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# Rekindling the Fire Within

**INCREASED  
RISK TAKING  
WILL RESULT  
IN GREATER  
PASSION,  
MORE JOY IN  
LIFE AND A  
QUANTUM  
LEAP IN  
PRODUCTION.**

**The energy to prospect** or to perform any difficult activity increases at the same rate as your passion for life increases. Different people derive their renewed passion from different sources. Many new parents have resolved to make more prospecting calls and to ask for more referrals immediately after looking into the eyes of their new baby. Many people have found that passion in helping less fortunate individuals. Other people have rediscovered their passion when they began to develop a new talent or when they discovered a new interest in their lives. I've known relatively sedate individuals who became obsessed when they made a commitment to train for a marathon. One of my best friends discovered a passion for sailing — after his 50th birthday. Ten years later he is still sailing somewhere around the world. There is a list of more than 1,000 men and women who have bicycled across America after their 50th birthday. Ten years ago I met a marvelous woman who graduated from UCLA when she was 86 years old and was so filled with the passion to teach

that she sent out resumes in search of her first teaching position. I have known dozens of couples who are past the age of 70 and are serving missions for their church all over Africa, Asia and South America. I have a mentor who now is over 100 years old and he runs two or three marathons each year. He belongs to a group of old guys who enter marathons as a relay team.

Whatever the source of the passion, once it is experienced in one area of your life, it quickly spreads into every other area of your life. If you can find passion in photography, cooking, fishing, hunting or distance swimming you will discover that there will be a spillover into your business life simultaneously. For one thing, you will find a brand new target market.

For those producers who may have lost their passion and are having problems in rediscovering it, there are techniques that you can begin using tomorrow to rekindle your enthusiasm.

**MOVING OUTSIDE OF YOUR COMFORT ZONE** When we speak of passion, we are also referring to a general

enthusiasm for life, children, marriage, business and whatever else might capture your interest and imagination. People of uniquely high energy seem to live outside the comfort zones that hold everyone else back. You will find them up and working long before anyone else and still working long after everyone else has left the office. A biography of Thomas Edison reported that he stayed up 40 hours watching his first light bulb to be certain it did not flicker.

Do you remember the last time you felt that degree of passion? Take two minutes and respond to the following questions in writing:

- 1 When was the last time you felt that passion?
- 2 What or who inspired the passion?

## 3 How can you find that passion today?"

We have all invested years designing and building our personal comfort zones and they serve us well. And while they protect us from the potential pain created by embarrassment, failure and rejection, they also make it difficult to impossible to strengthen our old talents and to build new ones. If you are going to break through your comfort zones, you are going to have to do things that you haven't done before. You have to develop the courage to risk failure, rejection or being embarrassed. Your first assignment in busting through your comfort zones is to make a commitment to do one thing each week that you have never done before.

For example:

- 1 Take a bus to work.
- 2 Take a different route home. Look around, do you see any new businesses? New buildings?
- 3 For three days a week, each week for 13 consecutive weeks, initiate a conversation with three strangers before you get to your desk each morning.
- 4 Take the time to get better acquainted with someone in your office each week. During the conversation tell him or her one thing about themselves that you find interesting or admire.
- 5 Join a stranger for lunch. Three times a week go to lunch alone. Approach someone who is sitting at a table alone. Ask if you could join him or her. The second part is to engage the stranger in a conversation. Ask a few questions, such as: What

type of work do you do? Is your office in this area? How many years have you been in the business? Are you in management?

The point is that when you take off your self-styled comfort zone, you will begin to find the passion in your life once again. Whether you are aware of it or not, your comfort zone has been robbing you of passion and joy. It has forced you to avoid the very activities that allow you to grow and develop. It forces you to an emotional spot where each day your fears gain additional strength and your primary motivation becomes to simply avoid any activity that you imagine will produce performance anxiety by attracting the attention of others and possibly experiencing some type of rejection. It's important to understand that you are the architect of your personal comfort zone and you are the key to unlocking and walking through the door marked "Quantum Leap."

It's time that you begin to challenge all of those old passion-draining rules and restrictions that you have been using to kill passion. If you do not like the place you are in, then it's time to change your position. And changing your position is going to demand that you develop the courage to step outside of your comfort zone and do whatever is necessary to increase the passion in your life.

**TAKE A RISK** Starting this week spend five minutes brainstorming new prospecting possibilities. For example:

Call 10 clients and set up a breakfast appointment to discuss their financial objectives and ways that you can help them to reach their objectives sooner. Who should you take to lunch and why would they want to go

to lunch with you? What would happen if you wrote the names of all of your clients on a slip of paper and threw them into a hat and every Thursday morning you called 10 of them and set up breakfast appointments? Do this for 13 weeks and then evaluate your results.

Starting this week take 30 minutes and brainstorm ways that you can talk to more prospects and clients. For example:

- 1 Seek additional target markets.
- 2 Prospect outside of the U.S.
- 3 Join a senior swimming club.
- 4 Volunteer your time for a charity.
- 5 Take a graduate class in photography or start to study Chinese.
- 6 Teach an investment class at a local junior college.
- 7 Write an investment column for a local newspaper or magazine.
- 8 Volunteer to raise funds for your church or the Boy Scouts or the United Jewish Fund.

List each potential activity along with their pros and cons.

After you have taken on three or four assignments and have worked on them diligently for 13 weeks, take the time to evaluate how you feel and then make another commitment to take some additional risks and keep at it until you have rediscovered the fun in your life. 

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