

Where you are now has nothing to do with where you can go

Elevate

How to create an authentic life of emotionally
connected success

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To my family

I never dared dream this big

Introduction

“When someone dies the Greeks don’t write obituaries. They simply ask, did they have passion?”

I want you to consider the following very carefully. The absolute majority of people believe that where they are is where they are meant to be. I want you to know with everything that is inside of me that there is another way. What if this is your one moment in time? This exact moment when opportunity is knocking, announcing that you have the ability to change anything and everything. This one moment when you are faced with the real choice of what you can accomplish with your life. Will you set aside this opportunity to become and have and go anywhere and live with purpose and passion or will you turn away and commit the rest of your life to wondering what this is all about? Here is what you must know. In the 4 ½ billion years that this rock has been spinning out here and of the almost 7 billion people on earth today, there has never been a you and there never will be again. What are you going to do with it?

Something else to consider is that this very well may be the only time in your entire life when you make the commitment to dig down deep inside and draw out every ounce of intention and declare, *“I’m going to do this. I’m going to do whatever it takes to find out what I am truly capable of. I have decided that I am going to live my life with passion and purpose. I am capable of having the life that I want and need and crave. I will not stop until I have uncovered all that I am capable of and will continue on until I am living the life that I deserve. I am making a solemn promise to myself that I am not going to be one of those who are faced with the crushing question at the end of life, “What was this all about?” There is absolutely nothing I can’t become and there is nothing that holds me to my current state. I have complete control over my destiny and I have the ability to change anything in this life that I choose. I will no longer look to just get through the day but I will get from the day. I am going to begin this process that will transform my life and become the person I am deserving of”.*

Here is where we begin then; with a question. *“Do you love the life that you are living? Have you always wondered if you are capable of more?”* If the answer is yes, understand that you are not alone. One of the greatest psychological challenges today is to somehow connect with a knowing that our lives matter.

That we count for something. That we in fact can live with purpose and passion and to know that we were created to leave our mark here. To know that our destiny is completely of our own choosing. You are completely unique and capable of becoming anything you set your mind to.

Sadly, the absolute majority has fallen into the trap of capitalism that states, *"If you trade your effort and give up tens of thousands of hours of your life, you will be given enough money to sustain yourself"*. Recent surveys have shown that 84% of people currently employed said they would be open to looking for a new job or employer this year. 70% of college graduates stated that the number one reason they attended was to earn more money. In effect they are trading life for money. There is another way.

So what is passion? Can you draw a picture of emotion? Describe it in terms so that another will feel what you feel? The simple truth is that it is not possible, yet emotion, passion specifically, is the greatest energy source of mankind. Passion has launched great wars, left footprints on the moon, sparked life for countless billions, created art and song and dance and has been responsible for almost every great achievement of our species. The unique thing about passion is this. It can only be felt by the individual.

I hated the hand I was dealt early on in life and now I am so grateful for it. I can't put into words just how fortunate I feel today. I was born into poverty and parent alcoholism and lived on the streets. Because of what happened to me and where I was I felt broken and incapable. Then I began to ask a question that changed everything. That question, *"But what if they're wrong. What if where I am now has nothing to do with where I can go?"* is what started the process and took me from where I was to where I am.

I discovered that this was not a question that only applied to me. It was true for anyone. I am now driven every day to help as many people as I can to own this question. To do this. To believe in themselves more than they do now. To take that belief and use it to create a life of passion and purpose. To know why they are here. To become all that they are capable of and to not arrive at the end of life wondering what this was all about.

I got away from where I was early on in life because I started to believe. Not in one cataclysmic explosion of belief but slowly over time. What happened was that one-day at a time this belief allowed me to travel all the way to normal. Normal being a regular lemming of society marching along, going to work each day, paying my bills, raising my family and wondering what this was all about. My belief had grown so much that I started to question everything. I started to search for what *I* really wanted out of life. I started to throw out the rules and dream bigger dreams. After all, the rules when I was young that said I would not amount to much were wrong and I began to wonder if just maybe these new rules were as well. Guess what. They were. As a result of the process of growing my belief, I was able to go from the streets to a job to the very top in broadcasting and now to lecturing and coaching some of the top leaders and corporations in the world.

