

Turn Your **Passion**



into
Profits

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Turn Your Passion into Profits

A Guide to Success for Entrepreneurs and Coaches

By Dr. Sherry Buffington

Most Entrepreneurs, and virtually every coach I have ever met, went into business following a passion. Passion is rarely the problem when a business is struggling. More often than not, the problem is how to turn that passion into a profitable business.

There are six primary reasons why passion doesn't translate to profit.

This guide addresses all six:

- Three ❤️ *Passion Traps*
- Three 💰 *Profit Traps*

Each is presented along with guidance on what to do and action steps you can take to avoid these traps so your passion and your profitability meet up happily and abundantly.

This is a study guide and is meant to be worked through. Take the steps and you will discover *lots* of ways to turn your great passion into profits.

❤️ **Passion Trap #1 – Bright Shiny Objects**

Most entrepreneurs (which include coaches, of course, since coaches are also running a business) are extroverts, and extroverts approach life boldly and actively. As a result, they tend to come up with *lots* of ideas and to find lots of interesting opportunities and options. To the extrovert, that's good. It keeps life interesting and gives their active mind lots of things to think about.



To the entrepreneur, that's not so good. All those ideas, opportunities, and options act as bright shiny objects that distract and scatter attention.

Most entrepreneurs have trouble letting go of *any* of their ideas. They all seem viable and interesting. Consequently, they don't want to give any of them up. "After all," they reason, "what if the one I give up is the very one that would have been a million dollar idea or the one that would have made the most impact on people's lives?"

Before we go any farther, I want to make sure you are not getting distracted by my comment that most entrepreneurs are extroverts. Many entrepreneurs (especially coaches) will swear that they are introverts. But there are two ways to extrovert energy: one is *action* and the other is *interaction*.

The get-it-done types (what we call *Commanders* in our CORE MAP assessment – more on this later) prefer *action*. Because they are not all that sociable outside of the work world, and spend a lot of time alone developing ideas, planning, and strategizing, they assume they are introverted. They are, however, quite bold (or at least desire to be) and quite driven when it comes to building a business. If this describes you, know that you are, in fact, an extrovert. You simply prefer *action* rather than interaction.

The vast majority of entrepreneurs in the helping professions, such as coaching, fall into the personality combination we call Commander/Entertainer. Take a look at the description below and see how closely it describes you.

The Commander/Entertainer Combination is:

- Highly inventive and enthusiastic
- Enjoys a large variety of activities
- Loves dreaming, scheming, developing ideas
- Enjoys the development process, dislikes follow-through
- Sees the big picture, leaves details to others if possible

- Loves a challenge, thrives on intellectual stimulation
- Constantly seeking new ideas, new adventures
- Enjoys juggling several projects at once
- Entrepreneurial, risk takers who are willing to take calculated risks
- Learns by discussing, challenging and testing limits
- Loves friendly competition
- Views relationships as opportunities for the growth and development
- Independent thinkers who prefer to lead, rather than follow

Chances are pretty good that much of this describes you, or energizes you when you read the description. If you have been conditioned away from your true type, you may not recognize these traits in yourself, but if imagining yourself being *really effective* at being this type of person *energizes* you, the odds are very high that this is your natural combination. Learn more at www.coremap.com

It's because people with this combination are highly intuitive generalists that they come up with so many ideas and see potential and possibility in them. It's the bold approach to life that makes them think they can do it all. It's why they are always out there connecting with all the interesting things that keep sparking new ideas and new opportunities. That's Bright-Shiny-Object syndrome.



What to Do

You've probably heard it before. If so, you didn't like the idea then and you won't like it now. But, if you are ever to turn your passion into profit, you are going to have to decide on *just one thing* to pursue. Not forever. Choosing just one thing to work on right now doesn't mean you have to give up the other things, just that you have to *put them on a stand-by list* for later. It's that five rabbit thing... although you might be able to catch all five "rabbits" eventually, you can't catch them all at the same time. You have to choose one.

To formulate a clear and compelling message (an essential step to turning your passion into profit) you will have to focus on one target market and, therefore, one thing at a time.



