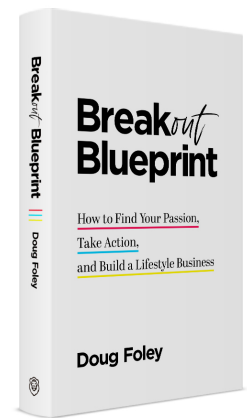


Breakout Blueprint

How to Find Your Passion, Take Action,
and Build a Lifestyle Business

by **Doug Foley**



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THE SUMMARY IN BRIEF

If you are interested in this book, it's likely you want out of the typical 9-to-5, you are fed up with trying to balance home life with doing your job, or you want some additional income to enjoy more of what life offers. In any case, you want to take control of your life.

Author and entrepreneur, Doug Foley, interviewed over 120 entrepreneurs and is convinced there is more opportunity now than at any other time in human history to create the life you want. Neither your background, your socioeconomic status, nor your education have anything to do with your future.

Breakout Blueprint offers the mindset and tools you need to start building the life you were meant to live. It will give you the path to creating more time for yourself, for your family, and for doing the things you love. If you're looking to make your business and job work for you (rather than the other way around), then you're probably looking at building a lifestyle business. This is what the *Breakout Blueprint* will help you do.

IN THIS SUMMARY, YOU WILL LEARN:

- The difference between happiness and fulfillment.
- How to recognize your zone of genius.
- To identify which of your skills the market needs.
- Valuable solutions are well-compensated.

Introduction

Your Golden Purpose is “the intersection of ‘the thing you’re best at,’ ‘the thing you love,’ and ‘something the world values.’” It is possible for us to find jobs or build businesses around what we love, and it’s what we’re meant to do.

Breakout Blueprint sums up that purpose in this way: (Passion + Expertise) × (Need + Value). The greater each element is for you, the greater the impact you can make on the world and the more freedom and fulfillment you will find.

Beginning With What Really Matters

After graduating college, I was focused on one thing: making as much money as I could. I was fortunate enough to land a sales job right out of college and began to accumulate a substantial commission well over \$75,000. At twenty-three and right out of school, that was a lot of money. Living well outside my means in the expectation of receiving my commission, I accumulated credit card debt, bought a car I couldn’t afford, and took vacations on borrowed money. Then 2008 came and, like many others, the company I was working for went bankrupt. My commission vanished overnight.

I was left with a mountain of debt and no way to pay it off. I had borrowed from the future and now it was time to pay up. I went from aspirations of wealth to desperation and survival. I borrowed more to try and keep up appearances, only to dig a deeper hole. I began to pursue “side hustle” after “side hustle” in search of becoming an overnight millionaire. I learned the truth the hard way: there is no such thing as an overnight millionaire.

After a handful of false starts, things turned in a conversation with a good friend about online marketing. I realized I had been chasing the wrong thing. My friend and his future wife were struggling to find leads as real estate agents and needed help.

Fortunately, those three years of side-hustle struggle taught me a lot about marketing online. I offered them a few ideas, and they said, “Can we pay you to help us?” I quickly said yes and gave them a quote on the spot. “\$375,” I said. “I’ll do everything for you! SEO, build a website, manage your ads—I can do it all.”

It wasn’t about me! It was about how I could use my knowledge to make an impact on their business. And as my agency grew, I quickly realized that the more value I could provide, the bigger the impact I could make, and

the more people would be willing to pay. It was all about value and outcomes.

Passion

Foley asks each of his podcast guests the same question at the end of each episode of *The Happiness of Pursuit*: “What is one lesson or story you can share with the listeners to inspire them to find happiness in their pursuits?” One successful guest blew him away with his answer, “A chocolate bar will make you happy temporarily. What I think you’re really asking me is, how do you find fulfillment?” Understanding the difference between happiness and fulfillment is key to understanding passion.

Why Does Passion Matter?

Why would you spend fifty years earning money, only to truly live for the last twenty to thirty years? Why not live every day of your life? Most of you have spent your careers living for weekends, vacations, and the hope that when you retire you can begin to “enjoy life.”

If someone told you that you were going to watch a movie that’s a hundred minutes long and the first fifteen minutes and last fifteen minutes were good, but the seventy minutes in the middle were the same scene over and over, chances are you’d never want to watch that movie. Yet, that’s the way we live our lives.

We should be waking up excited to live, to do something meaningful and valuable to the world. When you make the shift from a job that pays the bills to something you are passionate about, it will change how your brain functions and how you choose to work. This is why passion is the first piece of the Breakout Blueprint.

The Difference Between Happiness and Fulfillment

Early in Jeff Hoffman’s career, he had dreamed of visiting every country in the world, but it seemed as if that dream wasn’t happening. One day, he was in the elevator of his office building, headed to the fourth floor where he worked. One of his friends from work got into the elevator and proceeded to push the sixth-floor button. When Jeff got to his desk, he realized he had yet to go up to the sixth floor to visit his friend. This was his wake-up call. He thought: “If I can’t even get to the sixth floor to see my friend, how am I going to see the world?” The incident fueled his determination.

