

Compiled by
John Jantsch



Making Work Worth It

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What Makes the Work You Do Worth It?

It's such an interesting and at times arresting question. As I've begun to pose it to more and more individuals I've come to appreciate the distinction between those that know it immediately, without hesitation, and those that ask to get back to me or what my deadline is.

Here's what I've learned. If you don't know the answer to this question off the top of your head, you've got some work to do. I don't say that as a form of judgment, it's just that I've become convinced that it's nearly impossible to be fully alive in this world without a commitment to some purpose that makes the work you do worth it.

And the funny thing about this idea is that it doesn't matter what that is, as long as there's a strong commitment. I've interviewed people that gain a great deal of success serving a higher purpose that involves changing lives for the better and I've also spoken with those that understand their work and the money it brings simply serves a means to a different end that fulfills them.

There's no right answer and that may be part of the challenge because we immediately think a term like "higher purpose" should point us in a spiritual direction, but it doesn't need to. The only thing that matters is that we understand and connect to why we do what we do – end of story.

This eBook is a supplement to my book *The Commitment Engine - Making Work Worth It* and contains some of the answers the "What Makes Work Worth It?" question that I received while writing this book.

Enjoy!



- John Jantsch
Duct Tape Marketing



What Makes the Work You Do Worth It?

Liz Seda

alifeonyourterms.com

There are 3 things that make the work I do worth it; even if I do work 15 hours a day.

1. My family. I can be with my family whenever I want to. No one can tell me that I can't spend the day with my dog when he's sick, or take care of one of my family members. I don't have to ration my vacation days for holidays, and I can always put them first.

2. Empowerment. Although it's much harder than working for someone, paving my own way gives me the ability to be in total control of my life and where it's going. Nothing is better than that.



3. My readers. Every time I get an email or comment from a reader saying that they were in some way affected by my blog I remember how it is worth it. I see people from all over the world visit my site and I love being able to make a difference, however small it might be.

Mary-Lynn Foster

BIGG Success

I spent my whole career trying to be unique, to stand out, because that's what a brand must do. But, I wasn't rewarded for trying to be something marketable. I wasn't encouraged to do so either. In fact, it seemed that I was a bother. But hey, I get it...It's their company and they have their own way of doing things. By leaving the security of the corporate world that I knew, I've been

able to build MY OWN brand. I always had this feeling that I couldn't shake. That this was something I had to at least try. What makes the work I do worth it is that I get to work on making BIGG Success be just what it says. The hardships that come along the way provide lessons. The victories that come along the way provide validation. My goal is to win. My focus is on that goal. And, the best part? All the blood, sweat, and tears is going towards something I OWN. I'm lucky to have this opportunity. Giving it all I've got is what makes the work I do worth it.

Erno Hannink

ernohannink.com

In the end we all want to be happy. How do you get happiness? By helping other people. Caring more about being useful than successful. Useful is about others, successful is about you. For me this means that I need to help entrepreneurs (purpose) to find their wealthy balance in family and entrepreneurship. Wealthy means enough money so you can support the family and live worry-free, and it means enough time with your family. It is something that I have given a lot of attention to with my own family. Working from home and scheduling so I can see the kids and wife often and enjoy our lives together.



Frank Strong

Vocus

It's a fascination with the communications process. In college, I became enamored with the nuances and psychology of interpersonal communications. There is a science to how people receive and process messages 3

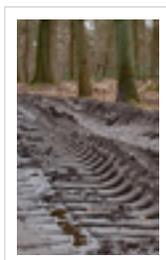
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— and there's also a science to how people in turn communicate. Marketing and PR is an extension of that but on a macro level — it's a social science — and I genuinely enjoy the work. One caveat is that I have to believe in the value of whatever company or product I'm representing — and that's one of the things that drives me at Vocus — I'm not just the PR guy, I'm also, in part, representative of the target market.

Barry Moltz

www.barrymoltz.com

How it is possible to let go, get unstuck and move forward!



Anastasia Ashman

GlobalNiche.net

What I do as the co-founder of startup GlobalNiche.net (empowering the global you with micro-brand building, creative entrepreneurship and global community development, using new tech and the social web) is worth it when:

I witness a family court paralegal about to be laid off, her future uncertain, and within two months, by applying unbounded, agent-of-your-own-life GlobalNiche thinking to her situation, she has an hour's worth of revelations about who she is and how she can combine her legal training and pro-family, pet-rescue character urges in a way that brings peace of mind to pet owners by creating legal trusts for their fur babies.

Also, how she'll be sharing on the web, her path into this new venture to introduce herself and her preferred way of being while attracting all the people she wants

to work with when she's open for business. It makes my head spin and my heart sing to see a person's global niche suddenly materialize and spark a joyful exploration of her interests. It's a first-time view of her best and complete self, and her plan to bring it to the world. The release of energy when a person's life comes together in a global niche is like nuclear fusion.

Joel Libava

Franchise Selection Specialists Inc.

I get to help people change their lives. And, I also get to help them sleep better at night. Lots of people want to leave their corporate jobs; few can. Of course, sometimes they're forced to, and that leaves them in a conundrum. They're asking themselves if they should get a new job, or go for it and start their own business — maybe a franchise. That's where I come in. I'm focused on informing all who wish to become franchise owners that there's definitely risk involved. Then I teach them how to lower those risks through articles, eBooks, published hardcover books, podcasts and my franchise ownership advisory services. I make sure my clients leave no stone unturned as I walk them through the entire franchise-buying process. That way, they can sleep better at night because they'll feel confident in their decision, which may or may not include them actually buying a franchise. Just having the opportunity to help people become owners of their own businesses instead of working for someone else, makes what I do worth it. I owe it all to my dad, who hammered on me to join his firm in 2001. I wish he could see me now.



What Makes the Work You Do Worth It?

Chris Garrett

www.chrisg.com

It's very fortunate I fell into what I do because now I can't imagine doing anything else. Helping people is probably the most rewarding thing I have found after being a parent. I am wired to help people. So much so that I enjoy spending time on the company help desk answering support questions. I'm not at all competitive (to a comical degree), and I am not that comfortable in the spotlight. I could make more money doing something else, but past a certain "pay the mortgage, feed the family" point, money is not the biggest motivator. This is the kind of thing I would still do even if I never had to earn another penny. Seeing people achieve their goals, fix their problems, learn, expand, and grow is the best.



Anita Campbell

Small Business Trends LLC

My company, Small Business Trends LLC, is in the online publishing business. I love online publishing — working with words and technology. We've been able to build something bigger than one person, without a lot of capital overhead. I feel like we've built a "thing" even if it is mostly intangible and not physical. It has some brand recognition and it's an asset. That gives me a feeling of accomplishment. As I consider it, that's not the real reason that makes our work worth it. No, what makes it worth it is the ability to touch and affect so many people. This includes employees, contractors, and their families — as well as the small business owners and managers who read and follow the sites.

We provide employment for a small core team, and also provide revenue streams for an extended independent contractor and partner team. In that way, we make a difference in their lives, and in the lives of their families. They depend on the business, and it makes me feel I am contributing something by supporting them. We give voice to many professionals who write or share content on the sites. They've been able to build their personal brands and get recognition from our platforms. Last, but certainly not least, there's a sizable core audience who read and participate regularly to get reliable information on how to run a small business effectively. We're reaching millions. People sometimes refer to Small Business Trends or BizSugar.com (two of our sites) as "your site, Anita". But, you know what? I don't think of either as "my" site because they're not my personal playground or personal blog — and I haven't treated them that way in years. Rather, they are for and about the broader small business community. I feel we give something each and every day to others, just by operating. That to me is more meaningful than any charity would ever be. And, that is what makes it all worthwhile — all the headaches, all the long hours, all the risk, and the reinvestment of all the profits back into the business.

Pamala Clift

www.virtualhandhold.com

Problem: I was working at a University where they didn't understand online culture, yet I could see great value in the engagement, memory retention, and energy level for educational purposes. I tried to mention at work about the online music and research, and the people from around the world I was meeting. I was told "Shut up" about anything that had to do with



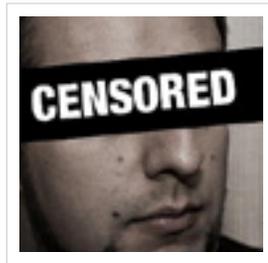
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my online communications. Everyone else got to talk freely at the university about their hobbies, dog shows, skiing, where they went out to drink, but I was “restricted” from ever mentioning at work the name of the computer interface where I was engaged.

Censored! After a professor at the University was announced as working for the same computer social media site, I was told to keep it quiet — THIS college will not engage in social media.

The next week the President of the University told them they had to incorporate social media. I told them how, and they said NO. Theirs turned out wrong and they had to change it back to what I told them. They hated that! Everything I did online, they not only disagreed with, they chastised me, and wrote me up with HR because I was using an online name on Facebook. Eventually, they juggled my position to the top of the layoff list with the budget reductions.

So unemployed in a down economy, my focus still on getting people to open up to understanding how to best integrate virtual in with real, I decided to open my own business. I went through all the paperwork and legalities using unemployment money and my few contracts to help finance it. I had created a group that had several hundred members called *The Roadside Philosophers* who would meet fortnightly to discuss philosophical matters. The members were not geographically restricted in their perspectives and I learned to peaceably facilitate a brainstorming group during extremely diverse discussions online. I joined an educational group online and taught the lectures that I developed from my years facilitating the Roadside Philosophers, and called it my *State of Being* lecture. I taught it to hundreds, if not thousands, and received great feedback. I had an excellent construct that



would help people to integrate life online. Researchers, scientists, professors and PhD students came to me for assistance, but there would be hiccups when they slipped from a dissociative status to an immersive one. They would fall in love online, make some connections they should probably have not, and the realization caused so much pain that the research would stop.

