

HOW TO TURN YOUR PASSION INTO A BUSINESS

(Without Selling Yourself Short)

Put Justin McCullough's powerful & exclusive business building framework in place for yourself & discover:

The only long-lasting way to align your purpose with your passion to create an unstoppable business that leverages your skills & talents to do your best & most fulfilling work while attracting customers who care about & need what you love doing.

DEFINING PURPOSE & PASSIONS

Purpose

**Why I do what I do (core truth)
for the greatest good or reason?**

I care so deeply about this that even when it hurts or gets uncomfortable, I still think this reason(s) makes it all worthwhile.

Passion of Self

What do I love to do?

What excites me, what creates a time-warp, what brings me joy, satisfaction and confidence?

Passion of Others

What do I like to tell others about?

How do I like to help others do or learn or understand something? I could see myself doing this for others and being very happy.

BOIL IT DOWN: Now, based on what you wrote above, go back and circle the most important items in each column. Based on those items:

Summarize Your Purpose

**Why do you do what you do?
Who do you do this for and why?**

Summarize Your Passions

What do you love to do that thrills you and helps others?

DEFINING SKILLS & FUNCTIONS

Skills & Talents

What are the things I can do, am capable of,
and can identify as an applicable skill or talent?
These are not broad, they are specific.

Positions, Roles & Functions

If someone didn't know your skills or you could not explain
all your skills, what words would you use to describe yourself.
These are not labels or job titles, but instead words that capture
the implied meaning of your efforts, capabilities, skills and talents.

BOIL IT DOWN: Now, based on what you wrote above,
go back and circle the most important items in each column. Based on those items:

Summarize Your Skills & Talents

What specifically can you do?

Summarize Your Functions

What words easily express the things you do with your skills & talents?

DEFINING YOUR AUDIENCE

Who Cares?

Now that you have summarized your purpose and passion and you have also summarized your skills and talents, you should see a picture of the things you care about along with the things you can do.

Without over thinking this, who do you think or know would show an interest in these things? Do you have people who have already gravitated to those passions and skills? If so, list them. If not, imagine the sort of person who would care about that and list them here.

DEFINING YOUR ENVIRONMENT

Vehicle

What environment(s) allow you to demonstrate your best efforts? Is it inside a company or outside a company? Is it on the web or in person? Is it as audio, video, text or a combination? Is it as an individual or as a part of group or team? Is it under someone's leadership or yours? Is it public or behind the scenes?

BOIL IT DOWN: Now, based on what you wrote above, summarize it in a sentence or two. Make this work specifically for your situation. A general statement might look like this:

I thrive in these environments _____ where I am contributing in these ways _____ and prefer to have _____ (visibility) _____ and _____ (responsibility/accountability/expectations) _____.

DEFINING YOUR UNSTOPPABLE BUSINESS

Conclusion

Based on your conclusions above, write a complete summary of your findings that includes purpose, passion, skills and talents, and the people who care (would buy from you and/or support you) as well as the most ideal vehicle for you to do what you love doing.

Your end result should allow you to write a statement similar to this:

My driving purpose is _____ (purpose) _____ and I'm passionate about _____ (passions of self) _____ .
I have found that doing _____ (passions for others) _____ for others is exciting and these people _____ (those who care) _____
consistently respond to it. I see that my best vehicle or environment is _____.

CONGRATULATIONS!

Life is good & your business is now unstoppable!

You have now aligned your purpose, passion, skills and talents and the optimal environment and delivery system for you.
You've also got a very good idea of who cares about what you do.

Knowing these things and doing these things will create a magnetic response to those around you,
and you'll do the most purposeful and fulfilling work of your life.

ABOUT JUSTIN MCCULLOUGH

Justin loves helping solopreneurs and entrepreneurs build & grow their business.

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