

The Power of Passion

“There is no greatness without a passion to be great, whether its the aspiration of an athlete, or an artist, a scientist, a parent, or a business person.”

Anthony Robbins

What gets you out of bed everyday to go to work? And it shouldn't be money. While we do work for a paycheck, a sense of meaning, a sense of purpose that what we do is greater than ourselves, should motivate us as well.

Why is the need for passion so important? The fact is that the products and services you offer, without passion being evident, are often reduced to a commodity. And that too often leads to price being the determining factor in the buying decision.

The authors of *Brains On Fire* describe the importance of passion as how you “fit into customers’ lives and how you can be a conduit to their passion. You are the enablers, not the destination.”

That says to me, when you have a passion for what you do, you help others better feel the passion for the solutions you offer. And guess what? When they feel the passion, they pass your message to others. They become raving fans.

Think about the companies that have developed a strong base of raving fans. Apple is one of the first that comes to mind. Starbucks is another. What are some that you can think of? Your vision may not to become nationally known, but can you envision having raving fans in your target market?

Nolan Ryan, Hall of Fame pitcher finally retired at age 46 after setting records for most strikeouts, having seven no-hitters and earning 324 victories. He was talking about passion and loving what you do when he said, “I know it sounds simple, but if you want to be good at something for a long period of time, you have to love what you do. I mean really love it. And your family must love it

When you have a passion for what you do, you help others better feel the passion for the solutions you offer.



***“If you want to
be good at
something for
a long period
of time, you
have to love
what you do.”***

— Nolan Ryan

because doing your job will become part of your life.” Do you love what you do?

What is your passion? Take a few minutes and write down, in just a few sentences, how you would define your passion. What are the things about your job that give you the best feelings? The ones that make you feel great inside? That make you want to do it again and again? The ones that give you a burst of internal energy? What actions did you take and what results did you witness that gave you that heart-warming feeling and caused you to want to make it happen again and again?