

# Entrepreneur to **10** minutes **Ultrapreneur** in



Millions of people around the world wake up everyday dreading the prospect of going into work and doing a job they hate.

I think it's time we put a full stop to that insanity!

But why do people do it I hear you cry?

It's often because they're unable to work out what it is they really want to do. In advising, coaching and consulting with entrepreneurs for over 10 years I think I've found a genuine success formula. And the great news is that the solution is quick and easy.

We've grown up being told that you've gotta be good at what you do or no-one will employ you. Fair enough. We're also told that to be an entrepreneur you've gotta be passionate about what you do. Fair enough.

But no-one ever told us that being good at what you do doesn't mean you're going to be passionate about it. Neither did they tell us that just because you're passionate about something that you'll actually be any good at it!

So here goes:

The Ultrapreneurs Success Formula:

**Passion + Excellence = Success**

See, I told it was simple!

But how do you work out what you're passionate about and excellent at?

That's simple too.

First, grab a blank sheet of paper. On one side write "Passion" and the other write "Excellence". Then, make a list of what you're passionate about and a list of what you're excellent at.

Once the lists are complete, draw a line between key words that match, are similar or related in some way. Whatever that ends up being, and I mean whatever, that's what you should do with your life in business or otherwise.

## Example:

### Passion

Martial arts

Internet

Technology

Music

Fashion

### Excellence

Marketing

Project management

Creative writing

Process

Making stuff happen

The example above is mine and to prove the point, the first successful business I set up was an Internet marketing consultancy. I then went onto write a best selling book on social media!

Give it a go! It could be the most valuable 10 minutes of your life.



Passion

Excellence