



PASSION!

Powerful Psychological Techniques To
Get Massive Results in Everything
You Do

Special Passion Report - on the need for passion in our lives – from

The Passion Man.



PASSION!

"Who needs it?"

Special Report:

What is Passion? Why it's Important. Where to Look for Passion & How to Get It.

How to identify, prioritise and get real passion show up in your life so you can attract – right now - all the joy, happiness, money and success you deserve...

Dear friend,

What is passion?

Passion is an intense feeling - a strong enthusiasm for something. Humans have a basic, natural need for passion – it's the spark to the fire that makes living worthwhile.

It drives us forward to experience more joy in our work, our pastimes and our relationships.

Why is it important?

Well, imagine a life without it....

Imagine if John Lennon, Tina Turner or Sinead O'Connor had no passion for their music and singing?

What if Martin Luther King or Mother Theresa had no passion? Ghandi, Muhammad Ali, Oprah, Picasso, Leonardo Da Vinci, President Obama, Richard Branson, Ranulph Fiennes, J. R. Tolkien, Nelson Mandela or Robin Williams?

How about if Fire Fighters had no passion, Artists, Eco Warriors, Doctors, Scientists, Entertainers, Explorers, Athletes, Teachers, Parents, Partners, Friends, Family and Children?

What kind of world would it be without Passion?

Passion is important because.....

“Great

Things

Happen

When people are passionate!”

New Things!

Exciting Things!

Passionate People

MAKE A DIFFERENCE

In The Lives of Others

and

They Feel Truly Alive



Now here is a startling statistic!

**4 out of 5 people are not passionate
about their work.**

*Harris Interactive study January 2005

That's only 20% of people today are happy, passionate and engaged in their daily work and occupations.

When you think..... we spend most of our hours in some form of work or pastime - don't you think it would be worth being passionate and alive during that time?

Now, not only is that statistic **startling**....

..... It also begs a bigger question.....

Why is it that 80% of people are not passionate?

Simple answer:

They are not doing things they LOVE!

Many are stuck in the survival cycle of having to do a job they don't like, just to pay the bills.

Others are just working away, stuck in a 'comfortable rut'.

Somehow they have slipped into a life that might be "OK", but it isn't the life of their dreams. Over the years, they have dutifully responded to the expectations and needs of others, doing what they think they 'ought to' do.

They've lost track of their own identity – somehow they became Mom or Dad instead of John or Mary – they have forgotten who they are, what they stand for and how much fun they were going to have as they lived their wonderful future.

Often they find that they are no longer sure what their passions really are. They find themselves feeling dissatisfied and un-fulfilled, and somewhere deep inside they 'sense' that.....

"There must be more to life than this"

OR

"I can be more than this"

That vague dissatisfaction, that 'sense' that there should be **more**, arises from unmet needs - innate human needs for **Passion, Having A Purpose, Being Valued and Making A Difference**. Most people are not aware of these needs on a conscious level; they only feel the *effect* of them not being met.

It's no accident that people become unenthusiastic when they ignore or lose touch with their passions. Humans have an instinctive NEED for passion and purpose - it's what lifts, energises and inspires us. When these needs are ignored, people feel frustrated, directionless and unfulfilled.

And when in that space - feeling unfulfilled and unmotivated - people tend to focus on what's NOT going right in their lives....and then they get more of what they focus on. Things look worse when you are down.

"Not enough money. My boss is a jerk. The economy is killing me. My parents don't understand me. My job doesn't stretch me. Not enough 'time off'. My life is boring! My children don't respect me. I'm too fat / thin / young / old / busy etc. If only things were different. If only (Fill in the blank)....."

The more you ignore your passions, the more unhappy you will become.

Of the 80% of the population who are not living passionate lives, there appear to be two camps: those who **know** what they are passionate about but aren't living it, and those who **don't know** what they are passionate about at all.

Those in the first camp....

...believe that they can't do what they love because they have to earn a living.

These people are convinced that there is no way to pursue their passions AND earn an income at the same time. They settle for 'earning a living' in a job that 'pays the bills' instead of creating a life doing what they are best suited to and really enjoy. Are they happy? Not usually.

Those in the second camp.....

.... can't live with passion because they don't know **what they are passionate about.**

This is the single biggest block to a fulfilling life that most people do not spend any real time thinking about...they accept what happens 'to' them instead of identifying what they are passionate about and going and getting it.

Check out...

..this quote from Chris Attwood, co-author of New York Times bestseller 'The Passion Test':

"Passionate people work harder, do better work and are more motivated than those who aren't. Needless to say they also **enjoy** the **work** they choose to do and **love** their **lives** more.