Action Step

List below the things you are interested in pursuing and/or are currently pursuing.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Now, go back and decide which **one** you will work on *now*. The others will wait.
Put that one item on the line below.

Who needs this? By defining your target market, you will better be able to formulate a compelling message to reach them and get their interest. Your goal is to *become* a bright shiny object rather than being distracted by them.

♥ Passion Trap #2– A Big, Broad Vision

Most entrepreneurs dream BIG. They want to change the world, or at least a substantial part of it. They really do want to, as the old sixties song expressed, “teach the world to sing in perfect harmony.”

It’s a lovely thought, but one that will keep you *stuck in the dream* for a very long time. I know. I lived here for years, and I have seen it thousands of times in the coaches and entrepreneurs I coach and/or train. The problem again is that you can’t formulate a clear, compelling message that will speak to everyone.



What to Do

Decide what your ideal client looks like. What do they want and need? How old are they? Are they males or females, or both? Are they parents? Couples? Single? Working? Retired? What are they *hungry* for that you can provide to them?

Now, I know the tendency here is going to be to state, “Everyone needs what I can give them; I help people be happier (more self-directed, more successful, etc).”

This is the **WRONG** answer. It’s way too broad. Though it won’t be easy, narrow it down—a *bunch*! What particular group meets the following criteria for you?

Those who meet all seven criteria are members of your tribe.

- Fun to work with
- Easy to find
- Open to growth and change
- Can see the value of what you are doing
- Hungry for the solution you bring
- Are willing to pay for that solution
- Have the money to pay



Action Step

Define Your Ideal Client.

My Ideal Client is:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

What is your ideal client hungry for?

♥ Passion Trap #3 – Viewing Self as a Giver

I know, I know... before you go getting all upset, I know you *genuinely* want to give to others. So do I. Trust me, the reason I know about these traps is because I spent so many years caught in them myself. Having a giving heart is not the problem—it's actually quite beautiful. Without that wonderful quality, where would the world be? The problem is *seeing yourself* as a giver. There's a big difference.

When you give from a place of *action*, you are able to separate yourself from the act. You have perspective. You know when to stop giving and complete the energy cycle by requiring that the recipient start giving back.

When you have a *concept* of self as a giver, you *don't separate who you are from what you do*. And, if you don't, it's hard to receive. Givers GIVE, after all. They don't receive. And, if you are unable to receive, it won't be long before you will go mentally, emotionally and financially bankrupt. Once you are bankrupt, you won't be able to help yourself or anyone else. [Offer link to learn more about energy cycle?](#)



What to Do

Realize that, to complete the energy cycle that sustains all life, you must both give and receive—and so must those you are seeking to serve. When you are selling solutions (products and services), you must receive *two* things in return to be successful. You must receive gratitude and you must receive money.

If people aren't expressing gratitude—actually *thanking* you as they are paying you, you are not providing enough value. When you provide *huge* value, your clients are going to feel like they got one heck of a deal and they are going to feel grateful to you. Gratitude translates into happy customers, which translates into referrals, which in turn helps your business grow quickly and easily.

If people aren't paying you what you are worth, at some point you are going to become resentful. Most entrepreneurs, especially *altruistic* entrepreneurs (like most coaches), don't want to admit, even to themselves, that they resent clients who keep coming back for more, but don't reciprocate by paying a fair price for what they receive. This type of client goes on your "D" list and needs to be purged from your client base as soon as possible.



Action Step

Go through your client list and separate your clients into A, B, C and D categories.

"A" Clients are those that fit *all* of your criteria for an ideal client. Besides what you listed earlier, add any of the below essentials that are not already on your list.

Ideal Clients are:

- A joy to work with
- Hungry for what you provide
- Prefer you as the source of their solution
- Can articulate why they prefer you (this factor is great when it comes time to getting testimonials and these people refer you to others more)
- Open to trying the solutions you suggest
- Appreciative and considerate of you
- Have the money to pay you what you are worth
- Don't haggle over price because they value what you provide

"B" Clients are those that fit about 80% of of your overall criteria and all of the really critical parts.

"C" Clients are those that fit about 65% of of your overall criteria and 95% of the really critical parts.

