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Hey, Hey, my friends. Welcome back this episode. The problem with passion. So many people say, well, I just wasn't that passionate about it. And so I stopped working in my business. I stopped sharing. I just didn't feel the passion. And of course, I want to talk about the problem with passion, how you can overcome those days, that you might not feel like it. Or perhaps you're not like, eh, this doesn't feel as exciting as it was in the beginning. And how you can understand that long-term consistency of building a residual income,

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Actually fund your passions. Are you ready? Let's get started. Welcome to you're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth Graves. And I am obsessed with helping you to not just dream it, but make the plan, connect the dots and create what you crave. Are you ready? Let's get started. So today what we are talking about is this idea

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That in order to build something grand and big and your million dollar dream, it must be something that you are so passionate about that you eat and sleep and drink it. And you wake up in the morning excited about it. That is the problem. Many times with network marketing with direct selling is that people will say, well, I'm just not passionate about it anymore. It comes and goes. I want you to think about if you're married or if you've done a sport or maybe even redecorating your house. And in the beginning, you let's let's talk marriage. When you first meet your partner. So exciting. I mean, there's so much passion. You can't wait to call them on the phone. You can't wait for them to come through the door, the smell of their skin, the, the sound of this human's voice. It is pure passion.

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And then you fall in love. You make a decision to spend the rest of your life together, and that passion comes and goes, but the consistency of what you can create and build together with knowing that I'm going to like you look at that long-term benefit of being with this person that the children that you've raised. And I mean, I'm not, I'm not talking about you staying in a marriage. That's unhealthy. I'm using this as an example of how we can look at the problem with passion in your business. So of course, most people get started with their network marketing, their direct selling, or even if you are a coach, you get started because you're really, really passionate about that is that you're sharing and you're doing, and maybe you've had some results. And you're passionate about all of the people that you're helping. And the passion comes and goes because there are seasons in your business.

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And most of the time we become more passionate about things as we put more energy and intention on them. But we have to understand that everything is not Disney world. Everything is, and there's even bad parts of Disney world. I have to make a confession. I'm not a Disney fan. Don't shut me off. And don't unfollow me. I don't know why, but the whole Disney thing I'll share with you when my daughter was five, we went on a Disney cruise and she didn't know any of the princesses because I shared my little ponies. And so I was like, she's like, mom, why don't I know these princess is my sister. Just berated me. How does your child that no Disney. And then Mackenzie became a lover of all things Disney on her own. So anyway, obviously I wasn't passionate about Disney gear. We go, let's talk about why you need to have passion about things in your life and understand one simple thing.

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One simple thing is that passion doesn't always have to be your paycheck. Of course, you need to be passionate about the business model, the network marketing business model. You need to be passionate about the problems that you solve, the transformation that you bring about, but being a part of your service or your business, but with network marketing, the ultimate side hustle, you can fulfill your dreams with the power of that residual income. Let me repeat that. You can fulfill your dreams with the power of that residual income, because network marketing is the ultimate side hustle, and here's why that you're going to come into a business. And for that business to succeed, you absolutely positively 100% need focus, need focus on all of the things that we talk about on this podcast. All of the things that I train and coach my team, my coaching programs, you have to have passion about what you are building and be excited about it.

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And the days that you don't feel passionate, just like we talked about in the marriage, the days that that human might be really annoying, you, you're still consistently showing up in a way that creates progress, that that allows you to move forward. And that is why the clarity around what you do daily to build your business is so important because you're not always going to feel like building your business. You're simply not going to feel like it. You're going to feel like it in the beginning or feel like it when there's a new product, you're going to feel like it when your mood is right, but you've got to have clarity around what do I do daily? And that's, what's being prepared for you right now in the power map method, the millionaire action plan, which is going to be game-changing. We talk about it in camp elevate.