80% of the population are not passionate about what they do. Most people think that following their passions is a luxury."

In times of economic crisis, who do you think is more likely to do well?

The person who is energised and motivated because they love what they do, who is enthusiastically creating new opportunities for themselves...

Or

The person who drags themselves out of bed in the morning to go to a job they don't like, their minds filled with fear and worry about losing that job?

An economic crisis –such as exists today - is really a wake up call for everyone who is not doing what they love.

So are passionate people special, lucky or privileged in some way..... or can anyone live with passion?

Anyone can live with Passion once they are **clear** on what they are passionate about. Even if you have no idea what that is, **you can discover your passions and begin to live them.** Identify what is truly important to you, then move towards those things.

You see, there is a reason you love the things you love.

There is a reason you care about the things you care about.

It's all about finding **purpose** in your life.

Your passions - the things that matter most to you - are little signposts leading you on to fulfill your unique purpose in life.

Your loves, your passions are what make **you** uniquely **you**. Remember that we all have innate needs for passion and purpose – it's part of who we are.

Each of us has a personal destiny – a purpose for being here. No two people are exactly the same, each of us is unique, with unique talents and gifts to give. You have those gifts because you have a special role to play in the world. Your life purpose is to discover those gifts and give them.

Your passions are the keys to your purpose and destiny. The more passionate your life, the more closely your life is aligned with your personal destiny. Your passions, your gifts and your talents are all clues to guide you toward the reason you are here.

By following this inbuilt guidance system, you align yourself with a higher intelligence, tapping into an unrestricted supply of creativity and ideas that were previously unavailable. The more committed to your passions you become, the more new opportunities present themselves – things that could not have been imagined or foreseen before. To see them, you have to **start**, you must **get on the journey**, and then you will begin to see the abundant possibilities for you.

So, How do you get more Passion?

Warning!

Do not read any further if you love the life you have right now!

You are about to enter a world where what you thought you knew about life is about to be turned on its head! You are about to learn some of the same steps that all successful people have discovered and implement with a passion in their daily lives. In order to do this you must forget everything you ever learnt in school, from your parents and from TV...set it all aside and open you mind to some new ideas.

Also before continuing.....Take a minute to think about what you are going to do with this knowledge. It only benefits those who use it.

READY?

“The happiest people on our planet love their lives
because they **choose** to do what they love!”

Did you miss it?

It's easily done because it is so simple....read it again...

The happiest people on our planet love their lives

because they

Choose

to do what they love!

“Living a passionate life is an action thing. You cannot be a passive player in your game of life. To live with passion you must be fully present, actively choosing, doing and loving your passions.”

The Passion Man

In order to choose what they love to do, Successful People first had to figure out 'what' they loved most.

- They had to get clear on **what** they wanted most in their lives.
- They had to get clear, then identify **why** they wanted to do what they love.
- They had to get clear on what, identify why then **commit to going and getting it...**and they will not stop until they have what they want...or something even better.
- They are **always grateful** for what they have.

Think about it!

Successful people all think and act in similar ways. They seem to really know where they are going. They seem to know exactly why they are doing what they are doing

And

They seem to be so full of life!

So full of passion for their lives!

They are energised. They exude happiness, confidence and compassion for others.

Successful people donate more to charity, pay more taxes and do more of what they love to do.

Successful people have a passion for living, achieving and sharing with others.

This is no coincidence!

Successful people, happy people, all over the planet, share similarities in how they think and what they do.

The good news is...

Anyone can learn the steps and habits of the successful. You can learn to be more successful at everything you do..... and it all starts with the heart!

Throughout your life you have been learning. The beliefs, habits and attitudes you hold now have all been learned. These three areas are key ingredients that make up your inner reality. How your life is showing up now, reflects all that learning. You can train yourself in new thinking and develop new attitudes and routines which will give you a different outer reality.

Does this sound like hard work?

Well, it doesn't have to be. Changing your inner programs by *following your passions* is an uplifting, purposeful journey. It is the easiest way there is because you are creating a life with those elements that are deeply important to you. Within you is all the inspiration and motivation you need, as long as you are pursuing your **real** passions.

Where do you look for passion?

There is only one place to look for your passions and that is.....

Within yourself!

"Start with your heart...the rest will fall into line just as it is supposed to!"

The Passion Man

Here's a simple question to ponder to get you started....

What do you want?

And I mean.....

What Do You REALLY, REALLY want?