How am I going to help prove value if I lose my researchers to the environment? What could I do? I can't stop people from seeking out answers to their needs, so I pressed forward. Now I would need to deal with the very awkward topic of avatar perceptions and virtual relationships... sigh. So I spent a year writing the book "*Virgin's Handbook on Virtual Relationships*," but lost my editor for personal reasons and had to do the editing as best I could myself. The cost of self-publishing was daunting but I created a Kickstarter project which required a video and tons of nagging and projects, but within a month of raising funds, I had met my goal and sent it off. First in paperback, then to Kindle, and now accessible to over seven countries. Now my work project is marketing. How to get it out, noticed, and into the hands of those that need it? Working on re-editing the book from my first feeble try, doing an audible version and an Apple Books version are all on the horizon. I am seeing some educational universities that are starting to get the possibilities of online education, but none are seeing the whole picture that 3D environments offer. What makes Work Worth it... seeing progress toward a larger goal. Every good review, every book sold, every person's comment; people sharing their successes and failures gets me closer to my goal of allowing humans to effectively engage with online computer-mediated interfaces. Will it ever come to an end? Maybe. But, people are slow to change and I am only one biological unit with an expiration date; I may never live to see it.

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Janine Popick

Listening to an e-bay reseller tell me that I save her so much time and she makes so much money when she uses us for pennies on the dollar.



Listening to the nonprofit Village by Village, who help poverty in Ghana, thanking us for giving them free email.

Writing thank you notes to employees on their VR-Versary!

Tweets like this: @kylesimon I have had great luck with Vertical Response.

Emails like this from a customer focus group member: Janine, *Thank you so much for inviting me to be a part of your focus group yesterday! While I liked the utility of Vertical Response before, now I am actually excited to use all of the tools your service offers.*

Bringing Dwight to work. He makes everyone smile no matter how bad of a day they may be having.

Being able to work with my husband who consults with us.

Long and short of it? Every day is a work day, every day I'm with family and colleagues, and every day I'm loving our customers.

Brooke Dixon

Hourly

We're bootstrapping an online sourcing engine & employment network called Hourly.com. In short, it's an employment network that behaves like a dating

website, and our goal is very simple. Match great talent to relevant jobs and get people working again. It has been an incredible process in that we're doing great work, solving a problem and helping people get back to work. It's all exhausting and I am building the technology myself. Hearing the great feedback that we get from people, makes all the long hours and sleepless

nights worth it. The only hard part has been staying focused. With so many businesses trying to hire people that have 'tech chops', I get inquiries almost daily to come work for startups all over New York City, but that would be too easy. We're

working on something that is really going to change the way that people find work, so the financial comfort will come! I also have a great co-founder/wife who is behind the idea as much as I am, so it's much easier to keep my head down, work passionately and soon enough we'll be the site that got people back into a situation where they're working again!



Jeremy Abel

www.mannixmarketing.com

An appreciation for pursuing my passion and an environment in which my personality, work ethic, and goals are encouraged, rather than hampered.

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Lacy McDowell

LLM Consulting & Design

It comes down to three things:

I love helping people solve technical problems.

I get to learn something new every day.

I am able to show my son that he has options when it comes to a career. I want him to decide what he wants to do, not let someone decide for him.

Michael Hogue

Lighthouse Financial Advisers Townsville

Besides the monetary gain, the most rewarding aspect of work is that my clients depend on me to better their lives. I'm a financial planner, and some of my clients actually need to be encouraged to spend some of their money, particularly the older ones, age 60-75. I had to tell some retired clients (age 67), to go on the world trip they had been contemplating for years. It cost them a total of \$40,000, however, they were never in danger of running out of money before their life expectancy.



They had a fabulous time and tell everyone how their financial planner made them have the time of their life! Other clients have told me in the past that they absolutely depend on my advice to provide them with the assurance they need to retire. It wasn't until I started to hear this on a regular basis that I realized how rewarding my job is and how much of a difference that I make.

John Walters

I have an Accounting Practice and work with many individuals and businesses that have serious tax problems with the IRS or their State tax agency, mostly because of the present economy. We work very hard as their advocates, as they deal with these vast government agencies, to settle their cases, which can sometimes last for years. It makes all the work worthwhile when we get resolution in these cases for our clients and they can, once again, sleep easier and go on with their lives and businesses.



Jen Fink

masterminds1.com

"*Making Shit Happen.*" Still the name of my favorite article. Working with people to make something work. Intensely satisfying.

Leah McClellan

simplewriting4nonwriters.com

I gave up trying to find a "regular" job about 3 years ago (long story of over-qualified and under experienced plus some ageism and other stuff), and dove into blogging. A few years of writing regularly on a blog that has become somewhat popular, and building my freelance editing/proofreading business, and I'm back to teaching.

I'm currently launching an online writing course with a bit of a twist. It's focused on grammar and punctuation, plus editing and proofreading our own work. I've been working on the concept for 2 years, and

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have been at it intensively all summer. I just took the first steps in the launch by emailing everyone on a couple different lists from 2 main blogs. The next step is doing some guest posting on a few big blogs and really getting the word out. I've been working 7 days a week with breaks when I'm exhausted or have to clean the house or something for a couple of years. It's



all about creating my own job with what I know I do so well: a combination of writing and editing and tech skills.

It's passion, purpose, people, and learning.

I do everything myself including site design. I kind of put myself through a school of my own invention in the last few years (and yes I'm subscribed to everyone) as part of the learning process. The commitment is partly to myself: I know what I'm worth. I know what I know. I know I'm good and have a lot to share despite all those countless rejections after promising job interviews or not even getting an interview despite hours and hours of working on my resume and cover letter, or upping my skills and dressing perfectly and even making YouTube videos of myself. I've been exhausted and delirious and even depressed at times—definitely worried and anxious—but oh well! That doesn't stop my commitment to myself and my goal of finding (now creating) work I love that pays me what I deserve.

The other part of the commitment is to other people. I have so much to share. I've just had to figure out how, and exactly what I need to focus on, to give to other people what I know I have. When people thank me (thinking of clients who have raved about my work) it really makes it worth it. Now with the online course I'm offering, I'm really looking forward to enriching people's lives in a way that I know is exactly where I want to be.

What makes it worth it is knowing I'm doing exactly what I know how to do best and helping other people. I love what I'm doing (and what I will be doing), and even if I've been almost flat broke for a few years while figuring it out, I don't care. It's worth it to know that I'm exactly where I want to be. I think I should say "thanks for listening". I'm really excited about the response I've had so far with just the first emails for the launch.

Michalis Maimaris

www.mm-knowledge.com.cy

Helping and sharing is what makes our work worth it. My life wasn't easy at many stages - school, university or work. I was making decisions emotionally, mostly with low esteem. When I finished university and started working, I thought I would never read a book again. I no longer had need to pass an exam. Then I had difficulties in performing well at work, so I bought a book which had all the answers I needed. The title of the book was Product Management and my title was Product Manager in a Marketing Department.

Since 1992, there hasn't been a single day in my life without reading or trying to improve myself in something. I also attended many, many seminars, both local and abroad. My life suddenly improved and my vision was formed: help other people acquire knowledge, in order to live a better life, both personally and professionally. For these reasons, I founded Knowledge Training & Consulting.

After 20 years, I still work with the same passion and vision, and thank God, with success. In the rare



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times that I am down, a thankful comment from a person that found a meaning in his life through our seminars or consulting, fires the flame again. Our belief is that we have to give without expecting something in return. We don't hesitate to share knowledge for free. We help people with financial problems to attend our seminars for free or with a very low entrance fee. The outcome? People speak favorably about us.

Conclusion: Live what you speak (show by example what you preach), help — don't sell, have a vision and plan and stick to them. Above all: build a team who share the same values and are willing to change and innovate.

David Meerman Scott

www.webinknow.com



I love helping people around the world succeed in their businesses by providing strategies for better online marketing.

My books are translated into more than

25 languages, and I've delivered talks in 33

different countries. I love visiting far flung parts of the world and meeting people who are making it happen with their online marketing. One of the most rewarding parts of my work is when I get an email or tweet or somebody takes the time to write a blog post to say "thank you" to me for writing my books and delivering my speeches.

Steven Dale

www.shutternation.com

After my business of 15 years was wiped out in the 2008 recession, I started another company in the same

industry. The lessons I have learned are deep. I still can't wait to get into the office and do what I do. I love selling and installing window treatments. I love seeing the customers gushing over their new shutters. I love hearing their excitement to see the transformation of the room.

I use videos and articles to help drive traffic to my site. It's fun to hear the customer say, "*Hey you're the guy in all the videos*"; they like that.

Since I have placed myself as the expert, they feel more comfortable with me. I love educating consumers

on how to buy window treatments. I love the fact that I can save them considerable money on their purchases. Educating the consumer is one of my passions. Teaching consumers how to not get ripped off is what gets me out of bed each and every day. If I can help them save money, then perhaps they can enjoy life just a little bit more that day. I also live to help other small business owners develop their marketing strategies. This is my #1 passion. Knowing that I can use my gifts to help them is not work but a privilege.

I currently serve on the marketing team of a very large Church and we help ministries develop marketing strategies to grow and become more efficient.

This is my life's passion.

