

How to Make a Lucrative Career Out of Profound Service

**NEW
EDITION**

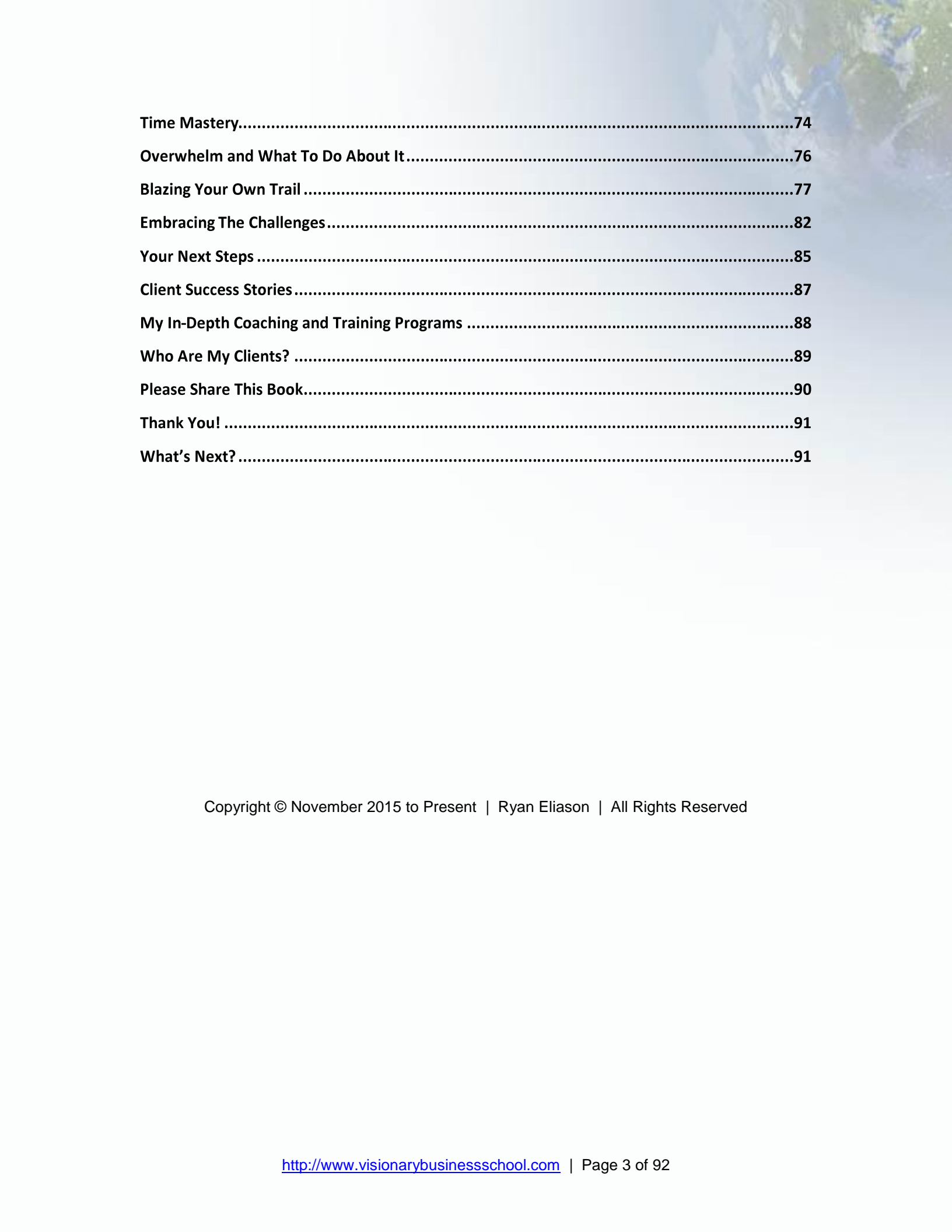


The **9 Best Niche Markets** that
Empower You to Profit from Doing Good

by Ryan Eliason

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My New Video Is Only Up For A Few Days

Welcome to our rapidly growing movement of over 200,000 caring people from every country on Earth who believe that business can be a powerful force for good in the world.

This book will serve as a tremendous resource for you as you build a lucrative career rooted in profound service. But first, I invite you to click below and watch my new video if you haven't done so already. It will only be up for a few days, and I don't want you to miss this...

[WATCH: The 4 Ingredients of Revolutionary Success — How To Make A Lucrative Career Out of Profound Service](#)



In this video you're going to discover why some people are able to make great money while following their heart and being of profound service while others scrape by, barely earning enough to survive when they attempt to follow their passions.

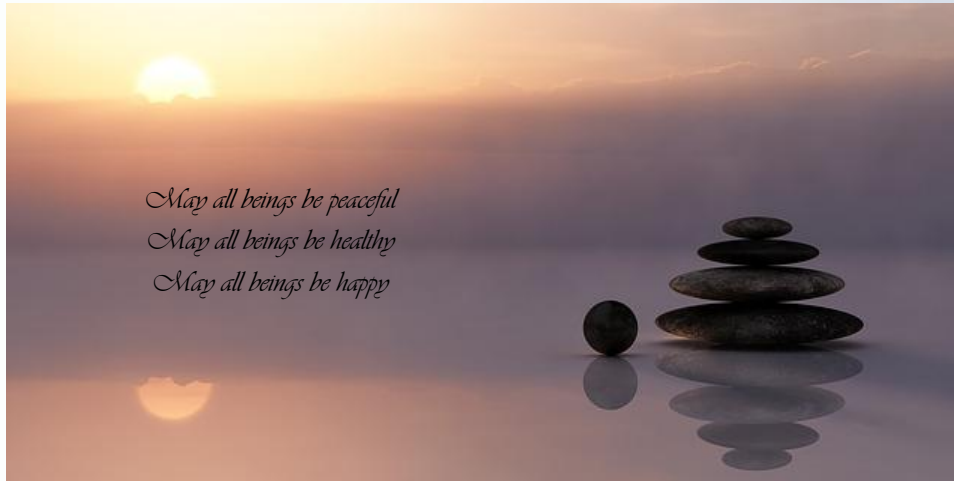
You'll learn why some people are able to grow a successful business while enjoying a wonderful lifestyle with plenty of free time for everything that matters to them, while others work insanely long hours, compromising the rest of their lives in pursuit of a business vision that seems to elude them.

You'll come to understand why success comes naturally to some people as they express themselves genuinely and authentically, while others struggle mightily, and often feel as though they're trying to squeeze a square peg into a round hole.

Sound good? **[Click here and go watch the video](#)**, then come back and read the rest of this book.

How To Make a Lucrative Career Out of Profound Service

The 9 Best Niche Markets That Empower You To Profit From Doing Good



This book is dedicated to the creation of a compassionate, just, sustainable, spiritually awake world where everyone wins!

Human civilization as we know it is unsustainable, and is currently expressing only a tiny fraction of its true potential. However, there is a great awakening taking place. A beautiful future is possible – perhaps one that is even more amazing than we can imagine.

This is a time of unprecedented opportunity, and it is no accident that you are alive on the planet today. I believe that every single one of us has an important role to play in the healing and transformation of our world.

My deepest prayer is that you will realize your full potential in service to the greater good. May this book empower you on that path.

May your life be a full expression of your deepest values, and may you play a part in building a world of extraordinary equality, justice, peace, cooperation, health, prosperity and harmony with the natural world.

Before we get into the 9 best ways to get paid for changing the world, you may want to know a little about my background...

My Story

I've been focused on empowering socially conscious changemakers all of my adult life. My work was born out of a powerful wake-up call I experienced at age 19, when I had a tangible experience of the interconnectedness of all life. More on that later.



As a teenager, I co-founded YES! (a non-profit organization) which has supported more than 675,000 young visionary leaders from 65 nations working on social change, human rights, and environmental sustainability. However, I ran into many frustrations with the non-profit field and turned to business in my early 20s.

I believe that business can be a powerful force for good on the planet. It can also be a very destructive force, depending on how it's used.

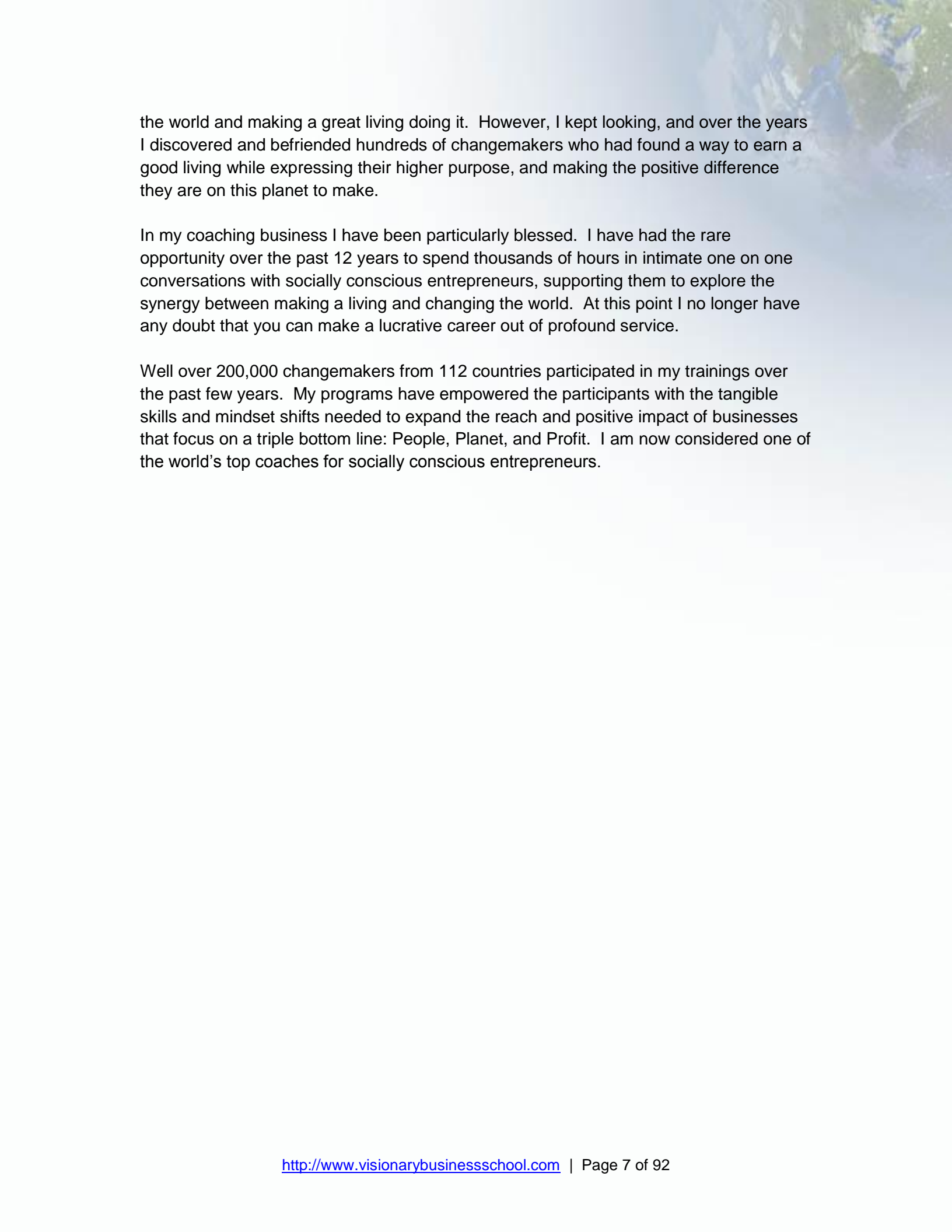
I started many businesses in my 20s and 30s, including a massage therapy practice, a database consulting business, a fundraising consulting business, an executive recruiting firm, and my current company which coaches and trains socially conscious entrepreneurs to earn more money and have a greater positive impact in the world.

For over 25 years I've been on a quest to prove that you don't have to choose between making a living and making a difference. At first it seemed like my options were very limited, since everywhere I turned I either saw good-hearted people being of service in the world and sacrificing their own needs in the process, or I saw people making a lot of money by doing things that provided little real value to the world.

I also looked around me and saw a large portion of businesses in America, and around the world, doing more harm than good to the planet and our collective well-being. So, it was only natural to come to the conclusion that the quest for money was somehow evil, or at least a little dirty, impure, or unspiritual in some way.

But deep down I knew it didn't have to be this way. Money is simply a medium of exchange. There is nothing inherently good or evil about it. It's how we make it, and how we spend it, that matters.

At first I had very few role models for people that were making a profound contribution to



the world and making a great living doing it. However, I kept looking, and over the years I discovered and befriended hundreds of changemakers who had found a way to earn a good living while expressing their higher purpose, and making the positive difference they are on this planet to make.

In my coaching business I have been particularly blessed. I have had the rare opportunity over the past 12 years to spend thousands of hours in intimate one on one conversations with socially conscious entrepreneurs, supporting them to explore the synergy between making a living and changing the world. At this point I no longer have any doubt that you can make a lucrative career out of profound service.

Well over 200,000 changemakers from 112 countries participated in my trainings over the past few years. My programs have empowered the participants with the tangible skills and mindset shifts needed to expand the reach and positive impact of businesses that focus on a triple bottom line: People, Planet, and Profit. I am now considered one of the world's top coaches for socially conscious entrepreneurs.

What You'll Get From Reading This Book

My work has taught me that there are as many ways to change the world as there are people on this planet. Each of us has a unique role to play, and we're all desperately needed at this critical time.

If we're going to survive and thrive as a species, it's going to take all of us working together, each playing a part that contributes to our collective evolution.

However, in order for you to play your part you need to be financially empowered.

If you are distracted by financial worries, or just spending a substantial portion of your time earning a living in a way that doesn't fully empower you to give your gifts to the world, then you're caught in a trap.

It's a common scenario, and well over half the people alive today are caught in this trap. Many people spend their entire lives searching for a way to make a living that is more satisfying, and makes a bigger positive impact in the world. Sadly, many people never find a way to express their soul's deepest truth through the method by which they earn a living.

If you've already found your calling, hooray! I hope this book shows you a path to expand your positive impact and earn more money while you're at it.

If you're still searching for a career path, or a business model, that allows you to be your most authentic self in service to the greater good, then you're definitely meant to be reading this book!

You just might find the clarity you've been looking for in the following pages.

In the course of working with thousands of changemakers, I've witnessed hundreds of ways that people get paid for changing the world. Some of them work better than others. Some methods will make a more profound positive difference. Some will lead to greater income.

I've covered what I believe are the 9 best ways you can get paid for changing the world. You are probably qualified to take one or more of these 9 paths, and succeed at a high level. You might even be qualified to combine several of these paths into one truly satisfying venture that is completely worthy of your time and devotion.

Reading this book will help you to understand what you are most qualified to do, what you would most love to do, and what it will take from you to be highly successful with your chosen path.





You might discover some totally new business venture that jazzes you up, or you may find ways to bring a much greater sense of purpose and meaning to the work that you're already doing.

You will develop deep clarity on how to get paid extremely well, and how to make a lucrative career out of profound service to the world.

I struggled for many years to create these things for myself. I don't want you to struggle like I did.

By choosing the right path that is a great fit for you and dedicating yourself to the journey, you can prevent years (maybe a lifetime) of struggle and find the deep joy and satisfaction that can only come from living your soul's purpose and having financial security.

If you've been through a lot of disappointments up until this point, you may have difficulty believing that it's ever going to happen for you. I know how that feels. There were points in my past where I felt like I would have to forgo my deeper calling to serve humanity in order to focus on paying the bills. At other times, I was certain that I would never manifest the level of financial abundance I wanted.

Actually, this describes the way I felt for the vast majority of my adult life. Fortunately, things have turned around radically for me, and I've manifested far more than I ever dreamed I would. I now serve thousands of changemakers around the world, empowering them to the best of my ability using my true talents, and I earn a high multiple six-figure income. I work long hours sometimes, but I absolutely love what I do.

I also have hundreds of satisfied clients from roughly 48 countries who have learned to get paid for changing the world, and they are making a great living following their highest calling.

It might sound cliché but it's true... *If I can do it, and if they can do it, so can you.*

What Are The World's Most Pressing Problems?



If you want to change the world, it's important to start with a profound understanding of the fundamental problems we collectively face.

The colossal challenges we face can sometimes be overwhelming: rapidly accelerating species extinction, climate change, vast inequities, systemic racism, sexism, and every other "ism" imaginable, poverty, starvation, war, greed, immense pollution, the constant threat of nuclear annihilation, overflowing prisons, globalization and colonialism, rampant gun violence, immeasurable political corruption, violation of privacy, corporate control of our political systems and election processes, broken school systems, broken health care systems, toxic so-called "food" dominating our grocery store shelves, corporations exerting more and more control by privatizing things like water, human centric attitudes that lead to widespread disregard, abuse and exploitation of all nonhuman life forms, and I'm just getting started.

Sadly, those are just a few of the problems that came to mind while sitting down to write this. I didn't need to get a PhD, or even do a Google search, to develop that list.

Problems of this magnitude can leave you feeling like one person couldn't possibly dream of making a meaningful impact.

In the face of such daunting challenges, you might ask yourself, "Can I really make a difference?"

A more empowering question to ask is, "What kind of difference do I want to make?"

Because the truth is you do make a difference. You already are making a difference, whether you like it or not. Sometimes you have a negative impact, and sometimes you have a positive impact on the world. Every decision you make, and every action you take, no matter how seemingly insignificant, has a ripple effect on all life for all time.

Once you understand how deeply and intricately the web of life has been woven, how interdependent we all are, how interconnected everything really is, then you begin to see that even the thoughts you think matter. And they don't just matter to you, they matter to everyone, born and unborn, human and nonhuman, for all time.

When I was 19 years old, this realization hit me like a freight train and changed me forever. I grew up in a heavily forested area just outside of Eugene, Oregon. I'd been traveling for a number of months, and when I returned I found multiple clear-cuts less than a quarter-mile from my family's home.

In case you don't know, a "clear-cut" is a method of logging where they cut down every single tree in the area, no matter how big or small. And they don't stop there, they typically bulldoze the entire area, leaving no shred of life behind. What was once a diverse ecosystem that may have taken thousands of years to develop can be transformed overnight into a barren wasteland.

Here's an example...



Mother nature is strong, and plants and trees will grow over time, but she will never be the same.

I have nothing against logging. I live in a house made of wood. I use paper products every day. I understand the necessity of logging. However, there are methods of harvesting trees that don't leave the entire forest decimated.

Coming back to my story, I returned to find multiple clear-cuts near my home. I walked out into one, with no expectation or agenda, and suddenly found myself on my knees sobbing.

