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CHAPTER

# 1

## How to Be a Passion Hit

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**P**assion: Hits are people who are able to make a living doing what they love.

You want to do what you love, or you wouldn't be reading this book. You want to find a way to spend every day working on that single thing that fills you with glee thinking about it.

Those who decide to make their passion their work and keep pushing forward no matter what are Passion Hits, a play on the word *passionate*.

My official definition for my made-up word:

*Passion Hit*—(noun) A person who has discovered his or her true passion in life and found a way to make it his or her livelihood.

Most entrepreneurs are also Passion Hits. If you dedicate that many hours of a day to your business, you've got to be at least a little bit passionate about it. Sure, some do it only for the money or to solve a problem, but the successful ones are also the passionate ones.

They include people such as Jason McCarthy, who after bravely serving our country as a Green Beret wanted to start an American manufacturing company that could live up to military standards as well as the everyday traveler. He focused his energy on starting the GORUCK brand.

Ellen McGirt always had a love for finding, capturing, and sharing the stories of others. She

has interviewed chief executive officers, U.S. presidents, celebrities, and regular people across the country. She is currently a senior writer for *Fast Company* magazine.

AJ and Melissa Leon wanted to work and travel together. They formed Misfit Inc. to make both a reality. They now live on the road and help make the world a better place with each new project their team takes on.

Zack Arias is a poster child for the fact that hard, constant work can make dreams come true. He is now one of the best professional photographers in Atlanta and beyond. His style of using only one light when shooting has grown into a series of courses that he sells himself and teaches around the world.

Chris Fenn and Chris Brogan were not finding the level of interaction and teaching that they had hoped for at other conferences so they began PodCamp to create a forum for the interaction they wanted. Since that first event in Boston, people have hosted PodCamps around the globe that have educated and networked tens of thousands of people.

Each of these people has a unique story to tell, but every one of them exemplifies the values that a Passion Hit believes in.

I wanted as many people as possible to be inspired by these stories, so I started my Web series Passion Hit TV (<http://www.passionhit.tv>). I'll be adding new stories there all the time, so be sure to subscribe, and if you have ideas of new Passion Hits that I should interview, you can e-mail me.

The hope and goal is that by the time you finish reading these pages, you'll be inspired enough to set off on your own journey to be a Passion Hit doing what you love. Be sure to let me know how it goes!