



**7 KEYS**  
**TO DISCOVERING**  
**YOUR**  
**PASSION**

WRITTEN BY JONATHAN MEAD

The most common justification I hear for people staying in a dead-end job is “I don’t know what I’m passionate about.”

They see this as a real reason for not taking action. So they stay stuck in their current situation, doing boring work, with boring people, at a boring job. They wake up bored and they go to bed bored. Or maybe they have a few hours of fun in between working and sleeping, and a couple days of freedom on the weekends.

But passion doesn’t have to be a precious commodity reserved for specific hours of the day. There is a different, less soul-sucking way to live. And fortunately, the reason most people haven’t found their passion is because they haven’t looked. They feel they don’t deserve to look. Work isn’t supposed to be fun, right? So they never take the time to explore what really makes them come alive. Maybe you can relate to this feeling, maybe that’s why you’re reading this right now.

Maybe you have a sneaking suspicion that societal work/chore relationship is bullshit. You just don’t know where to start, and if you could just *figure out*

what you’re passionate about, you might have a chance to test your suspicion.

I’m here to tell you that once you test that assumption (that work has to be a chore), you will have a hard time believing what you find out. Not only is it *possible* to **love** the work you do, **it’s much easier to make a living that way**. But first, we need to find out just exactly what turns you on.

See, most people see this *not knowing* as a roadblock to success, but this is actually one of the most exciting places you can be. Instead of seeing yourself as hopeless because you don’t know what you’re passionate about, see yourself surrounded by endless possibilities. In reality, the only limit you have to doing something you love for a living is your imagination (well, there’s market demand too, but you can always create a new profession).

So what exactly are these elusive “seven keys”? They are simple and straightforward, and if you follow and practice them, you will find passion oozing

from every orifice in your body (okay, let's hope it's not *that* orifice).

Even if you don't feel that you are the "passionate type" going through these keys and exercises, you will come to find that you are probably much more passionate than you really think. It's just that *passion is expressed in different ways for different people*.

Okay, enough foreplay. Here are the seven steps to finding your passion, and setting your life on fire.

## 1. GIVE YOURSELF PERMISSION TO BE PASSIONATE.

You may not think that this step is important, but it is absolutely critical. For the longest time I did not pursue doing what I loved for a living, because I didn't think that I *deserved* to be passionate about my work. I thought that, sure, maybe *other people* can be passionate about what they do, but there's only so much room in the world for people doing what they love. "*Someone has to grind it out and do the tedious work,*" I thought. **That thought is as backwards as it gets.**

*Everyone* has the right to be passionate about what they do for a living. Everyone deserves to wake up excited about their lives. That is *your birthright*.

I would go so far as to say that the only reason tedious work *exists* is that people agree to do it. We're coming to the technological level that if people didn't agree to do that tedious work, we would find a way to **automate** it, or **eliminate** it.

So the first key is to give yourself permission to be passionate about the work that you do. And besides, haven't you ever thought that you're in a much better position to help others when *you* actually *care* about the work you do?

A great exercise for examining your beliefs around this is to look at how you view others that are passionate about their work.

Take out a sheet of paper or open your text editor. Now write down all the beliefs you have about people that you think are incredibly passionate about their work.

What positive beliefs do you have about them? What are the negative beliefs you have about them? Which of these beliefs are assumptions?

**This picture you have is ultimately a picture of yourself.** This is because how you feel about others is a reflection of how you feel about yourself. If you want to be a person that resonates, accepts and deserves being passionate about your work, it's your job to modify this mental picture.

The more your identity is aligned with a person that feels good about being passionate, the easier it will be for you to find passion and fulfillment in the work you do.

## 2. ALLOW YOURSELF TO EXPLORE.

Most people think that they need to find their One True Passion. Anything else is just not worth it; it's all or nothing. But when you have an "all or nothing" mindset, you miss out on all the other opportunities for living passionately that are available to you.

Here's how it is: Within fulfillment and enjoyment of your work there is a **spectrum of possibility.**

On one end the spectrum is work that you completely despise and would rather die than perform. On the other end is work that you absolutely love and are ridiculously excited every time you even *think* about doing it. Now, between

those two poles lies a vast range of possibilities for doing work that bores, makes you feel indifferent, stimulates, challenges, excites and makes you come alive.

Move in the direction of the work that makes you come alive. When pursuing doing what you love for a living, you may first find an option of doing something you *like* doing, then that might lead you to something you *love* doing, then that might lead you to something that makes the hair on your arms stand on end.

The more accustomed you get to moving in the direction of work that makes you come alive, the better you'll be at filtering out all the stuff that doesn't excite you.

Realize that you might first need to grow accustomed to liking your work, before you start loving it. If you've spent a long time in with an attitude of dread toward work, this will be especially applicable for you.

### 3. TAKE A LOOK AT WHAT YOU'RE ALREADY DOING.

Often times, there are many opportunities for doing what we love right under our noses, we just haven't noticed it yet. Sometimes this is because we don't think we could actually make a living out of it. Or it might just be because it never occurred to us that we found it so fascinating, because it always seemed so natural.

Here are a few questions to get yourself started:

- What do you often find yourself searching for on Google and researching for hours?
- Does a certain topic turn you on just thinking about it?
- What do you have an addiction to learning more about?
- What do you find yourself talking about for hours to the point of losing track of time?
- When you enter a bookstore, which section do you naturally gravitate toward?

