

# 2023 WORK AT WHAT YOU LOVE



NEW YEAR NEW LIFE

SESSION #3:  
TURN INTERESTS INTO INCOME  
& WHO WANTS WHAT YOU HAVE



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BASED ON THE WORK OF VALERIE YOUNG

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## **HOW TO USE THIS WORKBOOK**

This workbook is vital to your *Work at What You Love* learning experience. It contains dozens of helpful exercises that, on their own, can catapult you from where you are to where you want to be.

Throughout the workshop you'll be asked to stop to work through these powerful exercises. It's essential that you do the exercises in the order they are assigned.

As you move through the *Work at What You Love* workshop you'll find each exercise is designed to prepare you for the next phase of both the workshop and your journey.

We suggest you either print this workbook on 3-hole paper and put them into a 3-ring binder or staple them together in a folder marked My New Life!

# **AGENDA**

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## **Session 3**

- Aha's from previous weeks' exercises
- **Turning Interests Into Income**
  - How to connect the dots to discover income generating ideas.
    - Practice: April's case study
    - Practice: Joe's case study
    - Exercise: Your turn to explore income generating ideas from your interests and passions
- **Who Wants What You Have?**
  - Who are your potential customers and clients?
  - Expanding your sphere of who wants what you have?
  - Exercise: Who Wants What You Have?

## SESSION 3: TURNING INTERESTS INTO INCOME

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### Income Generator Idea Jogger Case Studies

This exercise is the self-employment version of Patrick Combs "Super-Simple, Unique & Weird Job Idea Jogger."

Case Study 1: April loves these 3 things:

1. Dancing
2. Traveling
3. Coaching people

- How can April get paid to \_\_\_\_\_ (verb) in the \_\_\_\_\_ field?
  
- How can April get paid to \_\_\_\_\_ (verb) in the world/field of \_\_\_\_\_?
  
- How can April get paid to \_\_\_\_\_ in the \_\_\_\_\_ world/field?
  
- How can April get paid to \_\_\_\_\_ in the \_\_\_\_\_ world/field?

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## SESSION 3: TURNING INTERESTS INTO INCOME

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### Income Generator Idea Jogger Case Studies

Case Study 2: Joe loves the following four things:

1. Photography
  2. Hunting and fishing
  3. Writing
  4. Repairing things
- A great way for Joe to get paid to \_\_\_\_\_ (verb) in the \_\_\_\_\_ world/field would be:
  
  - A great way for Joe to get paid to \_\_\_\_\_ (verb) in the \_\_\_\_\_ field/world would be:
  
  - A great way for Joe to get paid to \_\_\_\_\_ (verb) in the \_\_\_\_\_ world/field would be:
  
  - A great way for Joe to get paid to \_\_\_\_\_ (verb) in the \_\_\_\_\_ world/field would be:

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## SESSION 3: TURNING INTERESTS INTO INCOME

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### Income Generator Idea Jogger: Your Turn

Review your answers to the previous exercises. For now, keep it simple by picking no more than five things you love to do.

1.
2.
3.
4.
5.

### What ideas do you see for turning your interests into income?

Below, mix and match the things you love to do as we did with the two case studies we just completed to fill in the blanks below. Next, use these to come up with ways to get paid to do them. Don't evaluate your ideas – just brainstorm!

- How could I get paid to \_\_\_\_\_(verb) in the \_\_\_\_\_ field?
  
  
  
  
  
  
  
  
  
  
- How could I get paid to \_\_\_\_\_ (verb) in the world/field of \_\_\_\_\_?
  
  
  
  
  
  
  
  
  
  
- A great way for me to get paid to \_\_\_\_\_ in the \_\_\_\_\_ world/field would be:

## SESSION 3: TURNING INTERESTS INTO INCOME

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- A great way for me to get paid to \_\_\_\_\_ in the \_\_\_\_\_ world/field would be:
  
  
  
  
  
  
  
  
  
  
- How could I get paid to \_\_\_\_\_(verb) in the \_\_\_\_\_ field?
  
  
  
  
  
  
  
  
  
  
- How could I get paid to \_\_\_\_\_ (verb) in the world/field of \_\_\_\_\_?
  
  
  
  
  
  
  
  
  
  
- A great way for me to get paid to \_\_\_\_\_ in the \_\_\_\_\_ world/field would be:
  
  
  
  
  
  
  
  
  
  
- A great way for me to get paid to \_\_\_\_\_ in the \_\_\_\_\_ world/field would be:

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## Who Wants What You Have?

Review your answers to the previous exercises and ask yourself:

- **Clients:** What kind of person, group, audience, or organization might want or need someone who possesses the kinds of characteristics, abilities, gifts, or skills that come naturally to me, that I enjoy using, and/or that people compliment me on?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- **Sponsors:** What kind of individual, profession, organization, entity, or company might sponsor, collaborate, partner, learn from, or otherwise work with me?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- **Affiliates:** Who else is pursuing this same market or population that I might want to work with?



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- **Partners/Collaborators:** Whose work does my idea add value to or compliment? Who could I partner or collaborate with? In other words, what other group, company, or organization is seeking to attract or sell to the same audience I'd like to attract or sell to?

- **Licensees/Certification Clients:** Who would want to pay to learn from me?

## SESSION 3: WEEKLY REFLECTION

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### **Passion propels me forward.**

Passion drives me to make progress. **Aligning my actions with my passion gives me more energy.** I feel enthusiastic about everything that I do.

I become more deeply committed. I am resilient in the face of challenges.

Feeling fulfilled is the greatest reward that I receive from living a passionate life. **My happiness and contentment comes from sources that are more stable than money or praise.** I learn and gain insights. I develop a sense of accomplishment. I take satisfaction in serving others.

I focus on activities that give me a sense of flow. I lose myself in what I do. Everything seems more effortless. I become fully involved.

My passion moves me forward with emotional connections. I open my heart and view others with compassion. I reach out to people and give them my undivided attention. I put myself in their position and express my gratitude for their kindness.

When my spirits are low, I look beyond my emotions and use my powers of reason to reignite my passion.

**I appreciate both the process and the outcomes.** Preparing nutritious food helps me to stay healthy. I also enjoy the textures, aromas, and tastes of fresh vegetables and whole grains.

Today, I tap into my passion and devote myself to meaningful activities that make my dreams a reality.

### **Self-Reflection Questions:**

1. What kinds of situations spark my creativity?

## SESSION 3: WEEKLY REFLECTION

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2. What are three new activities I want to try?

3. Why is it important for me to recognize that passion exists inside of me rather than seeking it in external sources?