"D" Clients are those that fit less than 65% of your overall criteria and fail to fit some of the most critical parts, such as the ability to pay or lack of appreciation of what you bring to the table.

Focus mostly on “A” clients and get rid of the “Ds” as soon as possible. They take up your valuable time, drain your energy and take away the joy of providing your passion to the world. Don’t let them.

Now we come to the profit traps.

Profit Trap #1 – Under-Valuing

This is a long section in this program because it is such a *huge* trap for so many. I don’t want you in this trap, so we are going to spend a little extra time here.

Givers tend to greatly undervalue their worth. They frequently say things like, “I would be doing this even if I weren’t getting paid.” The reality is they aren’t getting paid for much of what they do. They WAY over deliver and, usually, it’s costing them plenty.

I train coaches, therapists, ministers, energy workers and other altruistic entrepreneurs and license them to use the cutting edge products my company has developed to greatly enhance client outcomes. The *CORE Multidimensional Awareness Profile* (CORE MAP) is one of those tools.

My goal is to help those in the helping professions to be exceptionally effective and successful in their work; to provide tools and methodologies that get really fabulous results and help my clients grow their business to six and even seven figures. And, based on the feedback I get from my clients, I *deliver*.

This is not to brag. There’s a point here. The point is, although I have been giving huge value and catapulting my clients to great success; in spite of the fact that they have been raving about what I do for them for many years, I wasn’t doing for *myself* what I had been doing for others for a long time. Why? Because, as a giver, I was giving away FAR too much of my time and energy. So much, that I didn’t have time for myself or my family. I was spending between 12 and 18 hours working six, and

sometimes seven, days a week. I was exhausted and could see no light at the end of that very long tunnel.

What was a total mystery to me was that there were other people out there with products and methods far inferior to mine that were making millions. I didn't understand it.

After years of investing blood, sweat and tears, and every dollar I could scrape up and still not getting anywhere in my business, I was approaching burnout BIG TIME.

That's when I began reaching out to other coaches and trainers who I admired and whose work I respected. Coaches and trainers who were asking *big dollars* for their work and *getting it*.

Although I am a big advocate of coaching, up until that time, I didn't think I needed one myself. I'm an avid researcher and I thought I could just do research, read all the books, listen to the audio programs of the success gurus, and attend workshops and conferences every year and gather up everything I needed.

The problem with that was that I frequently found myself on information overload and *still* wasn't getting anywhere. What I didn't realize is that, no matter how much information we gather, we still *can't see what we can't see*. We have filters and mental blocks that keep us from seeing the reality of things. And, try as we might, we cannot change what we cannot see.

I would probably never have given up all the bright shiny objects or narrowed my vision had I not worked with a coach that helped me work through that. And I'm certain I would never have gotten to the place of asking for what I'm worth. In fact, some tell me I'm not there yet, but I am sure much improved. I used to feel guilty charging my clients \$100 an hour. I now know I'm worth \$5,000 or more an hour. I know, because I have earned that much in an hour. Not in private coaching, of course, but in group training programs. Do I always get \$5,000 an hour? No, of

course not, but that's not the point. The point is, I know I'm *worth* it. I've proven it, but before I could have done that, I had to believe it was possible for *me* and that I was worthy of that kind of money.



What to Do

If you have never done (or considered) group coaching or training, I highly recommend you do. As long as you are selling your services to one client at a time and by the hour, your income will be limited by time.

You have essentially created a job for yourself. But, as you surely know since you are an entrepreneur, you can't get very far working in a job. You need to have a business that brings in enough money to afford the lifestyle you want *and* that provides you with enough freedom to enjoy it. One-on-one coaching will never get you there unless you are selling high end premium packages and charging \$750 an hour or more.

If you prefer one-on-one coaching and have no interest in playing a bigger game, that's perfectly fine. The world *needs* one-on-one coaches. But, if that's what you want to do, *raise your hourly rate* to \$350 or more and be *proud* to quote that rate. You are changing people's lives, you are worth every cent! Even *plumbers* make that much. And, which is more valuable? Unstopping a clogged drain or unstopping a stuck life?