### 4. ASK YOURSELF POWERFUL QUESTIONS.

The truth is, most people have never even given themselves **enough time** to figure out what they are really passionate about. That kind of time is simply not a priority. Other things tend to take precedence, like laundry and dentist appointments and watching television sitcoms and comparing cell phone features online.

Everything else seems to take the front seat when it comes to life, everything other than exploring what makes you really come alive.

If you're going to have any hope at figuring out what it is that really makes you tick, you'll need to spend some time actually thinking about it. If you can't make that a priority, close this document now. It's not worth finishing.

Still here?

Awesome. I'm glad that you decided discovering your passion is a priority. Nothing else will have a greater impact on the quality of your life.

So here's what you need to do: open up a text-editor on your computer, or take out a notebook and answer these questions:

- What would I do even if I didn't get paid to do it?
- What gifts do I have that I would like to make available to the world?
- When is a time in my life that I have felt the most creative?
- What is incredibly easy to me?
- What would I do if I got paid to exist?
- What lessons do you teach others by virtue of who you are?

These questions will jump start your subconscious mind. The important point is that you answer each question without thinking too much about it. Just allow yourself to write whatever comes to your mind. Let a link form between your subconscious and your fingertips. Don't censor yourself at this point. You can always remove the really ridiculous stuff later.

Now what do you see? What patterns are showing up in your answers?

## 5. YOU MIGHT HAVE TO CREATE IT.

Realize that you may have a passion for doing something that doesn't yet exist. Computer programmers have been creating software for people that didn't

know they needed it, until they created it. You might have to create your own profession, or your own job, through a hybrid of different fields. Don't limit yourself to conventional, template-like work paths.

Also, look for opportunities where you can fill a gap, where a need is not being adequately met in a specific industry. *Jitterbug* did this with creating a more simple cell phone that seniors could easily use. I did this with creating a self development website for people that are turned off by typical self-help material. If you look for it, there is always a gap that you can exploit.

## 6. TEST IT.

There are many ways you can get a taste of your potential career, before you delve into a four year degree or thousands of dollars on seminars and information products.

Here are a few possibilities for testing your passion:

- Take an adult education class at your local community college on your potential interest. This is a really cheap, fairly quick way to figure out if you have enough passion in that particular area.
- Buy a couple of books on the subject, and see how long you can read about it before you lose interest. If you're still hungry after the first few books, it's probably sustainable.
- Find someone who's already doing what you want to do, and interview them.

- Do a search on google, find someone in that field, send them an email and ask if they would mind answering a few short questions. Most people are more than happy to do this, and actually find it very flattering.

Once you've got some experience, now is the time to really test it. Try creating a test product or service that you can offer to others for free. Do this for a few weeks or months; if you haven't lost interest, you know there's a possibility for long-term fulfillment, and it's not just a fleeting fancy.

## 7. LOOK FOR FULFILLMENT, NOT HAPPINESS.

A lot of people waste a lot of time trying to find a career that will truly make them happy. But the problem with this is that happiness is such a vague concept. You can be happy eating ice cream, or happy riding on a ferris wheel. Those things might give you temporary enjoyment, but they really don't get down to the core of it. You can be "happy" without being *fulfilled*.

Instead of asking "What makes me happy?" ask "**What makes me feel fulfilled?**"

You can do things that you won't necessarily feel happy about doing *before you do it*. But when you're done, you feel fulfilled.

Or it can be the opposite. You can be totally excited about it, but not really *comfortable* that you're doing it. If you want to wake up excited and passionate about your life, you have to choose fulfillment over comfort.

Sometimes that may be choosing work where you won't be famous, rule the world, or become extremely rich. What matters, though, is that what you're doing aligns with your values. If you value fame more than contribution, maybe you'll be more fulfilled as a reality TV celebrity (just don't expect people to remember you for very long). But if you value relationships, community, and making a positive impact, you will probably be fulfilled in a more meaningful pursuit.



Before you choose to undertake a new endeavor, think about whether it makes you really feel fulfilled or not. Is it just something you find cool and interesting, or does thinking about doing it make you feel like you'd be making a difference?

That's where true passion and charisma comes from... Making a difference to others.

## NOW... MAKE IT HAPPEN.

After you've found out *what* your passion is, it's time to start living it. It's time to get dirty in the messy business of living. Immerse yourself in passionate, deliberate action, instead of perpetual toe-dipping.

Now that you've discovered your passion, the only question is...

**How can you set this world on fire with it?**

# WHAT'S NEXT?

## TAKE THE PASSION + PROFITS TEST

---

Now that you've found (or are at least a step closer) your passion, want to find out if you can actually make a living doing it? The [Passion + Profits Test](#) will help you get confidence in doing what you love for a living, before you take the plunge and tell your boss *Sianora*.

[Go here now to take the \(free\) test.](#)

## PASS THE FIRE ON

---

I hope this short report has given you some ideas for ways to live more passionately. If you've found it helpful, please email it to a friend or someone you know that might benefit from having more passion in their life.

## KEEP KICKING ASS

---

I know you wouldn't have downloaded this if you weren't someone who's interested in living deliberately, and on your own terms. By liberating yourself, you create your own micro-revolution, and inspire others to wake up to their potential.

Thank you for kicking ass and helping others to do the same.

—Jonathan