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I have been teaching on this, but there is going to be a specific it's. So it's, it's, it's going to be ready for you by February 1st. So you can get on that list. We'll add a link to this that will allow you to do that. Getting on the list, or if even coming into camp elevate, you will be first to know. However, when you have clarity about here is what I do daily to build my business. And I'm going to make that commitment. I'm going to honor that commitment, go through those atomic habits of like, even like some days you're rocking on that Peloton, you're singing at the top of your lungs. And other days it is like, Ugh, this is a chore. But you know, that, that is part of your daily plan because you know that in the, that if you're passionate, maybe you're passionate about being healthy and you're passionate about longevity, or maybe you're passionate about putting on that bikini and being on the beach.

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And so the work that you do is going to support that passion. And when you think about, and I want to share a story that I think will help you to really, really grasp this. And it hit me this week, is that about two years ago, I had this moment that I realized I wrote down, I was, I was feeling empty. Okay. I was feeling kind of empty and going through the motions and I'm going to relate it again to those kinds of seasons when you don't feel fulfilled with a relationship. And it was because first of all, I needed to get back into gratitude. And it wasn't anything more than I had been doing this for. I've been doing my business for a long time. And so I had to decide at that moment that I was going to go and work and do without always being super fired up.

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But I also realized that I had built an massive amount of residual income that could allow me to fulfill my, my other dreams, my cottage mid-century modern design, my coaching programs, my campfires.

And I was like, Oh, I get it. The ultimate side hustle, creating residual income that would allow me to do the things that would fuel me day in and day out. And when I realized that I could have a love affair with all of these things and I thought, okay, so let's get back to what is this freedom-based business? And then the passion returns, because I'm like, Oh my gosh, I want to keep going. This is my vehicle. What am I passionate about? I am passionate about transformation in families. I'm passionate about helping families to have options. There's two tracks. I can help them to have options by coaching them in their network marketing business or their coaching business.

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Because I love that part. I love to build those programs and build the power method and build the six-figure club. And I love speaking and connecting, but I also love having a vehicle and leverage leadership and what I've built with a solid foundation accompany, a team that I love that I love with all of my heart. So yeah, I started to say, well, gosh, I don't, it's not one or the other. It's not, or it's ant. I want to alert you to one piece of this. Many people will say, well, I'm going to fund this, this, and this is specifically like a coaching business. And I will tell you, this is that don't start building something that is going to destroy distract from creating the income. So when you're, we're talking about building the ultimate side hustle, when you're talking about residual income, not just income, that comes from a shiny object or a quick promotion it's years of building, and I would not go back and do anything differently.

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Staying 100% focused for five years with the same company, with building our team culture and building leaders and being a hundred percent for business in one place. Then my passion is, and I always say, if you're leading a network, getting, if something's pulling you away from that key offer of yours, that key business of yours, you've got to really take a look at that. So when my nest became half-empty, I became passionate about filling some of that time. I don't drive kids around anymore. And I have a lot of extra hours during the day. And I thought, what do I want to create with this? Do I want to play more tennis? Yes. Yes. Ma'am more tennis. I want to captain the team. I want to have a community there. Do I want to build? And I thought I am passionate about having a Lake house, but instead of, and here's what happened was I became passionate about that Lake house.

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I knew how to create that income. And I'd already created that income, that residual income with the network marketing model. So the ultimate side hustle is actually, what's going to fuel your passions down the road. Just be careful like the passion of having time, freedom, the passion of having the ability pre COVID to jump on an airplane, not worried about the price of the airplane ticket and spoil my daughter, going to a Broadway show and having a great dinner and going shopping. That was something I was passionate about. Like being able to do that and still am passionate and cannot wait to get back to that. So yes, you need to have passion around what you're doing and growing. But so many times in network marketing, we become one dimensional humans. And I want to let you know that yes, you are all in. I get it.

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And it's not cheating on your network marketing business, if you become passionate about, wow, I really want to build that so that I can open my friend Kerryn. I have a video where we're actually doing goat yoga. It's on my YouTube channel and she was passionate about our products. She is passionate. They've changed her life, a hundred percent giving her the energy and her health back, but her true passion

above all else is helping to heal with animals and goat yoga. And so she was able to fulfill her dream of goat yoga with the power of this product, her stories, and some of the residual income that she had earned. It's the same thing with my friend, Julie, my friend, Julie, is very passionate about her horses and her horse community and her family having experiences together a two week Lake vacation, being able to get her daughter well mounted.