Deep in Your Heart

If money was no object

And there were no barriers

**“It’s only by going outside of what you believe to be possible
today that you will access your true desires for tomorrow”.**

OK, so that’s a pretty big question (literally!). Actually, it’s the Ultimate Question. What do you want – really? A Luxurious Lifestyle, Connection with your God, Loving Relationships, to Make a Difference, to be Remembered for Something Great?

Brainstorm, and when you come up with something, ask yourself “And what would that give me?” It’ll take you deeper.

Eg. “I want...to be in a loving relationship with my perfect partner.....”

Q: What would that give me?

A: Connection, intimacy, love, trust, companionship (these are really what is being sought).

**Identify very clearly what you want and you have
dealt with 80% of all your challenges!**

Asking 'What do I want?' is a powerful way to kick-start your brain into exploring how best to live the rest of your life. The more you think on this question, the more will come to light from your subconscious, so don't assume that your first answers are the right ones.

Use The Power of Persistence and **Keep asking** this powerful 'What do I want?' question,

when you get an answer **persist in asking** the 'what will that give me' question,

Persist by delving deeper with the same question each time.....and you will strike gold!

A story that comes to mind when I urge you to keep going, to seek expert assistance (as you are doing by reading this report!) and ask the deeper questions is this:

As a young man R.U. Darby (before he became one of the most successful sales people in the US) learned a major lesson about 'persistence' and using experts in their field when seeking the answer.

His uncle was caught by the gold fever in the Colorado gold rush days.

He had never heard the saying that more gold has been mined from the brains of men than has ever been taken from the earth.

He staked a claim and started digging. It was hard going yet his lust for gold was definite.

After weeks a hard digging he was rewarded with a find. He realised he needed machinery to bring the gold out. He enrolled his relatives to finance the project and went back to work. The find looked like one of the richest in Colorado, a few more loads and he would be out of debt and into large profits.

He drilled on. Very quickly the vein dried up. They drilled and drilled to no avail. Finally they decided to quit and sold the machinery for a few hundred bucks to a junk man.

The junk man called in **a mining engineer** to do a little calculating and he advised that the project failed because the owners were not familiar with 'fault lines'.

The expert engineer calculated correctly (*the junk man mined millions of dollars worth of gold from the mine*) that the vein would be found just **3 feet** from where Darby had stopped drilling.

Had Darby persisted he may have picked up the vein again. Had he **persisted AND used expert help** he would surely have profited immensely.

This next section

is your equivalent of the

'mining engineer'

as you seek your

'Gold'

4 Steps to Success from; The Passion 4 Life Programme

There are **4 steps** that will support you as you go forward into living with passion:

- 1. Get Clear.**
- 2. Get Emotion.**
- 3. Get Active.**
- 4. Be Grateful.**

These are **The Passion Man's 4 Steps to Success** and they are the basis for my highly successful, interactive and fully supported **Passion 4 Life Programme.**

Let's go deeper into these steps so you can really understand the process and how it will change your life when you use it.

Step 1: Get Clear:

This is all about taking the time to really find out what it is you REALLY want in your life.

WHO you want to be. What you want to do. What you want to have.

I cannot tell you....

HOW
BIG
THIS IS!

"You cannot create the life you want until you **get clear** on the life you want to create!"

The Passion Man

When you really get this at the deepest level AND you start to put it into practice your life WILL change for the better!

Most people drift through life waiting for something to turn up and being buffeted by what' life' throws at them while they wait.

This is a pretty uncomfortable place to be.

Imagine a yacht (your life) at sea....

....without a rudder, at the mercy of the elements. Without an effective steering system the yacht **WILL** founder sooner or later and at the very least it will be a danger to other shipping!

Even with sails up (your skills) or an engine running (your energy & enthusiasm) the yacht still has no control over **where** it is going.

The sails will catch whatever gust of wind blows – even if you know how to sail – you will still be blown all over the place!

What you need is a way of steering your boat. Getting clear on 'What' you want is the same as fitting a rudder to your yacht.

Imagine how you would feel after so long being directionless to then suddenly have the control to steer you exactly where you want to go?

“With a rudder - getting clear - you can really harness your skills, your energy and enthusiasm to get you to where you want to be quickly, with focused energy and creative action.”

The single best way I have found to get crystal clear on what you really want in your life is to take “The Passion Test” – a New York Times best seller written by Janet Bray Attwood and Chris Attwood.

Without a doubt **The Passion Test** is the **simplest and most profound** way to get clear on the **5 most important things** in your life.

The Passion Test shows you a simple step by step process for living the life you always dreamed of and is a fundamental part of my **Passion 4 Life Programme**. More on that later....

