THE FIRE STARTER SESSIONS

A DIGITAL EXPERIENCE FOR ENTREPRENEURS.
SPARK YOUR GENIUS. IGNITE YOUR BUSINESS. MAKE IT MATTER.

DANIELLE LA PORTE
WhiteHotTruth.com
It is not revolutions and upheavals that clear the road to better days, but revelations, and lavishness of someone’s soul inspired, and ablaze.
- Boris Pasternak, *After the Storm*
© 2010 Danielle LaPorte.
But go ahead, take my stuff. Publish it on your site, tweet links, post it on Facebook, print vast paragraphs in your destined-to-be bestselling book...with attribution credit to yours truly, of course.

**Graphic design by:** me. In Word. (Because I still need to learn how to use InDesign.)

**Video:** filmed on my MacBookPro, edited in iMovie, hosted by Vimeo, downloadable via Dropio. All two-way interviews recorded via Skype, using CallRecorder.

**THE SONIC FIRE PLAYLIST**
The following music was listened to obsessively while creating this book:

- Imogen Heap, *Ellipse*
- Hildegard von Bingen, *The Fire Of Creation*
- Glenn Gould, *Inventions, JS Bach*
- Peter Gabriel, *Scratch My Back*
- Sade, *Soldier of Love*
- Matisyahu, *One Day*
- Ben Harper, *Life Line*
- Jann Arden, *Free*
- Erykah Badu, *New Amerykah*
- Pearl Jam, *The Fixer*
- Metric, *Fantasies*
- Alicia Keys, *The Element of Freedom*

CLICK HERE to access this playlist on iTunes!
(USA readers, CLICK HERE)
table of contents

heads up: this is an extra-special, hyper-crystalized sample chapter of THE FIRE STARTER SESSIONS.

To purchase the complete FSS, click here.

Use coupon code: SPARK to receive $20 off the total price.

True Strengths + The Metrics of Ease: a chapter from The Fire Starter Sessions to get you stoked

CONTENTS:

PRINT: pg 5
VIDEO: The Metrics of Ease, 9 mins
VIDEO: The Merits of Self-Centered with Dyana Valentine, 10 mins
WORKSHEET 1: Passion Play
WORKSHEET 2: Very Strong Priorities
A Word On Life Purpose: pg 26
White Hot Resources + Reading: pg 27
Testimonials + Fan Lovin’: pg 32
Affiliate Program Info: pg 33
your true strengths + the metrics of ease

COMPONENTS
VIDEO: The Metrics of Ease, 9 mins
VIDEO: The Merits of Self-Centered with Dyana Valentine, 10 mins
WORKSHEET 1: Passion Play
WORKSHEET 2: Very Strong Priorities
A Word On Life Purpose

If poetry does not come as naturally as leaves to a tree, then it better not come at all.
- John Keats

I'll always remember a Bruce Springsteen interview I saw on MTV in the 80s. The Boss was hitting his zenith of success. *Born in the USA* had non-stop radio play; people were lining up days in advance to buy concert tickets. In the interview, the VJ was asking Bruce about his mega album sales and growing fortune. Smooth and humble as ever, he just shook his head. "You know, I just can't believe I get paid for doin' somethin' that comes so natural to me," he paused, "with so much love." I want what he's got! I thought. *I want my fortune to be who I am. I want it to be that easy.*

And that's the stride—the life cycle of talent and return that I've been angling for my whole working life. I want the "privilege of a lifetime," as Joseph Campbell called it, "of being myself."

Your most valuable currency is what comes most naturally to you. Cash in.
Once upon a time, I thought being well-rounded was the aim of the game. I wanted to be able to work any room, to be the first pick for every team, to know enough to impress anybody I sat next to in business class, or partied with at a rave. I pushed myself to keep up with what was happening in the Middle East and New York Fashion Week. When my boss said I needed to master QuickBooks to be a "more well-rounded," member of the team, I pulled all-nighters to figure it out. Another boss told me I needed to be more restrained, yet more outspoken. (huh?)

From then on, I constantly weighed my every opinion, always scanning for the right time to insert myself into conversations. Hemmed in. Folded.

I do not want to be folded for where I am folded, there I am a lie.
– Rilke

I tried to become adept at bookkeeping, cooking, sewing (I initially pursued a career in fashion design, until I noticed I had raging headaches every time I sewed or pieced together a pattern). I tried to brush up on my knowledge of wine, and new physics, and the predictable interpersonal dynamics of teams. It was an anxiety-inducing curriculum of people pleasing. Identity Refinement 101. Subtly frantic.