With group coaching, you can charge clients less and still make more. When you mix group and private coaching, you can give yourself and your clients the best of both worlds. The client gets a lot of bang for the buck and you make really good money.

At \$150 an hour, a class of 10 yields \$1,500 an hour—a class of 15 yields \$2,250 an hour. Most coaches like to keep group coaching calls to fifteen or less to have time

to talk with each client in an hour, but some types of coaching don't require checking in with each client so there is no need to restrict the size of those classes.



Action Step

Sit down and figure what you can deliver to what size group for what amount. Make sure it's realistic, but also don't underestimate yourself. Stretch your boundaries a little. Then adjust your concept of your worth per hour up to the total you can earn.

When you know it's possible; that you can actually earn \$2,000, \$3,000, even \$5,000 an hour, asking \$500 for a private session seems quite reasonable. With that realization, your subconscious mind makes this really interesting shift, and your concept of worth never goes back to the old level. For this shift to occur, the number you come up with has to be absolutely doable in your mind; doable under ideal circumstances perhaps, but doable in your honest opinion.

As you are calculating your worth, also consider follow-up products, such as home study courses, you can create. This is another source of revenue that doesn't take up your time once the product is created.



Profit Trap #2 – Trying to Save Money by Doing It All

Life was spinning completely out of control for me before I was ready to give this one up. I just knew no one could do things the way I wanted them done and I was convinced that taking the time to teach someone would be too disruptive, and take up time I didn't have.

I have worked with my daughter, Gina, from the beginning of my business so she and I learned the ropes together. Unfortunately, we fell into the same traps together too. We were doing the work of ten people and trying our darndest to keep up. But, as our business grew and the demand on our time got greater and greater, the harder it became to keep up.

I was at the point of desperation when I went in search of a virtual assistant (VA) and I can tell you the first two didn't work out. Part of that was my fault—part theirs. I learned what to do and what not to do from each one though so that was a help. The third one was definitely a charm and she, along with her technically inclined son, have completely changed the dynamic in my business.



What to Do

Know that there are people out there that can help you with some of the things you listed, especially the repetitive things that eat up so much time and don't bring in any money.

Ask around for references for VAs and other professionals you might need to help you get your work done. There are lots of people out there that work on a contract basis, so you can use them only when you need them. And many of them are very reasonable.

Try resources such as www.UpWork.com, or Google “virtual assistants” and check out a few of the many listings there.

Get as many of the behind-the-scenes things as possible off your plate. If you aren't good at the technical stuff, find someone to automate the processes you do over and over again. What you pay others to help you do will save you worlds of time and free you up to actually *do* what you love doing. That's where the profits, both in personal enjoyment and in dollars, are to be found.

My VA handles all my mailings, monitors a large part of my emails, builds and updates websites, proofs my work, offers invaluable feedback and advice, and generally keeps me sane.

You'll love the freedom you feel when you have all that stuff off your plate. And, you have to get things off your plate. If you don't, you won't have the time or energy to turn your passion into profits.



Action Step

List below the things you are currently working on. (I hope you won't need all the lines provided, but many entrepreneurs need *more*, so *add a sheet if needed*.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Which of the things you listed can you hand off to someone else? Find a good VA and start shortening that list.

Profit Trap – Believing “It Is Not About the Money”

This will probably be another uncomfortable idea for you. Most heart-centered entrepreneurs find it very hard to shift their beliefs around why they are in business.

I played this crazy game until I was almost broke. It's true that my primary driver is *not* money, and I would bet it isn't yours either. And that's really good because people who are chasing money are not pursuing their passion, and they are doomed to fail because people today are very savvy and they pick up on insincerity very quickly.

Your passion should definitely lead the way and act as your guiding force, but you must not let that blind you to the importance of money.

You can't serve the people you most want to serve if you don't have the money to do it with. The erroneous belief that it isn't about the money has caused many really good people to go broke. Then, to make ends meet, they take a job that they are just tolerating, and then they know for sure that it's about the money because, if it wasn't, they wouldn't be working at a job they don't love.

