

# We Do What We Do Because We Are Passionate About Our Jobs

By Andrew Laing & Gary Wilkinson

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The Affiliates Club <http://www.theaffiliatesclub.com>

It's true to say that neither Andrew or myself are exceptionally confident people. Neither of us relishes the limelight or attention.

So why, you may ask, do we have such high profile jobs where we choose to speak in front of an audience presenting seminars and workshops?

Because we are passionate about what we do and about providing a service that we know that our clients need.

Yes, I know. That may sound like a cliché, but think about it for a moment. If we didn't have that passion or motivating thoughts, then there is no way that we could do what we do.

It isn't natural to stand in front of an audience and give a presentation. In fact before each presentation we feel physically sick and afterwards we feel emotionally drained. However, the feedback and of course the subsequent sales keeps us going.

Each seminar and workshop that we give confirms to us that we were right about the niche target that we were targeting.

So what about you?

Brainstorming suggestions:

Are you so passionate about your success and your business that you can overcome your weaknesses and fears? If so you may be able to develop your businesses services in a direction that you may not have previously considered. This could include visiting clients and giving consultations, conducting some telesales to get more business, having a stand at a trade fair or even do what we do and present seminars and workshops.

If you need help overcoming these weaknesses and fears try and discover sources that will help you to revolutionise your business. There are many self-help books and course that can help or alternatively you can contact your local Chamber of Commerce and see how they can help you.

Review your business plan and see what you want to achieve and then review how many different strategies you have or could devise for achieving it.

Spend a few minutes each day visualising what it would be like to have reached your goals. Make your success real in your minds eye.

Read inspiring stories of people who persevered in order to get what they wanted. You will find that every successful person had a goal to reach.

Don't just have one plan for achieving your goal but think of some alternatives too, so that if your original method didn't work out you will have other strategies to try. This isn't being defeatist...it's being well prepared. The more methods you have of achieving your goal the more likely it is that you will attain it.

Here is an excellent worksheet available in pdf. format that you will find extremely helpful.

<http://www.theaffiliatesclub.com/brainstorm1.pdf>

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There are many more workshops like this in The Affiliates Club.

There is also thriving and supportive discussion forum and The Affiliates Club provides you with a daily step - by- step marketing plan, motivational, time management and brainstorming advice to keep your business on the right track.

Discover what makes The Affiliates Club such a close knit community:

<http://www.theaffiliatesclub.com>

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