



“Career Renegade is a game changer...hell, it’s a life changer!” -Karen Salmansohn, bestselling author of Be Happy, Dammit!

“Through his own compelling story and piles of great advice, Jonathan Fields shows how you can pay the bills by pursuing your passion. If you’re tired of following the herd, and yearn to go your own way, you need to read this wise, inspiring book. Now.” - Daniel H. Pink, New York Times bestselling author, A Whole New Mind, The Adventures Of Johnny Bunko

“Career Renegade hits the biggest obstacles people who feel trapped in their jobs face head-on...fear of not earning enough money, deciding what to do next and knowing how to do it. Jonathan Fields’ advice is pithy, current and amusing. I’m impressed with the depth and breadth of this career book!” – Julie Jansen, author of You Want Me to Work with Who? and I Don’t Know What I Want, But I Know It’s Not This

“Damn, I wish I had this book when I became a career renegade in 2002. I left a cushy career as VP marketing for several corporations to do what I love. Had I been able to learn from Jonathan Fields, I would have made the decision more quickly and lived the dream earlier. Don’t wait. Buy Career Renegade today and start building a life around your passions. - David Meerman Scott, bestselling author of The New Rules of Marketing and PR

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Introduction

IT'S FUNNY HOW THE CORPORATE grind gets hold of you.

By the time you graduate college or grad-school, a mountain of debt keeps you locked into a quest to earn as much as possible and pay off your loans. With each year, you earn more and fight your way up the ladder. But, then, an odd thing happens.

You don't ever get free.

At some point, it dawns on you that the corporate-ladder is really more of a treadmill. You run faster, work harder, climb-higher, sweat more blood and push through stifling fatigue. But, in the end, all too often, you're no freer or happier than the day you began. In fact, for many, as your lifestyle expands to gobble-up nearly every dollar you make, it's quite the opposite.

The day-to-day stress, relentless posturing, politics, negotiating and hours spent on minutiae increasingly suck the life out of you. Body, mind and spirit, slowly and methodically being sucked dry.

Maybe it would be more tolerable if you actually cared about what you did, if you earned your living doing something you truly loved. But, like millions of others, you're likely less than inspired by the culture and content of the one thing that consumes half of your waking hours.

You've got that "same job, different day" itch, where personal fulfillment, passion and mission have long ago taken a backseat to the mad dash for cash.

And, you begin to wonder if there's a different way.

What if you could actually do what you love for a living without leaving your life behind? What if that mad-passion that everyone says can't make money, done differently, could allow you to make a great living? What if, no matter how entrenched you are in the life you're leading, it was possible, very possible, to extract yourself from a misery-drenched, life-sucking job and grow a future defined not by your ability to endure suffering, but by taking the opportunity to love what you do, enjoy life today and create an equally secure tomorrow?

What if you could really pull this off without blowing apart everything you've worked so hard to create?

Would you want in?

Yes?

Then, here's something you should know...

It's entirely possible.

How do I know? Because, I've done it. I went from six-figure, Law Review, SEC, mega-firm Manhattan attorney to serial lifestyle entrepreneur, speaker, writer, marketing-gun, yoga-innovator, artist and author. Along the way, I've made a lot of great calls and a lot big, fat, stupid mistakes that I like to call "learning experiences."

I've built a string of health and fitness-companies that have changed the lives of tens-of-thousands of people, helped create multimillion-dollar brands, written articles and

stories and contributed to books and national magazines, trained CEOs, taught yoga to movie-stars, cultivated a nice six-figure living and carved out time to be with my wife and pick up my daughter from school.

I've created business innovations that led to appearances in *The New York Times*, *The Wall Street Journal*, *Entrepreneur.com*, *MSNBC*, *SmartMoneyTV*, *Forbes.com*, *Fine Living*, *The New York Post*, *The Daily News*, *Vogue*, *Elle*, *Self*, *Fitness*, *Outside*, *More* and thousands of other publications, websites and blogs.

Why do you care? Because, not too long ago, I was you. And the single greatest thing that stopped me from doing what I loved was the fear that I'd either end up poor or a failure—or both. What a load of life-stifling crap.