Something in me cracked open. I had been overwhelmed my entire life by the types of problems I listed in the beginning of this chapter. Like everyone else I knew, I had become emotionally numb in order to function in the face of such overwhelming global problems.

But what I didn't realize is that by numbing myself to my authentic feelings about the state of the world, I simultaneously closed my heart, and lost my full connection to my spiritual self, and to all beings everywhere.

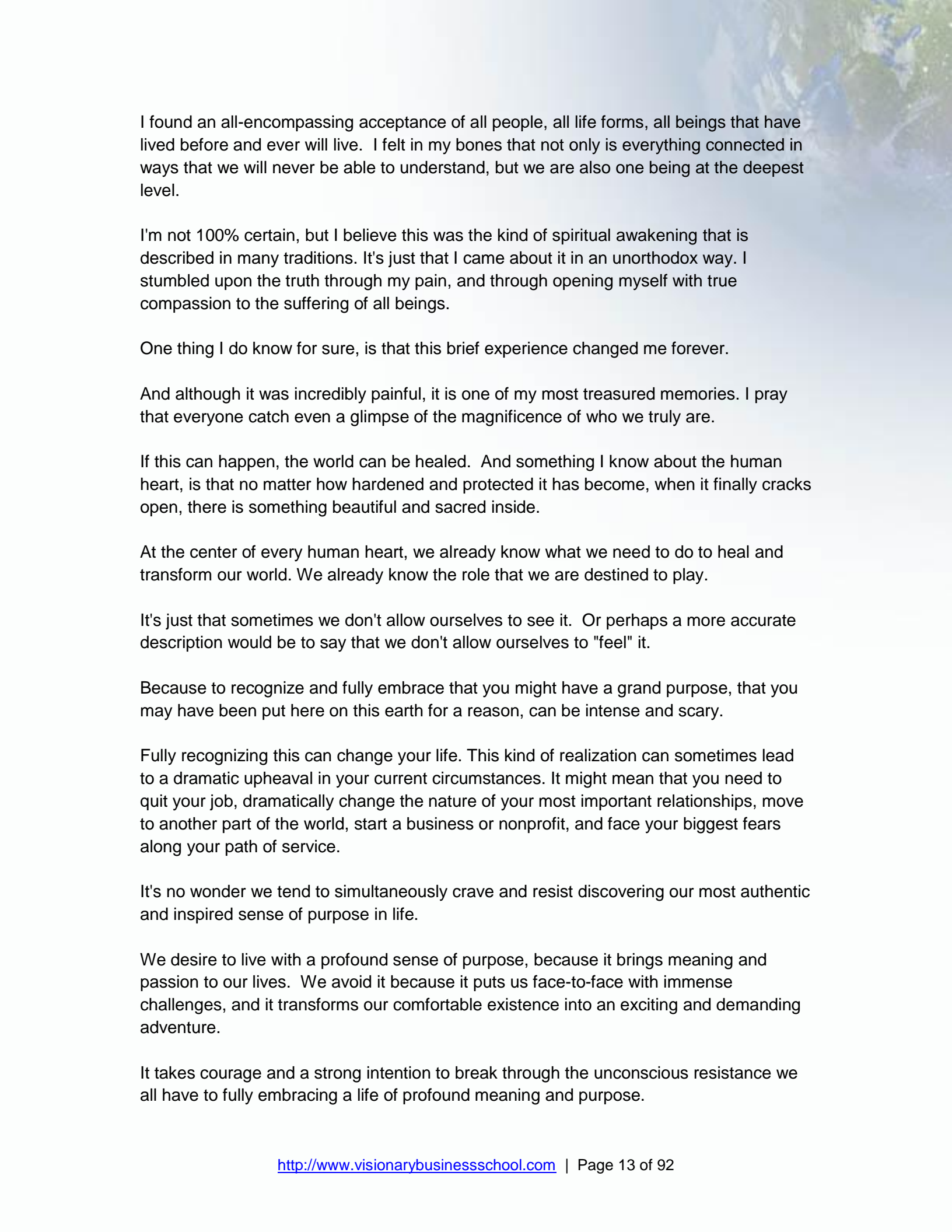
The clear-cut was too powerful. It broke down the unconscious wall I had placed around my heart and my spiritual self.

The pain and the grief was intense. It actually had very little to do with the clear-cut. The clear-cut was just the catalyst that opened the door to all of the feelings I had been keeping at bay for so many years about the state of the world and the vast suffering that



Through the pain I found a love that was deeper and more all-encompassing than I had ever experienced in my entire life.

In that moment I consciously chose to open myself more than I ever had before to the truth of my being. Through the pain I found a love that was deeper and more all-encompassing than I had ever experienced in my entire life.



I found an all-encompassing acceptance of all people, all life forms, all beings that have lived before and ever will live. I felt in my bones that not only is everything connected in ways that we will never be able to understand, but we are also one being at the deepest level.

I'm not 100% certain, but I believe this was the kind of spiritual awakening that is described in many traditions. It's just that I came about it in an unorthodox way. I stumbled upon the truth through my pain, and through opening myself with true compassion to the suffering of all beings.

One thing I do know for sure, is that this brief experience changed me forever.

And although it was incredibly painful, it is one of my most treasured memories. I pray that everyone catch even a glimpse of the magnificence of who we truly are.

If this can happen, the world can be healed. And something I know about the human heart, is that no matter how hardened and protected it has become, when it finally cracks open, there is something beautiful and sacred inside.

At the center of every human heart, we already know what we need to do to heal and transform our world. We already know the role that we are destined to play.

It's just that sometimes we don't allow ourselves to see it. Or perhaps a more accurate description would be to say that we don't allow ourselves to "feel" it.

Because to recognize and fully embrace that you might have a grand purpose, that you may have been put here on this earth for a reason, can be intense and scary.

Fully recognizing this can change your life. This kind of realization can sometimes lead to a dramatic upheaval in your current circumstances. It might mean that you need to quit your job, dramatically change the nature of your most important relationships, move to another part of the world, start a business or nonprofit, and face your biggest fears along your path of service.

It's no wonder we tend to simultaneously crave and resist discovering our most authentic and inspired sense of purpose in life.

We desire to live with a profound sense of purpose, because it brings meaning and passion to our lives. We avoid it because it puts us face-to-face with immense challenges, and it transforms our comfortable existence into an exciting and demanding adventure.

It takes courage and a strong intention to break through the unconscious resistance we all have to fully embracing a life of profound meaning and purpose.

However, this is an essential foundation to discovering and building a career or business that changes the world.

In my mind, all of those global problems that I listed in the beginning of this chapter are merely symptoms of more fundamental issues which we need to address as a human family.

First, we need to grow up emotionally. Human beings are collectively very emotionally immature. There is this thing called emotional intelligence, and we haven't prioritized it as a species. We've focused primarily on developing our scientific, physical, mental and technological capacities while seriously neglecting our emotional development.



Just think what would be possible, if every child was taught how to be deeply compassionate with themselves and others. If we simply learn to process our emotions in a healthy way, we would keep our hearts open, we would be more compassionate, and all of our relationships would be far healthier and more fulfilling.

We also need to learn the importance of family and community, and to expand that to include the entire human family. There's nothing wrong with being powerfully committed to getting our personal individual needs met, but far too many of us stop there. We might extend our sense of responsibility and commitment to those closest to us, but what about our neighbors. Most of us don't even know our neighbors! What about the people living on the other side of the earth that you've never met. Why stop there? Could we extend our sense of compassion, and responsibility, to all life forms? Even to future generations?

If almost all of the world's most pressing problems have been created by humans, then doesn't it make sense that a shift in human consciousness is what's needed most?

If we simply shift from patterns of selfishness and greed, to patterns of compassion, generosity, and love, I believe that all of the tangible problems will eventually get resolved.

We already know the tangible physical solutions to the world's most pressing problems. We know what we need to do to reverse climate change. We know what we need to do to prevent war, to feed the hungry, to build ecologically sustainable societies, and to transform politics.



All the solutions are out there.

We just need to wake up to the truth of who we really are, open our hearts big and wide, and hold fiercely to a vision of what's possible.

Fear and doubt have gripped the collective human psyche for far too long.

If you know anything about the law of attraction, what you pay attention to, and especially what you pay attention to with significant emotion, you attract. We do this individually, and collectively. So as long as we collectively indulge in fear and doubt, and as long as we choose to believe there is no hope for the future of humanity, then we will continue to collectively create that reality.

Another world is possible.

And all it takes is for you to believe.

We can change this world, dramatically, and much faster than seems possible right now.

The human mind is far more powerful than we realize. Collectively, if we can shift our minds and our hearts internally, then the outer circumstances are going to get addressed surprisingly fast.

This might sound like magical thinking, especially since many of the problems we face have been around for hundreds of years, and sometimes thousands of years. And in many ways, it can seem like things are getting rapidly worse.

However, the stubbornness and immensity of our global challenges only serve to further prove my point about the power of the collective psyche.

The collective human psyche is so powerful that we've managed to create such colossal problems!

If we turn this collective psyche around and focus it on healing and transforming our world, we can just as easily dis-create these problems, and build a magnificent future.

Playing your part might take courage and determination, but it is also likely to be the most fun and delightful journey you will ever take.

What Are The Solutions?

In the previous chapter I began to explore the solutions.

You may recall that I also said there are as many ways to change the world as there are people on this earth. I don't claim to have all the solutions.

The wonderful thing is that you can find an enjoyable and authentic way to change the world, where you also get paid. Isn't that awesome?

Our political, economic, corporate, educational, health care, religious, and legal institutions (just to name a few) are sorely in need of radical transformation.

Any work you might do that is directly focused on evolving these institutions could certainly have a potent positive impact.

However, all institutions or organizations are simply collections of individuals. They were originally created by individuals, and they are now sustained by individuals.



And even if we succeed at creating meaningful change at an institutional level, unless the individual human beings that make up these institutions have developed a higher consciousness, they are destined to slip back into old destructive patterns.

So it follows that you can do just about anything that helps individual people evolve in some meaningful way, and it will have a powerful ripple effect on the world.

Individuals depend upon social systems for their wellbeing and evolution, therefore anything you do that supports healthier relationships, families, communities, and organizations is also going to have an important positive impact.

Breakthroughs in science and technology will help, but we already have the technology we need to both survive and thrive if we only had the collective consciousness and will required to apply it correctly.

The world's most pressing challenges can seem so complex that it's easy to assume the solutions need to be equally complicated. Actually, the most powerful solutions are surprisingly simple.

- ❖ Love one another.
- ❖ Cultivate compassion for all living things.
- ❖ Treat others as you would like to be treated.
- ❖ Be a responsible and caring member of every community to which you belong, including the global human family, and the exquisite ecosystem we call Earth.
- ❖ Live what you believe. Cultivate integrity.
- ❖ Choose to believe that a better world is possible and look for opportunities to create it now.



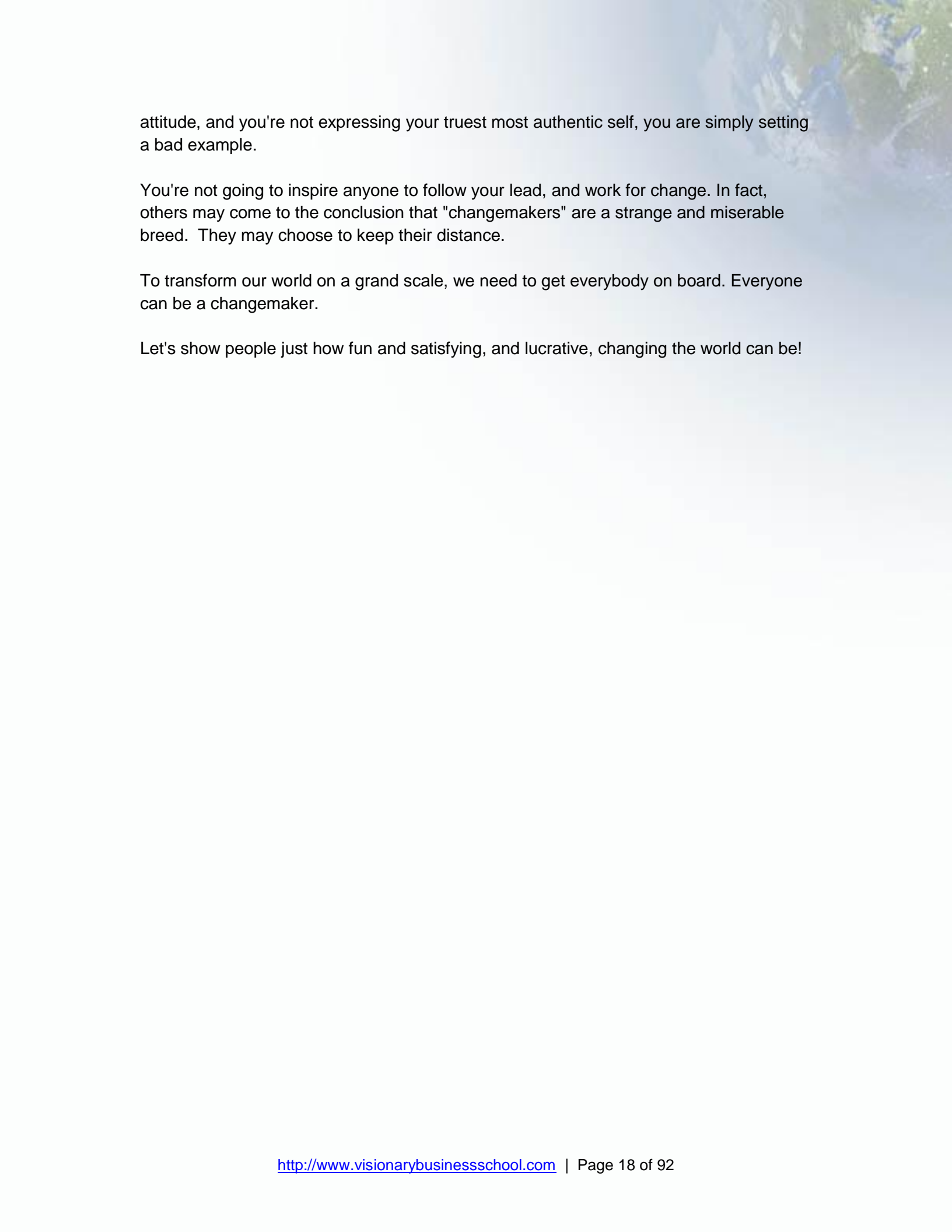
Perhaps one of the most powerful things you can do is to be a shining example of the kind of world you want to live in.

Gandhi said we must be the change we wish to see in the world. Truer words were never spoken.

It's easy to get caught up in asking yourself what the world needs. Dr. Howard Thurman said,

"Don't ask yourself what the world needs. Ask yourself what makes you come alive and then go do that. Because what the world needs is people who have come alive."

I tend to agree. If you're working hard to change the world, but you're doing it with a bad



attitude, and you're not expressing your truest most authentic self, you are simply setting a bad example.

You're not going to inspire anyone to follow your lead, and work for change. In fact, others may come to the conclusion that "changemakers" are a strange and miserable breed. They may choose to keep their distance.

To transform our world on a grand scale, we need to get everybody on board. Everyone can be a changemaker.

Let's show people just how fun and satisfying, and lucrative, changing the world can be!

What Does It Mean To Be A Changemaker?



Being a changemaker simply means finding a way to serve.

*"I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy."
-Rabindranath Tagore*

When you discover how you are meant to serve, you'll be hooked and there will be no turning back. You might lose your way from time to time, but your heart will keep bringing you back.

Being a changemaker means being a visionary. It might sound like a grandiose term, but being a visionary simply means having a clear picture of what's possible for the world and the people in it, and having the audacity to believe that we can get there together.

Being a changemaker means infusing whatever you're doing with a sense of purpose. You don't have to start a nonprofit, or become a best-selling author, or invent the latest and greatest world saving product. You could be a clerk at the grocery store or the post office, as long as you bring deep compassion and a fierce commitment to serve, you can change the world from just about anywhere. You could even be locked up behind bars. I'm sure there are many opportunities to be of service in prison.

So before you think you have to abandon your current career path, or sell all of your

possessions, or make some other dramatic change in your circumstances in order to embrace your calling, think again.

Usually, if you're not feeling fully on your path, the place to start is within. Shift who you're being first. Focus on embodying and expressing your highest potential self within whatever circumstances you are currently facing, and your path will naturally become clear. You may or may not end up making some dramatic changes in your life or business.

One of the primary ways that I have witnessed people unconsciously avoiding full alignment with their highest calling, is the "in order to" excuse. It's the idea that first you have to do something, or change something, before you can begin doing what you feel called to be doing, and what would bring you the most joy.

It's the idea that something else has to happen first "in order for" you to be the authentic changemaker that you are.

The excuses people will come up with are only limited by their creativity. If only I was younger. If only I was older. If only I had more money. If only I didn't have all of this money I had to manage. If only my spouse was more supportive. If only I had found my mate. If only I had more time. If only I wasn't busy raising my kids. If only I didn't need to earn a living. If only I was smarter. If only I had more help. If only my health was better. If only I understood technology. If only I was good at marketing.

The list goes on and on.

There is never a convenient time, or a more perfect time than now to courageously embrace the path of full alignment with the changemaker you are meant to be.

You can't change the past, and the future only exists in your mind. Right now is your opportunity. The present moment is always your opportunity.

If right now was the best time you were ever going to experience in your entire life to more fully embrace the path of a changemaker, what would you do?

Who would you be? You are always free to choose.

Who will you choose to be?



Social Entrepreneurship - The Role of Business

Google the term "social entrepreneur" and you'll find dozens of definitions.

In my view, a social entrepreneur is basically a professional changemaker; someone who has made a career or a business out of changing the world.

I believe small business owners and visionary entrepreneurs have a critical role to play in the great transformation of our world.

When you run your own business or nonprofit venture, you are free to create anything you want. You can align your business in every way possible with your highest values and highest vision for yourself and the world.

We need big corporations and institutions to get fully on board as well, but it's much more difficult and slow for them to come around. I'm convinced that social entrepreneurs are leading the way.

We are demonstrating that another way of doing business is possible, and it can be quite profitable. Eventually, the big corporations will catch on and follow our lead.

If you're already working in a satisfying position, with a big company that is a part of the solution rather than a part of the problem, you are very fortunate indeed. Most "employees" are not so fortunate.

Many of the 9 best ways to get paid for changing the world involve some form of self-employment or social entrepreneurship.