David Garland

[The Rise To The Top](#)

I remember growing up; I was always interested in broadcasting and hosting shows. In fact, in 4th grade I stood up in front of my class for a presentation wearing a sport coat and tie, with a microphone, pretending to do play-by-play for a live hockey game. But, I never



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thought I could actually become a host. I didn't go to school for it. I didn't think it was something I could do. Fast forward to after college. I decided, with zero experience, to just go for it. I ended up with a hockey show on a local radio station (that is a whole other story). After that show, I started and hosted a show on ABC in St. Louis, Missouri focused on entrepreneurship. Now, I'm most well known for my show *The Rise To The Top*, where I get to talk about my experiences as a show host (along with awesome guests) and inspire the next generation of show hosts. So, what makes the work that I do worth it? Getting to wake up every day excited about what I get to do for a living and inspiring and teaching others to do the same.

Ivana Taylor

www.DIYMarketers.com

What makes my work worth doing is that it fulfills my commitment to make a difference in the world by helping small business owners become so fully self-expressed in their business that they have fun making money. I started DIYMarketers because I believe that EVERY small business is worthy of the same level of marketing sophistication as any big brand that you come across. With today's technology — there's just no reason why a small business owner can't do what the big brands do — maybe even better. There is something magical that I experience when I'm in conversation with a small business owner and we discover what sets them apart and who their ideal customer is.



Suddenly it's as if I can see the wheels turning in their heads and their eyes light up with so many ideas about how to serve their customers while making money. They can hardly believe that these two concepts can exist at the same time.

So, the first element of what makes it worthwhile is the people I work with. It's their commitment to building and creating something bigger than themselves that inspires me. The next element that drives my commitment is the ability to control my destiny. I can't blame any corporation or board of directors for my failures. It's my actions and decisions that determine the outcome, and in so many ways, that is ridiculously rewarding — even if I'm not happy with the outcome. My team is incredible. As I've grown my business and my brand, I've recruited a team of other small business owners; each with their own specialty and expertise. We depend on each other and count on each other to get things done. Together, we deliver great products and services at an affordable price — and that just allows MORE small business owners to have access to something that would normally cost a fortune. The more I stay in business for myself, the more my commitment increases, and the more excited I get about the possibilities for small business in the future.



Jonathan Fields

The Good Life Project

A few key elements make the work I do worth it. First, is a deep sense of alignment. I wake up every morning excited to create experiences and solutions that are organic extensions of who I am, what I care about, and what people want, need and value. I feel like the work I do matters — to me and to the people I serve, and it lights me up along the way. Second, is the pursuit of craft and mastery. As an author, entrepreneur, artist and web-producer, I spend much of my days pursuing craft and mastery. I geek out over language, twists of phrases, metaphors and storytelling that rises to

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the level of transcendence engine. I love the challenge of creating immersive experiences for clients, readers and customers that leave them in some way changed. Striving to solve complex problems and teaching people how to do the same makes me giddy. Whether I ever achieve that elusive state of mastery isn't so much the point, but the quest, the journey, the voracious seeking after the craft is something that pulls me to do more of what I do. Third, it's about the people. I've launched, built and sold a few companies and am current building a number of global digital tribes and ventures.



People often ask what the best part of entrepreneurship is. Is it the money? The freedom? The glory? It's not any of those, most of which take an insane amount of work and years to come if they ever do. The real magic lies in the opportunity to hand pick the people you surround yourself with and cultivate a culture of joy, respect, service, delight, connection and impact. You get to build a hive of people you can't get enough of, and that makes a huge difference in the way you experience each day. Last thing, family is the heartbeat of everything. I've worked to build my career in a way that allows me to be deeply present in the lives of my wife and daughter and also take care of myself (still a work in progress, lol). It's not enough to be physically there, but checked out or so sick and burnt, that I'm not really there. I want to be physically, emotionally and spiritually present, which means creating time for the self-care needed to build this foundation. This list is by no means all-inclusive, but it contains the big rocks for me, the things that make the work I do worth it.

Mike Stelzner

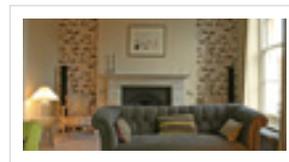
Social Media Examiner

Great question. I find satisfaction in helping others. If I can encourage, inspire, motivate or spur others to action, my work is worthwhile.

Tanya Shively

www.sesshudesign.com

I have always felt drawn to an artistic career, since I was a child. In fact, I was drawn to designing homes, both inside and out all along. I guess it really is my purpose in life, and I am lucky to have discovered my path early. But, that is only part of what makes every day worth it. I am an interior designer, and I love the creativity that most people associate with being a designer. Challenging myself to continually improve and go farther with what I create, looking for inspiration all around me and interpreting that for my projects is very rewarding and fulfilling to my right-brained, artistic nature. However, even that isn't really the most rewarding part of what I do. The real reward is helping



people to understand, identify and embrace their true style, and then bring that into the spaces they live in. I get a thrill from working with them to refine what they believe to be what they want their home to look like, and then taking it a step farther to go beyond what they even thought possible. There are so many aspects to creating a home that is welcoming, comfortable, and full of personality that most people are unaware of — and helping them to discover these little details is so exciting.

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I love when they say things like, “*I had no idea we could do this*” or, “*This is so much more fun than I thought it would be – do you just really understand what I like or do we just like the same things?*” Each time I complete a home, it is like Christmas Day for me and for them - when all the construction is complete, and all the furniture is put in place and they see the whole vision together for the first time, it is so gratifying. And even beyond the reward of helping people to create a beautiful home that they love, I especially appreciate being able to truly make a difference in a much larger way in the lives of my clients but also in the world. My focus is on eco-



friendly design, and that means that my clients will live in a home that is healthier for them and their family with clean indoor air, one that is safe and functions well for their unique needs. That may mean allowing people to stay in their home as they age, or if they have physical challenges, through good universal design. It may mean that young children are allowed to live freely and be kids, with their parents knowing that the furniture is durable and the materials in each space are easy to maintain. I love knowing that the choices I present and recommend to my clients are making a small difference in the future of our planet. Choosing materials and products that are created from sustainable sources, that are free from toxins, and that are respectful of the planet’s energy and water resources is one way I can make a difference. Educating people about the ways their choices can make a difference is my way of passing it on - and I am excited to see how much more awareness there is already compared to just 5 years ago. Being an entrepreneur and having the freedom to make these choices, creating my business to do good and helping people to live better every day, are what make my work worth it - and keep me going every day even when things are tough.

Joe Polish

Here’s what makes the work I do worth it: there’s no other way to produce a result and get what it is you want in life than to do work. Whether what you want is money, relationships, material things, anything mental, physical, or emotional — it all requires WORK. Things received free of charge are seldom valued. That’s why people who win the lottery typically lose the money. **IF IT’S NOT EARNED, IT’S NOT APPRECIATED.** So, for your life to APPRECIATE as opposed to depreciate, you must do PRODUCTIVE WORK.

My good friend Dave Kekich has 100 credos worth reading...and Credo #6 says, “*Produce more than you consume.*” That’s the purpose of productive life. That’s the way to build true self-esteem and self-worth. It comes through WORK. There is no other way to get it. If you’re born into it or you marry into it, and you don’t create it, it won’t be valued as much. In the entrepreneurial world, WORK is really about CREATION. Creating ideas, thoughts, and visions into actions that PRODUCE RESULTS, and that give you a payoff and a reward for creating. You get to create a game that is based on YOUR rules and the payoff is based on YOUR effort and exertion. So what makes work worth it? What makes work worth it is the very powerful meaning behind the work.



Rick Merriam

www.engagingmuscles.com

I don’t think there is a day that goes by that I don’t have a sincere sense of gratitude for my work/business, marriage and friends. This deep

What Makes the Work You Do Worth It?

appreciation for the life that I lead is fueled by my desire to be a generous giver of gifts every single day. Or, to say it another way, to give back whenever and wherever possible.



Ultimately, it ignites a fire in me to be better and do better, every day. In 1989, when I was a senior in high school, I was diagnosed with a herniated disc in my lower back.

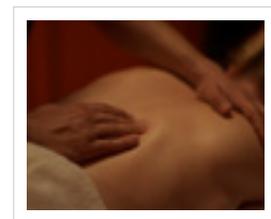
Imagine being 18 years old, and going from doing everything, to not being able to do anything without chronic pain. Luckily for me, my mother was in an alternative medicine mindset, which meant surgery was not going to be an option. That led me to pursue acupuncture, chiropractic and eventually massage therapy treatments on a regular basis.

Over the next two years, I explored the benefits of chiropractic, massage therapy, nutrition and strength training. All the while, I was not only learning more about my body, I was also gaining a much deeper appreciation for the value of normal/natural motion with little to no pain and/or range of motion limitations. Early on, there were very brief glimpses of feeling better which turned out to be a great lesson in patience, which by the way, still serves me to this day. Whenever, I had consistent days of feeling less discomfort, I would have an itch to go out and perform some of the activities that I used to do at a fairly high level with ease. Unfortunately, every time I tried to do anything athletic, I would have a setback and of course, more discomfort, which created even more faulty movement patterns long-term.

One night I remember crying because the discomfort was so intense that I could not find a comfortable position that would allow me to fall asleep. As I laid there thinking and contemplating my future, I distinctly

remember asking two questions, 'why is this happening to me, now' and 'what am I supposed to learn from this'. To this day, I still, on some level, carry the answers to those questions with me. In fact, I believe they have been hardwired in me for many years now.