My Wake-up Call

It's been a dozen years since I made the jump. I began as an enforcement attorney at the U.S. Securities & Exchange Commission in New York, then jumped to a top New York law-firm as a securities/hedge-fund lawyer, before my body literally rejected my career.

I'd been working nearly 72-hours straight, each one more excruciating than the one before. But, missing the deadline meant losing \$100-million for our client, so I pressed on until we finally closed the deal. I staggered into a cab, passed out for a few hours, then headed straight to my doctor's office.

His face turned ghostly-white as he grabbed my

hand, whisked me through a team of specialists and sent me straight to the hospital for emergency surgery.

Weeks of relentless hours had literally collapsed my immune-system, allowing a softball-sized infection ravage my intestines and eat a hole through them from the outside-in. Within hours, I was in the O.R.. Thankfully, I made it through, battered, but on the way to a full recovery. I had plenty of time to sit around and think while I was healing. Talk about a wake-up call!

I needed to find another way. There had to be something more.

Two weeks later, I sat in my office desperately scribbling on a legal pad with a mile-wide smile on my face. I couldn't write fast enough.

What spilled forth was not legal-jargon, but, rather a quickly growing list of things I thought would be insanely-cool to do for a living—activities that, at various points in my life, I had developed a deep-interest in or mad-passion for, but relegated to the level of hobby, because everyone else told me I'd never make money doing them.

Nonsense!

I wondered what would happen if I turned the work-ethic and innovation that landed me at one of the most elite law firms in the world loose on the quest to figure out how to transform my interests and passions into enough money to live well in the world?

With that, an odyssey was born. My goal was three-fold:

- Make a great living,
- Love what I did and
- Be around people I loved.

And so I started out on a new path.

It took a massive investment of both time and energy. And, a willingness to do a lot of things right, spend a lot of money testing different ideas and, admittedly, do a bunch of things wrong.

Over a period of years, I began to discover certain processes, steps, resources and actions that could transform nearly any passion into a wellspring of money.

Building on this knowledge, I turned:

- A passion for health and fitness into one of the most successful personal-training facilities in the country
- A lifelong interest in the mind-body connection into a top-grossing yoga center and teacher training institute
- A love of writing into a career as an author, magazine contributor and pro-blogger
- A zest for learning and the psychology of persuasion into a boutique direct-marketing group
- A love of teaching and entrepreneurship into my career renegade training company
- A mad-passion to love what I do and spend as much time as possible playing with my family into a serious living built around the lifestyle I hold dear.

Sounds great, but will the money *really* follow?

For the last few years, wherever I go, people want to discover how to become a career renegade. They all want to know how to turn something, whether it's knitting, painting, writing or growing grapes, into enough cash to call it a living. Especially, when everyone around them keeps telling them it's just not possible.

The conversation inevitably turns to the two giant questions that stop nearly everyone in their tracks:

1. What if the thing that makes my heart sing doesn't pay enough to support me?
2. Or, what if it could be lucrative, but only if I was at the top of the field?

For most people, this is where the conversation ends. Because, there are no easy answers. I am not a big believer the old "do what you love and either the money will follow or you'll be so damn happy it won't matter any more" school of thought.

I live in New York City. I have a family to support. I need to earn six-figures just to scrape by. I've had to work incredibly hard, think wildly outside of the box (hell, half the time, I've had to create my own box to think outside of) to find ways to make the money follow.

And, that, my friends, is what this book is all about.

This is not a career-guide like any other.

The focus here is quite different, because this book answers the question everyone else avoids: what about the money? I've read a lot of books, been to a lot of seminars, spent thousands of dollars and all too often walked away annoyed and let down. And I swore if I ever decided to reveal the tools, techniques and resources I'd accumulated, it would be the real deal.

So, here's a short-list of what this book is not...

- You will not be forced to endure pages of fluffy, feel-good mumbo jumbo, life's too short.
- You will not be dragged through the litany of steps needed to explore, select and find another career that will leave you financially improved, but still scratching your head wondering when you can quit and finally do something with your life.
- You will not be given a partial solution and then pitched the chance to pay thousands more for the remaining 25% of the puzzle.
- You will not be given advice from someone who's only studied how to succeed, but never succeeded at anything other than telling you what to do.
- You will not be given the ridiculous instructions to abandon everyone who disagrees with you or stops you from doing what's in your heart.
- You will not simply be told stories that leave you inspired, but are devoid of specific, actionable tips,

tools and techniques.