You may or may not think of yourself as a business person, but bear with me. You'll soon see that the world of business is not just for people with marketing degrees, business savvy, and the hard-driving nature that we typically associate with entrepreneurship.

All kinds of people are embracing this path, and embracing it successfully, and I've got proof in the form of thousands of success stories from my clients.

The path includes focusing on a triple bottom line.

Most businesses have traditionally been focused on one primary goal...PROFIT. It's what they call "The Bottom Line".

In a **triple bottom line** business the purpose, mission, and driving force is not just about making money, it's about serving the greater good.



You have three bottom lines that you focus on serving and maximizing... **People, Planet, and Profit.**

Social entrepreneurs or visionary entrepreneurs are people who run businesses or nonprofits with this triple bottom line at the heart of their purpose.

Some social entrepreneurs, especially nonprofit ones, don't focus on generating income. They only focus on having a positive impact. However, my opinion is that they should also focus on generating income, because when you make your enterprise profitable it also becomes both sustainable and scalable.

A sustainable and scalable enterprise is one that you can grow indefinitely, so that it can have a truly remarkable positive impact in the world. It's also one that can last beyond you, and leave a legacy that continues changing the world even after you're no longer involved directly.

If your enterprise is profitable, you can devote yourself to it full time and focus on developing it without distraction. A venture that is losing money will require you to devote time to raising money from charitable donations, or to work at something else simultaneously in order to maintain your personal finances.

I'd rather see you getting paid well for changing the world, so you can devote yourself to it as fully as you desire.

Is It Okay To Get Paid For Changing The World?

If you really knew me, you would know that I take great pleasure in busting myths.

One of the oldest and most stubborn myths is that making money, and being of service, are in conflict with each other and shouldn't be combined.

Therefore, you must choose how you spend your time and energy... either on activities that generate an abundance of money, or on activities that make a significant contribution to others.

This lie has been told so many times and for so long that most people on the planet believe this lie to some degree whether they are conscious of it or not.

In fact, we've even been told that it is shameful to ask for and expect money in return for meeting the most pressing needs of our human family.

Here are some examples of the types of activities you're not supposed to get paid for, or that you're not supposed to get paid very much for:

- ❖ Peacemaking
- ❖ Caretaking
- ❖ Teaching
- ❖ Saving the environment
- ❖ Feeding the hungry
- ❖ Fighting injustice
- ❖ Making beautiful inspiring art or music
- ❖ Helping humanity to wake up and evolve spiritually
- ❖ Supporting people to get their emotional needs met

This myth determines the career decisions that people make, and the businesses that people start.

Many of our brightest minds didn't think it was right to get well paid, or thought it wasn't possible to get well paid for the types of things I just mentioned. Tragically, many these people are instead working for corporations and organizations that aren't in alignment with their deepest values, or they're busy running businesses that don't feed their souls.



If you're not supposed to get paid well for doing something wonderful for humanity, then



what ARE you supposed to get paid for?

I'm on a mission to flip this around.

I invite you to join me in exposing this myth for what it is... a lie.

The truth is that the work that provides the most real value to humanity and all living things is the work that should be rewarded the most financially.

And here's the thing, all of our biggest global problems have multiple profitable solutions.

There is no conflict between profit and serving the world.

Sometimes the beneficiaries of your work are people who are in poverty, or non-human life forms that can't pay you.

However, there is money circulating that can fund any truly important work that provides real value. Since we are all connected, there are always individuals and organizations willing to fund the initiatives that are aligned with the highest good of all.

The amount of money that is circulating and available is so enormous that it is beyond your comprehension. So if you are seeing the world through the lens of scarcity, I invite you to remove those dark colored scarcity glasses.

There is more than enough money and resources to solve all of our global problems. It just needs to be allocated properly.

And, surely there is enough money circulating to pay you well for doing what is aligned with your highest good and the highest good of all.

So, is it okay to get paid for changing the world?

Yes! Yes, it's okay for you to get paid for changing the world. In fact, it's okay to get paid really well. Manifesting your full potential in service to the greater good may even depend upon it.

The 9 Best Ways To Get Paid for Changing The World

There are an infinite number of ways to make a positive difference in the world where you don't get paid. There is nothing wrong with engaging in various methods that don't involve any financial compensation.

Volunteers are greatly needed for every worthy cause. And many of the most powerful and consequential ways to impact the world, such as parenting, are never going to generate an income.

However, if you've read this far, you're obviously interested in the methods by which you can get paid for changing the world. Perhaps you'd even like to have a lucrative career based on being of profound service in the highest way possible.

My mission, and the purpose of this book, is to help you thrive on a personal level while following your highest calling to serve the world.

You may already be well established in a specific career path or business that you're happy with. If so, the following exploration may help you understand more clearly where you fit within the big picture, and what specific role you are playing to contribute to the greater good. You may also find ways to diversify or evolve what you're already doing in order to expand both your positive impact and income.



If you're not already thoroughly satisfied with your current career or business, I hope learning about these 9 ways to change the world will either show you how to make what you're already doing more fulfilling and lucrative, or give you increased clarity on a new career path or business that would be an even better fit for you.

I learned about some of these ways of getting paid for changing the world through my own life experience. I've built businesses and consulted for companies engaged in many of these occupations myself.

I discovered some of the professions I am including in this book while running a nonprofit that worked to support thousands of visionary leaders from around the world. I had the opportunity to meet, and work with, many people who were professional changemakers.

In the last few years I've met thousands of additional changemakers through my online training programs, and I've worked with over a thousand very diverse social entrepreneurs through my more in-depth five-month training programs.

I have been exposed to just about every category of occupation where you can get paid

for changing the world. I'm certainly not an expert in everything, and there are infinite variations within some common themes, but I've done my best to narrow it down to 9 of the best.

In order for something to have been included in my list, it had to meet some strict requirements.

First, it needed to offer someone the potential to have a potent positive impact in the world. Second, it also needed to demonstrate the potential for at least generating a living wage, if not a high six-figure income.

I also included only occupations where I could find an abundance of highly successful people engaged with that particular line of work. I may have left out, or overlooked, some more obscure businesses or professions where I simply couldn't find enough success stories to be personally convinced that it was a viable path for many people.

If you have a business idea or a career plan that is not listed below, please don't get discouraged. This is not meant to be an all-encompassing list.

I'll start with a simple list. Then, I will give a number of specific examples for each category. Finally, I'll get into a deeper exploration of each category and support you to move towards clarity on the best path of service for you.

The 9 Best ways To Get Paid for Changing The World

1. Cultivating Love, Relationships, and Communication
2. Raising Consciousness and Empowering People
3. Producing and Distributing Healthy Sustainable Food
4. Healing
5. Catalyzing Social Change and Social Justice
6. Serving Changemakers
7. Providing Sustainable Consumer Products
8. Opening Hearts and Providing Inspiration and Joy
9. Working Directly With Nature



Here are some specific examples. Keep in mind that you may want to combine two **or** more of these into a single lucrative career or business...

Cultivating Love, Relationships, and Communication

- ❖ Relationship Coach
- ❖ Workshop or Seminar Leader (In-Person or Online)
- ❖ Author
- ❖ Counselor



Raising Consciousness and Empowering People

- ❖ Teacher
- ❖ Spiritual Teacher or Coach
- ❖ Workshop or Seminar Leader (In-Person or Online)
- ❖ Transformational Retreat Leader
- ❖ Artist, Entertainer, Musician or Designer With A Message and Mission
- ❖ Professional Speaker
- ❖ Author
- ❖ Movement Builder
- ❖ Childcare Provider
- ❖ Change Agent Within The Establishment
- ❖ Financial Coach, Financial Planner
- ❖ Business Coach
- ❖ Life Coach



Producing and Distributing Healthy Sustainable Food

- ❖ Healthy Restaurant Owner/Worker
- ❖ Farmer
- ❖ Nutritionist
- ❖ Health Food Store Proprietor/Worker
- ❖ Chef
- ❖ Farmer's Market/Co-op Organizer



Healing

- ❖ Therapist
- ❖ Counselor
- ❖ Health Coach
- ❖ Relationship Coach
- ❖ Nutritionist
- ❖ Energy or Spiritual Healer
- ❖ Author
- ❖ Naturopath
- ❖ Acupuncturist
- ❖ Bodyworker
- ❖ Yoga Teacher
- ❖ Midwife
- ❖ Nurse
- ❖ Workshop/Seminar Leader (In-Person or Online)



Catalyzing Social Change and Social Justice

- ❖ Technology Developer (Support) For Good Causes
- ❖ Attorney
- ❖ Politician
- ❖ Community Organizer
- ❖ Movement Builder
- ❖ Activist
- ❖ Consultant
- ❖ Workshop/Seminar Leader (In-Person or Online)
- ❖ Fundraiser
- ❖ Executive Director
- ❖ Employee of Social Enterprise
- ❖ Author
- ❖ Media/PR Consultant
- ❖ Philanthropist
- ❖ Social Enterprise Investor
- ❖ Change Agent Within The Establishment



Serving Changemakers

- ❖ Business Coach
- ❖ Technology Developer (Support) For Good Causes
- ❖ Virtual Assistant
- ❖ Salesperson/Marketer for Good Causes
- ❖ Life Coach
- ❖ Consultant
- ❖ Workshop/Seminar Leader (In-Person or Online)
- ❖ Fundraiser
- ❖ Executive Director (Non-Profit)
- ❖ Employee of a Social Enterprise
- ❖ Author
- ❖ Photographer or Videographer
- ❖ Media/PR Consultant
- ❖ Event Planner
- ❖ Philanthropist
- ❖ Social Enterprise Investor



Providing Sustainable Consumer Products

- ❖ Inventor or Innovator
- ❖ Manufacturer
- ❖ Distributer
- ❖ Sales and Marketing
- ❖ Employee of Social Enterprise
- ❖ Green Energy and Green Tech Worker
- ❖ Network Marketer
- ❖ Media/PR Consultant



Opening Hearts and Providing Inspiration and Joy

- ❖ Photographer or Videographer
- ❖ Artist, Entertainer, Musician or Designer With A Message and Mission
- ❖ Dancer or Dance Instructor

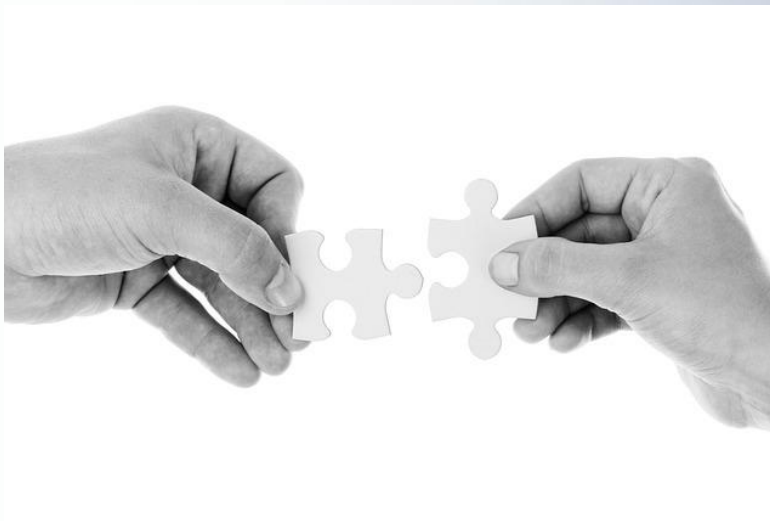


Working Directly With Nature

- ❖ Park Ranger
- ❖ Biologist
- ❖ Farmer
- ❖ Activist
- ❖ Nature Camp Counselor
- ❖ Dog Walker



What Is The Best Fit For You?



In the course of my life I've come across all kinds of convoluted career tests and self assessments, many of which tend to leave people more confused than when they started.

I find that keeping things simple is frequently more empowering. I invite you to consider the following, as we explore each of the 9 ways to get paid for changing the world:

Considerations

1. *What are you good at?*
2. *What do you have experience with?*
3. *What are you passionate about?*
4. *What would you love doing?*

What are you good at?

It's easy to misinterpret this question. For example, if you're considering "Relationship Coach" as a potential business/career, I'm not asking you whether or not you're good at relationship coaching. Obviously, if you're new to relationship coaching then you don't know yet if you're good at it or not. What I'm asking you to do is to look at what you would actually be doing as a relationship coach, and consider whether or not you'd be good at those things.

For example, if you are evaluating a potential career as a relationship coach, I would ask some of the following questions:

- ❖ Are you a good listener?
- ❖ Do you have deep empathy and compassion?
- ❖ Do you have excellent communication skills?
- ❖ Have you achieved some degree of success or even mastery in your own relationships?
- ❖ Are you good at helping people to set goals and achieve them, and to make significant changes in their behavior?

And, don't forget that in order to have a successful career as a relationship coach, you'll need to be much more than just a good coach. You'll also need to be a business owner who knows how to attract and enroll clients. However, that's something that anyone can learn, and I'll be getting into that more later in this book.

What do you have experience with?

The question, "What do you have experience with?" is an interesting one because sometimes people place too much emphasis on this, and sometimes people place too little. Many people get caught in a certain career track that is unfulfilling, and keep doing things that relate to their experience over and over again just because it's the natural and obvious thing they seem qualified to do.

For example, here's an extreme example of placing too much emphasis on what you already have experience with. Suppose you start out working as a dishwasher at a restaurant because you need a little extra money, and the next thing you know you are hosting, then waitressing, then managing the restaurant. Meanwhile, you don't really love the restaurant business, and you certainly don't enjoy managing a restaurant. It's really not your calling, but you have lots of experience, which leads to opportunities and a sense of security, and it seems riskier on multiple levels to follow your true calling.

On the other hand, sometimes people don't put enough emphasis on their past experience. For example, I've seen people get into coaching and decide they want to specialize in something such as supporting small business owners to grow their businesses. Meanwhile, they've never owned a business before and don't have experience with marketing. Perhaps this person has had a 10-year career in the corporate world, doing primarily project management. They might consider getting into coaching, but instead of coaching small business owners, they could specialize in coaching project managers in corporations.



Actually, the previous example is exactly what happened with one of my clients. I nudged her in the direction of specializing in coaching project managers in the industry she had experience with, and almost immediately she went from scraping by on a few hundred dollars per month to making over \$10,000 per month, working part-time.

One way to make sure a career choice like this has maximum positive impact on the world, is to create a very clear set of guidelines for what type of clients you will work with. In this case, the project manager coach might choose to work only with Green Technology companies, or whatever she is passionate about.

I also want to point out that career experience isn't the only kind of valuable experience that can be applied to designing a fulfilling career. I think it's always important for people to look at their lives and themselves as a whole and include skills and experience that might have been acquired outside of a job. Skills that aren't as easy to list on a resume such as, from my example above, being a good listener or communicator.

What are you passionate about?

This is an extremely important question. There are billions of ways to change the world, and I don't recommend choosing one that you think you "should" do, but instead choosing something that genuinely excites you because you care deeply about it.

If you're truly passionate about a cause, you'll be able to overcome a tremendous amount of adversity, lack of experience, and lack of skills or knowledge. You can acquire all of those things if you're passionate enough and committed enough.



Of course, if passion is the only thing you've got going for you, you've got a rough road ahead of you. Ideally, you'll choose a path that you also have experience with, are good at, and would love doing.

What would you love doing?



You could be passionate about a cause; have the right experience, knowledge, and skills; be good at it; but still hate doing the actual activities involved.

Usually, if you're good at something you will also enjoy it to some degree, but there are exceptions.

For example, a lot of careers and businesses, especially in this age of rapid technology growth and the Internet, involve sitting at a desk and working with a computer a good portion of the time.

You might enjoy this, find it merely tolerable, or find it excruciatingly painful. The bottom line is you'll want to do your research to find out what people in that particular line of work actually spend their time doing, and make sure it's something you can imagine yourself enjoying most of the time.

A Deeper Exploration

Next, let's investigate each of 9 best ways to get paid for changing the world with the goal of determining which is the best fit for you. Remember, you may want to combine two or more of these into a single career or business.

Cultivating Love, Relationships and Communication

Cultivating love, relationships and communication is one of the 9 best ways to get paid for changing the world because it addresses a fundamental need of all human beings to give and receive love. Healthy relationships and communication bring great joy and fulfillment. People with healthy relationships tend to be more generous and compassionate with everyone they come in contact with, and with the world as a whole. Healthy loving relationships are born out of emotional intelligence and communication skills, and when people develop these two things they naturally end up contributing a tremendous amount to everyone around them.

Some tangible vocations where you can make a great living include: coach, counselor, therapist, seminar leader, author, professional speaker, teacher, conflict resolution specialist, mediator, and more.

Raising Consciousness and Empowering People

Raising consciousness and empowering people begins an evolution to a more expanded and empathetic state of consciousness and builds the foundation for all of the other desperately needed changes we seek. As people grow to become more aware of and in sync with the interconnectedness of all life and feel empowered from within, they will naturally make critical choices that lead to a sustainable world that works for everyone.