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We call it in the horse world without having to put stress on her family. So she is very passionate about the residual income, the ultimate side hustle. She loves the product, she loves the business, but when she realized that, wow, by focusing and building this business, I'm able to create more of what I love and have more time and have more options for my daughter for our vacations and being able to do those things. That's when you start in, that might be talking about your, why, that's, why you keep going. Even when the business might feel a little bit like, Oh, I don't really feel like doing that part today. I love the part of getting on with our team and doing all of the fun things. But sometimes the things that aren't fun might be doing the reach outs or having conversations, or sometimes it's organizing the follow-up.

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So make sure that when you're thinking about something, it's not always going to be passion driven, you will fall in love with the product, or you'll fall in love with the business model. And then you say, this is my vehicle for my dreams. Honestly, it's my vehicle for my dreams. So when you are sure about that, so I am so passionate. My husband doesn't listen to my podcasts. I hope, but I am so passionate about a renovation that I have for this cottage of ours that I have said, Oh, I need to really get working to create more because I have the perfect kitchen planned clearing out that whole space, putting in a new floor. And I have a vision for what that transformation of the cottage will look like. I'm so passionate. I paint I'm I'm Pinterest. I'm learning about mid-century modern. I am so passionate about it, but if I were to decide I was going to start a business there because it was my passion, I probably wouldn't make much money.

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I want to share one more story with you that I think will really, really, really hit home with you. So I've been hanging out on clubhouse. I did a podcast episode last week and look for me there at Beth graves. And I also want to warn you that you can be, you can be passionate about hanging out with people at clubhouse, but make sure that when you're in clubhouse, you're actually making new connections. You're identifying like, why am I here? Am I here to learn and grow and making sure that you're doing those sweat work on your business and the connecting piece so that we're, you know, not just being consumed, that's just a side note. So I was on clubhouse and this awesome and amazing entrepreneur. I'll share it in my stories today, she started to, she was, I think I was in like a shark tank room where you could pitch.

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And she was talking about this essential oil that she creates. And she also is a spiritual healer and there's all kinds of energy around it. And there's this passion oil and it's, it's a beautiful product. And she is so passionate, so passionate about it. And when she started to talk and she said, her sales were at 1400, she is not profitable. She's like every month she was talking about what it would take, how she could promote her product more. I started to think, wow, if she had a residual income from the ultimate side hustle, she would be able to really pursue this passion of hers and hire somebody in marketing, or

maybe build the perfect website or get a PR agent. So she could be seen and be known and let more people know about this amazing product. And so I started to, to get this idea of, I want to share this in the podcast because so many times we're like, we are only passionate about what we're selling.

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And we have to think about, we're not always going to have a hundred percent focus and passion. It's just the way it is, but we want to have clarity around what do we do daily to make sure that we are filling that cup, that we are building and fueling that business. And you become very passionate about building a business when you know, what is on the other side for your passion. And so it might start with paying off some debt and your passion might be family harmony debt-free options. And then it might be buying that cottage and then it might be decorating. It, it might just be your passion might be a nonprofit. And you're thinking, I want to make enough residual income so I can build this so I can do this. And you might have an app, you have a dream. And it doesn't mean that you won't fulfill that dream because you are in the ultimate side hustle, no website fee, no overhead or very, very small website fee, depending on your company, no overhead.

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And the building of residual income. I want to stress this shiny objects will stop the residual income. That means that if, unless you are out of alignment, unless you're in terms of something and you are thinking, I'm talking about staying with the same thing, the same company, you might not have leadership. You might not have a product. You might not have the service that you're looking for. You may be looking for something that you could connect with. Long-term it's like it might take you two or three tries. You might not be as lucky as me where I like what is my, my lifeline, the company that I love, that I can align with that allows me to do all the things, all the things the first time around. But I want to make sure that you understand that. Are you looking at a fast and quick way to make new money?