The simple truth is you can turn nearly any passion into a big, fat heap of money. However, it often requires mining aspects of those passions you never knew existed or bringing them to life in markets and ways that defy the mainstream.

With nearly every move I've made, there's been an army waiting to tell me, "you can't do that!" In the beginning, I'd try to argue. Now, I tell them, "just watch me," and go ahead and do that very thing they've convinced themselves is undoable.

I've also had the incredible fortune to meet and befriend a growing cadre of like-minded career renegades over the years. People who have enjoyed similar journeys and succeeded in myriad pursuits, often creating new professional paradigms along the way.

In the pages that follow, you'll meet a married father of six who left a nearly 20-year career as a reporter to earn even more money blogging about lifestyles and simplicity. You'll find an office-worker who turned a buried passion for art into a great living painting vineyards in Napa and a visual artist who found an outlet and a serious income in the world of baking. You'll revel along with an orthopedic surgeon who turned a passion for growing coffee in Kona, Hawaii into a lucrative second career and explore how a technology sales executive became a personal-development pundit. These are just a few of the many case-studies that will guide your journey.

This book reveals the fundamental principals, strategies, tools and techniques that have fueled our collective adventures and inspired not only success, but boundless passion and, for some, extraordinary wealth.

In the pages that follow, you will discover:

- How to find out if your passion really can generate a nice living.
- How to mine, redeploy, exploit, monetize, leverage, commoditize and repurpose your seemingly moneyless-passion to make it generate the income you need.
- How to test your passion for market-demand and adapt or modify it to bring it to life in the most lucrative way possible.
- How to build your knowledge, skills and abilities to a level of mastery quickly and inexpensively.
- How to build on your mastery to establish yourself as a known-expert and leverage your authority to create economic opportunity.
- How to master fear of failure, program your mind for success, and cultivate the renegade mindset.
- How to convince those you love you're not insane and make them enthusiastic about your career renegade journey.
- How to build your renegade-career on the side, until it's established enough for you to decide whether to jump into it full-time.
- How to tap a giant collection of career renegade

tools, techniques, technologies, resources and websites that will dramatically accelerate your quest.

Sound like a big promise? It is. Life's too short for small ones. Welcome to the ranks of the Career Renegade.

PART 1: What Makes You Come Alive?

ONE

*You Don't Have to be
World Class to Make a
World-Class Living*

MUCH TO THE CONTRARY OF what we've been told for the better part of our lives, we do not exist for the sole purpose of paying our bills, grooming our kids to be able to do the same, and maybe, someday, retiring to finally enjoy our life, should we ever reach that point.

We are here to let our lights shine as brightly as possible, to drink in the joy of friendship and family, to serve and better the greater community, and to tap into and inspire passion in everything we do. We are here to come alive. In doing so, we serve as an example to others that a life beyond muddling by is not only possible, but mandatory.

But, we've got a problem. We've spent years or decades believing the thing or things we love to do could never generate enough money to rise above the

level of a hobby. We've bought into the notion that the ability to cash in on your passion is a wayward dream for the gifted athletes, movie stars, and legends in their fields, people who are world-class great. And, as much as we might love to paint, act, play games, or run marathons, we're never playing pro ball, fronting a gallery show at Bogosian, or opening for Bruce at the Garden.

This might surprise you, but, for the most part, I agree.

You will probably never become world class. Especially if you are already deeply entrenched in a life and lifestyle that would not easily support the years or decades of hyperfocused deliberate practice needed to attain elite status. Or, if you have unchangeable limitations that stand between you and greatness. At five foot nine and forty-two years old, I am never playing center for the Knicks.

But, here's the big news, you don't have to be world-class great to make a great living doing what you love if you are willing to step outside the box, approach your passion differently, find innovative ways to mine that passion for money, and work like crazy to make it happen.

Running from the Law

In the last few months before I left the law, I began to rekindle my passion for the study of the human body and its connection to movement and mindset. As a lawyer, I had explored yoga as a means

of stress management, but I was nowhere near accomplished enough to teach it. So, I turned to fitness, drawing upon over a decade of year-round training in gymnastics, while reading everything I could find on anatomy and kinesiology.