Eventually, I started giving up trying to be good at stuff that made me feel bad...

...task-by-task, attitude-by-attitude. The things that were fun and joy-inducing in my career were getting harder to resist—begging for my fuller attention. I learned what it meant to pick my battles, and I couldn’t bear to battle with my instincts anymore. I wanted to feel in sync with The Force, not at odds with it. "Up for a challenge" was no longer cool—it was mostly annoying. I stopped criticizing myself for not being enthusiastic about learning certain things. Getting shit from bosses proved to be entirely unavoidable, so eventually, I got back to being my own boss.

A "jack of all trades and master of none" is a master of...well, nothing.
Every admission about the things I loathed to do felt like a giant step forward for ambitious humans everywhere.

Screw Excel! It’s ugly and inflexible. I’d rather figure out how to make thousands of dollars than how to count the pennies. I want to lead people, not manage them. So many meetings are flat-lining and unproductive. Count me out.

But...confusion and second-guessing rose up...I was actually pretty decent at figuring out IT systems and making them work. I was good at motivating staff and getting the best out of people. I was a great meeting dominatrix and could get priorities outlined with lightning speed. I was generally very competent, thank you very much. Couldn’t competent-to-great counterbalance the lackluster feelings? Wasn’t the grind part and parcel for achievement and grown up-ness?

A chill but insistent voice kept reminding me: "You didn’t sign up for good enough in this lifetime, you signed up for AWESOME." Right. Got it. Awesome.

Conclusion:

Being well-rounded is highly overrated.

Who are you trying to impress?
What do you have to force yourself to do?
What would you like to never, ever do again?
Most seagulls don’t bother to learn more than the simplest facts of flight—how to get from shore to food and back again. For most gulls, it is not flying that matters, but eating. For this gull, though, it was not eating that mattered, but flight. More than anything else, Jonathan Livingston Seagull loved to fly.

Jonathan Livingston Seagull...was no ordinary bird.

- Richard Bach, Jonathan Livingston Seagull

When I read Marcus Buckingham’s *The Truth About You*, I was so pumped that I called all my girlfriends: "Hey, get this. You know what a strength is? A strength is what you do that makes you feel strengthened! It’s not necessarily what you’re good at, or what you’re capable of—it’s what feels amazing when you do it!

And...it gets better! Do you know what a weakness is? A weakness is stuff you do that makes you feel weakened!"


True strength is not necessarily about skill or adeptness. It’s about vitality.

Why does this make me wanna do backflips? Because *this changes everything*, friends. And it goes back to my root theory in life—that our actions are driven by desired feelings (much more on that in Session 4). It means that all that stuff that you may be good at, but don’t really love to do, you get to dump it...mostly. No more faking it to make it.

According to Buckingham, and I couldn’t agree more, we will never be great at the things we have to try to be good at. But we can be outstanding at the things we’re easily great at. I vote for outstanding. Can I get a witness?
So when do you feel amazing? What activities cause you to feel useful, vital, better-than-before? What lights your fire? When do you have that "there's more where that came from" feeling? What feels so good and so easy to give that you give it generously? What do you do best—that gives you a rush while you’re doing it?

Masters focus on what they do best. That's how they become masters. They stay in their zone... and the zone is what feels good. Damn good.
"competent" is a quiet killer

Forget about good. Good is a known quantity. Good is what we all agree on. As long as you stick to good, you'll never have real growth.
- Bruce Mau, designer

You’re probably incredibly, thoroughly competent at a number of things. Don’t we entrepreneurs pride ourselves on being the chief cook and bottle washer? You hire, fire, charm loan officers, and change printer cartridges before most government workers have put the Creamo in their first coffee. You do it all because, in the early days, you simply must to do it all to survive. But surviving isn’t the goal—thriving is.

I used to tell my staff, "Be careful what you’re good at—you could end up doing it for years." Take Ginger. She started working for me as a bookkeeper. When she came on board, receipts were bulging out of neglected envelopes, tax time was looming, and I was playing one credit card off the other (a science in and of itself, as many start-up founders will attest).

Ginger was competent, very. And she was as earnest and committed as the day is long. She sorted the mess, set up maintainable systems, and even brought tulips into the office. Over time, it became radiantly clear that Ginger had a great, creative mind hiding behind her calculator. She came up with story ideas, she made connections to the brand and the market that I hadn’t yet articulated. She thought in terms of multimedia and repurposing. She shone when we pulled her into creative jam sessions.