I do what I do every day because I am driven to help you to drop kick these rules to the curb and to believe in yourself more. To just believe in yourself. To believe you can achieve anything you can imagine and live with passion. To believe you can grow your business. To believe you can improve your health and relationships and your ability to make a difference and change this world. That's why I do what I do. That's why I have dedicated my life's work to this and why I wrote this book. That is why I hope with every ounce of my being that you do this. My ultimate goal is that this book is what causes you to head down the road of discovery and find what it is your heart beats for. Know that I will be waiting every day for the e-mail that will come from you proclaiming that you did it. That you are part of that growing trend of people who living an authentic life and achieving all they are capable of. The stories of the people I work with that end up in a place they never imagined are what provide the fuel for me every day.

While the choosing of the scenes from the movie of our lives is ultimately of our own choosing, the criteria for a life well lived is to live and have lived with passion. Today so many people are toiling and getting "*through*" life rather than getting from it. At 28 years old I walked away from a job I should have felt fortunate to have to start in radio part time at \$4.25 an hour. At the time others thought I might be showing signs of instability. Those voices diminished over time and eventually I reached the very top in my field. At 47 when I turned the microphone off for the last time to jump

off that cliff again to pursue this fantastic line of work, the term "*mid life crisis*" was bantered about. I sensed at the time that measurements were being taken to fit me for a white coat. To an outsider what I was doing looked absurd and out of reach. Looking back now I can say, of course it looked like that to them. They were not the one with passion. They were not driven as I was driven. They did not feel what I felt. Sadly, for most the very offering of logic from the naysayers of the world espousing all the reasons why this or that may not work, is what causes the flame of passion to flicker and go out. When the flame dies, with it goes the promise of living the life you were deserving and pushes you through the turnstile of the masses to simply trade life for money.

What this process is designed to do is to help you to go deep inside of yourself to discover your passion. The contrast of the life you are deserving of and the one you may be experiencing now will be more than you dreamed possible. Once you define your goals in life and find your passion, never expect the world to understand. They can't. Your passion and your emotionally connected goals are yours and yours alone.

One of the great traps society has laid is the notion that a sufficient amount of money equals success and happiness. I can tell you from the countless clients I have worked with over the years who for all intense and purpose have "made it", show up lost and broken and without purpose. I have had many sit in my office earning well over \$1 million a year, who, when we begin talking about purpose and passion in life they get tears in their eyes. The truth is that the world is full of miserable rich people. What I am speaking of is not a repudiation of wealth. On the contrary we are all deserving of great wealth at the service of others while in the pursuit of our dreams. The caution I do have against wealth for wealth's sake is to ask "*what are we willing to pay for it*"? A great many of those who have achieved great wealth would tell you in a quiet moment that they paid too much. It cost them their sense of purpose and passion and wonder. Sadly it also cost them their health and family and community and legacy. The price they paid was too much.

Four great words that sum up what our goal in life should be, echo across the ages. Those words are etched in the pages of the American Constitution. They align the compass of our life's direction to grab hold of all that we are deserving of. Those words are, "*The pursuit of happiness*". In the simplest

terms that's really what this process is all about. To discover your true goals and passion. To live it. To understand that this is truly what the pursuit of happiness is all about. Many would have the question, *"Sure, but is this possible for me"?*

It is a fact that it is possible for every one of us to arrive at this destination. What I will also tell you from the outset is that this will not be easy. Gaining the ultimate prize in life never is. Everything that is worth having is worth working for. There will be challenges and setbacks. Sacrifices and doubt. Ask this question, *"What is the alternative"?* Consider for just a moment of what would it feel like one day at the end of your time here to realize that you never lived the life you were capable of? Coming to the sad realization that it's over and you never really tried.