I earned the first of many fitness certifications while still practicing law, resigned a few weeks later, and talked my way into a personal training position in an exclusive fitness studio on Manhattan's Upper East Side. I got to wear sneakers and hang out running in the park all day while learning this new trade. I knew my nest egg from the law would carry me for about a year.

The first few months were an eye-opener. I learned that most personal trainers made very little money and often left the field or worked other jobs to fill in the gaps. It was rare that a trainer would earn enough to pay rent for a studio apartment, let alone support a family in New York.

Where There's a Will, There's a Payday

I also found, though, that a handful of people were able to define and differentiate themselves in a way that made them more successful with clients, gave them more satisfaction in their careers, and generated significant six figure incomes.

I began to believe I could create a better lifestyle mousetrap. And, even though I was confident I'd never be part of the elite trainer set, I knew I could create a personal fitness solution that would generate

substantially more money than most.

After about six months of learning the business hands-on as a trainer and researching the industry, I left to build a private practice, while I laid the groundwork to launch a new facility. I wanted to create an environment where people could feel immediately comfortable, even if they'd never exercised. Images of a friendly southwestern retreat came to mind.

Of course, it wasn't long before much more experienced colleagues in the fitness industry began to ask, "Who do you think you are to open a fitness facility after only months in the business? You can't do that."

In fall 1997, I launched Sedona Private Fitness in Cedar Grove, New Jersey, along with a more experienced fitness partner to lend credibility and bring start-up clientele. By creating an atmosphere that was intentionally homey and developing a brand that held appeal to educated, affluent adults who wanted to get healthy but hated gyms, Sedona was a smash hit. It was super-accessible, luxurious, and results-oriented. While small in size, Sedona generated almost as much training revenue in one month as the average full-sized health-club earned in a year.

So Much for Conventional Wisdom

A few years in, change was in the air. Along with the growth of Sedona over the next few years, my lifestyle interests and commitments began to evolve. I was married, living in Manhattan, working in New Jersey and, while I enjoyed what I did, I really wanted

to be back in the city. Plus, with Sedona humming and the hypercreative element of the business cycle coming to a close, I began to hunger for a new challenge.

I decided to sell my interest in Sedona to private investors and refocus my energies. On the heels of the sale, I was pretty confident in my ability to succeed, so I took some time off, did a lot of writing, and began to cultivate my interest in broader mind-body lifestyles, with a focus on yoga and wellness.

As my personal yoga practice developed and my focus returned to New York, my mind began, once again, to spin. This is fun, this is cool, this makes me feel good. Then the questions began. Can I build on this new mind-body/yoga passion in a way that would differentiate what I do from what everyone else does? If so, does the world really need it? And of course, can I make a living at it and, if I can't, will my wife leave me?

I immersed myself more deeply in the study of yoga, while exploring its potential for generating a comfortable living. At that point, my wife was pregnant and, while I was still led by passion, I needed to convince myself that the next adventure held the economic potential to comfortably support a family in New York City. That's a tall order for a recovering lawyer, let alone a yogi.

I learned that while a yoga practice was expansive and powerful, earning a living as a teacher was a rarity. Once again, conventional wisdom said don't bother. Indeed, in India, for much of the yogic tradition, teachers were aestheticians and beggars, who

subsisted on the generosity of others. Only in the last twenty years has yoga emerged as a more mainstream professional pursuit in its own country of origin. Still, I saw the power of the practice, the size of the untapped market, and, more importantly, a specific segment that was being overlooked. This was the opening I had been searching for.

On September 10, 2001, I signed the lease for what would become Sonic Yoga NYC, the first major Manhattan studio with an emphasis on preserving the power of yoga, while reducing barriers to participation for regular, decidedly unfoofy grown-ups.

In seven years since its launch, Sonic Yoga grew to become the number-one rated center in New York City (City-search 2005-2008) and boasts one of the busiest teacher training schools in the Northeast.

Was I the best trainer or yoga teacher? Nope. But, I immersed myself in both fields, blended my experience in the fitness and lifestyle world with my background in business, and achieved a level of accomplishment that allowed me to be well paid.