Over time, the pain I was experiencing started to subside and I started to feel closer to normal. Around the same time, I started to realize the benefits of human touch and massage therapy. Then one day (which happened to be New Year's Eve!), I made the decision right there and then that I was going to pursue a career in massage therapy. At that moment, I had no idea how that one decision would impact my life forever. I still consider it to be an epiphany of vast proportions if there ever was one! At that time, I remember knowing two things for sure: (1) massage therapy had helped me a great deal and I wanted to give back; (2) I was always fascinated by the complexity of the neuromuscular (fascial) system, but never knew how to channel that in my own life or career.



Back then, I spent most of my high school days in detention or in school suspension. I remember looking at the muscles and trying to figure out how to deal with the various sports injuries that I had accumulated over the years. That one epiphany on New Year's Eve that year, has driven me to teach biomechanics to massage therapists and personal trainers at a very high level for the last 12 years. Not only that, the lower back injury that I experienced at such an early age has empowered me to seek out (and find) the truth about human function. Or, to be more specific, what it takes to get to the source of the problem. In other words, I don't ignore the role of the muscles.

What Makes the Work You Do Worth It?

I'm only interested in improving my clients/patients/athletes function. My focus is always on prevention and/or performance. For example: this past week a former student contacted me about some excruciating lower back pain that he was having. After a couple of x-rays and an MRI, the doctor told him that they wanted to give him some injections in his lower back and if that did not help, he was looking at surgery, i.e., a spinal fusion for the involved segments. So, I analyzed his joint mechanics and then picked out what I considered to be the "big rocks". After two hours, I was able to restore as much of the normal/natural function as I could within the given time. At the end of our session together, I told him about my back injury when I was close to his age. I also tried to give him a deeper understanding of how serious this injury really was, and how important it was to think long-term. Then, I encouraged him to continue to pursue alternative treatments in an attempt to avoid what I considered to be a life changing and unnecessary surgery at his age, and told him to give me an update after 48 hours. Well, it has been 48 hours and he just contacted me with these exact words, *"I feel 60% better already, not much, if any back pain. Interested in scheduling another appointment."*

Throughout the last 18 years, I have studied with anybody (and everybody) who I felt had something valuable to offer. In other words, people that are considered to be authorities in their given fields. I try to remain open to things as they come to me, and then I'm like a sponge, I decipher, extrapolate and shape the information into something that is useful to me in all aspects of my life and career. Then, I share the things that I have learned with my clients, students, and now the world through my blog, YouTube Channel, Facebook and Twitter. Ultimately, my commitment to learning and being a learner has been a very important driver for me. Through deliberate focused practice in

various areas, I have learned to be flexible and freely utilize my whole brain, literally. I cannot imagine a day that goes by without feeling like I improved not only my own life in some way, shape, or form, but also the life of other human beings. Improving the quality of another person's life by giving more and expecting less, has given me a unique source of spiritual energy throughout my adult life. Finding different ways of tapping into that energy has allowed me to be more creative and generous with my art. It has also allowed me to give (much!) more of myself to my work, my marriage and my tribe.

Andrea Vahl

www.andreavahl.com

I love helping people. I love helping people with technical challenges that they might have with some of the websites like Facebook, Twitter, YouTube, or using their own Wordpress website. And, I love helping people market and grow their businesses

so that they can make their dreams come true. I have been an entrepreneur from the time I was 5 years old and I went door-to-door selling my paintings for a penny each. I always sold out. I love the entrepreneurial journey and watching the transformation of a business and the business owner. It's sometimes the hardest thing they have ever done, but so rewarding. I love being there to help make it grow.

What makes it worth it for me is the feedback I get from my customers. The "aha" moments that come during a consulting call or answering comments on the Facebook Page. I do it for Facebook comments like this: *"You are awesome! I spent about an hour today*



What Makes the Work You Do Worth It?

unliking pages personally and then liking them again as my page. I now have a clear understanding of how it all works. It was all a mess before! Thanks a gazillion times over!"

Blog comments like this: *"You are the only person on the internet that gave the proper instruction on how to link the two pages. EVEN Facebook themselves are completely vague or haven't even provided accurate instructions on how to do this. Ridiculous. Thanks for all your help."* And, recommendations like this: *"The consulting sessions I had with Andrea Vahl were so helpful for me in beginning to build my online presence to promote my work as an author. She helped me with social media presence, my own website, search engine presence, plus many small details that came up when I was getting things going. She knows what she's doing."* Priceless!

Brian Gardner

Copyblogger Media, LLC

I really enjoy helping people succeed. I'm self taught, and everything I learned about web development and social media came by trial and error. I like to take the things I've learned to help make it easier for other folks to do the same. To get feedback that a tutorial I've written or a personal experience I've shared has made their life easier is all that keeps me going!

Joe Pulizzi

Content Marketing Institute

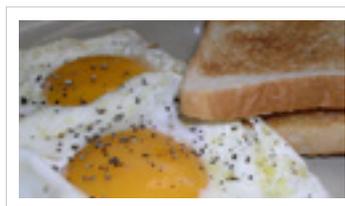
- That it never really feels like work.
- That my work always revolves around my family.
- That I believe we are making a difference in people's lives.

- That my children see what we do, and believe that they can accomplish anything in life.
- That I never have to miss a family event unless I choose to.

That our work doesn't just influence our family, but many other families. Our goal is not just for our family to be financially secure, but everyone else's that works with us as well.

John Spence

www.johnspence.com



Well, this actually happened to me this morning. I was having breakfast with my wife out at a local restaurant when a young man

approached our table and asked, *"Excuse me, are you John Spence?"* When I replied that I was, he went on to tell me that I had spoken at an event he attended two years ago and that the advice I offered that day was instrumental in changing the path of his career and his life. He said that he had been hoping he would run into me again sometime so that he could thank me in person for having such a huge, positive impact on his life. As he walked away from the table, I had goosebumps, and this is exactly what makes the work I do worth it.

For the past two decades, I've traveled upwards of 200 days a year worldwide, to help businesses and people be more successful. I spend literally hundreds of hours each year reading, studying, researching, and learning everything I possibly can in an effort to share the best information available with people who are desperately looking for ways to grow their business,

What Makes the Work You Do Worth It?

build a solid career, and create a life of happiness and joy. Frankly, I sometimes cannot even believe that I get paid to do this. I honestly consider it a great honor to be of service and assistance, so realizing that I make a living doing this, is truly a dream come true. No matter how late the flight, how far I have to travel, and how completely crazy the cab driver might be... I love every single minute of it.

Scott Ginsberg

HELLO, my name is Scott!



As an artist, there are two things that make the work I do worth it. The first is internal. There is a place in me that starves if I don't create every day, so the feeling I get in my body tells me

that whatever I'm creating — good or bad — nourishes my spirit. The second is internal. There is a reason we humans have been given potential, and to allow those gifts to lie dormant, is a disservice to society. So, when I put my work out into the world, when I find a home for all my talents — and know that it brings joy to other people's lives — I feel that I have done my existential duty, validating my existence, at least for one more day. Also, chicks dig writers. That helps.

Andy Beal

Trackur

My work is an outlet for a brain that never stops thinking. It has to be fed by something, and the challenge of building a company that employees and customers love, is perfect fodder.

Scott Roen

American Express

Purpose, Process, and Product. I need a higher purpose, and I'm lucky to work for an organization, American Express OPEN, dedicated to helping entrepreneurs succeed. I can work late into the night and rise in the morning energized with this purpose. Entrepreneurs and small business owners power our economy and are the backbone of our country; you can't be bored or apathetic with a purpose this important.

The second area is process. I like to look for new ways to do things. Working for a big company that has been around for over 162 years, gives me the luxury of working within a fine tuned, well-oiled machine, but I like the challenge of finding new ways to make American Express great.

The last area is product. This is where the higher level purpose and new processes turn into real tangible things. I like building things. Rolling up my sleeves to work alongside incredibly smart and ambitious teammates to create amazing products and experiences, is just fun to me. Doing it in a way that is new and innovative, with the goal of having an impact against a higher order purpose, is what makes it worth it. Connecting Purpose, Process, and Product has kept me engaged, and made leading large teams relatively easy.

What Makes the Work You Do Worth It?

Jill Konrath

www.jillkonrath.com

I recently posted why I work on my website as my Sales Manifesto. I've also pasted it below for you to read.

Sales Manifesto

Fifteen years ago I was in a hospice talking with a high school friend who was close to death. Towards the end of our visit, he said, "You know what the worst thing about dying is? When you're gone, everything you learned in life goes with you."

Wanting to know more, I asked, "*Like what, Steve?*" He solemnly replied, "Like how to change the spark plugs on my car or put a new countertop in the kitchen." If he hadn't been so ill, I'd have burst out laughing. I'd expected a profound response, but instead got a totally mundane one.



It took me five years to really "get" what he meant. But once I had my epiphany (see below), everything changed. Since then, I've been on a mission to share what I know with as many people as I can – but especially entrepreneurs. If my knowledge dies inside of me, it doesn't do any good. That's why I write my books. That's why I create videos, white papers, e-books and checklists. That's why I blog and have a newsletter that goes out to over 100,000 people.

Now I'm ready to take it to the next level. My goal is to help smaller companies win bigger contracts. I want to reach the millions of entrepreneurs around the world, providing them free access to the same high quality sales training that's available to large corporations.

Since I train salespeople at Fortune 1000 companies

all the time, I clearly have something to offer them. Right now I'm pursuing business partnerships with corporations and organizations that already reach the people I can help. It's the fastest way to make it happen!

And, if I don't do this, who will?

