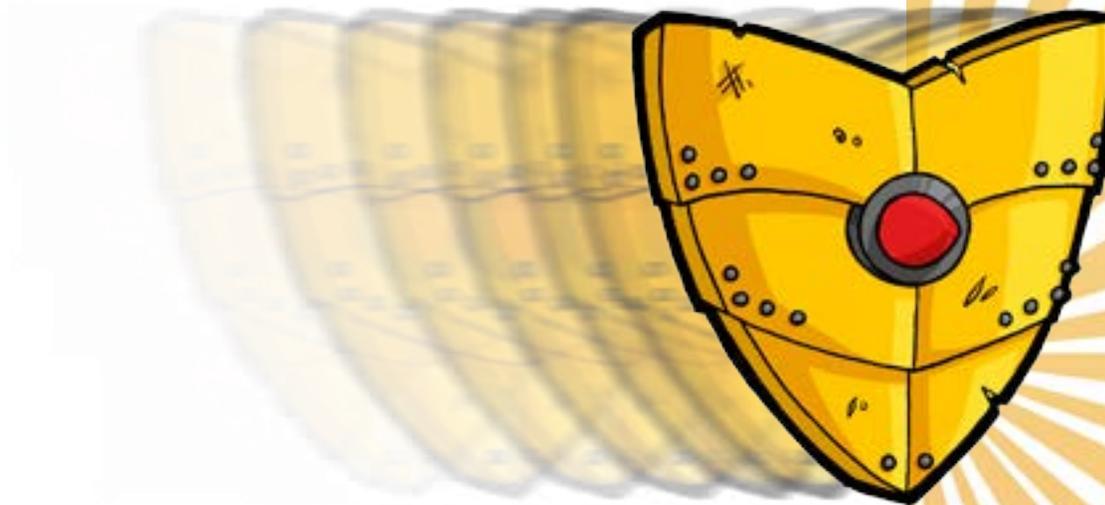


UNLOCK YOUR SUPERPOWERS

LEVERAGE your passions, focus and strengths

by: karl staib



DO WORK THAT ALLOWS YOU TO RELEASE YOUR SUPERPOWERS

**"WHEN YOU ARE NOT THAT INTERESTED IN WHAT YOU ARE DOING
YOU STOP PAYING ATTENTION TO THE DETAILS." AL PACINO**

When you do work you love, you do amazing work.
When you do work you hate, you do crappy work.

In this manifesto you'll learn that the feelings behind your thoughts are just as important as your actions, because passion behind actions creates great results.

Doing work you love isn't easy. I will never tell you otherwise. It takes great self-knowledge, the willingness to make tons of mistakes, and a team of amazing cheerleaders.
This is a manifesto to help you do work you love. To wake up in the morning so energized that you need to take action.



WARNING!

I didn't write this book for the average person. A lot of people are satisfied with their careers. They get their basic needs met. This book isn't for them.

This manifesto was created for people who want to change the world that they live in, but need to understand how to focus their energy. Some of my heroes in the entrepreneurial world include Tony Hsieh, the CEO of Zappos, Seth Godin, the marketing master, and Steve Pavlina, the uber-popular personal development blogger. Each one of them has a deep connection to his purpose that spurred each one of them to be amazing. All of them recheck their actions to make sure that their choices are aligned with their needs and if there is no alignment, they stop doing those detrimental actions. They all knew they had to stop lying to themselves and seek work that resonated with a deeper purpose. You'll learn how they did it and apply this knowledge to your career. You live in a time when you can reach almost anyone you want and let them know you are alive. You can pick their brain and learn how to apply their knowledge to your life. As a result of the gift of social media, I've been able to contact and learn from people who I admire and respect. The memory of these conversations gets my heart pumping and my blood excited and also inspires me to wonder who else I can connect with and learn from.

Who can you reach out to that will inspire you to new creative heights?



