



Canada's Life Coach & Mentor presents:

Pressing Your Own Buttons



Discover Your Passion!

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"Every speaker should write a book," he said. "Your book shows you're the expert on your topic. A book makes you credible."

Speakers have heard this admonition at least once in their careers. I've said it many times myself to those who asked me how to become professional speakers. "First," I'd usually say, "learn to speak. I'd highly recommend Dale Carnegie or Toast Masters. They'll teach you the art of speaking. If you want to know the business of speaking, join CAPS."

Then I'd inevitably add, "Write a book."

"But, I'm not a writer, how can I write a book?" That, or something quite similar, is the usual response. Having written several books, both through publishing houses and self-publishing, I tell them, "You're an expert. If you can talk, you can write. The real question you should ask is 'What should I write about?' Discover that, and the writing is relatively easy."

Of course, one should write about what one knows. To me that's a no brainer. However, knowing your material is less than halfway there. Good books, whether fiction or non-fiction, mirror the passion of their creators. Just as professional speakers should only talk about what really matters to them, they must write about what matters to them. What matters isn't always one's expertise by way of training.



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I have a friend who is a very bright professional engineer with little love for his field of work. However, my friend is passionate about photography. He even had his own darkroom when he was a young man. Why he didn't pursue his love of the art is not the issue here. What does matter is his passion. If he were to write or speak on any subject, he could certainly do so on matters related to engineering. However, his work would amount to little more than dry, mechanical reports. He would fail to connect meaningfully with his audience. They wouldn't be moved to act any differently after his presentation than they would have before he made it. His writing, and his speaking, would be most powerful if his topic was an aspect of photography. That's his passion! That's where his heart meets that of his audience.

Perhaps it's the minister in me, but I believe -- passionately -- that everyone is blessed with at least one gift. Unfortunately, many people fail to discover theirs and to use them effectively. How, then, do you discover your passion? Let me suggest several things you can do that may reveal yours.

First, make a list of several peak moments in your life. Five are usually enough. This is best done in chronological order. Think of a moment before you began school. Another could be in elementary school. The next could have happened while you were in high school. Then, think of one when you were a young adult. You get the idea.

Once you have your peak moments written down, think back and ask, "What made this moment so special to me?" Was it the attention you got? Perhaps it was the feeling of accomplishment. Maybe it was the physical exhilaration of the experience itself. Whatever made these moments special therein lies the key to your passion. That is what makes you exceed your own expectations. That's what drives you.



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Now, consider what you do well, that others don't. Perhaps, like my friend, you have a feel for what makes a great picture. Maybe you are a powerful encourager or team leader. On the other hand, you may be great with cars, or an expert sailor. What you do most effortlessly is your passion.

Consider what you could create with your talent. My friend can take powerful pictures that others would pay to have in their homes. My wife is great with music and has a knack for interesting children in a variety of learning activities. She's a natural teacher. You are sure to have some talent, some interest, something you can do better than anyone you know. That, you can turn into a product, workshop, seminar, article, or that book you should write.

You also need to have a handle on your individual strengths and weaknesses. No one can be all things to all people. We all have some things we can do better than other things. Once you have a handle on your strengths (athletics, leadership, aesthetics, construction, cooking, encouraging, and so forth), you will also have a better understanding of your passions.

What you can't do well, when it needs to be done, give to others. You do what you do well. Let them do what they do better. Indeed, do for each other. That way you both can focus on your passions.

Let everything else go. Delegate what does not drive you. Focus on what you do best and like most. On these you should be speaking. These form the core of your book.

Discovering your passion and speaking on that will determine the size of your speaking business. Without passion, you'll just be an information giver. Winston Churchill spoke with passion and saved a nation. With passion, you will move people to change the world!



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Wouldn't you like more success in your life? As long as what others say, do, or even how they look distracts you, or causes you stress, they -- not you -- are in charge. Let "Pressing Your Own Buttons" show you how to Take control of Your Life So Others Don't!™

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