Top tip: Write down your passions! Recording your passions and regularly referencing them will significantly increase your chances of success if for no other reason than you are clear and focused on what you want!

Step 2: Get Emotion:

'Get emotion' is really connecting with your 'WHY'.

Why you want what you want in your life. This is the single biggest driver for getting anything you want in your life!

When are clear on What and you know Why...**the 'Why' will keep you motivated when things get tough!**

You can return to '**Why**' to re-focus the action you take.

You can return to '**Why**' when you need to make a direction change or a decision on the way forward.

"Knowing '**Why**' is a little like the fuel that runs the engine on your yacht. The drive and power only comes when the engine is on and in gear. The engine can only work when it has fuel.

By connecting with your '**Why**' you fill your fuel tank. Now you can use your engine to get you started, to keep the momentum going when the wind dies down."

**Doing ANYTHING makes so much more sense
when you know**

Why

you are doing it.

Can you see how going to work without a reason why (i.e. it pays the bills, wanting to contribute, feeling good about myself, it supports my hobbies, I believe in the business / product / service) would have no attraction, no power and would not last long.

No one goes to work to just 'go to work' there is always a reason or driver behind the action.

Let me offer you a few simple examples of this in action:

1. I eat because I am hungry and it gives me fuel to move and be active.

The What: I want to 'eat'.

The Why: I am hungry & need fuel to be active.

The Action: getting food.

Gratitude: Burp!

2. I am taking a day off because I am burned out and it will re-charge my batteries so I can be more productive tomorrow.

The What: Day off (some free time).

The Why: I am burned out (feeling tired) and **want more energy** to do productive work.

The Action: Taking a day off (doing something I love).

Gratitude: I am thankful I have holidays left / flexible working hours / understanding boss / work environment.

Fancy a little action (not like that!).

You try it.

Read the next sentence and see if you can pick the what, why and action steps. The fill in the gratitude you might feel.....

Use a separate sheet of paper or if you have printed this off write directly onto the paper.

“I choose to play with my children because I want to actively love and nurture them and I am being the parent I want to be. ”

The What: _____

The Why: _____

The Action: _____

Gratitude: _____

Do you see how the ‘Why’ drives us?

.... and why we must first know the **what**

before we can connect with the **why**

which allows us to take the next powerful step of...

Getting Active.

Top tip: Spend time really soaking in the why now. It will serve you massively later down the track when the going gets tough!

Step 3: Get Active:

From

the first small step

to taking

MASSIVE ACTION

Getting 'Active' is the next key step to a passionate and successful life.

Sure you can take action any time and in any direction. You can work for years taking action getting somewhere only to find you are not where you really wanted to be.

When you know your 'What' and 'Why' you can 'Get Active' in exactly the direction you want to go, knowing in your heart this is the right way for you right now.

Life becomes a daring adventure with excitement, fun and satisfaction, rather than monotonous drudgery wondering what it's all about, ignoring that quiet voice telling you that there must be another way be! (You know the one I'm talking about. It's the reason you're here!)

'In order to find another shore you must first have the courage to leave the one on which you are stood'.

Emotion comes from motion.

When you are taking action, the very **act of doing** something that serves you will energise you. It changes your state from victim to victor, from passive observer to active participant, from film extra to lead role!

Being actively engaged in productive work, focussed in the direction you choose, for a reason that holds powerful meaning for you is as powerful as raising the sails on your yacht as the wind blows.

As soon as those sails are raised you feel the whole yacht come alive.

.....It becomes light and responsive, starts to move, you can control it with only minor adjustments to each of the key areas that allow you to fully harness the elements around you.

(Okay enough on the sailing analogy!)

This is where all the change really starts to happen and your life takes on a whole new feeling! So get active as soon as you know your 'whats' and 'whys'.

Do not procrastinate!

The worst place on the planet to live is in 'Procrasti-nation'. If you find yourself there, make sure you get out right away!

"Procrastination is the most life draining nation on our planet, it will devastate any dream you have"

The Passion Man

thankfully

Action kills procrastination.

Choose one small thing you can do – RIGHT NOW - that will kick start the process on living a passionate life.

Top tip: Do it now! Make sure you take the time right now to identify - at least - one small step you can take that will progress you straight away towards the life you want!

Be Grateful:

Tony Robbins interviewed one of the greatest investors of our time - billionaire Sir John Templeton.

When Tony asked Sir John to "identify the **one major factor in his success and happiness**" Sir John said "**Gratitude**".

He saw no conflict between financial and spiritual endeavour and made substantial contributions to the pursuit of "explorations into the nature of love, gratitude, forgiveness, and creativity."