BLOCK BY BLOCK

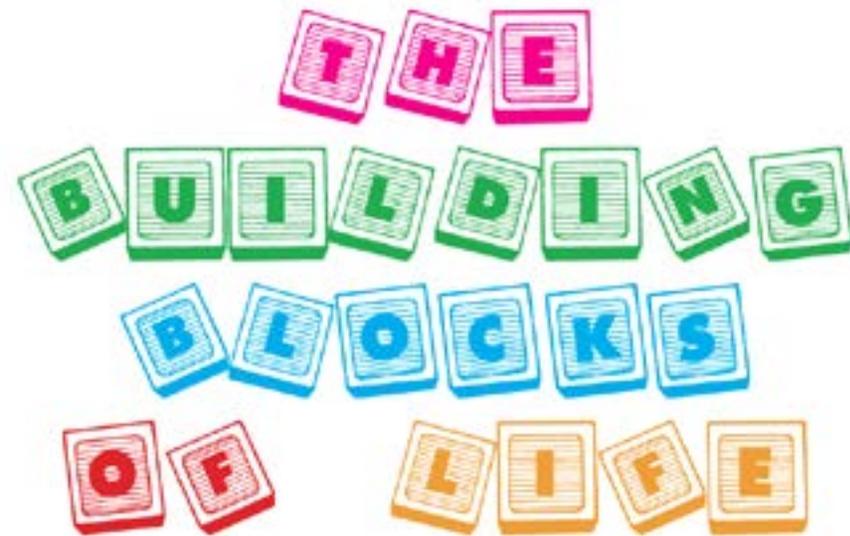
My son is 8 months old at the writing of this manifesto. Each day he learns a new skill. He gets so excited that he literally screams with joy. He learned to grab blocks and throw them. He learned to pull himself to standing so he can reach the remote on the coffee table. Soon he will be able to stack blocks, then talk, then ride a bike... There was a short period of time when I stopped adding to my skills. My fear became too strong. I stopped picking up small blocks of skills, analyzing them, chewing on them, and placing them on top of each other.

I was too worried about “what if” instead of “what could be”. I saw that my son had fear, but he refused to let that hold him back. His curiosity was too strong.

When I understood my fear was holding me back I knew I needed to change. I asked myself questions that piqued my curiosity like, “What would my career be like if I actually enjoyed talking to groups of people?” Reframing how I thought sparked action. I started adding skills like public speaking, social media outreach, copywriting, meditation, and many skills that I knew would help my business. I didn’t do this all at once. I picked a skill that I knew would help me and began to focus on it for months at a time. When I began to feel confident I moved on to a new skill.

Have you stopped adding to your skills? Why?

*What skill can you add that could possibly turn into a superpower?
(e.g. copywriting, video editing, photoshop)*



WORK HAPPINESS LEADERS

In this manifesto, I will highlight the lives of people who stopped letting their fears dictate their choices and show you how you can learn from these career artists. These people don’t want to take over the world (except for Chris Guillebeau). They just want to make this world a better place.

You can apply these same concepts to your life. This manifesto won’t help you figure out the type of work that makes you dance with joy, but it will encourage you to search until you find it.

Who am I and why am I writing this manifesto

I hated every job I’ve ever had because I settled for work that sucked the life out of me. I found jobs that paid the bills. I realized that I needed to develop my superpowers to get the type of work that got me feeling like I wasn’t working. I wanted to feel like work was just a way to have fun helping people.



“I want to develop a society where people learn to trust their inner joy, let go of fear, and do work that makes themselves so happy that they can’t believe they are changing the world”

SUGGESTION

I believe that for you to get the most out of this manifesto you should print out a copy. I ask questions that provoke you to think about your career in a new way and the best way to use this manifesto to level up your business is to write out your answers. By doing this you will be more likely to take action on your goals.

When I listened to every part of my being, taking time to reflect on what was working and what wasn't, then aligning my actions with my needs, that's when my work happiness took off. I found career, life, and business coaches who showed me missing parts to my plan. It's these friends who helped guide my direction.

The floodgates busted open and people sought me out to help them optimize their ability to have fun with their work so they could be free to amaze their clients. It's why I started Domino Connection. I'll explain a little more about this as I break down why leveraging your superpowers is so important.

I stopped working so hard, clawing at invisible walls that weren't there and just had fun. Work shouldn't feel forced. When it does, something is wrong.

SOCIAL MOVEMENT

My mission is to encourage people to unleash their superpowers on the world. I want to develop a society where people learn to trust their inner joy, let go of the fear, and do work that makes themselves so happy that they can't believe they are changing the world. People must stop settling. Instead, they must grasp what they know will make the most impact on themselves and the rest of humanity.

Before I forget, you can find me at [Work Happy Now](#), where I help people unlock their career superpowers or [Domino Connection](#) where I help small business owners find and solve missing customer connection gaps (AKA conversion).

(If you want an image free version email me at karl@workhappynow.com)

LET'S BEGIN!