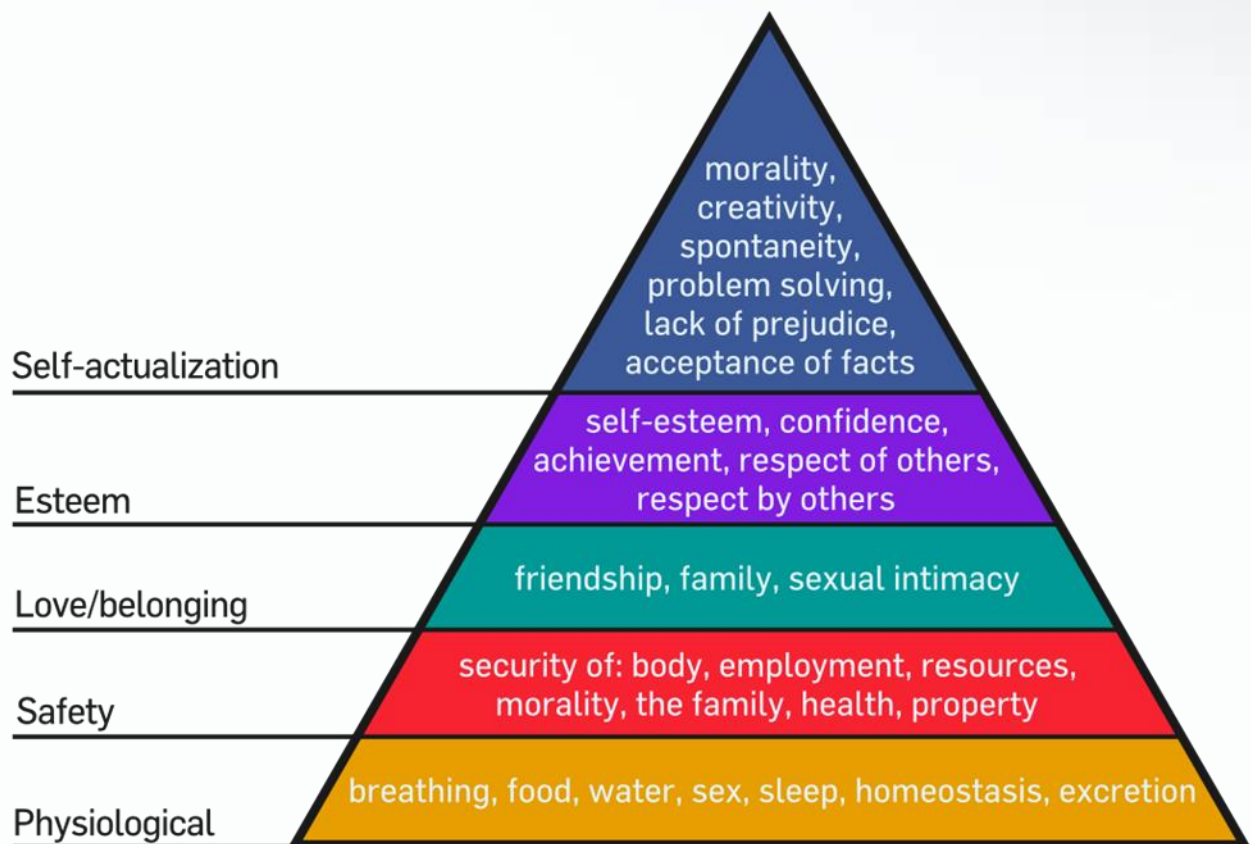


When people are empowered, they are more likely to do the right thing. They are more likely to act with compassion and make choices that lead to a healthier more sustainable world. On the other hand, when people are disenfranchised, they have a tendency to compromise their values, find someone to blame, and do whatever it takes to regain control and get their basic needs met. Poverty for example, hurts everyone including the rich. A society with some who have power and opportunity, and some who don't, is a house of cards getting ready to tumble.

When people are not empowered they are more likely to get stuck trying to meet their basic needs, rather than expressing their passion and creativity for serving the world, and manifesting their highest potential to make the world a better place. Once physiological, safety, social, and self-esteem needs are met, people begin to focus more on self-actualization, and that's when they are able to powerfully contribute to the healing and transformation of our world.

If you feel called to focus on empowering people and raising consciousness, some careers you may consider include: financial coach, financial planner, business coach, life coach, teacher, counselor, consultant, workshop leader, author, dancer or dance instructor, marketer for good causes, or employee of a social enterprise that is dedicated to empowering people in some meaningful way.

Just take a look at Maslow's hierarchy of needs in the chart below.



Producing and Distributing Healthy Sustainable Food

We all know that food choices have a powerful effect on individual's health. Meanwhile, over half of the foods we regularly consume are making us sick, which translates into unhealthy people who have less to contribute to the healing of our world. It also puts a major strain on our healthcare system, and all of us pay the price.

Also, most of us aren't fully aware of the massive impact that food production and distribution has on the environment. It's one of the biggest polluters. It's also one of the biggest consumers of water, energy, and countless natural resources.

As my friend Ocean Robbins puts it, "We need a food revolution!" Ocean and his father John Robbins are working on the leading edge of this moment.



Just like relationships and consciousness, food is one of those areas where we can have a highly leveraged positive effect on the world. And because eating is an essential human need as well as one of our greatest sources of pleasure, there will always be plenty of lucrative opportunities such as owning or working with a healthy restaurant or health food store, farming, nutrition consulting or coaching, cooking, teaching cooking classes, organizing grass roots urban roof-top gardens, and more.

There is also a huge need for movement building and activism to mobilize legislators and voters to change corrupt laws which were designed to maximize corporate profits without concern for public health and the environment.

Healing

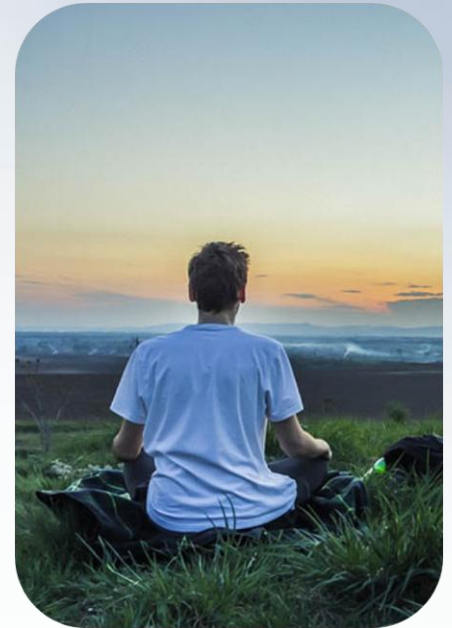
Generally speaking, human beings are far sicker than we need to be. We could be living much healthier, happier, longer lives. Our healthcare system needs tremendous transformation, and individuals need to take more responsibility for their own health and well-being.

Collectively, we're only manifesting a tiny fraction of our potential in the areas of physical, mental, emotional, and spiritual health and well-being.

When someone begins to manifest thriving health on each of these levels, they naturally contribute to the creation of a healthier world on all levels as well. Therefore, this is another one of those "acupuncture points" where you can have a major positive impact, while getting paid.

Health and healing is a multibillion dollar industry. I'd like to see more and more of that money going to social entrepreneurs and healers with a holistic approach that leads to optimum health, rather than to the dominant "disease-care" system with its focus on suppressing symptoms and maximizing profits.

There are numerous viable careers and businesses in this field, such as therapist, counselor, health coach, relationship coach, nutritionist, herbalist, energy or spiritual healer, workshop leader, author, naturopathic doctor, integrative medical practitioner, acupuncturist, bodyworker, yoga teacher, midwife, nurse, and more.



Catalyzing Social Change and Social Justice

One of the most satisfying ways to change the world is to take a stand for a cause you're passionate about and work directly on changing worn-out social structures and corrupt institutions driven by greed. The world is still plagued by vast inequities and those in privileged positions who are not looking out for the best interests of others will sometimes do whatever it takes to maintain their power and control.

If you feel called to work on the front lines, endeavoring to make real tangible changes, one or more of these vocations might be perfect for you: technology developer for good causes, attorney, politician, community organizer, movement builder, activist, consultant, workshop leader, fundraiser, executive director, employee for a social enterprise, author, media/PR consultant, philanthropist, social enterprise investor, or change agent within the establishment.

Some of these positions such as "activist" have traditionally been viewed as volunteer, or semi-volunteer positions. As the rate of change accelerates on planet Earth, and as more and more people wake up and become activated, there is more and more funding available to support those who are passionate about working on the front lines of change. If you're clearly working for the collective good of all mankind, there's always a way to get paid.

Serving Changemakers

One of my pet peeves is that many people who feel a strong call to change the world automatically assume they need to invent a new nonprofit organization, or start their own movement from scratch. While there's nothing wrong with starting something new, wouldn't it be prudent to first do some research to see if the organization or movement already exists, and see if there is a way you can plug into and support what is already happening?

The other thing that gets my goat is the way many changemakers often assume they need to be the leader. Visionary leaders are sorely needed, but not everybody can be a leader. At least not in the traditional sense. What good is a leader if nobody's following?

There's this thing called synergy which essentially means that working together cooperatively as a whole will have a greater positive effect than each of us working separately.

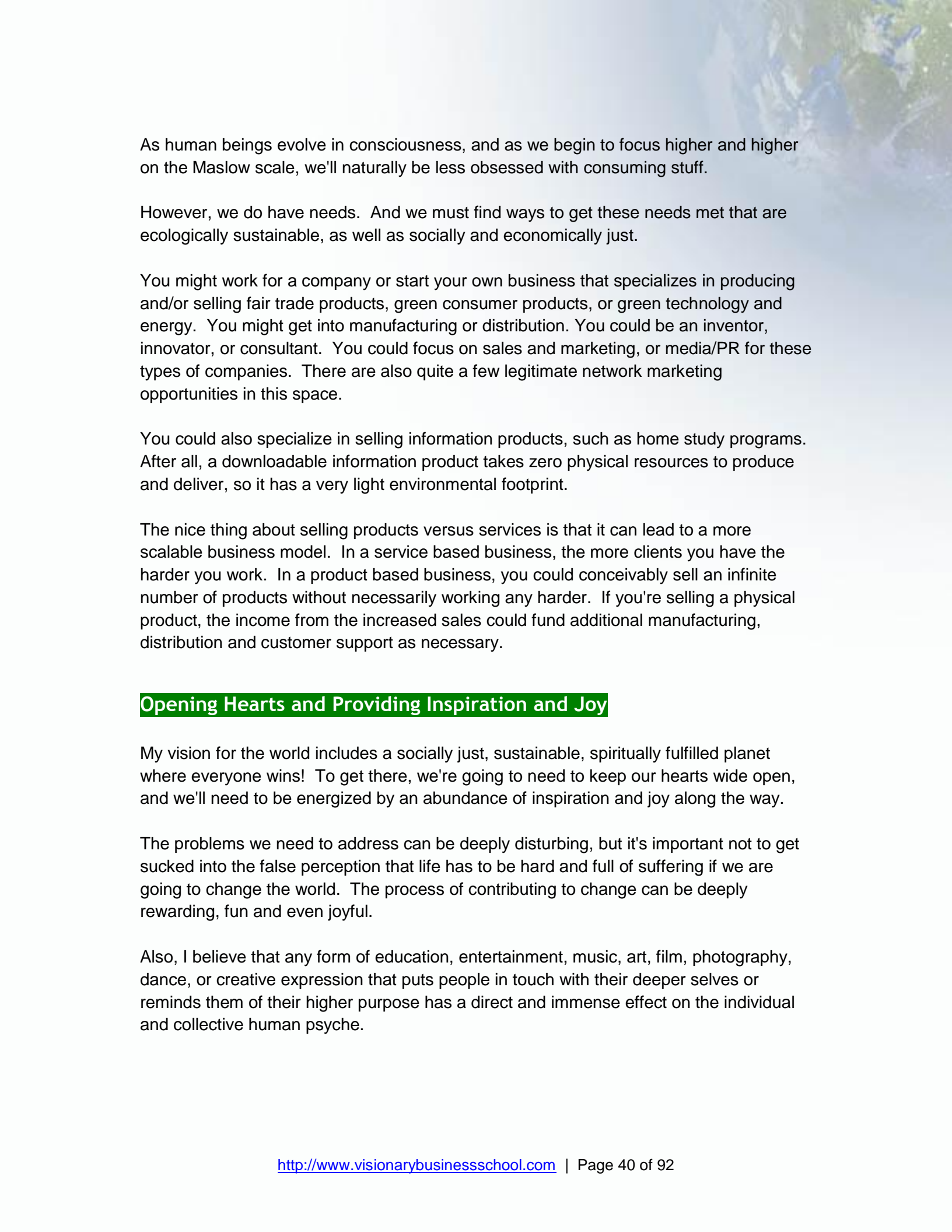
So serving and supporting other changemakers just might be a more powerful and synergistic way for you to change the world, and get paid for doing so.



Here are some possibilities: business coach, technology development and support, salesperson/marketer, life coach, consultant, virtual assistant, workshop leader, fundraiser, executive director, employee of a social enterprise, author, photographer, videographer, media/PR consultant, event planner, philanthropist, and social enterprise investor. There are dozens of additional possibilities in this category that I haven't specifically mentioned.

Providing Sustainable Consumer Products

Human beings have a problem with overconsumption. Greed has driven aggressive and manipulative marketing that has conditioned people to believe that happiness comes from buying and consuming stuff. Referring back to Maslow's hierarchy of needs, after struggling and focusing on meeting your needs at the lower levels for a long time, it's easy to get stuck in a rut there, and to come to the conclusion that more is always better.



As human beings evolve in consciousness, and as we begin to focus higher and higher on the Maslow scale, we'll naturally be less obsessed with consuming stuff.

However, we do have needs. And we must find ways to get these needs met that are ecologically sustainable, as well as socially and economically just.

You might work for a company or start your own business that specializes in producing and/or selling fair trade products, green consumer products, or green technology and energy. You might get into manufacturing or distribution. You could be an inventor, innovator, or consultant. You could focus on sales and marketing, or media/PR for these types of companies. There are also quite a few legitimate network marketing opportunities in this space.

You could also specialize in selling information products, such as home study programs. After all, a downloadable information product takes zero physical resources to produce and deliver, so it has a very light environmental footprint.

The nice thing about selling products versus services is that it can lead to a more scalable business model. In a service based business, the more clients you have the harder you work. In a product based business, you could conceivably sell an infinite number of products without necessarily working any harder. If you're selling a physical product, the income from the increased sales could fund additional manufacturing, distribution and customer support as necessary.

Opening Hearts and Providing Inspiration and Joy

My vision for the world includes a socially just, sustainable, spiritually fulfilled planet where everyone wins! To get there, we're going to need to keep our hearts wide open, and we'll need to be energized by an abundance of inspiration and joy along the way.

The problems we need to address can be deeply disturbing, but it's important not to get sucked into the false perception that life has to be hard and full of suffering if we are going to change the world. The process of contributing to change can be deeply rewarding, fun and even joyful.

Also, I believe that any form of education, entertainment, music, art, film, photography, dance, or creative expression that puts people in touch with their deeper selves or reminds them of their higher purpose has a direct and immense effect on the individual and collective human psyche.

Ultimately, changing the world is essentially a creative act, and artists are always at the forefront of holding the vision and expressing the vision in a way that touches, moves, and inspires the rest of us to align more fully with our highest purpose.

You could be a photographer, videographer, painter, entertainer, actor, musician, designer, dancer, dance instructor, or any number of things. You can change the world if you infuse your work with a message.

Working Directly With Nature



At the heart of our ecological challenges is a fundamental disconnection with the natural world. Our modern day lifestyles tend to sustain this lack of connection. Some of us make a point to get out into nature every now and then, but very few of us have deep contact with the natural world on a daily basis. How can we know and understand, fully appreciate, and have a healthy relationship with something from which we are so profoundly disconnected?

Nature is not a commodity that is there simply to sustain human life. Nature does not belong to us. We belong to nature. We did not create the web of life, it created us.

We need changemakers who work directly with nature, in part, so they can be a bridge that helps the rest of humanity to find its connection again.

We need changemakers who protect the natural world, as well as teach and guide us how to live in greater harmony with the complex ecosystems to which we owe our lives.

Just a few examples include park ranger, biologist, activist, eco tour guide, tree trimmer, dog walker, farmer, nature camp counselor, and more.

Evaluating Your Options

If you're thinking about either starting a new business, making a career move, or simply adding a new income stream, I'd like to make a few suggestions that may help you in your decision-making process.

Let me remind you that in many cases you don't have to choose only one. Some of the options I covered can easily be combined to create a powerful synergy, and a lucrative career or business. For example, I combine online seminars, coaching, writing, and information products in one business that empowers people and serves changemakers.

Make A List

I recommend making a list that includes all of the options that appeal to you. Then, go back through and evaluate each one based on the four considerations I covered earlier:

1. *What are you good at?*
2. *What do you have experience with?*
3. *What are you passionate about?*
4. *What would you love doing?*

Rate yourself from 1 to 10 in each area, then add up the total for each option. I wouldn't recommend making your decision based on the highest scoring option, but your scores will give you some valuable input and the process will get you to reflect and ask the right questions.

It may be difficult to accurately evaluate each option without doing some research first. So your initial round of evaluating and scoring may include some guesswork.

Here's an example:

	Massage Therapist	Health Coach	Farmer
Good At	7	5	7
Experience	5	5	9
Passion	5	10	7
Love Doing	8	7	3
Total	25	27	26

Do Some Research

Once you've narrowed down your options, do some research.

The most valuable research you can conduct is to identify individuals who are highly successful in each area that interests you. Observe them carefully and pay attention to how they actually spend their time, and what actually led to their success. Frequently our initial assumptions about these two things will be inaccurate.

Therefore, it's very important to identify multiple examples of highly successful people, observe them closely, and actually have conversations with them.

A single conversation might save you from making a very bad decision that ends up eating up years of your life. That same conversation might be the catalyst that sends you down the most fulfilling and rewarding path you could possibly imagine.

If you have a friend who is successful in an area that interests you, by all means, have a conversation with them.

A great way to befriend role models of success, is to ask for an introduction from anyone who knows both of you. You can also approach people directly. Some of these folks might be unusually busy and difficult to reach, but it's worth the effort.

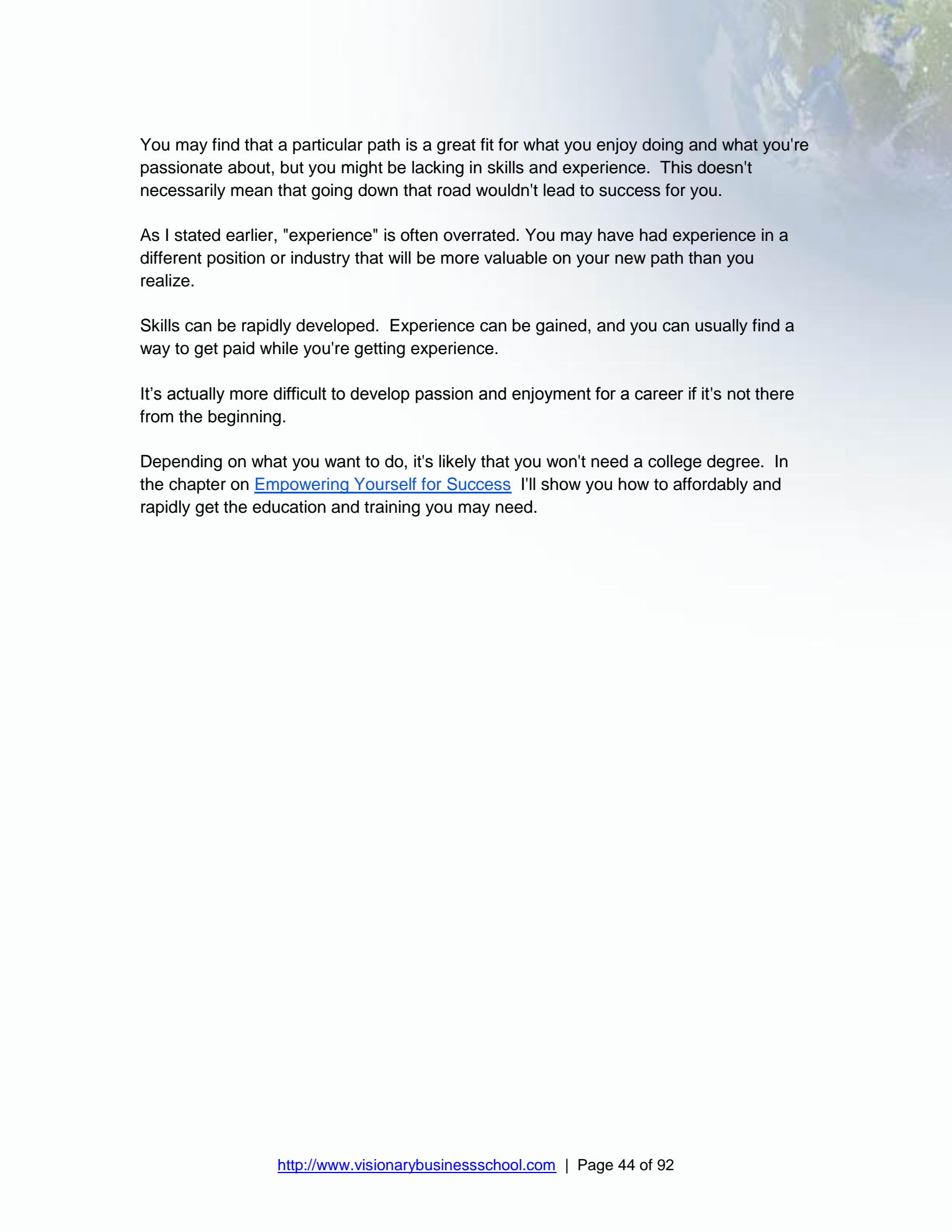
Simply let them know upfront why you're contacting them, and that you'll be very respectful of their time and keep the conversation to 10-15 minutes maximum.