They tell themselves that the job is just a way to get by until their business takes off and then they can get back to doing what they love. But their time and energy is so drained by the stress of not pursuing their passion, that often they don't have the impetus to get back to the work they love for a very long time—if ever. And the dream goes unfulfilled.

Make no mistake—business is about making money. It has to be. It's the only way you can keep doing the work you are here to do.



What to Do

If you find you have an aversion to money—LOTS of money—you might want to consider taking the Success-GPS assessment and working with a Success-GPS Coach. One of nine areas Success-GPS helps you explore and develop to successful levels is Money Mindset. You can learn more about Success-GPS at [https://quantumleapuniversity.org/the-](https://quantumleapuniversity.org/the-quantum-leap-system/success-gps)



[quantum-leap-system/success-gps](https://quantumleapuniversity.org/the-quantum-leap-system/success-gps). Scroll to the bottom of the page and click on the link to select a coach. ???

All Success-GPS coaches provide the Success-GPS assessment and a 15 minute consultation for FREE so, if you need help in this area (or anywhere else you may be stuck), take advantage of this really great resource. **Thought we were not going to have them pick randomly since goal is to sell them.**

Be a Shameless Promoter

I have become a shameless promoter of my products and services because I know what a *huge* difference they make in people's lives. And so should you of yours.

If you aren't absolutely convinced that what you are doing is of *immense* benefit to your clients, you are in the wrong business.

If you *are* convinced that your work is important, then make it important enough to get out of your own way and send it out there shining. If your *work* is important, it isn't about *you*. It's about the people you seek to serve, and you cannot serve them if they don't know you exist or that you have what they need.

You can only become a shameless promoter when you stop thinking it's about you and realize it's about what you can do for others.

This sounds like a dichotomy, but it isn't. Even amassing wealth should not be just about you. You should certainly fit into the equation and reap the benefits, but money has no value unless it is in circulation doing good things.

As an altruistic entrepreneur, you probably fully understand this. What you may be avoiding is the fact that you can't profit if you don't promote. Self-promotion is one of the most difficult things to do for most entrepreneurs. There is an outright aversion to it for some.

So don't promote yourself! Take *yourself* out of the loop and promote your solutions instead. That way you can look at promotions as a way to let the people you want to serve know that you have what they need; that you can help them solve their problems, meet their challenges and realize their dreams. By shamelessly promoting *what you offer* to those you wish to serve and charging a fair price, one that both aligns with what you have determined you are worth and with providing your clients with real value, you are able to serve them better *and* turn your passion into profits.



Action Step

“What makes you so special?” Many people move to a place of apology when they hear a question such as this. You can REFRAME that automatic response by actually thinking the question through.

What *does* make you so special? What is it about you that is *completely* unique. Since there is no other person on the planet quite like you, you most definitely have some unique and special qualities and attributes. It is your *personal* uniqueness that makes your *work* unique—your life experiences and what you have learned.

If you are a life coach, for instance, and you identify yourself that way, you have put yourself into a general category that hundreds, perhaps thousands of other coaches also fit into. But not *one* of them has *your* life experience. Not *one* of them has learned what you have learned in quite the way you did, which means you can offer

a perspective and learning no one else can. Think about what makes you unique on a personal and a business level and record below *what makes you so special*.

Ways I am unique and special **personally**:

1. _____
2. _____
3. _____
4. _____
5. _____

Keep going. I know there are more than that!

4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Ways my **work** is unique and special:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Now that you have worked through all six traps and have either escaped them or now have the tools and awareness to do so, take the next steps forward.



Action Step

Now that you have laid out your own path, I am going to go through mine from the perspective of the Passion Traps because they are so big and so easy to miss that, if we don't fully understand how we get stuck there, we can waste a lifetime and a fortune fruitlessly pursuing our passion. I hope my examples will help you gain greater clarity so you get and *stay* free of these traps.

Bright Shiny Objects

For years I allowed the ideas and requests for help from others to distract me from my own purpose, mostly because I wasn't clear about what my purpose was. I knew that my *passion* was to help improve the lives of others, but I didn't know how to go about doing that.

