



Finding "IT" Introduction

I'm Greek but I don't speak Greek. I didn't grow up speaking Greek and never learned the language. Basically, an irrelevant factoid.

Where this becomes helpful is in the understanding that I've always had the potential to speak Greek ~ if I wanted it bad enough. The kicker is...I would have to learn it. Ahhhhaaa!

Most people don't grow up learning what they're here to do. They're born with "IT" and, as they grow, the "IT" gets buried beneath insecurities, false beliefs and stories.

Others instinctively know they're gift and yearn to express IT. But, because of the stories...false beliefs...insecurities, they never reach their potential. They live life wondering...*what if?*

Oh, the stories we tell ourselves to justify why we don't speak Greek. It's "Suzy's" fault I don't know who I am. Or, I never got an instruction book. Or, someone stole it from me. Or, I was poor or abused or, or, or.

This book will help you cut through the stories. The conscious and subconscious blocks that keep you from experiencing what you're here to do. It will help you own your authentic self. Own what it is you really love and desire to be, do or have.

Over the past twenty-five years I've talked with my share of therapists, counselors and coaches; been to dozens of twelve-step meetings; been talked off the ledge by friends; and taught myself a new language for living.

From the chaos and carnage of blasting through the invisible walls has come clarity. In other words, I made the choice to learn a new language and discover my true potential. While I still don't speak Greek, my journey has taught me how to help people on their journey to learn what they're here to do, be or have. It's my gift and what sparks the fire in my belly.

I believe that EVERYONE is passionate about something. Unfortunately, I also know that most people check their passion at the door before they start work.

"What's your passion?" I've asked that question of just about everyone I've met for the past twenty-five years. That short question scares some people...enlivens others...and most people, it baffles. I frequently hear "I've never been asked that before." Well, break my ever-lovin' heart.

Here's the rub, every person I can think of – living or dead – who has built a successful business, did it from a place of passion. Passion grows everything faster and with more joy than anything I know.

So, do you have one? A dream? A vision? An idea inside you – on fire and ready to explode? I hope so.

Whether we choose to admit it, everyone has a fire in their belly just begging to be expressed. We all have one – at some level; we already know what "IT" is. The bigger question is how to begin living that fire. Expressing IT and – if desired – creating a bankroll from IT.

Leadership Isn't A Job Or Title, It's A Calling

That fire in your belly now...is IT your current business? Is IT an idea for a new business? Or, perhaps IT's philanthropic. The important thing to know is that now, more than ever, we need people, like you, with a fire to step forward and create something good for the world. We need you to make a difference. We need you to lead.

In Seth Godin's book ***Tribes*** (Penguin Group), he says, "The secret of leadership is simple: Do what you believe in. Paint a picture of the future. Go there. People will follow." *Brilliant.*

If you've ever wanted to build a successful business or realize your vision to make difference in the lives of others, now is the time! The world needs what you have. It's up to you. Are **you** ready to embark on a journey to turn that fire into gold?

The Bar Has Been Raised

In week five of *Finding IT*, I help you lay the foundation to market your fire and sell it. With that in mind, it's important to note that if you were in business prior to 2008 then you're probably super familiar with traditional marketing. Marketing the way it's always been. Back in the day, a small business could do well with traditional marketing: newspapers, radio, direct mail, cold calling, etc. If your marketing tactics are circa 2008 or before then you should know, the coffee's been brewing for a while – WAKE UP!

Marketing has changed dramatically and, marketing as we know it, rarely works as well today.

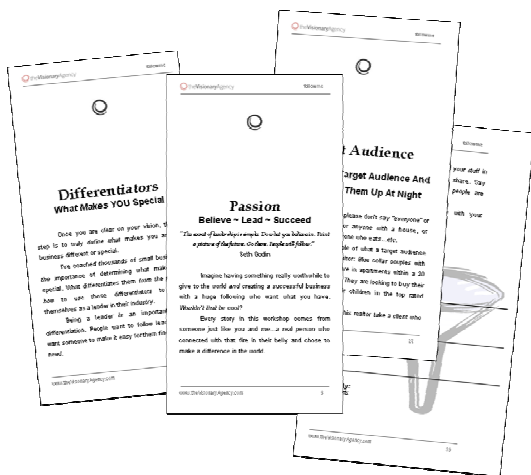
As owner of a marketing agency, the**Visionary**Agency, my biggest strength is my relentless imagination for creating unique strategic marketing tactics that burn your passion right into your marketing strategy – in a way most clients never expect! I create

atypical marketing ideas built on your authenticity. Because of this, you are able to develop uncommonly strong relationships with your target market. Bottom line...people buy from people they know. That requires a relationship.

In short, I help individuals and businesses figure out who they are, what differentiates them and, I help them define their target audience profile. Then, I help them determine where and how they should play to build a following hungry to buy from them. How cool is that?

I motivate leaders to connect with and lead from their vision/passion. Are you ready to lead?

Now is the time for you to lead. Go out and make a difference!



The complete book, ***Finding IT***, with all the tools to move you forward is almost done!

If you're ready to remove the cobwebs that hold you back from making a difference in the world then we're on the same page! To

add your name to the prelaunch list and receive five bucks off the book price, go to: <http://www.thevisionaryblog.com/about/>

Read the Chicago Sun Times/ Beacon News review of ***Finding "IT"***

Go to: <http://tinyurl.com/findingITreview>