Eventually the business outgrew Ginger’s bookkeeping skills and we needed to outsource to a company with a wider skill set (and faster; Ginger was never in a rush). By that time, we had enough cash flow to pay her to contribute to the creative side of things. During the transition, she responsibly volunteered to keep doing the books until we found a suitable new money manager. "No!" I blurted out. "Just because you can, doesn’t mean you should. Don’t do us any favours. I can’t bear to see you slogging it anymore...
And besides, good isn't good enough anymore. We're growing so quickly, we need you to be great. We only have time for amazing."

I dare say, saying goodbye to competent and hello to getting paid to be her naturally talented self might have been the happiest day of Ginger’s professional life.

If it doesn’t light you up, you’re not the right person for the job.

Would you rather be sufficient, or masterful? Would you rather be bright, or a freaking supernova? Would you rather be well-rounded, or on your own leading edge?
work your passion

So what about good, old-fashioned sweat and determination? It's essential, of course. But there is a remarkable difference in slogging to fit the bill, and pushing yourself to break the mould. There's having to run hard vs. wanting to run hard. There's duty, and there's passion. And you can't fake passion.

Passion will always move you in the direction of your authentic self.

It guarantees you a place in the Heroes' Journey action course. It helps you know what to say yes or no to. No more trying to be a marketing genius when what you do best is negotiate with vendors or pump up the sales team (hire a PR genius). No more trying to come up with blue-sky, five-year plans when you're a short-term, focused details guy (get a coach or a visionary friend to help you see the big possibilities).

And passion doesn't need to be all fiery and consuming. Genuine curiosity and sincere interest are hot coals that can warm you for a good, long time.

Your curiosity is your growth point. Always.

You grow most in your areas of greatest strength. It sounds odd, but you will improve the most, be the most creative, be the most inquisitive, and bounce back the fastest in those areas where you have already shown some natural advantage over everyone else—your strengths. This doesn't mean you should ignore your weaknesses. It just means you'll grow most where you're already strong.
- Marcus Buckingham, The Truth About You

This is akin to what Stephen Covey called "sharpening your saw" in The 7 Habits of Highly Effective People. I adore this concept:

get better at what you’re best at.

Go deeper. When I deepen my interests and stretch my talents, the world feels bigger. I'm able to see more, grasp more, catch the nuances of my psyche, and make connections with the greater whole. When I'm honouring my passion, I'm more compassionate. Ironically, when I strive for mastery, I become more accessible, more vulnerable in the act of aspiring. It's that kind of openness that is essential to learning.
I try to collaborate with people who operate from their true strengths so that I can learn from the best—from people who are being their best. And so I can be seen and called out when I’m shrinking, faking, or faltering.

How can I tell if someone is in his or her zone? Easy.

They show up because they’re compelled to—they can hardly resist.

They ask really good questions because they’re always scanning for the right fit.

And they’re almost always incredibly generous.
invest in your second nature

Your original self and all its great capacities are present from day one.

Jungian analyst James Hillman calls it "The Acorn Theory". You arrive with the acorn of your full potential in your DNA. The gift of that potentiality may lie dormant until the right time—until your life conditions create an environment for you to sprout, until you’re big enough to run the race or argue your point, or until the right teacher comes along to whip you into shape.

Can you remember the time before you believed what the world told you you “should” be?

My interests were apparent when I penned my first love poem in grade one, became Class President, and played the fortune-teller at pyjama parties. I wrote. I spoke. I heard things that people weren’t saying.

Cultivating these second nature "gifts" is my first priority now. I work with Gail Larsen, a transformational speaking coach and a seasoned TV producer, to hone my message and refine my rhythm. I work with a creativity coach, Dyana Valentine, to push me and to instigate my innovation when I’m making stuff (like this book!). I’ve worked with a voice coach, high-minded editors, and powerful intuitives. I totally get off on showing up for a workshop or a coaching session to say, "What do you think can be better? How did I suck? Give it to me straight."

Sometimes the feedback twinges the nervy edges of my ego. Then… Pause. Breathe. Expand. Push through to somewhere closer to my potential.

That’s the kind of hard work I’m interested in.

If you’re able to be yourself, then you have no competition. All you have to do is get closer and closer to that essence.
- Barbara Cook

Before I went on my last book tour a few years ago, I hired a stylist, a hoity-toity image consultant, and a top-flight media trainer. "What are you doing that for? You ARE an image consultant, and you’ve done lots of TV already," some friends said to me. "I’m aiming for impeccable." I said. "It’s way more fun that way." The rush is in the aim.
approve of your weaknesses

When you cop to your shortcomings:

You become accessible. What, you’re not superhuman? Well then, let’s be friends. Humanity is charming.