The Epiphany

Ten years ago I was in the midst of rebuilding my consulting practice after the loss of two big clients. Under pressure from Wall Street to deliver better earnings, they both cut extraneous expenses (e.g. consultants) at the same time. One day I was booked solid for months; the next day I had no work at all. That's why I took on a freebie project with a local magazine for growing companies. The publisher wanted feedback on their media kit. She promised it would only take a couple hours max. I asked for some info on their target market and the next day a 12" stack of research data arrived in my office. When I dug in, I was instantly enamored by the impact that entrepreneurs had on the economy, job growth and innovation. But one Census Bureau statistic jumped out at me: 75% of them shut their doors because they weren't earning enough money.



Clearly these talented, hardworking people were struggling with sales. Their inability to land decent-sized contracts kept them on the edge financially and stymied growth. All this potential was being lost simply because they lacked a key skill that was second nature to me.

I became obsessed with this issue. I spent over 80 hours online researching the sales resources available to these entrepreneurs. I was appalled at the bad advice on how to sell to the corporate market. Decent programs

What Makes the Work You Do Worth It?

were out of their price range and consultants like me were too expensive. I kept asking myself, “*How can I help these growing companies and make decent money doing it?*” Three months later, the answer popped into my head: I’d create a website called *Selling to Big Companies*. On it, I’d share my expertise in affordable bite-sized chunks (e-books, audio programs) that built on each other. Now I was a woman on a mission. First I started writing e-books on target markets, value propositions, elevator speeches, handling obstacles, prospecting, planning sales calls, asking good questions and more. I needed to dump everything out of my head in a logical, sequential manner. After that, I wrote website content. And finally, I launched an online campaign so people could find these resources I’d created. Before long I had quite a following. Companies (both big & small) across the country started calling about speaking or doing training at their upcoming sales meetings. And I kept developing “how to” content which I delivered via CDs, webinars, teleseminars and more. I even wrote four books: *Winning Sales Questions*, *Selling to Big Companies*, *SNAP Selling* and *Get Back to Work Faster* (for job seekers).

Like I said, I was obsessed. But I also knew that it was my job to do this. I had the knowledge and skills needed to make a big difference. I knew how to share my expertise in a way that people could relate to and learn from.



What I didn’t know, I learned. I studied writing, websites, SEO, online marketing, affiliate relationships, relevant technology. And I hired lots of people to do work for me as

I put this whole thing together. All of which leads to today. I’m still on that path. I don’t know exactly where

it’s taking me – and I’m actually okay with that. Right now, I’m immersed in the next step and looking forward to seeing what can happen. I have some good ideas, but need some big-time partners to turn them into reality. Keep your fingers crossed for me!

Jeffrey Rohrs

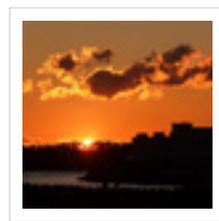
ExactTarget.com

It’s those moments that someone stops to share that your efforts inspired them in a positive fashion. Nothing is better than another human being telling you face-to-face that you helped them. Well...except for helping them in the first place.

Sean D’Souza

Psychotactics

I wake up at 4 am every day. Well, almost every day, except when I’m on vacation, and most people ask me why I do that? Why bother crawling out of bed in the middle of the winter (or even the summer) just to get to the office to—work! The answer is simple—I’m learning. When I write a book, or conduct a course, or even answer posts on the forum, I’m learning all the time. Yes, people do know that we’re supposed to be leading the way. Yes, they do know that we’re supposed to be the teacher, but what’s in it for me? You can say: “Well, it pays the bills”, but what if it didn’t pay the bills? What if what we had was already enough for us, for a long, long time? What if we’d secretly won a \$100 million lottery? Why would anyone be interested in crawling out of bed at that crazy time? The answer lies in the learning.



What Makes the Work You Do Worth It?

The more I teach, the more I learn. The more I write, the more I realize how much I know. The more I give, the more I get. I know, I know. Sounds like some crazy, bizarre woo-woo thing, but it's true. I've done what seems like the same course for more than 6 years now. It may seem like the same course, but it's never the same course. It's always Version 1, Version 2, Version 3, Version 4 (and all the updates in between). So every course re-done, every book re-written, every presentation re-executed, is a whole new experience, and money doesn't count. There are courses and books that have been shelved. Not because they were not good, but because I stopped learning. I stopped being a student. When that feeling goes, my commitment goes with it, so we drop it.

To me the passion is summed up in these lines: the goal is never to beat the competition, or to make a lot of money; it is to do the greatest thing possible—or even a little greater. And, if I don't learn, then I might as well quit and start up a new profession. P.S. I did start up a new profession. I used to be a cartoonist. I stopped learning at one stage, so in the year 2002, I started up a marketing website called Psychotactics. That journey continues, because I'm still a "student". A little old in the tooth, wiser, but still learning.

Mark Copeman

Customer Thermometer

Only too pleased to help: When I meet someone new for the first time, more often than not the conversation turns to "*What do you do for a living?*" My follow up question is always: "*So, do you enjoy it?*" It's a fascinating one and often completely stumps people. "*Do you bounce out of bed in the morning?*" I ask. Sadly, the answer is often, no. Seeing the color drain from people's cheeks

with this realization isn't something I enjoy watching, and it's happened many times. It's an awesome benchmark question, because it's the one I test myself on regularly. If you don't jump out of bed, excited about your day ahead, then you're doing something wrong.

I have two businesses - Customer Thermometer and a video production agency - The 8.45 Club. My thoughts on the first one are below: When you receive photos of "office wall thermometers" from customers you've never met, 6,000 miles away, and hear stories of how our service has literally turned a business around (because they've stopped losing customers), it really does make you feel good. You start to realize the tremendous power of the Internet. The fact your 'little idea', which you've sweated over for months, is having profound effect on a business thousands of miles away - it spurs you on to help more people. Does that sound cheesy? Yes, slightly, however, it's true. It gives you great faith in your service, makes you want to make it better and reach more people when you hear such inspiring stories. Yes, you need money to live. I don't work out of a monastery; however, the money naturally flows when you focus on getting people results and NOT on the revenue. The other thing that I love about this 'job' is that it's never 'done'. The world is your oyster. There are always thousands, if not millions of companies who can benefit from our service which we have no contact with. I'm constantly spurred on by working out how to improve our offer, reach more people and ultimately ensure we are the go to business for doing customer satisfaction differently.



What Makes the Work You Do Worth It?

Mary Miller

JANCOA Janitorial Services, Inc.

Very simply it is for my Legacy. This is the 12th Category of The Dream Manager. Through the process of helping other people get clarity about their dreams, I have realized how important my work is to create bigger futures for as many people as possible. I have also realized how important it is for me to leave something great behind and how I want to be remembered. Steven Covey said it very simply 'begin with the end in mind', and you can't get more end than when you die. I don't want to go through all this effort (good & bad) if nothing better will come of it all.

Shannon Steffen

Excira Media

When I see the faces of my clients light up, that is when I'm successful. It is that moment of understanding, when everything clicks for them and they can finally see their future success without fear, frustration, or anxiety. All it takes is my gift of being able to translate geek speak into human talk, regarding online marketing, technology, and strategies, to make a difference in their lives and businesses. When I hand over the keys of understanding and get excited about the future that is when everything I do is worth it.

Nick Carter

AddressTwo

As much as I would like to say that I do, I do not derive the satisfaction in the work that I do, from the work that I do. I derive it from the results that it affords me.

I could say that my work is worth it because I help other entrepreneurs to succeed. I could say that I find value and dignity in my work because I see others' lives changed. This is all true, but if I had to decide to continue laboring as I do for these benefits alone, I would probably stop. What makes my work worth all the effort, the risk, and the energy I put forth, is the freedom that it affords me to enjoy my family. It is because I have risked so much and put so much effort forth for many years, that our family is well-provided for, my children are safe, and my wife and I enjoy a great amount of free time to invest in causes that are dear to us. We are planting a new church in the heart of Indianapolis. We are volunteering as mentors to young students. And, we are heavily involved in our own kids' daily lives and education. None of this would be possible without the work that I've done and continue to do. That's what makes my work worth it.

Alexandra Levit

Inspiration at Work

I like to feel that I am helping people avoid the same types of mistakes I made in my early working life. It means the world to me when I get an e-mail telling me that one of my books changed the course of someone's career. Lately, I've also gotten a lot of personal fulfillment working with under-served populations like community college students and veterans, because far too often, these individuals feel that their voices aren't heard. These feelings make the stress of having my own business worth it. Whenever I'm in a slow period (like now), and wonder what the heck I'm doing staying out of an established organization for so long, I think about the difference I'm able to make in this current role and that keeps me going. I also never fail to appreciate the flexibility this job affords me in

What Makes the Work You Do Worth It?

raising my two young children. They are my first priority, and with my current arrangement, I avoid a lot of the internal agita other young moms experience.

Michael Port

Book Yourself Solid Worldwide

Easy. I care about the people I serve, and I care about the life I live. The better I am to the people I serve, the better the life I live.

Mitch Joel

Twist Image

That's a complex and existential question. In short, I believe that I am doing the work that I was meant to do. I've danced around different types of jobs and tangoed in a bunch of different companies. Through that cumulative experience - and my constant desire to learn, grow and share, I believe that I have arrived at a career that fulfills me. Not just financially, but in every aspect of what can only be described as "mind, body and spirit." I also took the words of Seth Godin very literally from his book, Linchpin. I now look at my work as my art. It's not a job, it's not a career, but it's the stuff that helps me self-actualize. I realize I am lucky to be in that position, so I cherish it very deeply.

