



REFLECTIONS



Balancing Your Passion With Your Profession

HOMEWORK FOR EPISODE EIGHT

To Recap

In Episode 7 of the Dauntless podcast, we heard from Jason Teeters and how he achieved success through one stepping stone at a time. For that episode's homework, we worked on how to identify your secret sauce. We looked at the different chapters in our lives, and pinpointed what each chapter gave us in skills and new knowledge. We're now taking that a step further.

In Episode 8 of Dauntless, Cory Stowers- a prolific artist and entrepreneur in Washington D.C. - described how he balances his passion with his profession. He's managed to create a wildly successful career for himself, while staying true to his creative calling.

How?

Cory said that a key to his success is that he's deliberately added skills to his repertoire, while looking at all the possible revenue streams associated with each skill. In that way, he's created a very robust toolkit. So for this episode's homework, we're going to build out your toolkit.

Your Toolkit

First, brainstorm your various skills. A good way to hone in on these skills is to ask yourself: What are you really good at? What are people constantly asking you to help with? What do you lose track of time doing? Maybe you have more or less than 10. And that's fine. Use as much space as you need.

- 1.
- 2.
- 3.
- 4.
- 5.

Now, for each skill, write out all the possible ways you could monetize on that skill:

Skill	Possible Monetization

Need Help?

Here's a few ideas on ways to monetize:

- Create an online course
- Write an eBook
- Sell variations of your visual work
- Prints
- Vinyl wall art
- Shower curtains
- Doormats
- Laptop sleeves
- Serving trays
- Yoga mats
- Throw pillows
- Create an online or in-person event and charge for registrations or sponsorships
- Start a consulting or coaching business where you teach others your skill

Next

Pinpoint one or two of the monetizing strategies that resonates the most with you. Which is the most feasible, given your available time and resources? Highlight it above. That's the very first step towards balancing your passion with your profession.

And if you're not interested in monetizing right now (or ever), that's fine! You can still think about the next step, which is adding to your toolkit.

New Tools

It's important to brainstorm what tools/skills you might be missing. And let's be real: every single one of us has at least one area where we need more work.

So be brutally honest with yourself. Where do you need a new or improved tool? It could be a literal tool (like an equipment upgrade) or a nonliteral tool (like improving your negotiation skills).

Write your needed tools down:

- 1.
- 2.
- 3.
- 4.
- 5.

Awesome! You are on your way! Now, of course, you need to come up with a plan on how to execute on gaining those new tools. That's often the hardest part, right? Do you need the money to purchase the piece of equipment? Do you need the time to practice, or enroll in a course? Whatever your necessary course of action may be, make sure that you commit to it. Hold yourself accountable and get it done! Build out that toolkit, and then build it out some more.

Build, build, build.