Jim Rohn once said,

"We will all pay one of two pains in life. The pain of discipline is small. The pain of regret is huge".

Make the decision to not pay the latter. It is *this* pain beyond all else that I am driven to help you avoid.

Getting from where you are to where you want to be will involve a process. One of the greatest gifts to come from my work coaching thousands of individuals over many years has been to learn in real time what steps are necessary to create real lasting change that can make anything possible for you. Possible for anyone.

The first step in discovering your own passion and vision in life is to begin first by tracing back your journey of how you got here. It is not possible to make the necessary steps to go *"there"* if we don't first understand how we got *"here"*. There is a core process of success that is true for us all. This is a question that I pose to every audience I speak to. *"If you set a goal, find out what is necessary to achieve it, begin to invest in the activity and you don't stop any goal in life is possible"*. Every single time with every person in the audience the answer is a resounding yes. That is an absolute. What stops us is what I now know to be the greatest nemesis to mankind. It is the voice in our head that is constantly challenging everything that we desire. This *"voice"* is not something that we are born with. It is a voice created

from hundreds of thousands of impressions from the world around us through personal experience. This “*voice*” is responsible for implanting the doubt into our minds. It is the subversion of our belief that creates the greatest challenge and in the end is responsible for countless millions not achieving what they were capable of or living the lives they deserved. It is not possible to win the war if you first don’t understand the enemy. You will come to know that the great dream slayer that has beaten you back thus far is nothing more than a thought.

If you already know what your passion in life is, you will have succeeded in taking the first giant step towards living an authentic life. If you don’t know what it is, this process will help you uncover it. It is of critical importance to know this. Living a life of passion and connecting to our own authentic goals is not something that is possible for some. Passion is inside of each and every one of us. Here is what I know for sure. It’s inside of *you*. Passion after all is the foundation of life itself and the magic elixir that provides the energy that makes everything possible. One of the pitfalls of the way our society is structured is that almost everything we do in life is related, equated and cross-referenced with our “job”. That three letter word is responsible in a very large way to causing the disconnect from living with passion for the majority.

Passion is not a job you see. Passion is a “*love of*”. Passion is a love of people or numbers, animals or technology, travel or health, children or philanthropy, storytelling, art or song or dance. Passion is the expression of the emotion that is evoked when partaking in what your heart beats for. A “*job*” is merely the societal capitalistic structure that allows us to derive income from the exchange of goods and services while engaging in what we love. Why not allow your job to sustain you while engaged in the pursuit of happiness? It makes me smile to think back to the last time I had a “job”. It was 29 years ago. Prior to that I was one of those who kept trading life for money, moving from one employer to another in search of an answer that would create the emotion. I kept hoping that the change of scenery or an increase in salary or a new boss would be the magic pill I was looking for that would light my fire of passion.

29 years ago I embarked on a journey into the world of entertainment through radio and television. For 20 years I loved every minute of it and as a result it was never work. 9 years ago I turned off the

microphone for the last time and left to do this. That move allowed me to push the passion meter even higher to involve my life in this most fascinating world of helping others achieve their dreams. Here is what I can tell you with total certainty. I have not worked a day in the past 29 years. I should also note that I was able to do all this with only a grade 10 education.

Along the path towards personal fulfillment and living a life of passion there will be changes you will likely need to make that will allow for this transformation. Nothing is as simple as “*there it is*” now go and get it. You are likely aware of the phenomenon of the book and documentary from a few years back called *The Secret*. It of course detailed the philosophy behind the Law of Attraction. Many people were initially drawn in, fascinated and motivated by it. The law of attraction is absolute. The book and documentary however oversimplified it to a point of distraction. Esther Hicks who was in the original version and then pulled out early on over the media over-hype, clarified what it takes to use the law of attraction I think better than I have ever heard it put. She said, “*It would be easier to be bearing these words (the philosophy of the law of attraction) if they had come to you on your first day of life experience but they are not. You’ve been here for a while*”. Ah, there lies the true answer. We’ve been here for a while. The “*been here for a while*” has allowed for the intake of tens of thousands of hours of audio and video from the world around us. This information and the experiences we have all had have done two things. They have filled the sub-conscious mind with great information we can make use of. They have also filled our heads with a great deal of psychological baggage that we carry around with us everyday. This baggage in effect is the voice we hear inside of our heads every day, all day long.