Mark Shinn

www.incentiveswest.com

When I started my business, now 12 years ago, I came up with a byline - *We are in Business to Build Your Business*. As an independent manufacturers' representative, I pride myself on knowing that is

what we do. We do this by sharing our ideas on how promotional products can help to build a small business or even a large enterprise or organization. Time and again, I am reminded by customers, how the ideas that I shared with them, turned into successful recognition programs, safety initiatives, uniform programs or business to business gifts.

Scott Belsky

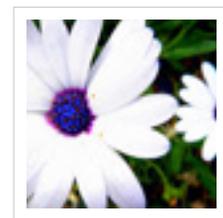
Behance

Everything we do at Behance - and everything I write about - is geared to help creative people and teams push their ideas to fruition. The work I do is worth it when more great ideas actually happen.

Terri Lowe

Brand Talk Virtual

As someone who is more comfortable out of the spotlight and making things happen behind the scenes, it's all about helping others to grow the business of their dreams. Being a part of a team of passionate, creative individuals, coming together to transform a vision into a blossoming small business, is the reason I became an entrepreneur. Small is the new big!



Robert Levin

The New York Enterprise Report

I get to live my dream and help other's create their dreams.

What Makes the Work You Do Worth It?

Steve Woodruff

Impactiviti

Changing lives by helping people understand their identity and find the best possible work opportunities through networking - nothing can be more satisfying than that!

Penelope Trunk

www.penelopetrunk.com

I get paid. That's what makes the work I do worth it. Because I already know how I like to spend my time, I don't need to get paid to do stuff I love. I'd do it anyway, but I need to feed my family. So, I adjust the stuff I love to do so that I can get paid for it. For example, I would probably lock myself in a room and write my memoir, but I'm scared that I wouldn't earn enough money while I was doing it. So, I write almost a memoir via my blog,



and I get paid really well for it. And, I love speaking. I'd speak to large groups for free because it's so fun, but I get paid \$10K a speech if I talk about Generation Y, so I do that, even though, to be honest, I'm totally sick of talking about Generation Y. They are the most conservative, non-risk taking generation to come along since World War I and why can't we stop doing speeches about them already? So, I think it's totally disingenuous for anyone to answer this question with anything but "I get paid", because the difference between what we do for work and what we do because we love it is, that we get paid. No one gets to do 100% of what they love for work. That's not how the world works. Those of us who are happiest in our work are getting paid to do something we really enjoy.

Douglas Kisgen

Culture Index

What makes the work I do worth it? My bottom line "what" (and my ultimate "why"), is knowing I am doing the work God put me on this earth to do. Permit me to explain further using "faith, hope and love" as guideposts.

Being an entrepreneur is one of the greatest challenges on the planet. The highs are higher, but the lows are also lower than in any other endeavor I have ever experienced. If I didn't have faith that I was meant to do what I do, I would never have persevered through our first business start-up. My wife's support and the grace of God gave me the fortitude I needed to make the necessary sacrifices to succeed. It is my intent to constantly reinvent my business and myself. I hope these iterations help pull our business family forward personally and professionally. Growth is tough. Change is inevitable and rarely easy to accept. I hope our maturation is positive and results in a brighter future for our business and all those associated with it. And, I hope the little we do has a positive impact on our community. I love identifying and motivating talent. I love helping to create an atmosphere of mutual respect and integrity where everyone feels "in on things." I love changing lives. I want work to be fun. Being an entrepreneur affords me the privilege of helping to create a culture of positivity and camaraderie. And, I love serving those who have put their trust in me as their leader. Faith, hope and love make the work I do worth it because they all funnel back to being who I am supposed to be and doing what I am meant to do. Thanks for the opportunity to share my story!

What Makes the Work You Do Worth It?

Drew McLellan

McLellan Marketing Group

There's nothing more satisfying professionally than delighting a customer and having that customer rave about your business. To be able to do that repeatedly means you have to know who your sweet spot customers are and what they really want to buy from you. At MMG, we help clients figure all of that out and then put a plan in place to attract their sweet spot customers.



The plan then allows them to astonish, delight and actually create a love affair with those clients. Generating that much good will and love makes every day a blast, and my work very worthwhile!

Renee Schofield

TSS, Inc.

Every day, I have the opportunity to create positive change in someone's life. I get to help folks achieve success through interaction in their hiring process, safety engineering for current employees, or training processes. I've been so fortunate to find a line of "work" that allows me autonomy to be heavily involved in community; giving back to the very people that pay me to do something I'd do anyway. We all work for the benefit of having money, but I am thrilled to have something that matters to me and to others in a big way. It's not about the money, it's about the people. Taking good care of each other is truly what matters at the end of the day.

Katie Griffin

KGVisions

Although I've only been in business for a little over three months now, I've been doing this kind of work as an employee for other companies for over 15 years. What used to make the work worth it was mostly the paycheck. I always appreciated moving up in the company because I really did see it as recognition of my abilities, and of course, the higher pay. These days the work I do is worth it because I feel such a sense of self accomplishment. When my clients are writing testimonials that are just so sincere and wonderful about my work, and they go on to refer their clients to me, it's the greatest recognition of all. I love being my own boss and being able to work as much or as little as I want to. My creativeness is executed the way I want it to be, and collaboration with my client makes for a win-win situation. Granted there's no ladder to climb this time around, but the moving on up is still a possibility, and more so a reality.



Finally, what makes the work I do worth it, I get to talk to people all over the U.S. and Canada and come across some really fantastic souls. It's a reminder to me every day that everybody out there is working at something and has their own life. I find we can get wrapped up in the minutia of our day to day. Talking to people throughout two of the most prosperous countries in the world and having a moment into their busy lives, reminds me that there is so much more out there than just me and what I do. It's really a humbling experience. Thanks for asking the question!

What Makes the Work You Do Worth It?

Roy Llera

www.roylleraphotographers.com



First of all, it makes me happy! As a portrait/wedding photographer, I feel a great sense of excitement connecting with my clients knowing that I am capturing their story. A story that will resonate

with those involved as it will bring back memories of moments experienced in this time, but also with future generations who will observe with curiosity and delight those that contribute to who they are today. In telling that story of a family, a wedded couple, a newborn with loving parents — I am totally immersed in their moments and the knowing that what I photograph will be a legacy that I have with thousands of clients. Then seeing the reactions of my clients when joy is expressed, and happy tears fall as they relive these moments, I realize that I have been fortunate enough to have been doing this for 30+ years. I'm still going strong at 54 and loving every minute of it!

Second, it allows me the opportunity to take care of my loved ones. As a parent and husband, to fulfill my responsibility in being a provider and nurturing future lives in finding their full potential is one I take very seriously. It shows my sons that finding a passion and then being able to live that passion in one's work is a gift for them to witness. These are just my thoughts and I am sure there are more — but these two points are primary.

Oli Garder

One of the biggest kicks I get from work is seeing the range of positive responses we get from customers. I find

it a big driver in keeping momentum going; and it's a great way to grow the validation that what we're doing is right. The knock-on effect of that being great employee retention. When the team gets to hear a customer loves what they just built, it makes coming to work that much better for everyone. And, of course, making bucket loads of cash in the process (kidding - we're still a startup).

Jason Falls

When I see the light bulb go off in someone's eyes - that moment - that makes it worth it. Sure, I get paid to do what I do, but when someone "gets it" for the first time and I had something to do with that - very cool. Work?

Guy Kawasaki

I work to support my family. I do what it takes so that they can have happy and healthy lives. I'm less concerned about what makes me happy compared to what makes them happy.

Jim Sweeney

Big Daddy Marketing & Minuteman Press Bay Area

The self serving part of this is the lifestyle that comes from successful entrepreneurship. These businesses have allowed us to raise three beautiful daughters, support them at times, now employ 2 of them, and remain a relevant consistent presence in their lives; (and now our 1st grandbaby with #2 is on the way). While we are certainly not "wealthy", we can pretty much do what we want, when we want. There is no better feeling than that. The reason we do what we



What Makes the Work You Do Worth It?

do every day (including the staff, because we discuss this), is because what we do helps our clients grow their businesses, or our non-profit clients serve those less fortunate in the community. This creates more jobs in the area and helps all of us in the end, because in a small way, this also affects the quality of life in the area; (higher purpose).

An unexpected side benefit has recently come to the surface. We (Jane and I personally + our staff), are now mentoring a new screen print shop started by a local ministry. The shop's purpose is to get kids off the street and employ them in something meaningful. The young men (they are starting an embroidery business for the girls and women), are required to take personal finance, parenting, and Bible study classes as a condition of employment. These are mostly young people who would otherwise be unemployable. We've had the boys to our shop for an orientation and we've been mentoring them and assisting with the startup. There is no way I could take the time to do that if I were working for someone, nor would I have acquired the skills to help them start and organize the company, without the 18 years experience that I've gained by running my own printing, and now internet marketing company. It's the things that we get to do now that we didn't even understand back then, that make all of this worthwhile.

Wendy Merron

The Center of Success, HighPerformanceU.com

Wow. No one has ever asked me what makes it worth it for me. Thanks for the opportunity to share my thoughts. Here's my list (not necessarily in order because every day is different).

I get a high when a client experiences an "aha moment",

and realizes that they have learned something profound about themselves that can improve their life.

Helping my clients makes me feel that I am doing something worthwhile. Whether my client wants to get over a fear of speaking, feel more confident, or learn how to direct his thoughts to achieve his sales, life, or performance goals, I love the feeling I get from helping. (My earlier career in the financial field never made me feel as if I was doing anything useful. It was good to make money for my clients, but I never got a warm fuzzy feeling when I thought about it.)