The famous quote by Henry David Thoreau, "The mass of men lead lives of quiet desperation" helped me refine that a little further. At the time I read that, I knew it was true for me and for just about everyone else I knew. And I was NOT alright with that. I wanted to know why that is still true today and to find a way to change that sad reality.

Having identified my core purpose, *moving people from lives of quiet desperation to lives of joyous celebration*, I was sure I was on my way. I still didn't know how I would go about doing it, but I was sure I would find a way. In trying to figure it out, I tried dozens of different things and headed off down several rabbit holes that led nowhere. Not knowing where to focus my attention kept me stuck, and even moving backwards, for years.

A Big, Broad Vision

I finally realized I needed to get clear on *how* I would affect the changes I could so clearly see needed to occur. Sad, hurting, desperate people were (and are)

everywhere... and that was the problem. I wanted to fix everything for all of them. What ended up happening is that I was helping very few because my message was too watered down for anyone to understand how I could help.

There are thousands and thousands of ways to improve people's lives. From practicing medicine to trash pick up services. Until you know how you will go about affecting the result you are passionate about, you can't look at what you are doing and know two important things:

1. Whether the particular products or services you offer serve your core purpose, are right for the people you want to serve, and are right for you.
2. Where there are gaps, if any, in your offerings.

Knowing these two things allows you to decide what to keep, what to eliminate, and what to add to affect the best outcomes for your chosen client base—your tribe.

I decided I would focus on helping people become more successful in life and, to that end, began a fifteen year study of highly successful, moderately successful, and unsuccessful people. I wanted to know what each group did or didn't do, specifically how they differed from one another, and how those differences impacted outcomes. I also wanted to know what successful people did that was different from the masses.

From tons of data, seven factors emerged and finally I was able to condense it all down to those seven factors. These, I discovered, are *essential* to success on every level. To the degree they are missing, success is compromised. There are seven internal factors, which produce seven external actions, which surely and predictably lead to success. The seven essential *internal* factors are outlined below. It is *here* where virtually everyone must begin to achieve long lasting success.

The Seven Essential Factors are:

1. **Authentic Self-Awareness and Expression** - Knowing your true self and living true to it.
2. **Clear Purpose and Focus** - Knowing exactly where you are going and why and staying true to that path.
3. **Open, Expectant Attitude and Beliefs** – Being free of all the old conditioned limitations.
4. **Solid Personal and Relationship Boundaries** – Knowing who you are and are not, and what you will and will not accept from self and others.
5. **Self-Confidence** – The “I can do it” factor, which can only develop in a genuine way when the first four factors are in place. Any other show of “confidence” is bravado.
6. **Self-Esteem** – The “I am worth the effort” factor, which cannot develop in a genuine way until the first five are in place.
7. **Effective Self-Management** – Emotional Intelligence (EQ) and the willingness to take responsible, disciplined, courageous actions to affect positive outcomes. High levels of EQ cannot develop until the other six factors are in place, which explains why so few people, even those at the highest levels of government and at the helms of giant corporations, fail to express high levels of EQ.

Over time I narrowed my focus down even further and began studying what led to success or failure for *business* people, specifically entrepreneurs. It was here that I learned things I had been doing wrong and was able to begin correcting them.

The six traps in this report are big ones for many entrepreneurs. Conquer these and you will be able to learn and apply other success principles and good business practices so much more effectively.

Viewing Self as a Giver

Knowing what made people successful in general helped focus my actions and offerings better, but I still didn't have it focused down narrowly enough. I was still trying to help everyone that needed help in becoming more successful in life. My idea of success is what the Greek philosopher, Aristotle, called *eudaimonia*, defined as "a human condition marked by feelings of happiness, and a sense of well-being and success." As you can see, that covers a pretty broad spectrum.

Just as there are lots of ways to change people's lives, there are also lots of ways to help people become more successful. My only criteria at the time was that my clients be people who wanted to be more successful in the *eudaimonic* sense.

