

R13- Love Your Work

A Workbook

Inspirations for this Workbook

- Dr. Susan Berg, Mike Dooley, Anthony Robbins and the Author of the book “The Four Hour Work Week.”
- Google them after you do this workbook for more inspiration. All of the above have websites with free information.

Focus Your Mind

- What you focus on you get.
- Some people are so on task they only look at email on Mondays.
- Some studies suggest that a one second distraction costs you 20 minutes of productivity.
- Write down what's bothering or distracting you for a day/week/month.
 - Share it w/someone to help police yourself
 - Ask: What should I do with this stress?
 - Don't ignore stress- what you resist persists

You Can Make it Happen!

- Do research- find networking online and in-person related to areas where you find bliss.
- Be in control - don't just float. Set sail – don't leave your sails down on the damn deck of the sailboat!
 - Stop right now and empower yourself by signing up for something or calling someone to help you. Maybe someone to commit to answering the questions in this workbook with you??

Costs to You in Ten Years

- Write down what not taking action will cost you in 5, 10, and 20 years?
 - Will you be able to do what you love then? Don't wait to hit rock bottom – You no longer procrastinate!

Write Down 5 Loves You Have

- The best loves are often the ones you've had since childhood.
- Simple is good and often profound if you let it enter your life.
- People often experience joy helping others.
- Can you combine a love with another hobby/love?
- Could you create a new love by combining a hobby, a love and make it into an event or party?
- Think big – What would get you to hop out of bed early tomorrow?

Ask how you can leverage what you love and combine it with your work
If you can't? Keep asking the question.

Make it a new part-time job.

Moonlighting, baby, is actually sunlighting reflected (I don't really know why I said that – more pro-fun than profound, Nestle Pas?).

do it

- Be disciplined about it
 - Schedule something you love today, for today, for this week and for this month.
 - If you don't schedule it with a specific date and time – it's a dream. Make it real.

launch yourself

What if you were a product?

You are a product because...

You have an image

You offer value to people

You can become “new and improved”!

You are going to launch yourself now!



Let yourself and others know who you are.
Write down something about the new you.
And tell your friends and co-workers about it.
NOW!

launch yourself

- Notice where you want to go. Movement is more likely to get results than not moving. Go now.
- Listen to how you feel about places
 - If your neck or body parts feel bad then probably not your place.
 - Be open to new places.
 - Take a new friend somewhere they like and somewhere you like. Some of the best places can be free and freeing.

Marketing You Effectively



- Focus on sales of you as a star !
 - Learn from your sales force – who is giving testimonials of you? – ask your friends and co-workers what they'd recommend you do.
 - Don't listen to them. Tell them your features and benefits if you don't like what they say. You're the star and you're the sales force at first.
 - You're the Rockstar of what you love – others will learn.
- Sink your teeth into technical details of why you are a star by talking to your friends and co-workers.
 - You are a star and genius because...(fill in blank)

Marketing You Effectively



- Have fun with it! 4 Ps of marketing:
 - How are you going to PROMOTE yourself?
 - Find a press release on line. Make a press release of yourself. Interview experts on what you love and include it in your press release.
 - Find people also interested in what you love and make a database. Market to them so they think of you.
 - Can you help our economy by buying and selling stuff related to what you love? Do it for gross national product (GNP) then!

Marketing You Effectively



- Have fun with it! 4 Ps of marketing (continued):
 - How are you going to PRODUCTISE yourself?
 - Hire a publicist to get you a gig speaking about what you love today!
 - Write a book about what you love. Don't know where to start? Write a blog to start then turn it into a book.
 - Start an online radio show and interview people who do what you love, have them sign a release, transcribe your show and publish it online.
 - Take out your calendar and schedule to share what you love with someone else now!
 - Be the voice of what you love.

Marketing You Effectively



- Have fun with it! 4 Ps of marketing (continued):
 - How are you going to POSITION and PLACE yourself?
 - What are the network hubs? Is there an annual event?
 - Should you create a Linked-in Group?
 - Can you create an in-person location for people to hang with you and do what you love?
 - How about a club and you are already the President.
 - Can you co-own and share expenses to do more than you could do alone?
 - Think “President is big? I think you are the rockstar, king, queen and god of it, so create it!
 - Book your first club meeting as a phone meeting today. Invite people. Book a free teleconference now. You can use www.freeconferencepro.com (or use Google to find a service).