And, as my interests and passions continued to expand to writing, direct marketing, speaking, and entrepreneurship training, I've been able to structure my yoga studio to contribute very nicely to my income mix, while taking only five to ten hours a week of my time. Sounds nice, doesn't it?

Now let's figure out how to turn your passion into a career, renegade style.

TWO

What's Your Secret Passion?

ASK AN EIGHT YEAR OLD what he or she loves to do and you'll get answers like play baseball or basketball, dance, play chess or video games, dress-up dolls, paint, cook, build Lego-houses, or design chocolate lollipops.

Kids have this ability to tap into what jazzes them in a way that adults find impossible. Sometimes it's one thing, sometimes many. They don't struggle with what they want to do. They just acknowledge what they "love" to do and believe "if I love it and I can do it all I want *now*, why can't I keep doing it *when I grow up*? Why can't it be my job?"

Good question. Why can't it?

The short answer is-it can. But, you may need to go about it in a way that defines the mainstream. The better part of this book is devoted to that process. Before we get there, though, we need to get reacquainted with exactly what it is that makes you come alive.

I have two questions for you:

What activity would you do for free, purely out of a sense of passion?

Imagine you woke up this morning to a phone call saying you had just won the state lottery. It was all yours, but there was one condition: You had to

continue to work for the rest of your life and you could use the money to live on, but not fund any professional endeavor. Now what would you do? Write it down.

Chances are one or more answers jumped out, followed almost immediately by that little voice that said, "But, I could never actually make money doing that, so why bother? This entire book will answer that question. It will reveal renegade paths designed to bring your passion to life in a way that generates real money.

So, go ahead and make your list. Write down activities that make you come alive, the ones you'd love to call your living if you believed they'd truly support you. Maybe it's one thing, maybe dozens. Either way, just do it.

This list is a great starting place; it allows you to embark upon the next leg of your career journey with meaning and joy. But there are two more elements we want to work into the mix. Including them, regardless of the activity you choose, will go a long way toward ensuring that you not only do something meaningful and lucrative, but you do it in a way and with people that'll make each day a joy.

Those turbocharging elements are flow and people.

The Power of Flow

I was about eleven or twelve years old when I began to paint. I stole a corner of my mom's basement pottery workshop as my own and began to experiment with an

old set of oil paints my grandmother had given me. I had no training, but the challenge of understanding and working with this complex medium fascinated me. I set an old door on top of a few fifty pound boxes of clay, hooked up an architect's swing-arm lamp, and began to play. I found myself spending longer and longer in my little corner studio, often with the entire rest of the workshop in darkness as I worked under the light of the swing-lamp.

As I became more comfortable painting, the process of creation took hold and, with no daylight to tell me what time it was, I would literally lose days to my little corner of the basement, utterly consumed by my exploration. It was through this process that I began to understand the reach and impact of the extraordinary state of absorption that my mother would regularly escape into while throwing pots.

Over the years, I have been able to cultivate that same absorbed state through a number of different activities. As a competitive gymnast in high school, the moment my fingers touched the high bar, the world around me ceased to exist. In a windowless, college computer lab, deep in the creation of a program, day turned into night and back to day in the blink of an eye. Mountain biking quickly through winding, rugged trails buried deep in the woods or climbing the craggy faces of local mountains delivered me into a state where past and future ceased to exist. Writing takes me there, too: A place where I am fully engaged in the world, in the moment, yet completely and utterly immersed in what athletes and artists have come to call "the zone."

It was decades after I first felt the thrill of being so absorbed that I heard this highly absorbed state described by famed cognitive psychologist Mihaly Csikszentmihalyi (pronounced "cheeks-sent-me-high") as "flow" and learned of its elements and critical importance in finding satisfaction in both work and life.

According to Csikszentmihalyi, while the state of flow may occur across a wide spectrum of activities and be experienced differently by each person, there are certain shared elements that most often define this rapturous state. These include:

Working toward a clear goal with a well-defined process:

The task, big or small, must be clearly defined and the steps needed to get there must be laid out in detail or at least be highly delineated along the way. Getting there does not have to be easy, but you need to be able to see, even from a distance, where you are going.