LEVERAGE YOUR SUPERPOWERS

**"KNOWING OTHERS IS INTELLIGENCE; KNOWING YOURSELF IS TRUE WISDOM.
MASTERING OTHERS IS STRENGTH; MASTERING YOURSELF IS TRUE POWER."
TAO TE CHING**

Everyone has superpowers. Some people trust their powers more than others and that's what separates them from the crowd. Your superpowers may lie dormant. It's the act of uncovering your superpowers and optimizing their potential that will help you create a business that gets you excited to wake up every day.

Superpowers are based on three concepts:

- **Passion** – Actions that get you excited.
- **Focus** – Actions that allow you to get in the zone.
- **Strengths** – Actions that come easy to you.

You need to have all three working together to optimize your superpower. If you are missing one of these, your actions will feel pointless. A small business owner may love selling his widgets to his customers, but if he lacks skill his clients won't keep coming back, if he lacks passion they won't get excited for his widget, and if he lacks focus his clients won't get the required attention that they need.

Superpowers are what separates your brand from the competition. Superpowers can be copywriting, mountain biking, selling, driving, listening, baking, etc. Your combination of superpowers are unique to you.

Let me tell you about Steve Pavlina, a popular blogger who uses his superpowers to improve the world. After reading his blog for over four years, I have a good idea of what his superpowers are...

- **Honesty**
- **Writing**
- **Analyzing**
- **Instigating (great at encouraging change)**
- **Leveraging**



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Let's do a quick break down and understand why Steve Pavlina's career has millions of people learning his techniques.

HONESTY

Steve understands the need to be honest with his audience. He isn't afraid to shock them because he will lose readers. He is more willing to be true to his vision than worry about what might happen to his readership. By following his heart, he gains way more readers than he loses.

WRITING

Steve's writing is clear, informative, and engaging. He takes readers step by step through his thought process. Most bloggers will write short and quick articles. Steve will write an article that is long as this manifesto, but packed with valuable information. It's this writing that is passed from friend to friend, helping him grow his audience.

ANALYZING

One of Steve's most versatile superpowers is his analytical skill. He can put himself on a raw food 30 day trial, break down what he is putting into his body, analyze the data, and explain how it affects his mood, energy, and thoughts. This superpower is what separates him from the other personal development bloggers.

INSTIGATING

As of this writing, Steve's bio on Twitter is "I'm a human alarm clock. I awaken people who are sleeping through life. Then I duck." He isn't afraid to poke a sleeping lion. This superpower keeps people wanting to read more because they never know what to expect and are curious about what he will say next.

LEVERAGING

Steve couldn't apply all of these superpowers without being able to leverage them into a cohesive focus. He leveraged his strengths to create a popular blog. He leveraged his blog into a book deal. He leveraged his blog and book into a speaking career.

You must also learn to leverage your superpowers to reach your goals. The stronger your superpowers become, the more you can leverage them.

Your superpowers will separate you from the pretenders. When I hire an eBook designer, I make sure that they love doing the work. If she doesn't get excited about designing then why would I hire her?

Know your kryptonite (weaknesses)

We all love our superpowers, but we can't be carried away by them. You may love your ability to communicate clearly, but if you don't recognize your weakness that works in tandem such as your ability to convey physical confidence, people won't listen to you.

Your superpowers must be used in conjunction with your weaknesses.

*What are your 3 greatest weaknesses?
(e.g. patience, writing, organizing)*

What are your 5 strongest superpowers? (e.g. cooking, public speaking, writing, etc.)



By getting a better understanding of what actions you need to avoid you'll be able to stay focused on work that gets you in the zone. Now that you have a better understanding of what your superpowers are you need to figure out how to leverage them. If you aren't using your superpowers you are missing out on doing great work..

PRACTICE

You have an opportunity to increase your self- knowledge and improve your superpowers every single day. I know I've been working on my weakness of impatience. Instead of allowing my frustration to take over, I practice being in the present moment, allowing my feelings to wash over me. When I'm waiting for an email I remind myself that I have other work that I can do and I pick something that I love, so I take my mind off the waiting game.

By being more relaxed with these emotions, you can laugh at yourself. You can laugh when you lose an article, because you accidently deleted it instead of saving it. (Yep, that's happened to me. Don't ask me how I did it. I'm still not sure.) It's this light heartedness that will allow you to get back to using your superpowers on your terms.

UTILIZING YOUR SUPERPOWERS

My superpowers of connecting, marketing, listening, and teaching were a big part of why I started **Work Happy Now**, but I felt I could be doing more. I wanted to continue helping people with their careers (AKA Superpowers), but I wanted to help businesses create amazing relationships with their customers too through the lens of delivering smiles.

