



CREATING and SUSTAINING

**UNSTOPPABLE
BUSINESS
MOMENTUM**

with

POPPIE FACTOR

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Beating on Your Craft

*If you don't know your craft,
you will never dance
to the beat of your own drum.*

Talent is something you are born with but skill is something that takes years of nurturing to master. How do you master your skill? It's by beating on your craft over and over again for a sustained period of time. What is your craft? Ah, you don't know? Well, you better find out because if you don't, you can never dance to the beat of your own drum.

What I'm referring to by "beating on your craft" is discovering what you're passionate about and then eating, sleeping, and breathing it until you become a master at it. Sounds easy, right? I mean why wouldn't you want to eat, sleep, breathe something you are passionate about? What makes beating on your craft so difficult is someone's lack of ability to decide what craft it is that he or she wants to beat and then beating it time and time again over a prolonged period.

Life's hurdles often stunt you from beating on your craft. You may know what your craft is, but as we all know, life happens. Your craft may be put on the back burner while you are cooking up other concoctions. You need to ask yourself, "If I am trying to perfect making a birthday cake, why am I spending my time trying to roll the perfect sushi?" How can you expect your birthday cake to not only taste good but look amazing and presentable if you aren't trial testing your signature method or recipe? The answer is, you simply can't.

Look at any person or corporation that is a powerhouse and notice what characteristics are exhibited. No, I'm not talking about things like: they provide great customer service; lead their sales with "why" they are doing it; or even selling a great product. Of course, these are integral parts of every successful business, but these are the product of the most important characteristic that every powerhouse shares: they have been beating on their craft for years. Not just a few days, weeks, or months. Years. They have decided that this is how it's going to be, this is how they are going to do things, and this is what the desired outcome looks like. And guess what? The desired outcome happens.

Many don't know that Albert Einstein did not speak until he was four years old nor did he read until he was seven. His teacher described him as:

- Mentally slow
- Unsociable
- Adrift forever in his foolish dreams

Einstein was expelled and refused admittance to Zurich Polytechnic School. The University of Bern turned down his PhD dissertation as being irrelevant and fanciful. Although it wasn't earth shattering, it was well received. Entitled "A New Determination of Molecular Dimensions" (not his relativity theory that you may be assuming), he did go on to publish four essential and ground-breaking papers—one was the outgrowth of his dissertation on Brownian motion. The other three were: the photoelectric effect, special relativity (this is the one that most connect with Einstein), and the equivalence of matter and energy.

Many of the aspects of modern physics came from his work within these four papers. Despite

his initial rejections, Einstein went on to win a Nobel Prize and was considered the most influential physicist of the 20th Century.

If Einstein hadn't decided who he was going to be and what he would become, he never would have gotten to where he did or accomplish what he did. His prestige didn't come overnight but rather came over an extended period of time carrying him throughout his adult life until his death at 76. The ongoing development of his craft that thrives within the physics world touches every human life.



Passion is something that will follow you when you put hard work into something that becomes valuable.

Do What You Love vs. Do What You Are Good At

Wouldn't it be great if all you had to do business wise was to follow your passion and do what you love? It sounds doable,

right? Most likely you have heard, “Do what you love and you will never work a day in your life.” There are multiple books written about the topic. It all sounds good, but unfortunately, it’s not necessarily true. It is a grim reality that society has painted as the key to happiness and a successful business.

You see, passion is not something you should follow. Passion is something that will follow you when you put hard work into something that becomes valuable. The reasoning behind this is that your passions will change from time to time and decade to decade.

Think about your passions in high school vs. your passions as you matured into adulthood—your 30s, 40s and so on. Are they different? Of course they are—or they better be! Many times your passions in high school were thought of as being magnificent at the time but may or may not have been a viable idea to actually make money. In high school you probably didn’t apply the stink test to it:

- Will people actually pay you for your product or service?
- If they do, will they pay a lot for it?

Too often, people believe that if they are doing something that they are passionate about, money will automatically flow. This mentality couldn’t be further from the truth. Money does matter and is the true indicator of value. The great majority of customers could care less about your passion. What they care about is giving up their money, and the money they do give up damn well better give them a lot of value in return.

If you lead with passion and people still won't pay you for the business you create around it, you simply have an expensive hobby. There is nothing wrong with hobbies, just do them in your spare time.

Developing Passion Takes Time

As I said previously, passion is something that will follow when you put hard work into something that becomes valuable. Passion can only be measured in relation to how many years you have spent working toward something. As your passions change throughout life, the thought of doing what you love and what you are passionate about can't really be used in the same sentence.

Doing what you love today might not be what you love next year. If you find something, however, that keeps your interest over a sustained period of time, you start to develop passion toward it. And if you are able to do something for years, it starts to align with the key elements that any career must follow.

1. Your career is obviously making money.
2. You develop passion around it because you have been doing it for so long.
3. You become highly skilled and maybe even an expert at it.
4. It might even become large enough to where you can scale the business and support a community by doing it.

The more experience you have, the better your skills become and the more satisfaction you have using those skills. With better skills, you can benefit others and develop strong relationships

with your customers, employees, vendors, etc. Passion is typically always the result of time and effort. It's not a prerequisite.

It's very important not to focus on the value your work offers you. That's the passion mindset. This is a pivotal mistake that is often made. Instead, focus on the value you produce through your work. If you focus on the value, your passions will follow—and if you work hard enough, your work will be so good that your passions can't ignore you, just as Einstein did “beating on his craft.” The result, he formed the core of his life's work and mankind benefitted.

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