



PRESSPLAY
PART ONE

Treat Your Passion Like a Discipline



**PLAY
SHEET**

Hey there!

Thanks so much for checking out the Press Play video series.

You may want more than anything to build a business and life around your passion, but you're not sure where to start.

Or, maybe you're a freelancer, consultant, coach, or creative doing what you love part-time but unsure how to accelerate the growth of your business.

I produced this video series to help you give birth to the business you've always wanted to start or accelerate the growth of your current business.

I hope you find that treating your passion like a discipline brings you closer to building the business and life you've always imagined for yourself.

This is just Part One of the series. It only gets better from here, so I hope you stay tuned. :)

Lots of love,

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dis·ci·pline *noun*

activity, exercise, or a regimen that develops or improves a skill

1

Study a thought leader you admire.

When we surround ourselves by people doing extraordinary things, we start believing we can do the impossible, too.

- ___ Subscribe to their email list or RSS feed; follow them on Twitter
- ___ Complete a case study on their craft or how they run their business and post it on your blog
- ___ Schedule a phone call or interview with them (extra points for this one!)

I will study (name of person) by (completing a case study, etc.) .

2

Produce work regularly.

Decide how often you will produce a set of work. The intention is not only to practice your passion but also to add this to your portfolio or body of work. I listed examples below, but you will most likely need to customize it for the type of work you do.

- ___ Write 2,000 words per day
- ___ Conduct two 30-minute coaching sessions per week
- ___ Produce a photography series monthly
- ___ Complete one marketing case study per month

I will produce (blog post, photo series, etc.) every (week, month, etc.) .

dis·ci·pline *noun*

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3

Teach your craft to others.

The last level of understanding happens when you teach someone what you know. These are all things I've done to reinforce my knowledge and skills, and they can help you, as well.

- ___ Teach a SkillShare class (skillshare.com)
- ___ Conduct an informal workshop with close friends
- ___ Prepare a presentation and post it on SlideShare (slideshare.net)
- ___ Volunteer to speak at a local meetup (meetup.com)

I will teach _____ (who) how to _____ (your craft).

4

Measure your progress.

Choose the most appropriate measuring stick to gauge your growth, and celebrate your progress with a cocktail (my treat)! I listed examples below, but you will probably need to establish your own way of measuring progress and growth.

- ___ Keep a running tally of the number of hours you spend practicing your craft (and establish a target total for the month)
- ___ Track your revenue growth
- ___ Speak with a certain number of prospective coaching clients per week to keep your coaching abilities sharp
- ___ Complete a checklist of new related skills you want to learn

I will track my progress and growth by _____ (how will you track and measure your progress?).