Let them know you are thinking of getting into their line of work, and that you find them to be a great inspiration. Let them know you'd like to ask them four questions:

1. *What do you actually spend your time doing?*
2. *What have been the greatest keys to your success?*
3. *What were your biggest mistakes?*
4. *What do you wish you would've known when you were first starting out?*

If you can find three or more highly successful people in a particular vocation and get the answers to these questions, you'll be empowered to more accurately determine if that particular path is a good fit for you.

You might have some resistance to reaching out to people like this. It might be uncomfortable. My coaching is to push through the discomfort. Spending years in indecision, or committing to a path that ends up not being a good fit for you, are both far more painful in the long run than picking up the phone and calling a few strangers.



You may find that a particular path is a great fit for what you enjoy doing and what you're passionate about, but you might be lacking in skills and experience. This doesn't necessarily mean that going down that road wouldn't lead to success for you.

As I stated earlier, "experience" is often overrated. You may have had experience in a different position or industry that will be more valuable on your new path than you realize.

Skills can be rapidly developed. Experience can be gained, and you can usually find a way to get paid while you're getting experience.

It's actually more difficult to develop passion and enjoyment for a career if it's not there from the beginning.

Depending on what you want to do, it's likely that you won't need a college degree. In the chapter on [Empowering Yourself for Success](#) I'll show you how to affordably and rapidly get the education and training you may need.

Starting Your Own Business



You may have noticed that many specific examples for ways to apply the 9 best ways to get paid for changing the world involve some form of self-employment or starting your own business.

I've been self-employed in many forms since I was a teenager, so I am unable to speak from experience about what it's like to work for a large corporation, but in the realm of running your own business, I've been around the block a few times.

People tend to romanticize the idea of starting their own business. After all, who wouldn't want the freedom to make their own hours, set their own vacations, and play by their own set of rules? If you're tired of being told what to do by your boss, the idea of making your own decisions can seem very appealing.

Also, who wouldn't want the unlimited income potential of owning their own business? In most employee/employer situations, you earn a set hourly rate, or a salary, regardless of the value you produce for the company. You're going to earn that amount even if you're performance is lacking, so it's really the business owner who takes most of the risk, but they also receive the lion's share of the rewards.

So going into business for yourself basically means bigger risk and bigger reward. It's not that working for someone else is free of risk. You could devote years of your life to a particular employer and then be laid off without notice. However, you will have been receiving a paycheck the entire time, whereas many people who go into business actually end up losing money, not to mention the vast amount of time and energy they may have spent on the business.

The other thing that's nice about working for yourself is that you get to make the decisions. You have the opportunity to thoroughly align your business with your values and your mission.

This is a very personal decision, and I wouldn't recommend one path over the other without knowing you personally.

If you have a really big vision and you're willing to invest a lot of time and energy into making it a reality, then starting your own business will likely offer you a much greater opportunity than you might find working for a big company.



However, if you are new to business it's easy to underestimate what you're getting into. Providing a truly valuable product or service is just the beginning. There are so many areas of responsibility, such as marketing and sales, accounting, technology management, project management, people management, customer service, and more. In the beginning, unless you are starting off with a large amount of capital and team of paid people to fill the various roles, then you'll have to do a little bit of everything yourself.

Successful self-employment typically requires a high level of commitment and tenacity, the ability to keep the faith even when the going gets rough, a willingness to embrace constant challenges, and a love of learning.

I often say that being in business is the "advanced course". Running your business will require you to grow and evolve in ways you can't even imagine right now.

The bottom line is that it's probably going to be harder than you think, but this is part of the reason it can be so rewarding.

Another thing to keep in mind is that gross business income is difficult to compare with income from a typical W2 employee position. First, you'll need to subtract all the business expenses from the gross business income, then you'll need to factor in the fact

that you won't have any benefits, you'll be paying 100% of your own health insurance, and you'll be paying all of your own Social Security and Medicare taxes.

I don't know much about other countries, but in the United States, the "Self-Employment Tax" is how you pay Social Security and Medicare taxes when you're self-employed. In the case of employees, the employer and employee split the cost of these payroll taxes, each paying 7.65% of eligible wages. An independent contractor, by contrast, is both the employer and the employee, so a self-employed person pays both halves, or 15.3% total.

You may need to earn significantly more gross income as a business owner than you would as an employee to have the same level of take-home income. It's impossible to come up with a formula that would work in every situation, since business expenses vary greatly from business to business.

Don't let these factors discourage you however. None of this will matter as long as you make your business highly profitable.

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Business Structures

Many new business owners get hung up on the legal structure of their business. If you're just starting out with a business consisting of a single owner and you live in the United States, then doing business as a sole proprietorship is likely your best option in the beginning. There is no paperwork to fill out as you're not actually forming a separate business entity. For legal and tax purposes, you and your business are one. This is the simplest and easiest route to get started. You can always incorporate or form another legal entity later when you have greater income and it becomes more advantageous to do so.

However, you may want to consider a number of additional options such as: nonprofit, corporation, partnership, and more. The easiest way to make this decision is to set up a meeting with a tax professional who specializes in small business. By far the biggest factor to consider in choosing your legal entity is what will be most advantageous from a tax perspective. Liability is another big reason that people sometimes choose one structure over the other.



Empowering Yourself for Success

It's important to identify the education and training that will support you to most rapidly achieve your vision, while enjoying the process of getting there.

This is true whether you're first starting out, or you're 10 years or more into your career or business. Learning and development are a never-ending process. The most successful people in the world understand and embrace this principle. They don't get lazy and complacent with what they know. Mastery is not a destination. It's a process.

Some people invest more time and money in education and training than is necessary, I'll cover this in more detail in the chapter on [Blazing Your Own Trail](#).

Other people invest too little.

Investing in your own training and development is one of the smartest investments you can make. It almost always has a higher return on investment (ROI) than investing in the stock market or real estate.

Investing in your own business, assuming you've got a solid business plan, also has the potential of creating far more financial prosperity than most so-called "passive" investments.

So I invite you to look for opportunities to invest in your career development and your business.

Take full control of your own education. You steer the ship.

Some careers require a university degree, and if what you want to do requires a university degree that you don't have already, then make that happen.

However, be careful about automatically assuming you need to take the traditional route. Many of the 9 best ways to get paid for changing the world don't require a university degree, and your time and money might be better spent designing your own education and development.

There are many ways to get educated and trained. Many of them may be both more affordable and more effective than formal education, depending on your goals.

I have a friend who is actually a part time university professor, who is fond of saying, "You can't let college get in the way of your education."



Investing in your own training and development is one of the smartest investments you can make.

It's his playful way of saying there are many ways to learn what you need to learn in order to accomplish your career goals. University is just one option, and it shouldn't be considered the be-all and end-all.

Also, when you enter into the traditional educational system, you have to surrender to that rigid system in many ways. When you design your own education, you get to do it on your own terms, and in the way that works best for you.

Let's explore some options for learning what you need to learn.

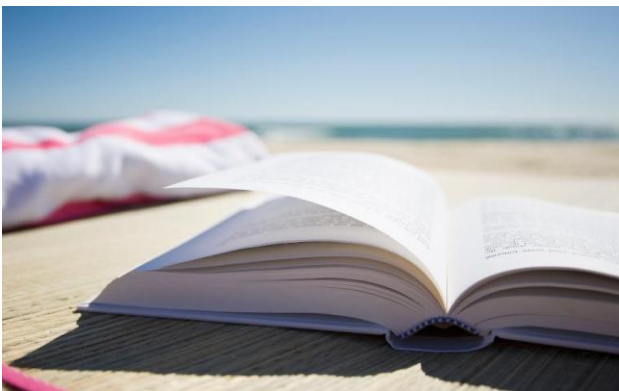
First, the most obvious is often the most overlooked...reading. Whatever world changing career or business you choose to dedicate yourself to, I'm sure there are multiple books that would provide inspiration and clarity. Reading the 10 top books in any field will make you more of an expert in that field than the vast majority of people.

Most of us have short attention spans. The messages we are exposed to every day create an illusion that we can learn in sound bites.

While you may not need to attend an eight year university program in order to succeed at your vocation of choice, neither can you expect to master any topic through a \$97 home study program.

However, in the age of the Internet, that's what many Internet marketers and "business experts" would have you believe. Of course, they're just trying to sell their program.

I recommend slowing down, taking a deep breath and releasing the sense that we need to hurry up and become successful. A sense of urgency tends to morph into a sense of desperation over time, and desperation is not helpful when it comes to getting paid for changing the world.



To begin with, slow down enough to read several books designed to help you be more successful in your chosen field. It will only cost you around \$100 and you'll get more of an education in your line of work than you might get at one hundred times the price if you do some famous guru's expensive program that promises "mastery in a weekend".

Seek out role models, mentors, trainers and coaches.

Whatever you do, don't look around you at what *everyone* else in your field is doing. If you look to what everyone else is doing for clues on how to become successful in your field, you'll end up learning how to create mediocre results, because generally speaking most people in any field are getting mediocre results.

Instead, focus in on the *most successful* ones. You get to define what success means to you. The traditional definition of success is someone who makes a lot of money. In my viewpoint, this is a very limited definition.

What is your definition of success?

I'm guessing that it includes making a profound positive difference in the world.

So seek out role models, mentors, trainers and coaches who are making the kind of positive difference you want to make, and are successful by your definition.

This is one of the most powerful principles of success. Too often we try to re-create the wheel, when a much easier and effective method would be to learn from someone who has already done that on the road we wish to travel.

*A **role model** is someone who inspires you. They show you what's possible. You can learn a tremendous amount just from observing them.*

*A **mentor** is someone you have a more in-depth relationship with. It can take many forms, both informal and formal. For example, it could be a teacher-student relationship or a coach-client relationship.*

*A **trainer** is someone whose profession includes showing people how to do what they want to do more effectively. Some trainers are overhyped and overpriced, while others are worth every penny.*

*A **coach** is someone who specializes in providing support that gets you to take consistent effective action towards your desired outcome. Coaches are all about implementation.*

Sometimes you can find a role model who will provide a combination of mentoring, training and coaching. However, it's not necessary to get all of these things from one person. In fact, it's far preferable to have multiple and diverse sources of support.

In the chapter on [Blazing Your Own Trail](#) I'll discuss how to evaluate potential role models, mentors, trainers, and coaches so that you make wise investments with your time and money.

I spent a year of my life tracking down and interviewing some of the most inspiring role models I could find. I engaged them in an intimate dialogue about the role of social entrepreneurship in addressing the world's most pressing problems. It was an honor to meet with these modern day heroes and innovators who have catalyzed profound positive changes on a massive scale, and the result was a rare set of conversations you won't find anywhere else.



Three Keys To Success

In my coaching and training programs I focus on three primary areas:

1. *Mindset or Inner Game*
2. *Client/ Customer Attraction*
3. *Time Mastery*

Over the course of many years and thousands of hours coaching socially conscious changemakers, I found that almost all of their challenges fell into one of these three key areas.

Mindset / Inner Game

Your mindset is probably THE most critical factor determining whether or not you'll be successful in business or with making a positive impact in the world. In fact, I estimate that success in business is roughly 90% psychological, and only 10% technical.

Client Attraction

Client attraction is one of the most talked about and least understood aspects of business. Most people will tell you that successful marketing comes from persuading people through impressive web pages, presentations, videos, blogs, email newsletters, social media, sales letters, advertisements and more.

However, these marketing methods are actually surface level tactics. They can end up being gigantic time and money wasters without the right fundamental approach to client attraction and enrollment. Here's the reality... you'll have all the clients or customers you could possibly want when you learn how to genuinely connect with and serve your potential clients.

Time Mastery

Finally, if you haven't mastered your time you'll end up unfocused, distracted, overworked and tired at the end of the day, without much in the way of results to show for it all. Let's face it, if you are passionate about changing the world then your to-do list is going to grow much faster than you can check things off as complete. You need to be highly skilled at implementing the correct priorities, while ignoring the abundance of distractions and bright shiny objects.

If you're not already "living your dream", you probably haven't yet mastered one or more of these critical areas. Let's look at each one in more depth.

Mindset or Inner Game

Becoming An Unstoppable Force For Good



If you want to make a positive difference, it all starts with you.

When it comes to building a business or career, and making a positive difference in the world, most of us get stopped way too easily.

Sometimes we get stopped by our own limiting beliefs and fears of failure.

Sometimes we get stopped by fears of success. After all, achieving that greater purpose and mission could result in some radical changes in your life, right?

Other times we get stopped by life.

Have you ever found yourself stopped by one of these?

- ❖ You try to implement a new marketing strategy and it falls flat.
- ❖ You get sick.
- ❖ Your significant other tells you they're afraid about finances and asks you to get a real job.
- ❖ The economy crashes and clients stop buying your services.

There is one thing I am absolutely certain of...

If you embrace a higher purpose and mission like the one I've been describing in this book, then life is going to put some serious obstacles in your path. You're going to be

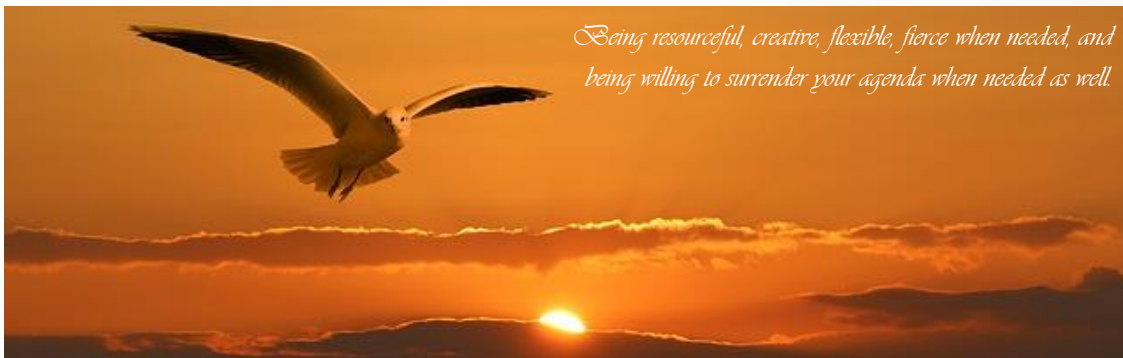
tested. And, you will almost certainly fail the test, and fail to live your higher purpose, if you don't become unstoppable.

This doesn't mean that you need to be some kind of superhero man of steel, or wonder woman.

Being an unstoppable force for good doesn't mean that you push yourself harder than is healthy, and it doesn't mean that you are some kind of fanatic who cares about only one thing, and doesn't care who they step on in the process of achieving their goal.

It doesn't mean that you will run over anyone who tries to get in your way. It just means that you've made a solid commitment to not let anything stop you. And this is more than a decision, it's a way of being.

We could call it being committed, and it certainly includes being committed, but it's even more than that. It's being *resourceful, creative, flexible, fierce* when needed, and being willing to surrender your agenda when needed as well.

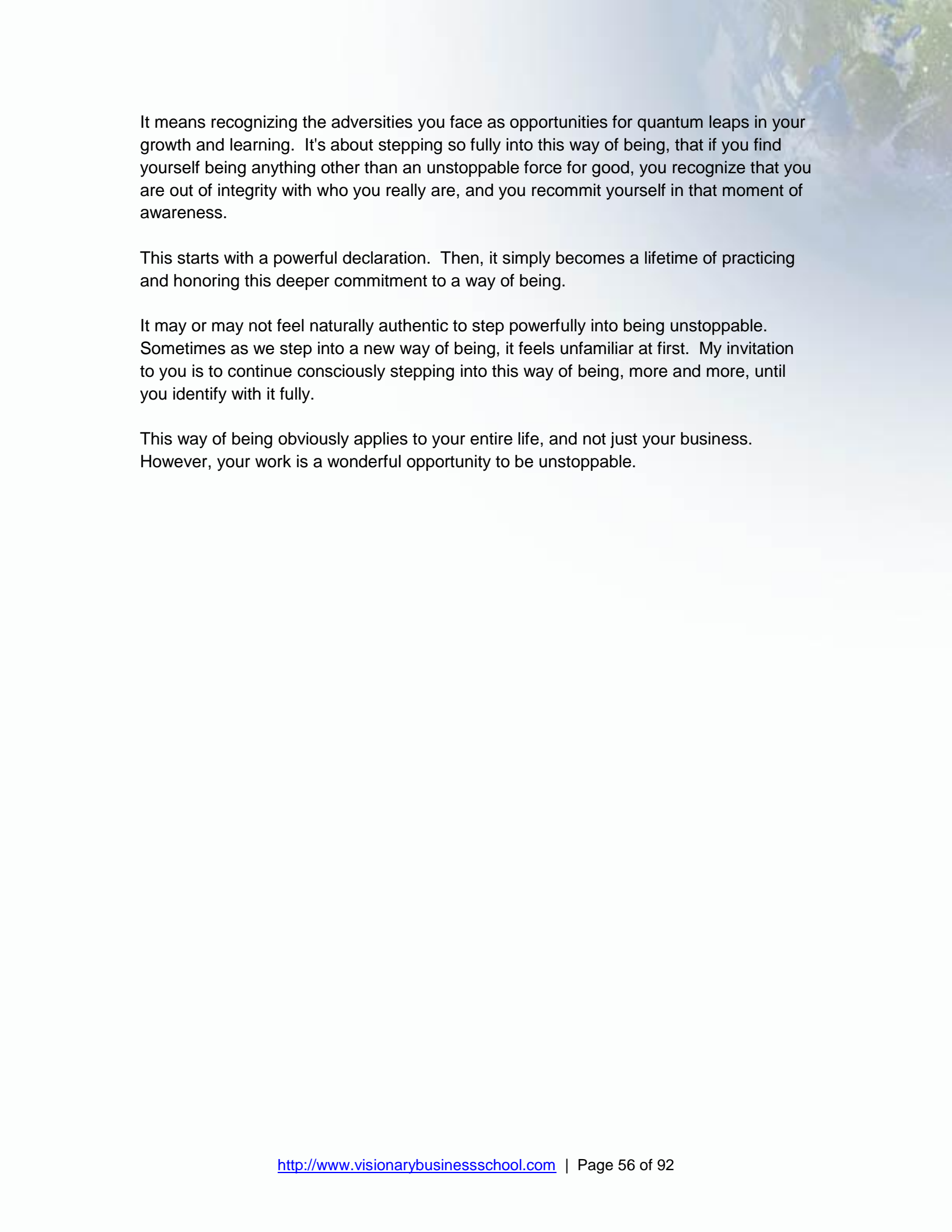


It definitely means being committed to your own growth and evolution, and being willing to examine and let go of whatever internal habits and patterns would hold you back from manifesting your higher purpose.