You make space for other people to perform, shine, and operate from their true strengths.

You foster teamwork and collaboration.

You get the benefit of other people’s greatness.

You create a genuine connection.

You get help. People support you.

You actually don’t have to do it all. Go figure.

You give yourself permission to pursue your genius.
yep, it can be that easy

When you focus on building on your natural strengths, on doing what comes easiest to you, you get some serious momentum.

Less friction = greater velocity.

Using the "ease factor" as a metric for making right choices is counter-culture, of course. It's been drilled in to us to work hard. Blue collar, white collar, dog collar—hard work pays off. Pay your dues. Put in your time. Prove yourself. Check the right box. Stay the course. Meet expectations. Train in pain, and then reap the rewards.

Doing what comes easily to you isn't about shortcuts or cleverness, and it's certainly not about making mediocrity acceptable. It's about leverage. It's about casting your seeds on the most fertile soil. It's about your best chances for success.

The need to be normal is the predominant anxiety disorder in modern life.
- Thomas Moore, Original Self

Genuine excellence is not "normal," by the way. Most amazing people are a tad eccentric or obsessive. A little off-kilter. Driven. Devoted. (Nowhere in the definition of "devoted" do the words "balanced," "measured," or "normal" appear.) Freaky excellent people do not have subtle strengths, they have PRONOUNCED talents or proclivities, and they have a rabid dedication, an ardour for what they do so well. They dig it, and they dig it hard.
Though unmitigated, unapologetic stupendousness is the exception rather than the norm in our culture, champions of authenticity can be found in every profession or calling. Bakers, day care teachers, technologists, activists—everyone has some form of genius to rock. And when you’re letting your genius fly, you make it look so natural. Because it is.

An integral being knows without going,
sees without looking, and accomplishes without doing.
- Lao Tzu

what’s right for you?

VIDEO: The Merits of Self-Centered with Dyana Valentine,
10 mins

CLICK HERE TO WATCH
Enter password: sparkmyfire

enthusiasm saves lives

Enthusiasm is a great indicator of your true strength. The immediate "I love it!" response, the game you’ve got to get in to, the cause you can’t walk away from, the idea that makes you pause and then nod, "Oh, this is a good one, a really good one." Enthusiasm evokes a determined "no matter what-ness". It wakes us up in the middle of the night with fresh ideas. Enthusiasm creates a flurry of connections and marvellous events that often starts with this powerful little phrase: "What if..."

Enthusiasm is a heightened state of consciousness, and it’s one of the best feelings there is to feel.
**enthusiasm**  
(noun)  
Great excitement for, or interest in, a subject or cause.  
A source or cause of great excitement or interest.

Word History: The source of the word comes from the Greek adjective *entheos*, "having the god within". Over time, the meaning of enthusiasm became extended to "rapturous inspiration like that caused by a god" to "an overly confident or delusory belief that one is inspired by God", to "ill-regulated religious fervour, religious extremism", and eventually to the familiar sense "craze, excitement, strong liking for something".

> Whenever there is enthusiasm, there is a creative empowerment that goes far beyond what a mere person is capable of.  
> - Eckhart Tolle, *A New Earth*

**Eckhart Tolle suggests that enthusiasm is the highest form of "Awakened Doing".** Buddhists call it mindfulness. Professor Mihaly Csikszentmihályi calls it *Flow*. Peter Senge calls it *Presence*. For our Fire Starting purposes, let's call it **High Entrepreneurship**.

Eckhart outlines three modalities of awakened doing: acceptance, enjoyment, and enthusiasm. Acceptance means being in the situation and doing what must be done *willingly*. Enjoyment happens when you are fully present and not just doing what you’re doing as a means to an end. It’s not *what* you do, but *how* you do it. **Enthusiasm means that there is a deep enjoyment in what you do, plus a goal or a vision you’re working toward. Enthusiasm knows where it's going.**

Is that not cosmic fabulousness? So elegant and simple. So obviously essential for High Entrepreneurship.

Of course, you can’t be in a continual state of enthusiasm. You’d fry, fall, and lose your grounding. But before you commit, sign, take the stage, take the meeting, take the gig, or take your place in the intentional unfolding of your life, enthusiasm must be present. Ideally. And we’re going for ideal here.

