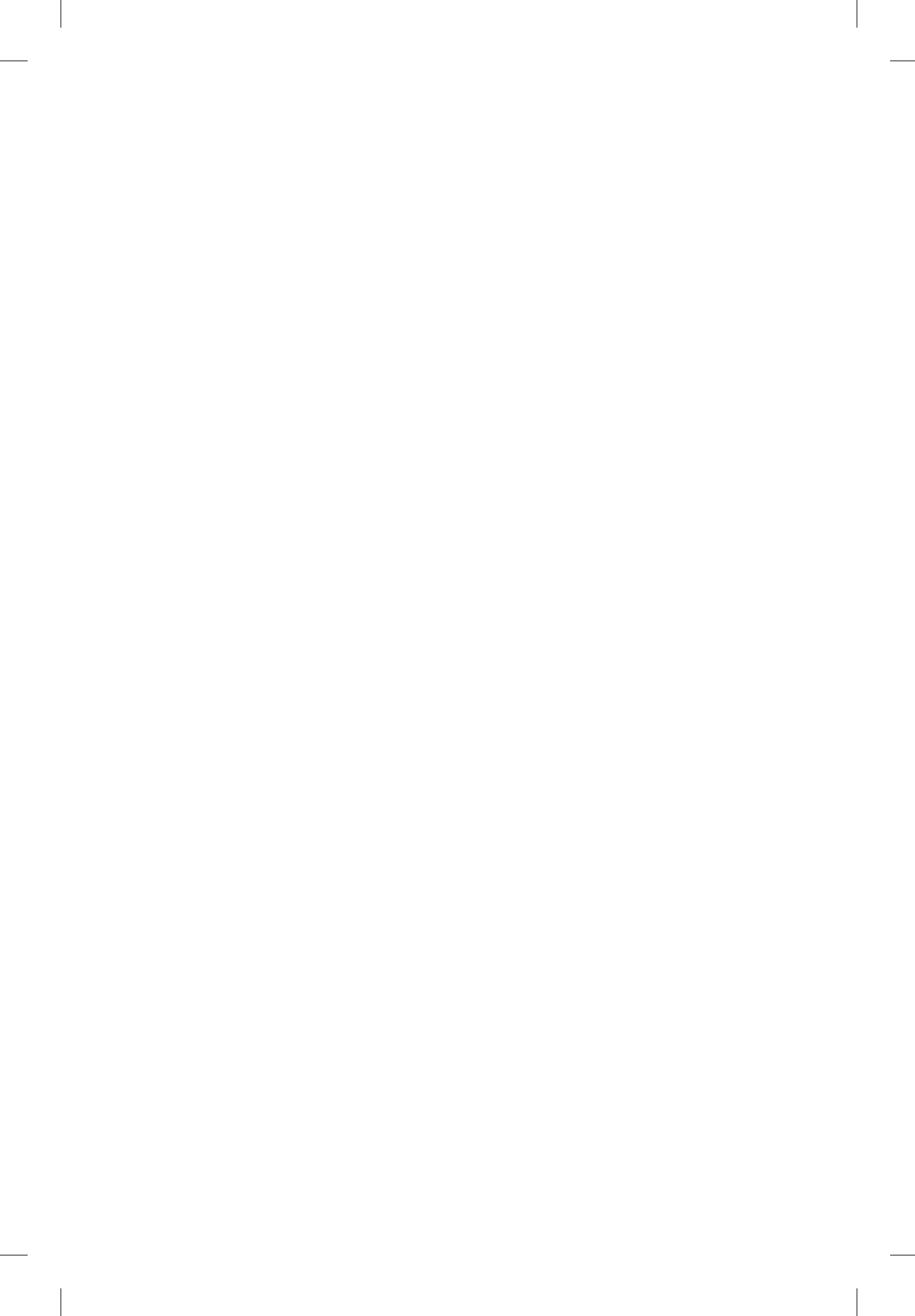
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# SPECIAL THANK YOU!

Special thank you to my Wife, Asen who has been very supportive throughout my journey of building the 6-Sundays-A-Week Life. Without her sacrifice and unwavering support, none of this would have been possible!





# HEARTIEST THANK YOU

Also, a big heartiest thank you to my partners, Ron Malhotra and Caroline Vass. I am blessed to have people like you in my life. I will always cherish our relationship!



It doesn't matter how long you live, what matters is how are you living,

It doesn't matter how much money you make, what matters is how are you making money,

It doesn't matter how many friends you have, what matters is how many people did you help,

It doesn't matter how much you grow, what matters is how many people are you helping to grow,

It doesn't matter how many followers you have, what matters is how much are you impacting them,

It doesn't matter how much you scored in your formal education, what matters is how much time you are spending on self-education!

It doesn't matter how much money you have in your bank, what matters is how much happiness you have in your life!

## **YOU ARE POWERFUL WHEN...**

You are more powerful when you don't need anything from anyone.

You are more powerful when you are the one who gives more to others.

You are more powerful when you are on a mission to impact millions of lives.

You are more powerful when you are a producer and not just a consumer.

You are more powerful when you don't follow the herd and engineer your own path.

You are more powerful when you take responsibilities and don't blame others.

You are more powerful when you decide who you work with.

You are more powerful when you don't make other people's opinions as your reality.

Become powerful!

# CONNECT WITH THE AUTHOR



If you want to continue to learn from me,

If you want to be a part of my Passionpreneur family then do reach out to us.

Let us build your 6-Sundays-A-Week-Life together. Do not wait because wasted time never comes back.

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**Facebook Group:** *Passionpreneurs*

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I will wait for the day...where not movie halls but the self-development workshops will be houseful!

I will wait for the day...where not the fast-food restaurants and coffee shops but the Gyms and libraries will become the hangout places!

I will wait for the day...where not fashion brands but the self-help books will fly off the shelf like hotcakes!

I will wait for the day... where not movie actors and sportspeople but great educators like **Dan Lok, Grant Cardone, Ron Malhotra, Bhupendra Singh Rathore, Patrick Bet-David, Tom Bilyeu, Vishen Lakhiani, Gary Vaynerchuk** and others will become our HEROES and worldwide craze!

Perhaps those days may never come because... we as humans prefer entertainment over education.

We, humans, prefer comfort over hustle.

We, humans, prefer safety over calculated risk.

We live by default vs by design!

But I hope I am wrong and those days do come true someday!

Wouldn't it be nice?