Jeff became so intent on seeing the world that it became the

centerpiece of many of his businesses. He helped launch Priceline.com. He invented the technology that allows you to print boarding passes at the airport. He founded “Unreasonable at Sea,” a philanthropic group that sends a cruise ship of millennials to observe and solve problems around the globe. Jeff’s passion is travel. He was able to channel his passion into his businesses. Travel gave him fulfillment—it wasn’t a hobby or a quick win.

Jeff could have settled for life as a travel agent and likely found a way to visit every country in the world, but instead he used his passion to fuel a business that changed lives, provided fulfillment, and enabled him to travel the world as a guest of world leaders.

Expertise

The “zone of genius” is the intersection of your passion and expertise, where you operate in a flow that capitalizes on your innate abilities and your application of knowledge. So, the question is: What are you great at and what are you willing to go all in to get better at?

Finding Your Expertise

The first step is to call, text, or email at least ten people and ask, “What is the one thing in the world you think I’m best at?” This is simple and will give you a starting point. Reach out to past mentors. Then, put yourself in a position to learn from true masters of the craft you desire to learn. Look for jobs that give opportunities to learn and hone your “zone of genius.”

When you combine your passion, knowledge, and skillset with that thirst for mastery, you have the foundation for a fulfilling and rewarding business that will provide so much value, customers will be begging to work with you.

Need

The next part combines Need and Value. Is there demand for your services in the market? Can you sell your product and skills? How do you identify which of your skills the market needs?

Reverse Engineering

Reverse engineer your business by finding the most painful problems in a particular industry or sector and then use your expertise to find unique solutions. In other words, find the problems you can solve. If you understand the problems

you can solve and the audience who values your solutions, you have the potential to build a profitable business. So, how do you find the right problem? In most cases, you need to scratch your own itch. Find the problems that you recently solved for yourself, and ask, “Would someone else be willing to pay for that?”

Identifying what the market needs and building a product or service that fills that need is the single easiest way to create a lifestyle business that lasts and scales.

Study the Market

Pay close attention to your potential competitors. Browse through their websites and look at the products and services they offer. More often than not, it is easier to build a better mousetrap than to start from scratch. Do not look at competition as a bad thing. It is a sign of a need in the market.

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Value

A kid who cuts grass in the summer doesn’t need a website or business cards to launch the business—they just need to know people with long grass and to have the courage to ask if they can cut it. The more valuable your solution is, the more money your clients will be willing to pay.

Choosing a Lifestyle Business

When it comes to building a lifestyle business, it is much easier to create time and financial freedom by monetizing your expertise than it is to build out a product-based business.

The primary lifestyle businesses are online training, in-person training or services, skills specific freelance gigs, and coaching/consulting.

The gig economy has benefits for both parties. From a business owner’s perspective, the money that would have been a full-time specialist’s salary can be redirected to another job or project. And the freelancer likely gets paid more per hour than they would if they were an employee.

Consulting used to be considered the place where “careers go to die.” But as companies and industries have evolved, there has been a growing need for true experts who understand complex problems. As with creative freelancers, it is often more beneficial for companies to outsource this

need than to hire someone full-time. The biggest difference between freelancers and consultants/coaches has to do with outcome. With freelancers, companies are usually hiring for a specific skill that relates to a project, whereas they hire a coach or consultant for their expertise and strategic vision. The challenge is aligning your unique talents and expertise to the problems your market has and having the courage to ask for compensation.

Building It Out

Traditional business advice calls for a complete business plan before starting. However, it is much faster to test before you invest. Simply put, before you put the time, money, and effort into building a business, find your first customer. Until you have a paying customer, all you have is an idea.

Product or Service?

Product-related businesses have their place, but they aren't likely to become lifestyle businesses simply because they require too much work and structure. Service-based businesses, on the other hand, require a lot less labor and often lean on the expertise an individual has to offer.

In most cases, these are run by consultants, or solopreneurs. Service-based businesses are taking up an increasingly large proportion of the workforce as we transition to the "gig economy" and see an increase in skilled trades (the ultimate version of service-based businesses).

This is the key here: identifying a problem that you can step in and solve. And if you can solve it and be paid for it, you may have a business. This will be our first test to see if your business has legs.

Conclusion

Growing a business takes a lot more than just your skillset. It takes a ton of time, patience, and stamina. It will test your willpower, your relationships, and your sanity. And at some point, you are going to have to make some tough decisions and some hard sacrifices.

It is in the journey of life, and in doing the things that we love, that we find lasting happiness and fulfillment. If you're constantly chasing it, you will never be present enough to find it or enjoy it. As Benjamin Mee said in *We Bought a Zoo*, "You know, sometimes all you need is twenty seconds of insane courage. Just literally twenty seconds of just embarrassing bravery. And I promise you, something great will come of it."



Doug Foley is a media entrepreneur, podcast host, and digital pioneer who is known for pushing the boundaries of digital platforms to create unique solutions that drive growth. He's an innovator with a drive and a passion for helping others thrive, succeed, and think outside the box. As the host of the hit podcast *The Happiness of Pursuit*, he teaches listeners how ordinary people followed their passions to create extraordinary lives. He launched two six-figure agencies in less than 18 months, and he's now using that experience to help others find fulfillment through a lifestyle business.

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