That is still my definition of success and my overall goal for my clients, but today it is directed to a *specific group* of people. Not just to entrepreneurs, but to a specific type of entrepreneurs—what I call altruistic thought leaders. Altruistic thought leaders are entrepreneurs that are interested in improving people's lives through teaching, training, and/or coaching. Success to these entrepreneurs has particular requirements that may or may not apply to other types of entrepreneurs. Someone running a dry cleaning company, for example, or a day care does not have the same challenges as entrepreneurs who make a living selling what they know.

Many success gurus suggest that all we need to be successful is to know our passion, purpose, and mission. It's the "do what you love and the money will follow" philosophy. Back when I thought that was true, I spent a great deal of time discovering these three things and when I had managed to narrow my interests

down to entrepreneurs, I was really proud of myself. I was sure that having these pegged, success would follow... so why didn't it?

I certainly *knew* all the factors for success; I had done the research. I had developed exceptional products *specific* to the development of those seven essentials, specifically for entrepreneurs. I had great, truly life-enhancing products that I knew produced great results because everyone who experienced them raved about how incredibly effective they were. And I really cared about the outcomes of my clients. *So what was the problem now?*

What I discovered after several *more* years of lost time and literally hundreds of thousands of lost dollars, is that, while I was applying the success principles to my personal life and was very successful there, I wasn't applying the whole formula to my business life.

Specifically, my focus wasn't clear enough. Though I had identified my tribe, I hadn't yet identified their biggest challenges. And, because I didn't know specifically what they were hungry for, I was trying to help them in ways other than what was most important to them. So, I sat down and went through the exercise I instructed you to go through at the end of Passion Trap #2. (If you haven't done that yet, go back and do it. Knowing who to focus your time, energy, and message on, and knowing what your ideal client really wants and needs so you can provide it is *crucial* to your success.)

I looked at the clients I had and picked out the *one person* I most enjoyed working with and began defining the attributes of that one client. What did she want and need? What motivated her? What made her happy? What, specifically, did I do that she raved about? This client became my model for my "A" list. In evaluating my other clients, I found that those I enjoyed working with all had several things in common.

All Highly Successful People are:

- Driven to succeed (I realized I have no patience for whiners and people who want to lean on me forever)
- Capable and confident in their ability to step out there and succeed on their own once they have the right information and the right tools
- Willing to do the work to get the outcomes they desire
- Willing to invest in themselves, their dream, and their business
- In business for themselves or leaders of people-centric organizations
- Focused on improving the lives of *people* (as opposed to animals, the environment, etc.)

It was this criteria that allowed me to realize that my preferred tribe consisted of *altruistic entrepreneurs* and *altruistic intrapreneurs* who are or seek to be *thought leaders*—people with a passion for helping people, and who are willing to step up and lead the way to positive change through the transference of knowledge.

Knowing that shifted my entire focus. Before then I accepted assignments from anyone who came along: troubled families, troubled couples, troubled students, process-directed organizations with dysfunctional teams—you name it. If they lacked success in any area, I took them on. And, during that time, I had clients I really didn't like working with.

I came to realize that, not only were they not good for me, I was not good for them either. I slowly eased them out of my customer base by letting them know that my focus had shifted and I didn't feel I was their best option.

I now recommend colleagues who specialize in the kind of help people outside my chosen tribe need, and everyone ends up better off.

I have multiple products and services to offer, and so should you, but each and every one of them should serve a *single purpose*. For me, the single purpose is in helping *altruistic thought leaders* reach stellar success.

And, to fulfill my dream of helping the “mass of men” go from quiet desperation to joyous celebration, I train and license altruistic thought leaders (coaches, therapists, ministers, energy workers, and other people in the helping professions) to use my proprietary products and methodologies. They add valuable tools to their tool bag, get amazing results for their clients, position themselves as exceptional providers, make more money, and have more time to enjoy life. By giving my chosen tribe the tools to succeed, I have a far broader reach than I ever could have had on my own and, through my tribe, I am able to help far more people.