**Enthusiasm is the genuine Yes!** that will uncork your genius, signal your muses to come down, and magnetize the resources you need to be within your reach. Enthusiasm is the beautiful beginning that changes everything.
know thyself

Personality tests

The Strengths Finder's Test
(you have to purchase the book to take the test)

Strong Life Test, Marcus Buckingham's new test for women

The Enneagram, a free test

Myers-Briggs, a free humanetrics test

Myers-Briggs, a paid-for assessment

My favourite astrologers & intuitives

Nancy "Scooter" McMoneagle

Tali & Ophira Edut, The AstroTwins

Heidi Rose Robbins

Hiro Boga, Intuitive
resources

The Truth About You: Your Secret to Success, Marcus Buckingham  
www.tmbc.com  I  @mwbuckingham

Now, Discover Your Strengths, Marcus Buckingham

Do More Great Work, Michael Bungay Stanier  
Domoregreatwork.com  I  @boxofcrayons

A New Earth, Eckhart Tolle  
Eckharttolle.com  I  @eckharttolle

The Creative Habit, Twyla Tharp

The Artist's Way, Julia Cameron  
Theartistsway.com

The Soul's Code: In Search of Character and Calling, James Hillman

The Zero Hour Workweek, Jonathan Mead  
IlluminatedMind.net I  @jonathanmead
Your true strengths are living right HERE.

You go to the best cocktail party ever. It’s a life-changing event because you meet the most with-it, interesting, empowered people, and each of them can contribute to your career and interests in some way. **Who was there?**  **What kind of information did they share with you?**  **What did they ask you?**  **How did they offer to help you?**

**What are you intensely interested in?**  While you’re at it, include your moderate curiosities.

If you could go to five **free conferences or events** this year, which ones would you go to, or what would they be about?

**What could you talk about late into the night with like-minded people,** or to an audience of rapt listeners hanging on your every word?

**What activities make you feel really useful, alive, and strong?**  When do you feel like a rock star, a gifted contributor, a very cool and purposeful human being? In terms of things that you do, when do you feel most like yourself?

**What do you want to be known for?**
very strong priorities

What actually needs to get done in your business? For example: copy writing, accounting, space upkeep, vendor negotiating, shipping, client service, marketing + promotion, purchasing, website management, public speaking, graphic design, research, competitive analysis, scheduling...

---

**STEP 1.** The following activities have to happen in order to make my business function + thrive: (whether you do these activities or not, they need to get done).

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

: __________________________________________________________

**STEP 2.** My competency level for each activity, whether I greatly enjoy doing or not, is: (Circle)

Lame competent to good great brilliant

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THE FIRE STARTER SESSIONS
STEP 3. From Step 1, capture the activities that make you feel strengthened, vitalized, and more alive when you do them. Write them below. Open your heart and mind when you scan the list. You may not be stellar at an activity, but it could feel inspiring when you do it. And you might think that an activity is perhaps "beneath" you, yet you feel strengthened when you do it.

I feel strengthened, vitalized, and more alive when I'm:

: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________

STEP 4. What can you do to develop these strengths and interests? Coaching, classes, courses, training, events to attend, books to read, people to connect with, mentors to pursue, sacred time to set aside...

In my True Strength Conditioning Plan, I will develop and foster these true strengths by:

: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________
: _______________________________________________

STEP 5. 3 actions I will take today to make my True Strength Conditioning Plan a reality:

: _______________________________________________
: _______________________________________________
: _______________________________________________
**STEP 6.** From Step 1, capture the activities that don’t really light your fire, or outright annoy you. Write them below.

I feel weakened, drained, or lackluster when I:

- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________

**STEP 7.** What can you do to decrease your time spent on activities that drag you down and don’t feed your true strengths? Find a Virtual Assistant, phase it out of your business, stop right now, quit, hand over the baton, hire an expert...

In my Make Way For My Excellence by Getting the Draining Activities Off My Plate Plan, I will:

- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________

**STEP 8.** 3 actions I will take today to put an end to the draining stuff:

- _______________________________________________________________________
- _______________________________________________________________________
- _______________________________________________________________________

Be you, be true, be strong.
a word on life purpose

So many people are looking for it: their Big Life Purpose.

Becoming YOU is your purpose.

YOU are the very purpose of your existence. Realizing what lights your fire and floats your boat—THAT’s your life purpose. What else could it be?

If it gives you true joy (not the seemingly happy-high that is fleeting, but the reliable, always-there kind of satisfaction) to rock that guitar, to make people laugh, to discover the world, to make things a little more beautiful wherever you go, to feed, to stir it up, to clean it up, to execute the plan, to bank the cash, compassionate citizenry, non-stop exploration, or pure pleasure-seeking...then, that’s your life purpose!