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Or are you thinking, okay, I have it, these values, Oh my gosh, I want to play that for you right now, because that is my alarm at 11 o'clock. And I just want to just stop this podcast and say that I'm praying over Blair right now, I'm praying. And knowing that God has her healing and she is cancer free in 2021. And I ask all of you at 1111, if you fellow Blair crutch, she is my dear dear friend, and my mentor, who is going to be cancer-free from ovarian cancer in 2021. And every day at 1111, we pray. And I wanted to stop the podcast because I'm recording at 11, 11, that's my, my alarm, and ask all of you to continue to pray and hold Blair and healing light visualize the healing light going toward her. So that she's cancer-free and 20, 21 and every year beyond.

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And that brings me to something that I didn't even know as I talk about on this podcast is the ultimate side hustle. So I'm going to get emotional, but think about Blair. And she was given the news. Gosh, I'm trying to think when it was maybe even October that she had stage three has stage three, had it's going away, it's gone ovarian cancer. And if she hadn't built residual income, the ultimate side hustle and hadn't had, and hadn't worked her tail off for the six years prior to build leverage leadership. If she had hopped around shiny object, Oh, this is new. This is going to bring me fast money. I want to get on this new train, this new train. If she hadn't stayed and built and created the connections and the systems and the funnels that, you know, here's a video, here's the group, having all of the leaders and built a structure in an organization could support her.

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If she was making her own product, depending on her own hands and her own energy, she wouldn't have the space to heal and the space to take the data. No Blair hasn't has, has really her, her mindset and her, her discipline around all of them. The healing parts have allowed her to actually do a lot of work through this. But imagine if she had to sell houses, no, one's paying you if you're not showing those houses, but if she's passionate about real estate, but had the residual income, another story. So don't, you love how the timing works on situations like that. I was talking about building new businesses and really, really the true power of residual income and long term long-term residual income. It takes some time to build. And residual income is when you have reorders from team members and from customers over and over are referrals for your product that are using your products that love your products.

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And can't even imagine, yeah, not having your, your products in your household, but remembering that the coolest part about that is that you aren't manufacturing. You aren't, you aren't sourcing the ingredients. You are in the social selling space, the leadership space. So let's celebrate the passion for the industry. Let's celebrate you. And I wanted to say, I have so much gratitude for this community. I have so much gratitude for all of you who have invited friends into camp elevate, who have introduced me to your friends. And I want to say that one of the things that I am putting on my list of giving back this year is that if you have a team that you would like me to come and do a guest training, all you have to do is email me, beth@bethholdengraves.com. If you can have 10 or more on the training, I used to have more than that, but I want to give back to this industry.

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I want to give back to you for sharing this podcast out for being a part of this community. I won't selling them anything. I'm not, I don't have any motive other than to come in and perhaps impact one person, two people that want to have that freedom option. And sometimes it's hearing someone else's story. Sometimes it's hearing from someone like me, who I didn't come in in a fancy way. I came in with, you know, 225 Facebook friends and an AOL account and worked my way through how do we build this business? And most specifically how to have the mindset that energy create the space. And I specialize in unfocused humans because that's how I am. And that's what I have created is I haven't talked openly about my ADHD, but it is real. And it is there. And it is something that I work structures around so that I can have those routines in place that helped me to stay consistent.

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So that's one of my specialties as well is a daily action plan mindset. If you want me to come and talk to your team via zoom, you let me know. And as always come on over to camp, elevate all the things, all the beautiful, fun things that we're going to be releasing this year, go first to my campers because I love that campfire, the camp elevate group.com get in the group, and I will see you all next week. Love you all share in your stories, please, please, please. I have a goal of 50,000 downloads this year before June. So we've got a lot of work to do. Thanks. And I'll see you

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Next week. Thank you so much for hanging with me today on the podcast. And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp. It's part of, you're not the boss to me because

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when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun and more connection. Join us at camp over in the Facebook world, that camp elevate group.com or just click on the link below. And we will see you around our campfire and help you to create what you crave.