It means making your mission more important than your comfort. Comfort is highly overrated anyway.

Being an unstoppable force for good means leaving your comfort zone on a regular basis for the sake of something far more meaningful and rewarding than the false safety of your comfort zone.

Being an unstoppable force for good means making commitments that stretch you, and then living into those commitments. It means committing to things that inspire you, even though you sometimes have no clue how you're going to achieve them, and then getting to work figuring out how you're going to do it.



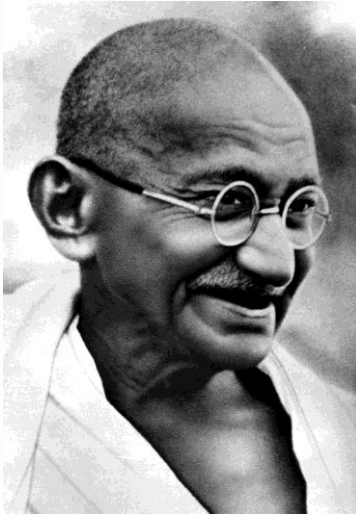
It means recognizing the adversities you face as opportunities for quantum leaps in your growth and learning. It's about stepping so fully into this way of being, that if you find yourself being anything other than an unstoppable force for good, you recognize that you are out of integrity with who you really are, and you recommit yourself in that moment of awareness.

This starts with a powerful declaration. Then, it simply becomes a lifetime of practicing and honoring this deeper commitment to a way of being.

It may or may not feel naturally authentic to step powerfully into being unstoppable. Sometimes as we step into a new way of being, it feels unfamiliar at first. My invitation to you is to continue consciously stepping into this way of being, more and more, until you identify with it fully.

This way of being obviously applies to your entire life, and not just your business. However, your work is a wonderful opportunity to be unstoppable.

The Psychology of Success



Gandhi said that we must "*be the change*" we want to see in the world.

Too often we focus on actions and strategies while neglecting our attitude and "*way of being*". When we focus on "*being*" and we take charge of our attitude and approach to business and life, our actions naturally follow suit and become more effective.

I believe success is 90% psychological and 10% technical. In other words, it's 10% skill and technical know-how, and 90% attitude, confidence, focus, determination, and your inner "*mental game*".

Unfortunately, most people focus 90% or more on developing and implementing technical strategies. Meanwhile, their limiting beliefs and attitudes hold them back. Effective technical strategies are essential to success, but without addressing the psychological level, you're only going to reach a tiny percentage of your potential.

This idea that success is 90% psychological is not just a theory of mine. I've worked intimately with thousands of clients, helping them to troubleshoot what is getting in the way of them reaching their full potential. Many of these clients needed to work on key areas of business – marketing, sales, bookkeeping, time management, delegation, etc. However, more importantly, the key breakthroughs for them were psychological. When they shifted their beliefs, attitudes, and general approach, doors began to open that were previously closed, potential clients began to seek them out in larger numbers, and life-dreams began to manifest like never before.

Most social entrepreneurs and changemakers have devoted countless hours and invested significant financial resources in developing their technical skills. They have invested time and money to acquire university degrees, become trained or certified in particular service industries, and sometimes even devoted significant resources toward developing their business acumen.

However, many changemakers fall far short of their vision for their business and their lives, and continue to experience struggle and frustration. If you're truly talented in your field, and you have acquired sufficient business acumen, yet you are not reaching your goals, then you need to focus more on your "*mental game*".

You are probably not being the person you need to be in order to succeed. Who you're being is more important than all of the other factors combined.

Someone who is *resourceful, determined, energetic, flexible, confident, creative, and committed* on a consistent basis, could start a new business in just about any viable industry, and become successful in short order. They could become successful even if they are not an expert in that particular business. Their way of being would more than compensate for any lack of expertise, and swiftly lead them to acquiring the essential skills and knowledge.

On the other hand, a person who is consistently pessimistic, plagued by self-doubt, inconsistent, close-minded and tends to blame the economy or other outside factors, is destined to fail no matter how talented they are in their particular line of work.

You probably don't identify with either of the extreme examples I just gave. Your "way of being" probably falls somewhere in between the successful person I just described, and the one who is destined to fail.

Who we are is not static. Our attitudes and habits tend to shift from week to week, day to day, moment to moment. Transforming your way of being requires ongoing conscious awareness, intention, and effort. This is not a task you can accomplish and then put behind you. You can't simply put this on your to do list, do it, then move on.

Mastering your "inner game" could lead to more success and satisfaction than you might imagine. Who you are being exists on a deeper, more profound, more all-encompassing level than the actions you take. A shift in your way of being will inform and influence every decision you make, every action you take, and the way you approach that action.



This transformation is about changing how you show up. How you see yourself. How others see you, and therefore how they respond to you. It's about relationships, making a positive impact, and having a profound influence on others.

This transformation is about creating a strong foundation of "presence" that empowers you to respond effectively to a constantly changing business and personal environment.

How do you respond to challenges?

Life and business are full of challenges. From one perspective, there is a constant stream of expected and unexpected problems to solve. Who you're being determines whether or not you will respond effectively or ineffectively, and whether or not those challenges will get you down.

Align Yourself With Evolution

Just like biological life on planet Earth has been evolving for billions of years, human beings are evolving in consciousness. We are becoming more aware of ourselves, the nature of life, and the interconnectedness of all things.

We are beginning to recognize that nothing exists separate from everything else. You can't do anything that doesn't affect me, and I can't do anything that doesn't affect you.

Evolution is a powerful unstoppable force. It's like a powerful river, and you can either build your boat and float downstream, or you can try your hardest to paddle upstream. If you align yourself and your business with the evolutionary impulse of life itself, you'll set yourself up for far greater success. You will also set yourself up to make a far greater contribution, and to dramatically expand your positive impact.

It might sound kind of pompous or arrogant to say that we're helping humanity to evolve through our business, especially if we have a more humble business such as massage therapy or life coaching. However, you don't have to be a rocket scientist or a prophet to see that we're evolving away from fear and towards love. We can all see that humanity is evolving away from competition and conflict, and towards cooperation and harmony.

We're leaving behind the illusion of separation, and embracing the reality of interconnectedness. We're beginning to recognize all of life as sacred and inherently valuable, regardless of its direct benefit to human beings.

And it doesn't matter what type of business you're in, with the right intention, you can align your business more fully with the awakening that is already taking place.

So, the question becomes, how do we align our businesses with evolution?

If I had a simple answer I'd give it to you, but I don't. However, we all need to answer the question in our own way. How you do it will probably look very different from the way I do it, and like I said before, we all have a unique part to play.

So, it might feel like a strange question to ask yourself. It's an unusual question. But I invite you to ponder this question over the next couple weeks and see what you come up with.

"How can I align my business with evolution?"

Create A Movement

You can't grow your business/career alone. You can't make a positive difference in the world all by yourself.

The myth of the brilliant and dedicated entrepreneur who builds some amazing business all by himself or herself is a complete illusion. Show me any successful changemaker, and I'll show you a team of dedicated caring people who helped to make that happen. In fact, I'll show you a web of interconnected people, life forms, businesses, and events that made their success possible.

When you set out to accomplish your higher purpose and mission, it would be foolish to think you can do it all by yourself. You're going to need a lot of help!

I'm not saying that you need a bunch of staff. You may want to keep your business small, simple, and stress free. Personally, I've built multiple businesses to multiple six-figures with the help of only a few part-time paid assistants.

I'm talking about a different kind of help. I'm talking about the support that will naturally show up when you begin to build a movement.

This basically means sharing your higher purpose and mission with others, and inviting people to be a part of making that happen. If your mission is authentically inspiring to you, I guarantee that it will also be inspiring to others. Not everyone will resonate with your mission, or care about it, but the right people will want to participate, if you give them an opportunity.

Some people will be drawn to you just because they appreciate the genuine enthusiasm you have about your mission.

So, building a movement means sharing your mission and inviting people to support it in any way they can. It also means making it easy for them to plug in and contribute.

This can take a thousand different forms, however, if your mission is something that people resonate with and want to support, they will naturally do all kinds of things...

- ❖ *Tell their friends about your work.*
- ❖ *Email their entire list and tell them about you.*
- ❖ *Offer their support and guidance.*
- ❖ *Connect you with key people you need to meet.*
- ❖ *Refer clients to you.*
- ❖ *Post things about you on social media.*

In essence, if you can have people begin to see your mission as their mission, then you've begun to build a movement. This is way beyond marketing to get clients. It's marketing to change the world, and who wouldn't want to be a part of that?

You may be wondering how all of this applies to YOUR business. You may have a simple business, such as jewelry making, or massage therapy. You might not even have a business, yet.

You might be thinking this "align with evolution" and "create a movement" stuff doesn't apply to you. In my opinion, this will work for anyone who genuinely applies the principles to any business. Let's take the massage therapist for example:

Massage Therapists don't have to try very hard to align themselves with evolution, because hands-on healing modalities already bring people into a deep alignment with their highest selves. But a massage therapy business could be taken to a much higher level by creating a purpose such as, "Spreading profound health, well being, and peace throughout our community."

If you as a massage therapist could enroll even a few people, perhaps current clients, in the mission of "spreading profound health, well-being and peace throughout your community" it is very likely you will start receiving so many referrals that you'll have a waiting list, or you will have to hire additional massage therapists to help with the demand.

Do you see how this is fundamentally different from asking people to send you referrals? I'm not saying you shouldn't ask people to send you referrals, but you will get far better results if you first invite them to join your movement.

Here's an invitation and a challenge for you. See if you can identify your movement. Then, share it with us by posting a comment on our comments page.

www.visionarybusinessschool.com/comments

Before I move on, I want to share my movement with you, just to give you another example:



Client/Customer Attraction

Can Sales Be Service?

Every one of the 9 best ways to get paid for changing the world will require you to embrace sales and marketing to some degree. However, sales and marketing are dirty words for many changemakers and social entrepreneurs.

We've all experienced a great deal of un-ethical, manipulative, and downright disgusting marketing. I know we've all experienced it because it's everywhere and you can't avoid it no matter what you do.

It's no wonder that sales and marketing can sometimes be a huge challenge for those of us who care deeply about authenticity, integrity, making a positive difference, and cultivating only win-win relationships.

There may be a part of you that simply wishes you didn't have to do any sales or marketing. After all, wouldn't it be nice if the quality of your work, and the quality of your credentials, were enough to attract all the clients you could possibly want?



I used to be this way. Marketing was like pulling teeth. I knew I had to do it, but I would procrastinate and put it off as much as possible. It required incredible discipline to do it at all. I had to schedule it in my calendar, and ask my coach to hold me accountable to following through. I did the bare minimum necessary to survive.

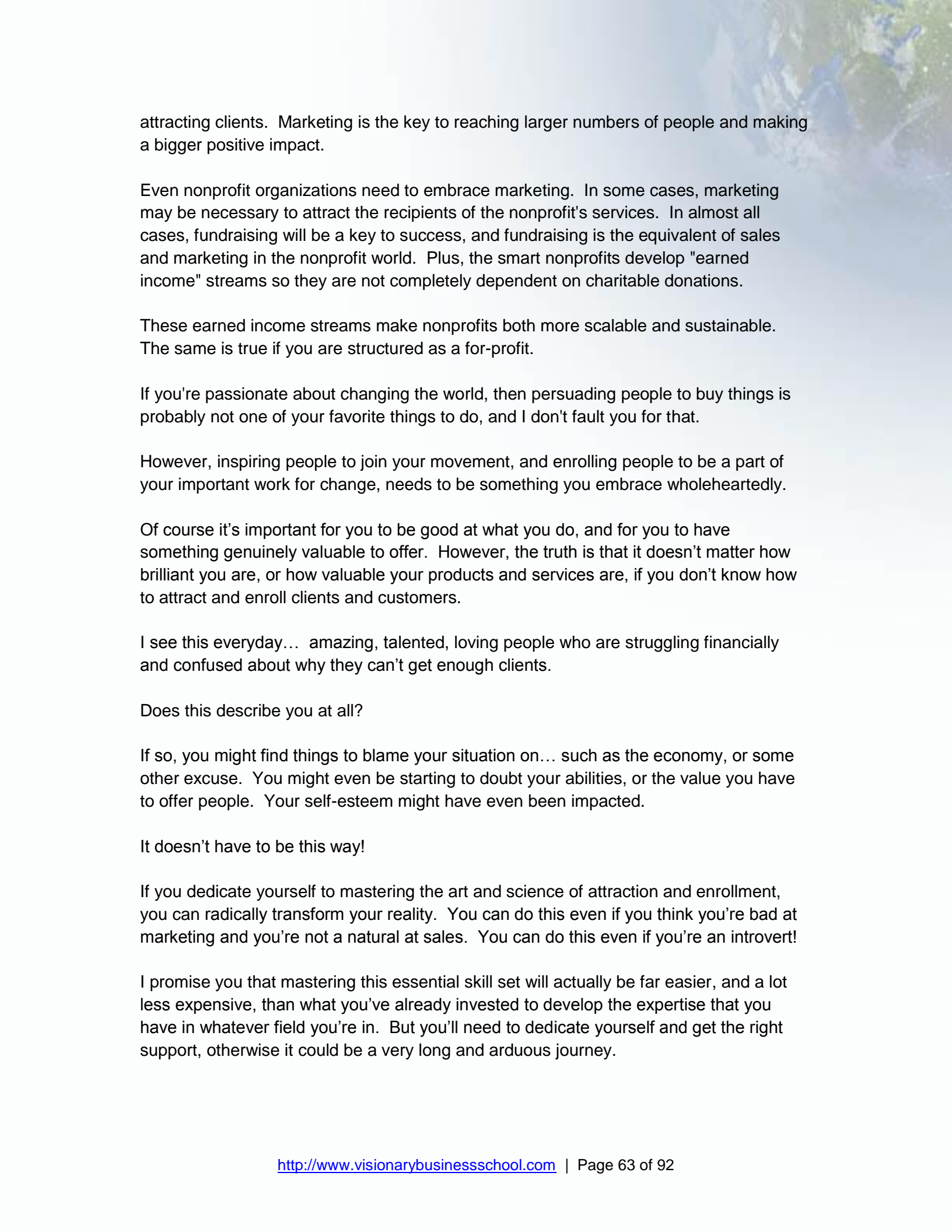
However, I eventually accepted the truth that my career success hinged upon my willingness to embrace sales and marketing.

This is true for you as well.

This is true even if you're an employee, because to manifest your full potential as an employee, you'll need to effectively market yourself to potential employers, and enroll those employers in each step of your career advancement.

If you're in business, you won't attract enough clients or customers if they don't know about you due to a lack of marketing, or they don't know why they should buy from you due to a lack of sales.

Marketing may be a fundamental key to the success of your business or career. But it's also a key to the success of your entire mission. And marketing isn't just about



attracting clients. Marketing is the key to reaching larger numbers of people and making a bigger positive impact.

Even nonprofit organizations need to embrace marketing. In some cases, marketing may be necessary to attract the recipients of the nonprofit's services. In almost all cases, fundraising will be a key to success, and fundraising is the equivalent of sales and marketing in the nonprofit world. Plus, the smart nonprofits develop "earned income" streams so they are not completely dependent on charitable donations.

These earned income streams make nonprofits both more scalable and sustainable. The same is true if you are structured as a for-profit.

If you're passionate about changing the world, then persuading people to buy things is probably not one of your favorite things to do, and I don't fault you for that.

However, inspiring people to join your movement, and enrolling people to be a part of your important work for change, needs to be something you embrace wholeheartedly.

Of course it's important for you to be good at what you do, and for you to have something genuinely valuable to offer. However, the truth is that it doesn't matter how brilliant you are, or how valuable your products and services are, if you don't know how to attract and enroll clients and customers.

I see this everyday... amazing, talented, loving people who are struggling financially and confused about why they can't get enough clients.

Does this describe you at all?

If so, you might find things to blame your situation on... such as the economy, or some other excuse. You might even be starting to doubt your abilities, or the value you have to offer people. Your self-esteem might have even been impacted.

It doesn't have to be this way!

If you dedicate yourself to mastering the art and science of attraction and enrollment, you can radically transform your reality. You can do this even if you think you're bad at marketing and you're not a natural at sales. You can do this even if you're an introvert!

I promise you that mastering this essential skill set will actually be far easier, and a lot less expensive, than what you've already invested to develop the expertise that you have in whatever field you're in. But you'll need to dedicate yourself and get the right support, otherwise it could be a very long and arduous journey.

The Higher Purpose of Marketing

I invite you to consider the possibility that marketing and sales may be one of the most important skills you need to develop if you want to explode your positive impact, and manifest your higher purpose and mission.