Your life purpose is what you say it is.

Who could tell you otherwise?
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<td>what’s on your ‘stop doing’ list?</td>
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<td>‘stop doing’ list: part 2—whereby I dictate what to stop</td>
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<td>the ‘stop doing’ list via live TV</td>
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<td>wonder what their dream is</td>
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<td>my dominatrix of decisions rides a hedgehog</td>
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<td>3 keys to un-branding…and why I changed my twitter name</td>
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<td>3 simple questions to simplify success</td>
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<td>magnetic attraction analysis 101</td>
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<td>the first questions of publishing pursuits</td>
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<td>when does the idea fairy like to visit you?</td>
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<td>life is subject to change: what happened when I raised my rates</td>
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<td>doozers and losers: my favourite business mistakes</td>
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<td>the goddess of grief: getting to the other side. and there is always another side.</td>
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<td>1 tips for dealing with criticism</td>
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<td>inhale suffering, exhale compassion: tonglen meditation</td>
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<td>the “i don’t know” conspiracy</td>
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<td>take ‘em up on the offer: saying yes to help</td>
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<td>who’s your support group?</td>
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<td>we know you’re busy. now shut up about it.</td>
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<td>11 productivity tips that creative types already know</td>
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<td>entrepreneurial time management: how I rock it</td>
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<td>creative quickies: the wonders of 15-minute time restraints</td>
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<td>how to make the most of being toast: embracing burnout</td>
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<td>what’s the ‘big real’ of what you’re doing?</td>
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<td>the suck factor of life balance + passion as a cure to stress</td>
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<td>say yes to your dream: how frank gehry made the leap</td>
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<td>the power of being positively doubtful</td>
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<td>the ‘as in the beginning’ buddha rule</td>
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<td>cake walks + fire walks: beginner’s mind</td>
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<td>what’s it going to take?</td>
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<td>the fire is lit: behind the scenes of launch day</td>
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PEOPLE

Lianne Raymond
Ronna Detrick
Tanya Geisler
Susan Hyatt
Michelle Ward
Pearl Mattenson
Lora Sasiela
Adwila Verdejo
Navjit Kandola
Reese Spykerman
Dr. Diane C. Chung
Stacey Brice
Pema Teeter
Abby Anderson
Jessica Swift
Robert Kent
Rikia Saddy
Michael Bungay Stanier
Jonathan Mead
Marcus Buckingham
Eckhart Tolle

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John Petersen
Anita Roddick
Lance Tracey
Karen Lam
Naomi Dunford
Pema Chödrön
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Pace & Kyeli
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<table>
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<th>READ + WATCH</th>
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<tbody>
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<td>What To Do If Your Startup Is About To Fail, Jason Calcanis</td>
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<td>TheArtist’sWay.com</td>
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<td>Myers-Briggs, a free humanetrics test</td>
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<td>Flow, Mihaly Csikszentmihályi</td>
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<td>Presence, Peter Senge</td>
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<td>Listography</td>
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<td>Arboretum, David Byrne</td>
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<td>Edward Tufte</td>
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<td>How to Get a Book Deal, Kelly Diels</td>
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<td>ParaPublishing, Dan Poynter</td>
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<td>Interview with Erica Harris</td>
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<td>Kind over Matter</td>
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<td>Momversations</td>
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<td>8 Useful Tips to Become Successful with Twitter</td>
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<td>How to Use Facebook to Promote Your Blog</td>
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<td>Top 10 Ways to Drive Traffic to Your Blog Using LinkedIn</td>
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<td>Why Bloggers Should Consider Social Bookmarking Sites Like Digg</td>
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<td>Confessions of A Public Speaker</td>
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<td>Google Commercial</td>
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<td>ReWork</td>
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<td>Ask and It Is Given, Esther and Jerry Hicks</td>
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<td>Fear.less Stories</td>
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<td>The Dip, Seth Godin</td>
</tr>
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<td>The Places That Scare You, Pema Chödrön</td>
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Illuminated Mind
TMBC
EckhartTolle.com
The Crave Company
Patti Digh’s teleseminars
Susannah Conway’s Unravelling eCourse
Chris Guillebeau + Pam Slim’s $100 Business Forum
Gala Darling’s Podcasts
Chris Guillebeau’s series of eGuides
Dave Navarro + Naomi Dunford’s How to Launch the **** Out of Your eBook
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