Cultivating deep-concentration: The nature of the job must require an intense sense of concentration. Examples would be a fast-moving game like Ping-Pong or a gymnastic routine. In a work setting, leading a high-stakes, face-to-face negotiation, drafting a document, writing a blog post, creating a detailed artistic rendering, or coding a computer game, animation, or program would qualify.

Lack a sense of self-consciousness: You become so engaged in the nature of the work that you

are no longer aware of yourself but rather feel a sense of total absorption in the task. It's like that old sports adage, "be the ball."

Altered sense of time: Time seems to either stand still or fly by in the blink of an eye.

Ongoing, direct feedback: Either through people of the testable nature of the task, you need regular enough feedback to be able to constantly adapt, correct course, and make progress toward your goal. For example, when writing a computer program, you can constantly test, and debug to ensure you are on the right track.

Task is highly challenging, but doable: The task must be hard enough to finish that it requires a significant investment of your attention, resources, and energy, leading to the sense of absorption. But, it also has to be easy enough to allow you to believe that a solution is, in fact, possible, or else you'd just give up.

Control over the means: You must have the ability to harness the resources to get the job done. Lack of control over the means to achieve a goal, whether it's been set by you or demanded of you, is actually the source of a huge amount of job stress. Let's say, for example, you were charged with painting a house in a week but were required to use only organic paint. If you had the ability to manufacture organic paint, you would not need to rely on anyone else to

complete this very challenging task. Everything you needed to get the job done would be within your control. If, however, you needed to purchase the paint from an organic paint manufacturer, and they were backed up that week, you would have to rely on someone else to contribute a critical factor to the process. And, if they were backed up, you would be stuck in limbo, waiting for them to do their part. This would take you out of flow.

The activity is meaningful or intrinsically rewarding by the very nature of doing it: While the end result might entitle you to a big outside reward, like a bonus, raise, or high sale price, the essential nature of the activity is so rewarding that you would do it at the same level, even without the extra motivation of some kind of external prize. For example, most great artists don't paint for a paycheck, they paint because the very process of painting is so woven into who they are that not painting would be akin to not breathing.

While not every element need be present to effect a state of flow the greater number of elements, the deeper into a state of flow you will be delivered.

Csikszentmihalyi's decades of research speak to the life-enhancing impact of exploring ways to increasingly incorporate flow into all aspects of life. So, when you look at your list of things you'd love to do for a living, ask yourself which pursuits most often deliver you into a state of flow. As you plot your renegade path, keep those activities in the forefront of your mind.

Flow is a great experience enhancer. But, equally important to our enjoyment of any pursuit are the people around us.

The Power of People

Barring the rare happy hermit, Csikszentmihalyi, also reveals that most of us thrive to a greater extent when we are around others, especially like-minded others. Yes, even stressed-out, solitude-seeking people. Human beings are innately social. But, *who* we social with determines to a large extent how satisfied we are with what we are doing at any given point.

When I speak I am often asked about the benefits of being a bit of an entrepreneur. People say, “It must be amazing to have total control over your life, to work when you want to, to make as much as you want, to have control over every aspect of your job.” We’ll get to how much of fact and fantasy there is in that statement later, but people are universally surprised when I answer, “Actually, the best part of being an entrepreneur is *not* the control you gain over wealth, but the chance to handpick the people you surround yourself with and create an organizational culture that is completely in sync with who you are.” Translation, it’s all about the Benjamins, not the benjamins.

The way you relate to those around you, and they to you, can not only color, but, in large part, define your experience of work and life.

If you take an identical job, setting, and

paycheck and swap in a different set of players, your title may remain unchanged, but your experience of that same job becomes radically different. Indeed, an April 2007 study from the U.K. consulting firm, Chiumento, revealed 73 percent of employees said good relationships with colleagues were the key source of job enjoyment, while only 48 percent pointed to money.

This would come as no surprise to *Vital Friends* author and Gallup Organization Workplace Research and Leadership Consulting head, Tom Rath. In his fascinating exploration of friendship both in and out of the workplace, he discovered:

- People with a best friend at work are seven-times more likely to be engaged in their work.
- Close friendships at work boost employee satisfaction by nearly 50 percent.
- People with at least three close friends at work were 46 percent more likely to be extremely satisfied with their lives.
- Being around a boss was generally considered the least pleasant part of the workday. But, employees who are good friends with their bosses are more than twice as likely to be happy with their work.