Fortunately, I believe that marketing can be done with love and integrity. It can be transformed from being simply a means to an end, into being an authentic and central activity to accomplish your purpose and mission. It can be one of the ways you spread a positive message and build your movement. It can ultimately become one of the primary ways that you connect with and serve people that you love.

What could be more satisfying than that?

If you've struggled to embrace marketing, then I invite you to check out my complimentary webinar and video trainings, as well as my more in-depth paid programs.

I've helped thousands of changemakers (many of whom had a strong aversion to marketing just like I did) to develop and implement systems for attracting clients. Many of them are now enjoying lucrative careers without compromising their values in any way.



The 5 Best Heart-Centered Online Marketing Strategies



By now I hope you're feeling inspired to engage powerfully with the possibilities that currently exist for earning a good living while making your difference in the world.

I know this can take time, and I don't expect you to have full clarity around everything we've covered so far (it's a lot!). However, I wanted to leave you with some tools that you can jump in with as soon as you're feeling ready to start engaging with people around your mission.

I've added this chapter to give you a 'next step', something you can get started implementing to hit the ground running.

Whatever your work is in the world, I highly recommend you consider using online marketing as a way of leveraging your impact.

Connectedness in the world at this time in history means having a base level of comfort with the internet. Whether or not you end up being a social networking genius, having a working understanding of how to promote your services to the people who need them (and are actively looking for them right now!) is an invaluable skill.

As a case in point, consider that fact that you're reading this right now because of my online presence. I have built the solid foundation upon which my thriving business now rests using these methods.

Marketing has been heavily stigmatized, especially by those who have a sincere desire to do business in an honest and connected way. And they often have good reason for feeling this way, as many online marketing strategies indeed place profit before ethics, or promise results that are simply too good to be true.

I wrote this chapter to show that it doesn't have to be like this. There is another way, and I know this because I've been doing it for years now. It has allowed me to reach you, right now with these words, and share my knowledge and my truth.

Five years ago I began to see marketing as an opportunity to educate, inspire and empower changemakers to serve the world. As soon as I made this shift in my consciousness around marketing, I rapidly went from serving 20 clients at a time to serving hundreds. My business doubled each of the next three years. I now gross seven-figures every year!

This all became possible when I started implementing the approach I call 'Heart-Centered Marketing'.

When you market with authenticity and integrity, and dare I say love, you can actually serve the people you market to.

Heart-centered marketing isn't so much about the specific strategy you use as it is about your intent in using it. However, some strategies naturally lend themselves to ethical, heart-centered marketing. In this chapter, I'll present five of the best ones to you.

One of the central tenets of heart-centered marketing revolves around asking yourself this important question:

"What will create the highest good for the person or people I'm wanting to serve?"

Because we are all connected, we are able to see each other's motivations, no matter how much any of us tries to hide them. If you really are coming from a place of selfish gain, this will be immediately apparent to the people you are marketing to. They will know to steer well clear of you and your program.

On the other hand, if you are coming from a place of sincere desire to do service, enlivened by the presence of knowing at the core that this is a true expression of your work in the world, people won't be able to get enough of you. They'll want whatever it is you have to offer, because there is an undeniable attraction people have to passion... and to love.

With these strategies, I invite you to take a holistic and compassionate approach. We all want quick results, especially when it comes to marketing. But patience and sincerity, built upon a strong foundation in your purpose, will allow any of the following marketing strategies to work beautifully.

#1 - Email Marketing

When I first started getting serious about email marketing, about five years ago, I had an “expert” tell me that email marketing was dead. Seriously!

I’m sure glad I didn’t let him scare me off. I think his experience and perspective was that email marketing had become a lot more popular, and everyone’s inboxes had become a lot fuller, and his open rates and results had plummeted. So I can see how he might’ve come to this conclusion.

You may even have your own skepticism. However, I’d like to point out a few reasons why email marketing is here to stay as one of the top five most effective strategies.

First, a key to effective marketing is building the “know, like and trust factor” with your prospects. This usually requires multiple points of contact, over the course of time.

If someone visits your web page, even if they are wildly inspired and impressed, it’s highly unlikely that you will just pop into their head again in the future, and they will revisit your page. Without capturing their email address and their permission to contact them in the future, you will basically have one single opportunity to sell them your products or services. If they don’t buy on that first visit, you’ll most likely never have another chance.

Unless of course they join your email list.

Email is simply the most effective and efficient way to stay in touch with large numbers of people over the course of time.

I’m friends with a few hundred highly successful entrepreneurs, and every single one of them uses email marketing extensively.

Email is a great marketing tool whether you want to build a small business with a handful of clients, or if your goal is to scale up and reach thousands or even millions of people.



Considerations and Things To Avoid

Newsletters: People’s inboxes have only become fuller over time, and they tend to hit the delete key on anything that looks too long and drawn out. A well-crafted email that still provides value and inspiration, but only includes a single call to action and a single link, has proven to be far more effective.

Lack of a step-by-step process that leads to a sale: Just sending out emails all by itself is clearly not going to build your business. This is true even if those emails are high value, and extremely popular. Email is a great way to notify your potential clients about opportunities that may lead to a sale. For example, email can be used to invite people to watch a video, attend a webinar, schedule an initial consultation with you, attend a live event, etc.

People are more likely to make a buying decision after watching a video, attending a webinar or teleclass, participating in an initial consultation with you, or attending a live event. At the very least, they will need to read a sales page before making a decision. People almost never click a link in an email and go directly to make a purchase.

Bottom line: don't expect email marketing all by itself to lead to clients. However, in combination with other strategies, it can work magnificently.

#2 - Joint Ventures

You can either spend your time trying to attract one new prospect at a time, or you can collaborate with someone who has already built a large following, and attract dozens, or even hundreds or thousands of new prospects. Which do you think is a more efficient use of your time?

The most basic form of a joint venture is a cross promotion. It's a simple agreement such as, "I'll promote you and you will promote me." A more complex joint venture might involve actually co-creating and delivering a product or service.

A potentially very effective form of joint venture is "guest blogging". This is where you contribute great content in the form of a blog post for other blog owners to post and provide to their audience. Your post would of course include a call to action with a link back to your own site.

A joint venture can be very informal, or can be explicitly laid out in a contract. It's totally up to you.

Referral marketing has always been the most effective type of marketing, especially for service-based businesses. A joint venture is referral marketing on steroids.

There are many creative ways that you may be able to provide value to your joint venture partner, so don't worry if you don't already have a big list or a loyal following. Reaching out with the sincere desire to help and generate value will get you results over time, I promise.

Once again, most of the highly successful entrepreneurs I know use joint ventures. Not all of them... but most of them.

Considerations and Things To Avoid

Choose your partners carefully. Make sure you choose partners with whom you are aligned in values, otherwise you could damage your relationship with your own following. Also, consider that it generally takes the same amount of time and effort to create a joint venture with someone who has a 10-person list as it does with someone who has a 10,000 person list. It's critical that you choose the right partners.

It's also critical that you learn how to implement a successful joint venture. There is an art and a science to it. It takes practice to become masterful and you shouldn't expect to get fantastic results the first few times.

#3 - Webinars, Teleclasses and Livestreams

Let's start with some definitions. A Webinar is simply a Teleclass that includes a slide show. A Livestream is a live video which is streamed over the Internet. All three formats can work well.

Before the Internet came along, live speaking engagements were by far one of the most effective marketing strategies. Live face-to-face speaking opportunities at events are still a great opportunity. However, now that we have the Internet, we can also speak online. It's actually easier to reach people, since you can conduct your presentation from the comfort of your home or office, and your listeners can be anywhere in the world.

Guest presenters and speakers are generally considered "experts" and typically have a certain level of instant credibility with their audience.

Also, teaching a class or doing a presentation gives you the opportunity to demonstrate your expertise. If you're able to provide inspiration and real value to people that helps them to solve pressing problems, or move towards things they really want, they will naturally see you as someone who can help them.

You can establish a very high level of credibility and rapport through a webinar, teleclass, or livestream event. This provides the perfect opportunity to offer your products and services.

These online events are a perfect fit for heart-based marketing because you'll have an opportunity to truly be of service, provide real value, and spread a positive message that uplifts and empowers people.

Considerations and Things To Avoid

You need to promote your event. You could put on the most amazing valuable online event ever produced, but if you don't promote it effectively in the first place, and nobody shows up, it won't create much real value in the world, and it certainly won't attract clients.

Just putting up a webpage with a registration form, and hoping people will somehow find your page, is not a good idea. You'd probably have better results buying lottery tickets.

There are many ways to promote your events. I've already covered two of them, including email marketing and joint ventures. If done effectively, that's all you'll need. Read on for more excellent strategies!

Bottom line: avoid conducting online events without an effective promotional plan in place.

#4 - Launches

First, let's define what I mean by "launch". A launch in this case does not necessarily mean something that is brand-new, although it can mean that. You can launch, and relaunch, your products, programs, and services over and over again, as many times as you want.

In the simplest terms, a "launch" is a special offer of your product or service that has a time limit, and that includes some sort of high-value content leading up to the offer.

The idea is to create a certain amount of excitement that gets a lot of prospects focused on your offer all at once. You do your marketing in an ultra-focused burst of effort, as opposed to a steady trickle of effort spread out over the course of time.

You can launch anything from a \$15 book to a \$50,000 training program. You can even launch free stuff, and use this method to more rapidly build your list. This works for tangible physical products, as well as intangible products such as services. It also works for all kinds of weird niches. In fact, sometimes the weirder and more unusual, the better.



Apple Computer is the iconic example of a company that successfully implemented the launch method. They basically launched the iPod, the iPhone, the iPad, and their other products, over and over again. You might have noticed that each version of the iPhone is basically the same phone, with a few minor upgrades, but it's launched with all the fanfare and excitement of a brand new, game-changing product.

Apple is so masterful with the launch method that people line up around the block every time they relaunch the same product.

The method works equally well for services. For example, all of the most successful coaches that I know do launches. In fact, most of the top people and businesses that market themselves online, do launches in one form or another.

A launch can be as simple as sending out a special announcement and offer to your list, and inviting them to make a particular purchase by a specific deadline. Or it can be as complex as a multi-speaker event that takes place over the course of several weeks.

Considerations and Things To Avoid

Use a proven, step-by-step launch process: A launch is not simply announcing a new website, or a new product, or a grand opening. There is a sequence and a formula for

doing this right, and trust me, you won't want to reinvent that wheel. There's a lot to it, and I don't recommend trying to figure it out on your own. There's a good chance your launch will flop, and you'll invest an incredible amount of time and energy in that flop. On the other hand, if you get trained in the right step-by-step process, your first launch could be a game changer.

#5 – Videos

The best thing about videos is that people get to hear your authentic voice; and if they also get to “see” you speaking, you can build almost instant credibility with your audience. Also, people love to share videos they find valuable or entertaining.



Video is just one of many formats to get the word out and get your message across. The message is the most important thing, but using video can increase your level of engagement, and the likelihood that people will take action based on the message.

You don't need to create professional quality videos in order for them to be effective. You don't even need any expensive equipment or software. It is important to have good quality audio in your videos however. People need to be able to easily understand what you're saying, and crappy sound quality can be annoying. So, watch out for background noise, and consider using a microphone.

If you're just getting started with video, or you're thinking about incorporating video into your marketing, here are a few tips that may help.

The video file itself will need to be hosted somewhere, and most people don't host their videos on their own web site because they are so bandwidth intensive. A few places you might consider hosting your videos include: YouTube, Wistia.com, Amazon S3, and Vimeo.com/pro. Once you create and upload your video to one or more of these hosting sites, you can then embed the video in your own web page and your blog if you have one.

You can then share your video on social media sites you belong to, send it to your email list, ask your JV partners to promote it, ask your viewers to share it, advertise it, and post it on other people's pages and blogs. You can also upload your video to various video sharing sites such as YouTube.

In order to get the best results from your videos, be sure to always end the video with a strong call to action. Also give people a web page they can easily type into their browser if you're going to post your video anywhere other than your own web site.

Considerations and Things To Avoid

You'll need to promote your video: As with webinars and teleclasses, avoid putting an immense amount of time and energy into creating a fantastic video, without also having a promotional plan in place. After all, no matter how great your video is, if nobody watches it, it's not going to produce the intended outcome.

Be clear on the purpose of your video. Start by asking yourself the question, "What action do I want my viewers to take after watching the video?" Keep this central purpose in mind as you script and shoot the video. A clear call to action is essential if you want to produce tangible results through your video marketing.

Heart-Centered Marketing: More Mistakes To Avoid



Here are a few more of the common mistakes people make with marketing:

Build it and they will come. Don't assume that just because you build an awesome website, you're going to get visitors. You need an intelligent strategy to drive traffic to the site.

Just put up a sales page and drive traffic to it. This was old-school Internet marketing, and it doesn't work very well any longer. Driving people straight to a sales page without first providing them with real value, and building a relationship with them, is like trying to pick the fruit before it's ripe.

Get rich (or successful) quick hype. This stuff will never go away. I guess it's human nature to crave the easy path, or the shortcut. Watch out. You might think you're immune but we can all be seduced.

Trying to implement these strategies without a comprehensive "Success Plan". You can implement the most effective prospect attraction strategy on the planet, but you'll be wasting your time if you don't have an overall "business plan", and a "marketing plan" that leads your new prospects down a step-by-step path to becoming a client.

Time Mastery

Becoming Highly Focused, Efficient and Productive

To master any of the 9 best ways to get paid for changing the world, you'll need to become highly focused, efficient and productive.

When people think of "time management" they usually think of expensive planners and fancy software, as well as tricks and techniques you can learn in time-management books and seminars.

Most of these tools and techniques are like band-aids and they do little, if anything, to improve your time management if you don't have a powerful underlying foundation in place.

Don't get me wrong... I love good tools and I'm always looking for time saving techniques and ways to increase my productivity, and to help my clients do the same.

However, time mastery is born of deep clarity and alignment between your highest values, visions, goals, strategic plans, priorities, actions, and habits. Time mastery is self-mastery.

This level of time mastery requires becoming an expert at managing your emotions, your state of mind, and "who you're being" from day to day.

This is because how you spend your time, and the results you get, are born directly from your habitual state of mind, and "who you're being".

Consider the chart on the next page:



Here's how this works...

First you clarify your deepest values. Then, you you create a clear and compelling vision that is aligned with your values. Next you set goals based on the vision, and create a strategic plan that is aligned with those goals. Then you make a powerful commitment to your vision and goals. Finally, you engage fully with your strategic plan. This means your daily actions and habits become aligned with everything else.

This clarity, alignment, and commitment sets the stage for a RUTHLESS level of prioritization and focus. And this leads to momentum and results. This is the foundation of time mastery.

Overwhelm and What To Do About It

I'm sure you've had the experience of having too much to do and not enough time to do it. Perhaps you even battle with overwhelm on a regular basis.

If you haven't already created the foundation for time mastery that I described in the previous chapter, then you will be particularly vulnerable to experiencing overwhelm. However, almost all of us experience overwhelm from time to time.

But what is “overwhelm” exactly, and what causes it?

I believe overwhelm is the fear that something important is not going to get done or it's not going to get done properly; or that everything is going to get done properly but you are going to have to sacrifice your well-being in the process. The result is a feeling of being submerged in demands and activities; and stretched in too many directions.

Five things can cause overwhelm:

1. Underestimating how much time it is going to take to complete your activities and taking on too much.
2. Lacking a decent plan to reach your objectives, which leads to a lack of confidence.
3. Not recording everything that needs to get done in a system that you can trust to remind you as needed – instead, keeping it in your head and worrying about it.
4. A lack of focus – allowing your attention to be pulled in different directions.
5. Failure to clarify priorities.

It is important to learn to recognize the symptoms of overwhelm so that you can catch them early and take care of it before it gets out of hand. It's much easier to deal with overwhelm in the early stages than it is once it has become extreme. So start paying close attention. When you start to feel subtly overwhelmed, use it as a signal to implement the following steps.

1. Reevaluate what is most important.
2. Make a list.
3. Put the list in order of priority.
4. Break the list down into baby steps.
5. Start taking action on the list items, focusing on only one thing at a time.

Blazing Your Own Trail Between Two Well Worn Paths of Struggle



You want to go your own route – make a positive difference, and make a living – so you start down the path of implementing one or more of the 9 best ways to get paid for changing the world. You have basically two paths to choose from:

1. Trial and Error
2. Get Training and Coaching

Unfortunately, both paths are full of potential pitfalls.

The “Trial and Error” approach is insanely time consuming, and frustrating, and often disappointing. Believe me, I know... I’ve been there. I’m a do-it-yourselfer, and I can be stubborn to a fault about figuring things out on my own sometimes.

On this path you’ll end up with a very good “school of hard knocks” education in the end, and you can eventually be successful going down this path, but it can end up costing you even more than the most expensive training and coaching, in terms of missed opportunity, lost time, wrong turns and stress.

Nobody reaches their full potential operating in a vacuum. We all need mentors and support if we’re going to manifest our bigger visions.

Yet, many people unconsciously choose path #1, Trial and Error, simply because they aren’t willing to invest in themselves. There are many reasons for this, including tight finances, but for the most part it usually boils down to a lack of confidence. After all, if

you knew with certainty that investing in yourself would get you to your ultimate destination (perhaps more quickly) wouldn't you do it?

However, the "Get Training and Coaching" approach has its own potential downside. Some of the programs out there are overhyped... the essence of overpromise and underdeliver. Many of the strategies people are teaching can work for the right type of business, and in the right circumstances, but just won't work that well for YOU, and YOUR unique business.

Sadly, I've talked to a lot of people who have spent thousands, sometimes many tens of thousands, on programs that just didn't do it for them.

Don't get me wrong. Many of these programs are really good, and most of them have some clients who implemented the strategies and are getting great results. However, you don't want to be one of those people who spent your hard earned dollars, and your even more precious time, on something that didn't work for you.

So far neither path is looking all that attractive, right?

You don't want to be the trial and error fanatic who spends their precious life energy trying to figure everything out on their own. And, you don't want to be the workshop/program junkie who takes every free and paid program that comes across your radar, while implementing only a small percentage of what you're learning.

So, what's an changemaker to do? Here's what I recommend:

The best path is actually to blaze your own trail right down the middle of those two paths. Here's what I mean...

There's an ideal balance between learning and implementing. You don't want to reinvent the wheel, but you also don't want to get stuck getting the equivalent of a PhD in entrepreneurship – you probably don't need it.

So, by all means, if you truly care about and want to be successful with your vision, invest in some training, mentoring, and support.

Meanwhile, implement like crazy. Roll up your sleeves and take tons of bold imperfect actions. There's no replacement for the learning that comes from trial and error.

