



## **praise for monetize your passion**

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

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

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

—Arielle Ford, author of *The Soulmate Secret*

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

—Bob Doyle, featured teacher in *The Secret* and author of *Wealth Beyond Reason*

## introduction

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### one giant leap

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

—Agnes De Mille

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

—Steve Jobs

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

The problem was that I no longer felt in alignment with the company. Energetically it was just not a match. Okay, I am being nice. The truth for me was that the company had dismal direction from the owners and it was extremely painful to work for. It was a pathetic, sad, fear-based environment, and, as a leader in the company, I felt like I had zero integrity staying there. All the prestige, recognition, and money may have satisfied my mind (my ego), but these things meant nothing to my body and soul.

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

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

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

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

The pain in my body vanished.

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

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

Looking back, I realize that by quitting I was simply practicing what I preach. I took the advice I had been giving to my clients and *did it*. The job did not feel good and feeling good has got to be a top priority. I knew I couldn’t change the way it was going to feel, so I had to get out.

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

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

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

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

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

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

On the surface, I had it all going on. I was living the dream. And, honestly, for a few years it was a really good life. But eventually my wife and I came to realize that

we just were not in love with each other. Our marriage quickly became flat and passionless ... it was dead. As you might imagine, being in a relationship without passion was suicide for me. In October 2003, my wife had the courage to tell me she wanted out.

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

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

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

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

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

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

I was making a solid impact during this period, but I knew in my heart and gut there was so much more for me to do in life. I had (okay have) a crazy amount of energy, passion, and love inside of me that was ready to explode like a nuclear bomb. I knew I was placed on this planet to make a huge contribution and it was not going to happen in that company.

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

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

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

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

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

For me, my passion is my lifestyle. My life is all about having balance, earning as much as possible in as little time as possible so I have the time to take care of myself (mentally, physically, spiritually, and emotionally) and focus on the most important relationships in my life. As we will discuss in this book, I thrive by living an enriched and meaningful lifestyle. What I love is to coach people on having a similar lifestyle, one in which they get the results they desire in their professional and personal lives while also experiencing huge amounts of happiness.

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

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

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

What is it for you?

What makes your heart sing?

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

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

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

Listen, I don't claim to know too much, but I do know one thing: you ain't getting out of this game alive. You are going to die one day. Are you ready to stop just tolerating life?

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

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

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

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

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

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

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

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

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

Are you ready to take your leap?

## one

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### life’s ultimate win-win-win

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

—Ayn Rand

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

—Henry David Thoreau

Imagine if this was your life *right now*:

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

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

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

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

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

1. “I don't believe I can do this.”
2. “I don't have the time and/or money to do this.”
3. “I don't know *how* to do this.”

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

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

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

## **time for a reality check**

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

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

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

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

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

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

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

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

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

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

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

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

“Well what about \_\_\_\_? She always seems happy!”

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

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

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

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

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

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

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

Figure that if the typical person sleeps eight hours a day and works for eight then they are spending about 50 percent of their waking hours working. How many people do you know that absolutely *love* what they do? A few? One? Any? You probably don't know more than a handful at best. Did you know that more suicides occur at 9 a.m. on Monday morning than any other time of the week? (True story ... I Googled it). If killing yourself sounds like a better option than doing the nine-to-five grind you have a serious problem!

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

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

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

## **time for a feeling-good/feeling-bad assessment**

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

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

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

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

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

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

By the way, I want to acknowledge you in advance for doing this exercise. In this book, I am going to ask you to go pretty deep inside yourself sometimes. I am going to ask you to stand naked (metaphorically, of course) before the mirror and really look at yourself. This takes honesty and it takes courage. So congratulations in advance for your willingness to look at the things in your life that do not feel so great. This is an important element of the process, for it is only when we are willing to look at, and evaluate the deficits of our current reality that we can begin to move forward and create a better one.

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

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

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

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

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

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

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

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

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

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

4. *Great health vs. being sick.* You may be wondering why I would even bring up your health in a book primarily about business. I made a decision several years ago to coach people on their health—whether or not they want to talk about it. If the real goal is happiness, how can you not look at your physical health? You cannot have one without the other. There is no doubt about it, when you are healthy and feeling good, life is better.

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

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

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

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

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

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

7. *Spiritual connection vs. spiritual disconnection.* Spiritual connection has a different meaning to different people. Only you can define what it means for you. It is fair to say though that when you are spiritually connected life has more meaning and you

feel better. On the other hand, when you feel spiritually disconnected, life tends to lack a deeper meaning and purpose.

Which one is it for you?

8. *Living on purpose vs. lost.* When you are living your life on purpose, you know why you are here. You know who you are and you are fulfilling the purpose of your existence. This is a powerful way to live. The opposite is feeling lost. Sadly, this is how most people in the world operate. They have yet to discover the real meaning in their lives.

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

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

Where are you?

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

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

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

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

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

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

The goal is to be living on the “feeling good” side of the chart. The question becomes, what does that require? The answer is that it requires a lifestyle (vs. a workstyle). Creating a lifestyle is the key that opens the doorway to the “feeling good” side of the other eleven categories above. With a lifestyle, you have more time to create balance, financial freedom, great health, and vibrant energy. With a lifestyle you have the time to deepen your spiritual connection, to create more love in your life, to have more memorable experiences, to strengthen your relationships, and to find your purpose. I want to help you create a lifestyle. This is the answer to freeing

up your time so you can focus on living your passion. We will discuss in detail how you can make this shift in chapter five.

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

### life fulfillment reality check

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

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

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

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

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

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

Go inside for a moment. Do a check-in. Maybe you are feeling, “This is unbelievable, my life is great, and I only want it to get better.” Or perhaps you are feeling, “Oh crap! No wonder I’m not getting the results I want in my life. No wonder I’m not really happy!”

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

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

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

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

To comment on what you have read so far, please go to:

<http://www.richgermantv.com/2010/08/08/myp-chapter-1/>

The full book will be available in September.

Thank you,

*Rich German*