So, when I finally had the chance to choose who I would work with, I was in heaven. That doesn’t mean I always chose right, but, at least I chose. And, as you might have guessed, while I take my work very seriously, I also like to enjoy myself and

make sure others are having fun along the way.

Over the last ten years, no matter how much stress the business of being a multitentacled entrepreneur has created, there has never been a day where I've woken up wishing I didn't have to go to work.

But, what if you're not an entrepreneur? What if you don't have the ability to create the culture of hire your colleagues? What if your dream career just happens to exist in a place where the culture and the people have already been chosen and created- and those people are not the people you want to spend the majority of your waking life with?

Two options: Grin and bear it and hope to rise into a position of authority quickly enough to influence the evolution of your organization's culture and people, or choose to join or create a different setting where you either immediately mesh with those around you on a much deeper level or have the ability to contribute significantly to the hiring and culture more quickly.

There is no such thing as a dream job with a nightmare culture or staff. It's a packaged deal.

Bringing Together Experience, Flow, and People

Time to bring it all together and integrate experience, flow, and people. On a piece of paper, write the following:

- ***Lifelong Jones***. What are the activities or pursuits that you'd love to do as a living for the rest of your life if you believed they could earn you enough to live comfortably in the world?
- ***Flow Generators***. Which activities on this list have led you into flow states? If none have, it's probably a sign that you need to dig deeper to find activities and pursuits that offer at least passing opportunities for flow.
- ***Power People***. What type of people and culture do you feel most alive around?

Now, start with the item on you Lifelong Jones list that's calling you the strongest and is most likely to integrate the elements of flow and surround you with the type of people you love to be around. Let's see how we can turn that into a serious living.

THREE

Introducing the Career Renegade Paths

FOR THE CAREER RENEGADE, conventional wisdom is actually a great asset. It thins the heard of competitors, leaving only those who choose to blaze their own path, rather than follow another's. It creates space for those who lead with passion to truly shine.

Your first challenge is to understand this, to see conventional wisdom as simply the first of many tests, the collective presumptions of other people who have not been able to succeed in their own quests. Or, even more likely, a reflection of an unwillingness to ever try. Know this, accept it. Then resolve to move beyond it.

Moving Beyond the Mainstream

This chapter will introduce you to a number of renegade paths, approaches to turning something that should, by all rights, make you happy but poor into something that puts a smile on your face and money in your bank account. Following these paths may make you a bit nervous. But, as Kierkegaard said, "Anxiety is the dizziness of freedom."

As the book unfolds, you'll also meet many

people who've succeeded at what you strive to achieve. And, you'll find a set of tools that will keep you maximally supported, help minimize your risk, build your knowledge and reputation and guide you through a gradual process of evolution.

While the paths to transforming a moneyless passion into a lucrative future are limited only by your own creativity, we'll focus in on seven proven career renegade paths:

- Redeploying your passion in a hungrier market (chapter 4)
- Refocusing and mining the most lucrative micro-markets (chapter 4)
- Exploiting gaps in the information needed to excel at an activity (chapter 5)
- Exploiting gaps in education (chapter 6)
- Exploiting gaps in gear or merchandise (chapter 7)
- Exploiting gaps in community (chapter 8)
- Exploiting gaps in the way a pursuit is provided (chapter 9)

The first and second paths are about discovering opportunities in alternative markets or highly specialized niche markets. The next five paths fall under the umbrella of something called *exploits*. Exploits are career or entrepreneurial opportunities that exist due to a need that is not being fully satisfied. Exploits are often the source of tremendous economic

reward.

There are many ways to pursue your passion in a way that is financially rewarding. For some people, the above career renegade paths will serve as a precise templates for success. For others, they'll act more as guidelines to be adapted. Don't be surprised if your journey blends aspects of a number of paths. Because, once you begin to remove the blinders of conventional wisdom, you'll begin to discover options that may have been sitting in front of your nose for years.

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Career Renegade: How To Make A Great
Living Doing What You Love!](#)

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