One of the biggest benefits of having my own business is that I can pick and choose who I want to work with and spend time with. I believe we really are "who we hang out with", and I've become a much better person because of the people I spend time with.

Being my own boss means that there is no one to squelch my creativity.

Teaching people how to direct their thoughts to improve their life has become a huge passion for me. Every time I teach, I learn more. What can be better than this?

There is always more to learn, experience, and do. The status quo is ALWAYS improving and growing.

Neill Blokland

Guitar Theory Revolution

I get a couple of things out of this project (Guitar Theory Revolution).

First of all, it helps me push myself to continually expand my knowledge about guitar playing and music theory. The second thing is a real satisfaction from helping people that have always struggled to



What Makes the Work You Do Worth It?

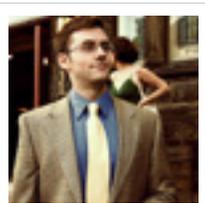
understand music theory. It's really cool to get e-mails and comments from people that have been playing for years for whom the lights have finally been switched off. The last one is that I enjoy the feeling of sticking it to the conventional music teachers who look down at any way of teaching that deviates from the piano paradigm that has been prevalent for hundreds of years. For some reason my unorthodox methods really rub them the wrong way. I guess I enjoy the feeling of going against the grain and getting better results because of it.

Jeff Walker

www.productlaunchformula.com

When I started my business, it was out of desperation. I absolutely needed a change, and I needed to support my family. Over the years, my business and income grew, and a few years ago I went through a transition. It was no longer a question of supporting my family. I didn't need to work anymore. Trust me, when you wake up one day and realize that you've reached all the business goals and the material goals that you ever thought you would reach in a lifetime - well, that's a very strange and uncomfortable place.

When you don't have to work anymore, what do you do? I'm not sure what you'll do when you reach that spot (or, perhaps you already have?), but I started on a massive search for the meaning behind my business and my work - and what my "next chapter" would look like. This is what I found. I have two fundamental beliefs at the core of my business:



Entrepreneurs are the future of this world - they are the agents of change, they create prosperity and progress, they create jobs. They drive

commerce and trade - which are the true engines of peace, abundance, and increased living standards.

Information businesses and online publishers are the future of education. Clearly there are many dedicated, hardworking, and talented teachers in our current education system. Unfortunately, that education system is largely broken; it can't keep up with the pace of change in the current world. In almost any topic area, the most cutting-edge learning and training is found online, and that information is usually being created by small entrepreneurial online publishers.



My business and my work is all about training entrepreneurs (or would-be entrepreneurs) how to launch and grow their online businesses. Many of those businesses are information-based businesses where people are publishing about an area that they are an expert in or passionate about. What I do builds and supports entrepreneurs (the future of this world) and online publishers (the future of education).

Those are the two "big whys" behind what I do, and what gets me out of bed in the morning. (Somewhat tongue in cheek I sometimes say, this adds up to me working on "*The Future of All Humanity*". There's more than a little hyperbole in there, but also a bunch of truth.) I get the added benefit of what I call the "ripple effect", as I help people build their businesses, I get to watch the positive impact they make in the world. So if I train 100 people, and each of their businesses help 1,000 people, then my work has now made a positive impact on 100,000 people. That kind of impact is downright intoxicating — and that's what makes all the hard work worth it to me.

What Makes the Work You Do Worth It?

Nancy Duarte

Duarte, Inc.

There's a threshold I've crossed in my life where I've moved from working on my craft, to teaching my craft. Codifying my body of work and then releasing it to the world has brought me enormous joy and value to those who've applied the principles. I didn't realize that giving away a body of work creates more demand for work for my firm, and also creates jobs. My work created demand for a creative service and visibility into an industry that was previously unknown. Not only do we employ over a hundred people, but hundreds of small presentation agencies have popped up that also serve in this new industry. All of that during an economic downturn. That's worth it!

Now the company has grown large enough that I've filled many seats with people smarter than I am. I'm now able to do activities that feed my strengths each day. Daily the notes come in about a business that doubled, manager promoted, multi-million dollar deals closed, and lives altered, because you taught someone how to communicate their own value or the value of their firm. I must admit that the fan mail makes it worth it.

Carrie Wilkerson

Barefoot Marketing Group LLC or The Barefoot Executive™

WOW! Great question. I started my first business 14 years and 1 month ago to be precise. Why? Because I had adopted toddler siblings and was an INSTANT Mom! I had no huge passion for business, didn't have a BIG idea or burning desire to be my own boss - but I was a MOM now and determined to be home

with them, so I needed an income too. My kids were removed from a dangerous situation and needed lots of therapies, nurturing and consistency. I decided to be their CONSTANT. Now, 14 years and 4 kids later, I can say that being their constant has been worth every minute of sacrifice of building my business, losing sleep and sometimes having my 'feelings hurt.' I can say that growing my business to the point of bringing my husband home to raise our family together has been worth every moment of uncertainty.

Knowing that my special needs son (now almost 17), has the therapy and school he needs, no matter the cost, makes my work worth it! Sponsoring 40 orphans a year,



assisting in domestic and international adoptions and helping families fund their dreams of being matched with parent-less kids (like mine were), makes my work worth it. Providing my

parents and in-laws with long-term care insurance so they will have many options as they age, makes my work worth it, and makes me proud to 'show up' for work every day, no matter how I 'feel'. The truth is — I've evolved through 3 major businesses in the last 14 years, all very different from each other, and while I love my clients, customers and end-users, my work is worth it because of WHY I do it. Ultimately, I do it for my family, my community, my mission for matching kids with parents, and to honor my values and priorities. I believe my work is worth it no matter WHAT business I'm doing today or if I change to another form of work tomorrow.

What Makes the Work You Do Worth It?

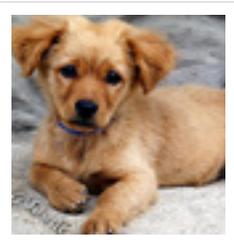
Renata Maslowski

OWLS for Science, Inc.

I tell other people's stories. Stories about their businesses, their products, their services, and their art. When I create a new communication that captures them perfectly, there is a moment when their faces light up. It is like uncovering a secret treasure. People are so deep and individual, so uniquely themselves. When I can put into words what they have always wanted others to see and feel about them, it lights them up. The worth of that kind of discovery is similar to the joy that would come with really finding a pot of gold at the end of the rainbow that you've been chasing all your life.

Deborsha Lashway

dog*tec



The interpersonal relationships side: I work with a bunch of the most amazing people on the planet. Everyone is a positive influence on each other and those who they consult for. We genuinely care about each other.

The business side: I work with very well-educated people. As only a high school graduate myself, they have always valued my opinion and have even implemented some of my suggestions. Veronica and Gina are incredible at what they do. Their consulting advice has helped hundreds of people start, further and expand their businesses. Our design, writing, and SEO team are pure joy to work with. Egos are never an issue. I LOVE working for dog*tec and hope to do so until I die.

Rieva Lesonsky

www.smallbizdaily.com

As a child of the 60s and 70s, I was motivated to grow up and “change the world.” That’s why I went to journalism school, because at the time journalists were doing a good job exposing much of what was wrong in the country. I didn’t set out to get involved with small business and entrepreneurship, but that’s the path I found myself on. So, in my own way, by showing/telling business owners (both existing and aspiring) something they didn’t know, I’m helping change their worlds. I love what I do because I can make a difference—and the people I touch, in turn will touch others. Essentially I’m part of a “pay-it-forward” chain, and that is meaningful to me.

Dan Schawbel

Millennial Branding

I put the most energy into projects that I believe will have the largest impact on both my business and society. Any additional projects outside of those are solely to fund my ability to better executive the more meaningful projects. Life is too short to do meaningless work. I believe that more and more people are doing jobs they had to, to fund projects they love - a trend that is picking up especially among young people. Many projects, such as books, magazines, articles, and blog posts, don’t amount to millions of dollars, but impact how people live their lives. I tend to think that work matters when people are affected by it in that they make changes to their lives to improve them.

What Makes the Work You Do Worth It?

cvWebb Savidge

phi delta theta

Well, I would have to write a book to tell my story. I enjoy a job that is both mentally and physically challenging.

Sarah Petty

Sarah Petty Photography and The Joy of Marketing

At my photography studio, Sarah Petty Photography (sarahpetty.com):

As a child, I didn't exist in any photographs! So, capturing the true spirit of my client's children and producing it huge with the top quality framing, is what pulled me like a magnet toward opening my boutique photography studio two weeks before 9-11-2001. When I can catch magical personalities, pensive deep thoughts, and the love between a child and a parent, it makes time disappear. To me, when a parent celebrates their



family with a beautiful, archivally-framed wall portrait that gives them goosebumps every single time they enter the room, I know I have done my job. And, getting paid to do this is the icing on the cake.

At my marketing company, The Joy of Marketing (thejoyofmarketing.com):

Every single time I receive an email from a small business owner telling me that they were on their last dollar and what I taught them has turned her business and her life around, I know I am in the right profession. Teaching and inspiring others to live a life doing what

they love, and being financially rewarded for it, is one of the greatest careers I could have ever designed for myself. To have a career (two really) where I bounce out of bed in anticipation of the day, is what makes all of my work worth it for me.

Jeanne Bliss

CustomerBLISS

My great joy is in turning on the "aha" light with leaders on why and how they can drive profitability through focusing on customers and employees as the asset of their business. In that instant, when that light goes on - it's all worth it. But, then we go further and translate that passion to action. Then that action into results. I'm a cat herder, and when you help an organization herd their cats to get everyone focused in the right direction - there's nothing like it in the world!