This voice natters on as to why this won’t work, or why this is too hard or why we don’t have what it takes to lead the life we are deserving of or have always wanted. The great news is that there is tremendous science behind human behavior, detailing the intake and storage of information, how it affects our current and future decisions and how it can be altered to serve us rather than tear us down. There is also an incredibly strong chemically addictive process linking emotions to behavior that must be controlled if we are to gain dominion over our lives. We will talk in great detail of this behavioral science and how to use it to our advantage. In the end the most powerful component of true authentic success comes down to three words. They are, “*Belief, belief, belief*”.

Once you have uncovered your passion and vision in life the real work starts of how to breathe life into it. The belief we just spoke of will be tested in ways you can't possibly know at this moment. One of the greatest tools you will need to overcome the challenge of "*the voice*" will be a well laid out map of how you plan on going from where you are to where you want and deserve to be. The primary positioning statement from the latest coaching program I developed (Breakthrough Coach) is this. "*The difference between wanting and having is doing*". In the simplest terms you are here and you will want to be there. Getting there will involve devising a plan, taking the first step and then investing the will and skill to continue doing what is necessary. As we discussed earlier any goal is possible by implementing this simple philosophy, "*Set the goal, find out what is necessary to achieve it, begin to invest in the activity and then don't stop*". Again, great detail and attention will need to be paid to the planning of this journey. There are two paths we will discuss in detail. They are the cliff or the bridge. The cliff being an abrupt change in what you are doing. The bridge will involve utilizing your current situation to allow for the change and transition to take place over time. It is important to know that both options are available to us all. Twice I choose the cliff. Looking back now it may have been an easier journey if I had started off by using a bridge. You will ultimately be the one who decides which direction to take once you have identified your passion.

We will also discuss and implement proven processes that will allow you to become a master at relationships, develop discipline and structure, improve focus, implement an entirely new approach to business development and grow and improve in all areas of life. Success without balance is a hollow victory.

As the great quote by Lau Tsu stated, "*The journey of a thousand miles begins with the first step*". Nothing is possible without first a beginning. What we are not told in that quote is that we must keep walking. Taking that first step off the cliff or across the bridge can be empowering and exhilarating and frightening. Before long however the reality of the length of your journey will set in and your goal, which could be far off in the distance may appear stationary. As a result, if we don't fully understand the psychological properties of the necessity of incremental growth, it will become increasingly more difficult to continue with the activity required. Without this, the voice in your head will in all likelihood win the day and convince you to stop walking long before you arrive at your destination. It is the stopping that has littered the pages of history with the broken dreams of the masses. Not that all dreams were not possible, they were. It was just that those who failed stopped. They

stopped short of doing what was necessary to achieve the life they were deserving of and to grab hold of that brass ring of life.

Finally we will teach you life's great rule of success. This rule is the most basic and perhaps the most powerful of all that will allow you move from living the life you are to the one you are deserving of. This entire process will begin with the tiniest of sparks. That spark will give off a wisp of smoke until a small flame begins to take hold. Guard well the flame from the thieves that surround us everyday lest it be blown out and with it the promise of a life lived with passion.

The last point I would like to make is an appeal really. This is a book but I made the decision that I didn't want it to be that. I truly am not writing this to put the term "Author" on my business card or to simply take up another of the spots on your bookshelf. I want you to use it. To invest in the time and energy necessary through all aspects of growth to arrive at the place where you belong. I am a collector of great stories. I will be waiting for yours. What drives me to write these words is the hope that one day soon you will send me your story of where you are and what you have achieved and become. Know that I will be waiting.