Recap of Steps to Take

You got this far because you are actively looking for ways to profit from your passion. I applaud you for that. I hope this study guide has been helpful. Don't stop here. These traps are easy to get caught in so to keep yourself tracking, here's a recap of the steps:

1. Keep working at defining and clarifying your passion and the path that will most effectively allow you to live it. Find your core purpose. This will keep you from getting distracted by Bright Shiny Objects.
2. Keep narrowing your view until you are completely clear on the *one thing* you provide. Remember you can have lots of products and services, but they should all help you accomplish *one great thing*.
3. Reframe “I am a giver” to “I enjoy giving” so you see giving as what you *do*, not as *who you are*. Keep in mind that, to continue to give, you must also receive. That's how we complete the energy loop and honor life.

4. Know what you and your time are worth and value your work accordingly.
Both you and time are non-renewable resources. When time is gone, it's gone forever. The same is true of you. Your health and well-being are important. If you don't take care of you, you won't be able to serve others either. You are *worth* your time and the work you do is worth being *well compensated* for. If you can't get to the place of *knowing* this, rethink what you are doing.
5. Part of taking care of yourself is giving yourself a break. Don't try to do everything yourself. The time and effort it takes to find someone effective at helping you will be time and effort well rewarded. And, speaking of breaks, whenever you become aware of stress coming up, take a short break to do something you enjoy. You will be amazed at what just ten minutes can do. You will return to your work refreshed and with a clearer head, and will ultimately get more accomplished.
6. Be clear that business is about two things: great service (that's the giving part of the equation) and money (that's the receiving part). If you are providing great service, the result will most certainly be gratitude. But gratitude alone won't pay your bills or put food on your table. Your business *is* about the money. Get comfortable with that fact.
7. If your passion is improving the lives of people, it's highly possible that I can help you. Please feel free to contact me to explore that option. You can reach me at sdb@quantumleapuniversity.org.

If you are looking for additional products and services that will provide your clients with stellar results and substantially increase your income, the three primary tools that make up the Quantum Leap core curriculum may interest you.

You can learn more about them and our training and licensing opportunities at www.quantumleapuniversity.org. All three parts of this program produce rapid results and profound transformation that actually does lead to quantum leaps in progress and leaves clients raving about their results.

We also provide affordable webinars, teleseminars, and live programs to help entrepreneurs take a quantum leap in their personal life and their business. So whether you want to add to your line of product offerings and services, or just get your business growing faster and easier, we can help.

I would love to hear from you, even if it's just to let me know whether this guide has helped you and how you are doing.

Wishing You Abundant Success!

Sherry

About Sherry



Sherry Buffington, Ph.D. has been immersed in the study of human nature, motivation and success principles since 1984 and is an expert on the behaviors and motivations that lead to success. She is the originator of the highly acclaimed *CORE Multidimensional Awareness Profile®* and the *CORE Personal Effectiveness Profile®*, two exceptional coaching tools that get past the effects of conditioning and to the heart of the authentic person, and provides a trackable baseline and development path so you can design your path to ultimate success with laser-like accuracy.

Sherry is also the developer of *Rapidly Accelerated Mind Patterning™* (RAMP), a powerful process that has been described as “the most important therapeutic discovery in recent times.” RAMP immediately and permanently removes internal blocks and barriers and replaces old non-beneficial patterns with new, *highly* beneficial ones that result in *instant* and *effortless* positive change. She also developed and produced the *Success-GPS* system which provides a global analysis of how particular actions or failure to act is creating the results an individual is getting so they can be quickly adjusted for greater success.

Sherry is a psychologist, coach, consultant, trainer, presenter and an international best-selling author. She has authored and co-authored more than a dozen books including *The 7 Essentials for Lasting Success*, based on fifteen years of research into the subtleties of success, and of *The Law of Abundance*, which presents an in-depth, scientifically based explanation of how the absolutely predictable and infallible laws of energy direct, and accurately predict, every human outcome on every level. This is the book Jack Canfield called “brilliant” and recommended that everyone read.

Sherry trains and licenses coaches and heart-centered entrepreneurs in the facilitation of the proprietary products and methods her company has developed, including the patented *CORE Multidimensional Awareness Profile* (CORE MAP), the *Success-GPS* system and the *Rapidly Accelerated Mind Patterning* method, which together make up the core curriculum at Quantum Leap University.

To learn more, visit www.quantumleapuniversity.org