Mary Kay Buysse

National Association of Senior Move Managers

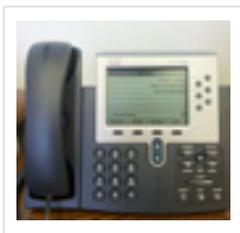
As a non-profit trade association, we essentially have two customers: 1) our dues-paying members who are professional Senior Move Managers, and 2) the older adult clients and family members whom our members serve. My colleague, Jennifer Pickett, and I, are deeply invested in the success of our members - all of whom are entrepreneurial small business owners.

Senior Move Management is only 10 years old, so these individuals are also pioneers in a new and emerging field. It's relatively easy for us to support and advocate for our 750+ members, because we truly believe in the growing need for Senior Move Management. Ten thousand Baby Boomers will turn 65 in the

What Makes the Work You Do Worth It?

U.S. every day for the next two decades! Families are scattered, and they are also much smaller. In most families, everyone is working or attending school. Few persons are able to assist an aging relative as they may have in the past. Many older adults have never married or had children. Who will help Mom or Grandma with moving from her home of 40 or 50 years into a 400-square foot assisted living apartment? Enter Senior Move Management!

What makes work worth it? All of it! We love shepherding prospective Senior Move Managers from their initial phone inquiries to launching their businesses, training them, helping them through their first Senior Move jobs, watching the businesses grow to the point of adding staff, encouraging them to attend the Annual Conference, or to serve on a NASMM committee. We are truly gratified to see our work play out in this way. We tell our members all the time, “*YOUR success is OUR business.*” We enjoy facilitating best practices among our members, providing ongoing professional development, and initiating new member services to enhance the NASMM membership experience. We take enormous pride in making NASMM our members’ professional home.



It’s also exhilarating to field a phone call or email from a potential consumer of Senior Move Management services — perhaps an adult daughter who is completely overwhelmed by

the prospect of downsizing and moving her Mom and Dad. She dreads the prospect of using her precious vacation time to travel to her childhood home to clean out kitchen cabinets and basement shelves. When we tell her we can offer her several referrals to Senior Move Managers in the area, she is absolutely ecstatic. You can

actually hear the anxiety in her voice melt away. So, yes, we are passionate about Senior Move Management. It’s fun to be part of something new and so very needed. We enjoy brokering between people who need Senior Move Management and others who actually provide the services. In association work, we are mentors, marketers, educators, and more. No two days are the same, and that’s just the way we like it.

Beth Robinson

bethrobinson.me

Making stuff matters. Making better stuff in better ways, matters in terms of the people involved as producers and as users, the impact on society and the earth, and in so many other ways. I love being part of the manufacturing industry, especially since right now part of my job is helping people select the raw materials they need to either make new products, or improve their processes. I love being able to go back and forth between the technical side and the sales side, because I know not everyone can, or wants to. I’ve seen the frustration and waste that comes when internal processes don’t work, and what is cool in the lab, ends up being pointless in the real world. I’ve been a product developer looking for options and assistance with the pressure of deadlines. I work to support my family, but I love this type of work in this industry in particular, because I can make a difference in making really good stuff.

Lindsey Pollak

www.lindseypollak.com

My work is worth it because it satisfies my need to continue learning, growing, and contributing to the world. It connects me to interesting, committed

What Makes the Work You Do Worth It?

people who also want to learn, grow, and contribute. Every day isn't perfect, but every day I feel that I am doing work that's meaningful and interesting to me and makes a difference for my clients and audiences. I've worked hard to build a business where I can truly love what I do.

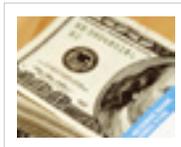
Tim Berry

Palo Alto Software

It was about doing something that mattered. It was about making the world better, and escaping boredom. And, of course, making the money my family needed. But, this was a changing mix of motivations, influenced by time and situations and life evolving, not a single theme.

I became an adult in the late 1960s, when most of us intended to change the world for good, and for the better. I turned 21 in 1969. I never wanted to just "do business;" I wanted, more so when I was that young, of course, to change the world.

My first career was in journalism in the 1970s. It started because it was a living, and the motivation of changing the world was very important. And, it was really fun too. I was covering general news out of Mexico City. I'd jump onto planes and cover a big story, do radio and TV standup; it was a kick. The idea that I was going to change the world with it didn't last, of course. I realized we were just filling the space between the ads. But, I might have stuck much longer with it, in truth, if it weren't for how little money I made. Money in life, for me at least, is a binary condition: you have either enough or not enough. Having not enough mattered a whole lot in the early days when our kids were young, and things like the



car not always starting made simple logistics harder.

So, I moved from wire-service journalism to business writing, dreading it, simply because we needed more money to pay the bills and buy the kids shoes. That led to serendipity. Expecting to hate writing about business, I discovered instead that business itself is fascinating. I wanted to know more. I started to see how business numbers put structure into words and concepts, and made things happen, and — to my delight — sometimes did change the world. So I quit what I was doing, took two years to get an MBA degree, and moved into business. As I left a good job and started out on my own, we were still broke, so money was still a motivator, but going on my own had a lot to do with escaping boredom and doing what I liked to do to make the money. I was involved with startups and business planning and business numbers and researching markets and, in short, doing interesting work that also generated money to pay the mortgage and buy the shoes.

Things came around full circle for me when I began to build my own company, an offshoot of a consulting practice, because that was driven once again by the motivations that became a long-term theme:

- 1.) Changing the world, making it better; and
- 2.) Escaping boredom, doing what I like to do.

The company, making business planning easier and more accessible to people, was doing something good. People who spent their money with us were better off for it. And the work — programming, writing instructions, and designing screens — was fascinating. So the motivations came together for about 20 years while I built the company.



What Makes the Work You Do Worth It?

Eventually the company grew up. It was successful enough that money was no longer an issue. And, because the company had grown up, what I was doing was no longer as interesting to me as in the beginning. My work had become management instead of creating new things. Management became about structure and meetings and rules, instead of vision and inspiration. So I restructured my job in my own company and went back to where I started: writing, speaking, and teaching, which to me was changing the world for the better, and escaping boredom.

Peter Lugemwa

Love.

Janelle Elms

OSI Rock Stars

For me, it's using the God-given gifts I have to help others. I love reading their success stories in my inbox each morning. They have amazing dreams, and I'm honored and blessed to be part of the adventure for them by providing success pieces to help them get there. You can put out really good mentoring and coaching information all day, but in the end, it truly is the client who has to put in the hard work with that information. I just received another email this week from an Army Vet sharing how a book we published and had offered free to the military, had changed around the financial well-being of his family. I've been grinning at his success ever since. I am so thrilled that something I have in my head and heart can help someone else. That makes it WAY more than worth it!

Dave Kerpen

Likeable

I believe in the power of social media. I'm super passionate about its ability to transform organizations, large and small.

I'm also super passionate about helping people, companies, non-profits and even governments become more transparent, responsive, engaged, likeable, and yes, even profitable using social media right. So, each day, whether it's a small business owner reading one of my books, or a huge client responding to a customer's complaint on Facebook - I know that our work is helping create a more 'Likeable' world.



Susan Ito

Horizon Home Health

I am a physical therapist working in home health care. My work is more than worth it on so many levels. First and foremost, it's the patients. The huge majority of them (90%) are surprised and happy that someone is taking the time to visit them IN THEIR HOMES, with the goal of keeping them safe and independent. They feel comfortable in their own home and are incredibly welcoming. I've been to visit patients inside luxurious mansions as well as the most humble, run down hovel. People are just so appreciative. "You mean you get paid just to go around and help people?" Yeah, that's about it.

I help people achieve functional independence at home: help them navigate the flight of stairs up to their bedroom, help them figure out how to get up and down from their own toilet, how to step over

What Makes the Work You Do Worth It?

the bathtub lip so they don't fall. It's all about safety and independence, and keeping folks at home. Any "therapy" or exercises I do with them is to that end. When my time with them is done, so many of them ask if I'll come back and visit them. It's a real connection and it means a lot to me, as well as to them. Other things that make it worth it: the pay is good and solid, and the schedule is flexible. I get to drive around in my Mini Cooper (which I love) and see parts of my region that I would otherwise never know about. It's a wonderful job.



Grant Wickes

Wasp Barcode Technologies

Early in my working life, I was driven by personal gains and desire for advancement. This quickly faded as the enjoyment of understanding issues and helping solve problems rapidly became my motivating mission. It is now far more enjoyable to find ways to help others, watching the enjoyment and satisfaction of co-workers or customers as they achieve what they need and want.



About John Jantsch

John Jantsch is a marketing consultant, award-winning social media publisher and author of two best-selling books, [Duct Tape Marketing](#) and [The Referral Engine](#).

His blog was chosen as a Forbes favorite for marketing and small business, and his podcast, a top ten marketing show on iTunes, was called a “must listen” by Fast Company magazine.

The Commitment Book

Making work worth it. The small-business guru behind *Duct Tape Marketing* and *The Referral Engine* teaches readers how to establish lasting commitment in their employees, customers, and businesses.

Why are some companies able to generate committed, long-term customers while others struggle to stay afloat? Why do the employees of some organizations fully dedicate themselves while others punch the clock without enthusiasm?

By studying the ins and outs of companies that enjoy extraordinary loyalty from customers and employees, John Jantsch reveals the systematic path to discovering and generating genuine commitment.

[Click here](#) to see the full table of contents, introduction and sample chapter of the book.