In 2007, Templeton was named one of Time magazine's 100 Most Influential People (Time 100) under the category of "Power Givers."

Above everything else his happiness and success were centred on being grateful for everything that turned up in his life. Everything that turns up in our lives is either a gift or a lesson and usually both!

Oh and being grateful is not a new concept:

"Gratitude is not only the greatest of virtues, but the parent of all the others." Cicero 106-43 BC

This single step of gratitude is more powerful than you can imagine and when added to the other 3 steps the 4 steps become an unstoppable team supporting you in your desire for a more fulfilling life.

I will share with you now a simple and powerful process for bringing more 'happiness' into your life:

Trust methis is powerful!

Stop now and think what you are grateful for. Really grateful for!

Write some (all) of them down, even the ones your 'adult' mind tells you are silly.

Some things you could be grateful for might be:

Fresh air,

water,

the sun,

the earth that grows your food,

your kids laughter,

a partners hug,
red wine,
your best friend,
your dog / cat / hamster,
morning dew on grass,
music,
a soft place to fall,
love,
support,
knowledge,
the internet,
computers,
bikes,
shoes,
a kind word when you are feeling vulnerable,
being heard,
a thank you from a stranger.....the list could be endless!

Now close your eyes and say out loud:

"I am so grateful for:....." fill in the blank with the first thing you are grateful for.

Repeat this for each item on your list.

Really feel the feelings of gratitude ...TAKE THE TIME...it won't take long...and it will serve you!

Shout it out, what are you grateful for?....

LOUDER! 😊

Top tip: Do it now! Put your gratitudes to music; repeat them every morning and evening. Put them on your ipod listen every day and sing along / repeat them out loud to yourself, to your partner, to your children.

GO FOR IT!

...and see what happens.

I guarantee you will have a very different day to your usual one...(unless you are already being grateful on a daily basis.)

Being grateful is giving a gift to yourself and to others. When you are giving you are also receiving!

How brilliant is it to get presents? Feels great huh?

So go ahead – share your gratitudes, enjoy the feeling it gives you and the process of giving to others.

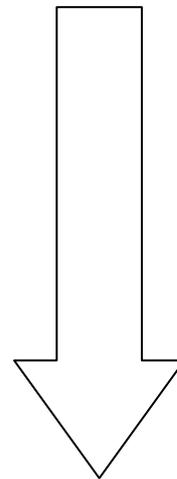
What have you got to lose?

You are not getting enough presents right now, right?

You like the idea of getting more presents?

Then get stuck into being grateful.

You'll thank me!



..and lastly.....

So there you have it **PASSION!**

I hope you'll agree we have covered a great deal here in this report

What is Passion? ✓

Why it's important. ✓

Where to look for passion? ✓

How to get it? ✓

Powerful Psychological Techniques To Get Massive Results in Everything You Do ✓

- Get Clear. ✓
- Get Emotion. ✓
- Get Active. ✓
- Be Grateful. ✓

The Passion Test

Full information in separate video

Passion 4 Life Programme

Coming Soon

The Passion Test is a key factor and the first step in living a life of passion. Please view the separate FREE video for a more detailed explanation.

Passion 4 Life Programme: The above techniques and many more powerful tips, techniques, support systems and passion mentors are all available in my Passion 4 Life Programme, I do hope you will consider joining so you can benefit from the expert guidance and support as you live your passionate life.

Well it's time for you to go and implement these ideas and start seeing some results. Take my word for it...

START NOW!

Take action right now. Don't wait. Do something with what you have just learned immediately, so it quickly becomes a habit (we cover habits in the course as well!). Use these powerful mind techniques everyday and soon you'll find you are attracting more joy, money, relationships and well being and you have started living your life with PASSION.

And if you're interested in getting started with the ultimate guidance system to living your life with passion then consider the Passion 4 Life Programme. It just might be the path to a brilliant life that you are seeking.

Thanks for your time and I'll talk to you again soon.

Sean

The Passion Man

P.S. Keep your eye on your email because I'm going to be sending you more valuable content on The Passion Test and the Passion 4 Life Programme helping you live a more fulfilling life.

Here is something to think about as you join the Passion 4 Life Programme.

Our Deepest Fear

by Marianne Williamson

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness that most frightens us.

We ask ourselves; Who am I to be brilliant, gorgeous, talented, fabulous?
Actually, who are you *not* to be?

You are a child of God. Your playing small does not serve the world.

There is nothing enlightened about shrinking so that other people won't feel insecure around you.

We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone.

And as we let our own light shine, we unconsciously give other people permission to do the same.

As we are liberated from our own fear, our presence automatically liberates others."