

TURNING PASSIONS INTO PROFITS

THREE STEPS TO
WEALTH AND POWER

CHRISTOPHER HOWARD



WILEY

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Michael—this one's for you.

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ACKNOWLEDGMENTS

As I say in this book, the best way to carry out any grand vision is by pulling together a great team that helps you take it to that next level and make it happen. *Turning Passions into Profits* is a perfect demonstration of that concept in action. It could not have come together in the time that it did without the dedication and hard work of my fellow teammates.

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Introduction

Many teachers throughout the years have reminded me of the concept of beginning with the end in mind. In other words, the first step in getting what you want is determining *what* you want. This principle holds a special significance for me as I write the Introduction to this book.

I remember just a few short years ago lying on the bed in my apartment, which was actually just a converted garage, wondering why things were *not* working for me at the time. I was struggling financially. In fact, it got so bad at one point that my gas was cut off and I was bathing with buckets of microwaved water and eating only every third day.

The most frustrating part of it all was the fact that I had read hundreds of books on personal development and had attended seminar after seminar—Tony Robbins, Robert Kiyosaki, Franklin Covey, all of whom I am indebted to for all the great information. Yet I still wasn't able to make my life work. There seemed to be something missing from the equation. I knew what I was supposed to do, but not *how* to do it. I had awakened the giant within, but when I woke him up, he was just as frustrated as I was that we weren't any further along toward fulfillment.

I felt desperately lost and off course. Yet in my heart I knew that I was capable of much more. Perhaps you can relate to the frustration and confusion I was feeling. Have you ever felt like you could have more, be more, or accomplish more in your life, but you just didn't know what was holding you back? Or perhaps you feel you should be further along than you are right now, and you just want to know what it takes to get there. What are the steps?

Well, that's where I was, searching for coins between the couch

cushions, when I decided I'd finally had enough. I started to write down huge goals for myself. I wrote furiously for hours. I wrote down all the experiences I wanted to have in my lifetime and all the things I wanted to do. I wrote down all the things I wanted to own, and all the traits and qualities I admired in others. I wrote about my childhood dreams, my ultimate career desires, and the things I had always been passionate about. I didn't let any judgments enter my head. I just wrote down everything that I wanted to be, do and have in my life, no matter how ridiculous it seemed at the time. I didn't worry about *how* it was going to happen. I just committed myself to gaining clarity on exactly *what* I wanted to create.

Many of my goals seemed impossibly out of reach at the time based on my circumstances. I was following my true passions, but I was still very broke. Little did I know that I was unleashing the passion and potential that would end up paving the way toward the entirely new way of life I now enjoy. Take a look at these five examples:

1. I wrote that I would be speaking around the country at some point in my life. I now conduct seminars and training programs on wealth, leadership, and personal influence for thousands of people around the world.
2. I wrote that I would have a high-rise office on the ocean. As I write this, I'm gazing out my window at a school of dolphins jumping in the water, so close that it looks like I could reach out and touch them!
3. I wrote that I would be on a career path I really enjoyed. Today I get to help people break through their greatest challenges and transform their lives. I find this work exciting and motivating, and I know I'm blessed to feel so passionate about my life's work.
4. I wrote that I would be making every day an epic adventure and living life to the max. Whether I am leading one of my seminar groups, hang-gliding, or hot-air ballooning over the beautiful resort town of Palm Springs, I am truly living life to the fullest—and I get to assist others to do the same, which is one of my greatest sources of joy.
5. I wrote that I would become a multimillionaire. I've since gone from \$70,000 in debt to making \$2 million in two and a half

years. In that same time, I went from living in a ghetto to living in a house on a cliff overlooking the ocean. My income continues to double and triple beyond my expectations. I have now set my sights on billions, which I am currently building. At this point, I don't do it for the money as much as for the fun and challenge. I plan to give my personal wealth back to society at the end of my life in the form of a charitable foundation.

Most of the goals that I wrote down on that red-letter day in the little converted garage have come true. I say this not to impress you, but rather to impress upon you what you, too, are capable of. How did I do it? By applying the techniques presented in this book, including a system I developed called Cognitive Reimprinting™ for replicating the success traits and strategies of others.

First, in the process of filling those notebooks, I discovered what I actually *believed* to be true, as opposed to all that I wished to be true in my life. I woke up to my own small version of reality. I realized I had a long-held belief that either you do what you are passionate about *or* you go out and make money. I had been living part of my passion, traveling all over the world, but finances were still my biggest challenge. The mental block was that I considered myself one of those people who follows his heart. In my mind at the time, I thought that making money required “selling out” or becoming “a suit.” Since I perceived passion and profit to be mutually exclusive, I was proving the dichotomy true in my experience. This limiting belief was just one aspect of my personality that was preventing me from also being someone who creates wealth and fulfillment on a large scale. I was opening my eyes to how my perceptions were literally shaping my world.

Next, my immense frustration and pain over my situation drove me to begin intensive study of the people whom I admired most—world leaders like Martin Luther King Jr., Mahatma Ghandi, and Nelson Mandela, and legends of the business world like Richard Branson, founder of the Virgin empire; billionaire investor Warren Buffett; and famed billionaire entrepreneur Oprah Winfrey—to figure out what made them tick. What set them apart from the rest of us? What I discovered, ironically enough, is that the people who create massive wealth and achieve unprecedented success are those people who are truly passionate about what they do. As Donald Trump's father told his