Now, in order for this formula to work, you need to choose the right support for you. You've probably noticed there are a lot of programs to choose from. Actually, it can be overwhelming.

Many of the folks who deliver these programs will aim to sell you on the benefits of their program in hopes that you'll make your decision solely based on whether or not you want those particular benefits.

There's nothing wrong with communicating the possible benefits. That should be a part of your decision. However, there's a more important question to ask:

"Is this a fit for me?"

Here are nine things I invite you to consider, whenever you are evaluating the possibility of investing your time and energy with a mentor, trainer or coach.

Nine Important Factors

- | | |
|--------------------------------|------------------------------|
| 1. <i>Values Alignment</i> | 6. <i>Program Content</i> |
| 2. <i>Challenges Overcome</i> | 7. <i>Learning Structure</i> |
| 3. <i>Verifiable Results</i> | 8. <i>Timing</i> |
| 4. <i>Experience/Education</i> | 9. <i>Guarantee</i> |
| 5. <i>Satisfied Clients</i> | |

1. Values Alignment

Are your values aligned with the mentor? For example, if you're a VW bus driving tree hugger and the program's creator is a tea party republican, you're probably going to have a very hard time digesting and implementing the strategies they teach you. That's an extreme example, but even a slight values mismatch can be enough of a turn off to throw a damp towel on any fire you're trying to light.

2. Challenges Overcome

Has this mentor struggled with the same things you've struggled with? If not, they probably won't understand you enough to be truly helpful. They don't necessarily need to have engaged in the exact same profession, they just need to have struggled with many of the same challenges you are facing.

3. Verifiable Results

Have they manifested what you want to manifest, or do they “just teach this stuff.” Wouldn’t you rather learn from someone who walks their talk, and has “been there done that”? And, I don’t just mean they have made a lot of money. A lot of savvy marketers boast about how successful they are because they make a lot of money. Is that who you want to be? Or, do you want a role model who is successful because they have a track record of making a positive difference in the world, and truly helping their clients. You want to learn from someone who is successful by YOUR definition – which might be very different than someone else’s definition.

4. Experience/Education

Where did they get their education? Are they just rehashing the same old tired stuff they learned from their teachers, or did they get their education from the real world. Personally, I would ALWAYS prefer to learn from someone who got their education from real life experience. These folks are harder to come by than you might imagine, so this should already narrow your choices down quite a bit.

5. Satisfied Clients

Who are their clients? Find out who their happy clients are, and make sure you have something in common with them.

6. Program Content

Consider the content. Are you going to learn strategies that you can actually see yourself implementing with joy and authenticity? If not, you may end up feeling like you are trying to force a square peg into a round hole – not a good idea.

7. Learning Structure

Consider the structure. Do you learn better in immersion situations such as a retreat, or do you benefit more from an ongoing structure that keeps you focused on implementation over a period of time. Most of us benefit from some kind of interaction. It’s engaging and gets us involved and implementing. So, look for programs that give you more than an information download.

8. Timing

Consider the timing. If you’re just starting your business, you need different support than someone who has been in business for five years. It’s all about sequencing. Even the best strategies won’t work for you if you’re not at the right stage of your business to implement those strategies. Sometimes trying to jump ahead will backfire and actually slow you down.

9. Guarantee

Will they let you kick the tires, and even take a test drive? Any mentor who truly cares about making sure their clients are a great fit will give you some sort of guarantee or early termination option.

I invite you to save these 9 points. Pull them out the next time you're considering taking a program, or hiring a coach, trainer or mentor. Walk through each point and ask yourself if it's a fit.

I hope these guidelines will help you to make wise choices.

I invite you to blaze your own trail down the middle, finding the right balance of 1) trial and error, and 2) training and coaching.

Perhaps if more of us start taking that middle path, it will eventually become a well worn road, leading the way to less struggle and more joy as we serve our clients, serve the world, and make a great living.

Embracing The Challenges



If you've read this far, then I know you're a visionary and a changemaker. You know in your heart that you've been called to make a difference, to be a part of the solution, to lead others, or to be a guide to a new paradigm.

It's a calling you can't ignore.

You also know it's possible to make a great living in a way that is fully aligned with your deepest values. But if you're like most people, you also know being successful and making a generous income doing what you are called to do is anything but easy!

You probably weren't born with business savvy and a knack for marketing. Most of us weren't. These things have to be learned, and they don't come naturally. If you're like I was, you wish you could just skip over the business and marketing part, and get on with serving your clients, your community, and the world.

Trying to combine making a living with making a difference can be especially challenging, and I understand this completely.

In my 25 years of starting businesses, it hasn't always been fun and games.

Can you relate to any of these obstacles?

- ❖ You're afraid that you'll have to choose between compromising your values and selling your soul to make a comfortable income, or serving your community and following your deepest calling.

- ❖ You believe that you'll never be very good at business. You think business is for other types of people who lust after money, understand numbers, love to work long-hours, and are naturally good with sales and marketing.
- ❖ Instead of enjoying your work, you are bogged down with the chore of getting clients, which seems to take up much of your time and energy.
- ❖ You've been working so hard that you're burned out and feeling drained. Just when you think you're about to realize your goals, the finish line keeps getting further away. You might even be on the verge of giving up!
- ❖ You feel alone and isolated in your venture. You can't afford help, or can't find good help, or you don't even know who to ask for help.
- ❖ You see how crowded it is online with others trying to do similar things, and you wonder, do people even care enough about what you have to offer?
- ❖ You know what you have to do. You're implementing the strategies you learned to build your business, but they're just not working like they're supposed to.
- ❖ You're not tech-savvy and social media is a big mystery to you. You just want to do what you're good at, so why does it feel like you have to be an IT expert and a public relations genius (in other words, the jack of all trades) in order to make your business successful?

Like you, I've experienced all of these hindrances at one time or another, and sometimes I've lost my inspiration and felt so discouraged that I've wanted to quit.

To make matters worse, in my search for answers I came across a lot of "experts" and strategies that just didn't fit my values and personality. They might have worked for others, but I felt like I was trying to squeeze a square peg into a round hole.

Most of these experts, and their strategies, seemed geared towards making a lot of money, as if that was all I cared about. They talked about making a difference and providing value for my clients, but what about the world? We live in a world that needs healing. We can't leave that out of our business plan!

I don't know if it was my tenacity, or my fear of having to get a "job" and work for somebody else, but I managed to persevere through all of this. I learned through trial and error what works and what doesn't in growing my business, and can now focus on what I do best instead of feeling overwhelmed by most of the problems I delineated above.

I almost have to pinch myself today to make sure I'm not dreaming, because I've actually manifested far more than I dared to believe was possible. I now get to serve thousands of socially conscious changemakers around the world, supporting them to thrive on a personal level while following their highest calling to serve the world.

I basically get to enjoy my "dream job" or "dream business" and I am very well compensated. I feel great about making multiple six-figures (take home income) because I know I'm providing tremendous value to my clients – far in excess of what I charge for my programs.

It's not that I no longer have problems related to my business, but they're more what you might call "high level" problems. My business grew so quickly that it's a challenge to find the right people fast enough to help me manage it all.

It took me 25 years of being in the trenches, starting and growing nonprofits and heart-centered businesses to get to this point.

I don't want you to have to wait so long to be successful doing what you want to do, and what the world needs you to do. With guidance you can get there in a small fraction of the time it took me.

I want to show you how to avoid the pitfalls I went through and cut right to the things that work to make your visionary business successful. The world needs you! Your gift is unique, and shouldn't be hampered by having to reinvent the wheel.

That's why I provide a growing number of free resources and trainings for social entrepreneurs, and that's why I conduct my in-depth paid coaching and training programs every year.



Your Next Steps

I know how isolated changemakers can sometimes feel. I felt extremely isolated at several points along my journey. As a young person, I felt like nobody could relate to my values and perspectives. As an adult, I have sometimes been profoundly isolated as a social entrepreneur blazing his own trail.

Your vision and your calling are far too important for you to struggle through the difficult parts of it alone.

We changemakers really need each other. And we need a tremendous amount of support if we're going to reach our full potential.

Most of us just don't get enough support.

I want you to get the support you need to thrive on a personal level while following your highest calling to serve the world.

It will be my honor if I have the opportunity to provide some of that support. However, if it turns out that my complimentary and paid programs are not a good fit for you, that's perfectly fine. I hope that perhaps I can direct you to some sources of support that are a good fit for you.

There are a lot of business and career mentors out there, which is a good thing. I'm sure you'll be able to find someone that meets you exactly where you're at, mirrors your values, and can help you to get where you want to go.

I'd like to share some of the things that are unique about me and my programs, so that hopefully you'll be able to see clearly whether or not they might be a good fit for you.

- ❖ **Comprehensive:** I offer the most comprehensive business coaching and training programs for socially conscious entrepreneurs, including inner game, outer game, and time mastery. The biggest complaint I get from my clients is that I cover too much ground too fast.
- ❖ **The Emphasis:** The emphasis is not on making the most money you can possibly make, like so many other programs. The emphasis is on making the difference you're on this planet to make, and making a great living doing it.
- ❖ **My Experience:** You'll find that a lot of other business mentors don't actually have much of a business background. For some of them, their first experience of self-employment has been coaching other business owners. I've been starting and growing businesses and nonprofits, my entire life, ever since I was a teenager.

- ❖ **Inner Game:** Most business training focuses on the tangible strategies. My programs teach the most effective tangible strategies I know, while simultaneously supporting you to go through the deep inner transformation necessary to actually implement those strategies successfully. I've been an avid student of human potential my entire life, and I am actually certified in a wide range of body mind therapies including Transformational Therapy and Hypnotherapy.
- ❖ **Fundamentals:** Many programs are based on the latest and greatest shiny new marketing strategy. My programs emphasize time-tested fundamentals of business success. These are the most important things to be focused on in the beginning of your business, as well as at the later stages.
- ❖ **Lifestyle and Wellbeing:** Being self-employed and working for a big vision can be seductive, and can easily lead to being out of balance. My programs emphasize enjoying the journey, not just the destination. Many of my clients create ways to take long vacations and enjoy more free time while simultaneously growing their businesses.
- ❖ **Support:** Many programs are basically just home study courses. Even some of the high-end very expensive programs include very little access to the mentor selling the program. In my programs you receive an immense amount of support, including access to me, as well as my team.
- ❖ **Community:** Other programs claim to provide access to a community, but the reports I hear are often disappointing. Many of my clients describe the experience of being in my client community as one of "coming home" and finally finding their soul tribe. Lifelong friends, accountability buddies, and even marriages have been spawned.
- ❖ **Affordable:** I serve changemakers, some of whom are on a tight budget. Therefore, I typically price my programs at less than half of what others charge for a similar level of training and support.
- ❖ **Convenient:** You can participate in my programs from anywhere in the world because all of our interaction is conducted during live online interactive training sessions and group coaching calls. You can even use Skype so there are no phone costs.
- ❖ **Proven:** I only teach strategies that have worked for me and the hundreds of clients I have worked with over the years. There are hundreds of success stories from the clients who have completed my programs. You can read a few of their stories here:

Client Success Stories



Rori...from scratch to a healthy six figures in less than a year!



Sanial...more than doubled our revenues.



Tyler...Eleven months later we have given birth to a growing enterprise, with 30 full-time employees, a factory, a supply chain, and a product we're proud to share with the world. We also reforested over 200 acres of Ecuadorian rainforest and helped provide right-livelihood to over 600 farmers.



CJ Brasiel...My business has actually increased three-fold.



Elizabeth...I doubled my number of clients, doubled my income, and doubled my time off.



Jason...On a scale of 1-10, my productivity went from a 2 to an 8. My income doubled and now I am implementing his approach to taking double the time off.



Sage...I've tripled my income. I'm able to travel, write, speak and enjoy my life thanks to this success.

My In-Depth Coaching and Training Programs

My in-depth coaching and training programs are typically only open for enrollment once per year. Visit this link if you'd like to learn more:

www.visionarybusinessschool.com

If my program is still open for enrollment, you'll find the details on that page. Typically what I do is offer a fairly extensive complimentary training as an introduction to my paid program. This allows you to get to know me on a more intimate level, and make sure my program is a great fit for you before signing up.

It's good to register early, as my a more in-depth programs have been quickly selling out for the past few years.



Who Are My Clients?

You might be curious who actually participates in my more in-depth paid training programs. Who are these visionaries and changemakers that are finding ways to make a living while changing the world?

Here are some of their professions:

life coaches... business coaches... counselors and therapists...
authors... professional speakers... naturopaths... acupuncturists...
massage therapists... yoga teachers... seminar leaders... non-profit directors...
business consultants... summer camp directors... activists... spiritual teachers...
social entrepreneurs... stay-at-home moms and dads with businesses...
financial planners... web developers... graphic designers... landscape designers...
painters... tree maintenance experts... network marketers... photographers...
media and PR consultants... executive recruiters... real estate agents...
mortgage brokers... midwives... nurses... childcare providers...
parenting trainers... event planners... manufacturing and
distribution business owners... musicians... artists...
dancers and dance instructors... software consultants...
sales consultants... videographers... attorneys...
professional chefs... jewelry makers... dog walkers...

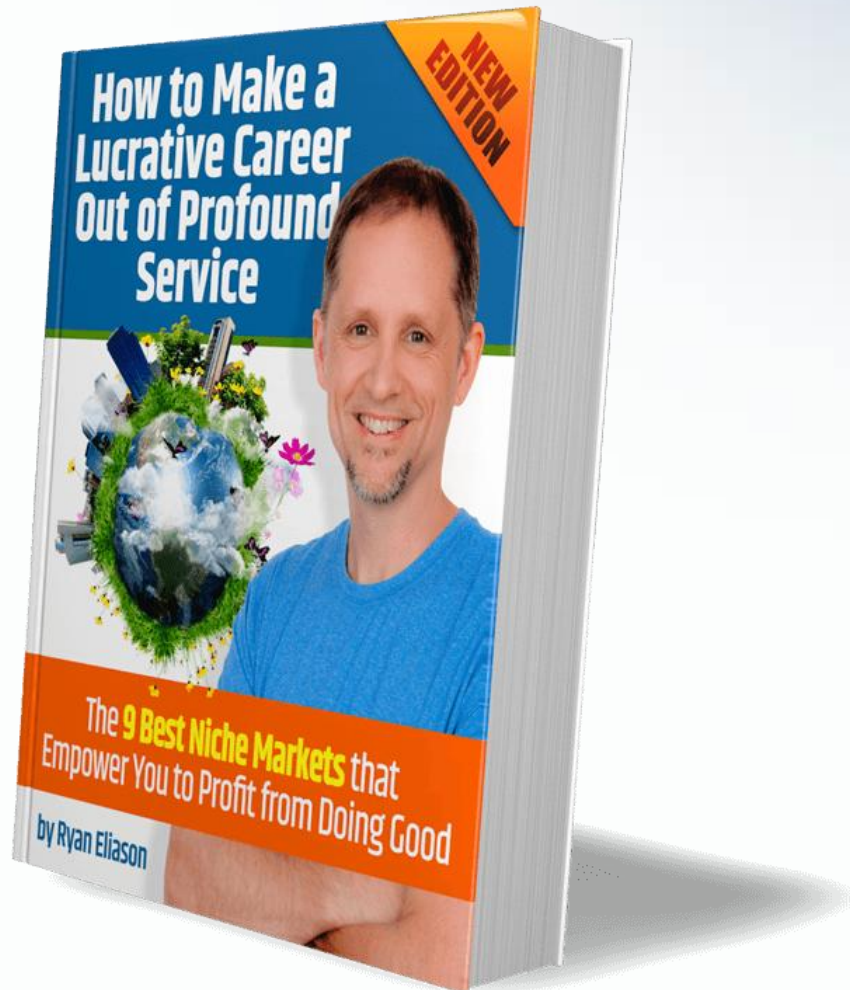
Over 5,700 Satisfied Clients from 85 Countries and All 50 U.S. States!

Argentina, Australia, Algeria, Austria, Bahrain, Bangladesh, Belarus, Belgium, Bermuda, Bulgaria, Bahrain, Botswana, Brazil, Cambodia, Canada, Cayman Islands, Chile, China, Congo, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Estonia, Finland, France, Germany, Ghana, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jersey, Kenya, Korea, Latvia, Lebanon, Luxembourg, Malawi, Malaysia, Mexico, Morocco, Malaysia, Nigeria, Netherlands, Norway, New Zealand, Pakistan, Peru, Philippines, Poland, Portugal, Romania, Russian Federation, Saint Barthélemy, Saint Martin, Saint Lucia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Venezuela, Virgin Islands, and Zambia!

Please Share This Book

If you know anyone who might benefit from this book, please share this link with them so they can download their own copy:

www.visionarybusinessschool.com/book



Thank You!

Thank you for reading my book. I know you're a visionary changemaker, otherwise you wouldn't have read this far. Thank you for everything that you are already doing to help heal and transform our world.

And thank you for everything that you will do to help create a compassionate, just, sustainable, spiritually awake world where everyone wins!

What's Next?

In the next PDF download and video I'm going to teach you the core foundation of Visionary Business School, which is the **Visionary Entrepreneur Blueprint**.

This is so HUGE and I cannot wait to share it with you.

This is the very essence of the integrated systematic approach I recommend.

I guarantee that if you apply it, it will radically alter the course of your future.

You'll get to download my **Visionary Entrepreneur Blueprint** too – it's great stuff. So be on the lookout for an email from me in your inbox about that video. You don't want to miss it.

The most critical message I want to leave you with today is this...

You can do this!

There has never been a better time in history to be a visionary entrepreneur.

The power of the internet allows us to connect with each other, learn from each other, collaborate in new ways and join forces to change the world.

People might think you're crazy...

My clients in **Visionary Business School** often tell me their friends and spouses don't believe in them.

Well, I believe in you.

And I'm a better judge of these things, because I've seen what's possible, and I've seen what my clients can do when empowered with the right approach.

When you combine your passion and your vision with the savvy systematic approach you'll learn in the next PDF and video, you're going to surprise yourself with what you're able to achieve.

You'll look back on your business and barely be able to recognize it, because you will have transformed it into a source of massive inspiration, financial prosperity and the deep fulfillment that can only come from making the positive difference you're destined to make.

I look forward to "seeing" you in our next training.

~ Ryan

P.S. I created a video where I take you through **The 4 Ingredients of Revolutionary Success — *How To Make A Lucrative Career Out of Profound Service!***

If you haven't watched it yet, you can do so by clicking the the link below.

And if you have any comments or questions about this book, let me know at the page below.



[Watch the video here and share your comments!](http://www.visionarybusinessschool.com/revolutionarysuccess)

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