So that's why I started **Domino Connection**. Small business owners should get excited about marketing and sales. I created a program around developing their core values, leveraging their connecting superpowers and actually enjoying the connection process.

My specialty is finding the missing gaps in their sales systems and improving their customer conversion. The nerd in me smiles at the previous sentence. Marketing should be about connecting with people, not pushing out your crap and hoping they care.

I loved the idea of helping people share their passions with the rest of the world. I've helped authors and companies reach out to like-minded people who use social media. When I host a Twitter Party I'm helping people connect with each other through a shared experience. That's time well spent.

I'm using my superpowers to help people build relationships. I was taught the old school way of marketing. There was no relationship building there was only, "here is why you should buy my stuff." Now we have big and small companies actually listening to their people that use their products and services and giving people what they want.

Now you need to look at your superpowers. If there is a superpower that you don't use every day then this has to change.

Are your superpowers being utilized? If they aren't, what can you do to use more of your superpowers in your business? (Pick one action that you can do every day to help you utilize your greatest superpower.)



BEHIND THE SCENES

**"I'VE COME TO BELIEVE THAT ALL MY PAST FAILURES & FRUSTRATIONS WERE ACTUALLY LAYING THE FOUNDATION FOR THE UNDERSTANDINGS THAT HAVE CREATED THE NEW LEVEL OF LIVING I NOW ENJOY."
ANTHONY ROBBINS**

Behind every action is a reason. You chose to pursue your current career because there was a pull toward this work. Maybe you are reading this manifesto because you lost this connection.

If so, why did you lose this connection?

There have been many jerks who I allowed to squeeze the joy out of my jobs.

You probably have had similar experiences. If someone else can squeeze the happiness out of your work then you weren't completely connected to the work. You have to look at the motivation behind the scenes. Why are you doing what you are doing?

Too many small business owners don't create the business that will make them happy. They get caught in the trap of trying to survive instead of thriving.

IT'S NOT ABOUT THE MONEY

Tony Hsieh, the CEO of Zappos, left millions of dollars on the table by selling his company (LinkExchange) to Microsoft then leaving before his contract was up. He knew he wasn't in business for the money. He wanted to work for a company with a purpose. He decided to seek purpose.

He joined Zappos in 2000 because he believed in developing a company that was focused around company culture instead of money. He was able to help build a company that believed in a greater purpose. He believed a company with great culture would take care of its customers. They didn't have a budget for marketing, so they focused on delivering such amazing service that their customers had to tell their friends about Zappos. He was right. In only 10 years, they grew Zappos into a billion dollar company.



The story is amazing, but very few people talk about all his sacrifices. In the beginning of building Zappos he wasn't sure if millions of his own dollars would be lost. The fear. The pain. If Tony was only in it for the money, he would have given up way before Zappos tipped into profitability. He wasn't concerned about staying rich. He was concerned about building a great company.

NAYSAYERS

Your life will be filled with naysayers. When you go after something big and scary they will be scared because it will change their life. People like the life they currently lead because they understand it. When they are forced to confront their fear, they will most likely want you to choose safety.

You are reading this because you've refused to let your dreams die even when they seemed so big and scary. You have to learn to feed your dreams. The best way to uncover these dreams is to look at what you fear.

What part of your career have you been ignoring? (i.e., doing something so creative that it scares you.)

It's these people that you need to ignore. They want you to take the safe route because it's what they understand. They are trying to stop you because they are afraid.

The biggest naysayer I've ever known was me. I didn't go after what I was passionate about. I picked a safe degree, safe jobs, and safe relationships. I kept getting the same results.

The more you pacify your fears the harder it will be to deal with this fear. Most of us are afraid of looking like fools to others. We only sing in our cars so no one else can hear us. We are afraid to speak up because someone might laugh at us.

Stop letting other people's judgments dictate your dreams. The only thing that will matter when you look back on your career is how you feel about your results. You have fears for a reason. They show you what you need to improve on. You need to work with these fears, treat them like an old friend, walk with them, laugh with them and you'll be more willing to take risks that will make you feel excited and engaged with your work.

How can you use your fears to make you happier? (Pick one small fear like the fear of public speaking and practice overcoming this obstacle.)



Think about all the generations that had to survive so you could be here today. You are here for a reason. Now is the time to embrace your dreams and build your foundation so your goals are easier to accomplish. When you make your foundation stronger, everything else is easier.

PERSONAL FOUNDATION

You need to build your emotional and physical skills right now. Start today. If you're currently working on a big project, use every day as an opportunity to improve your skills. Offer to use your strengths in every task that piques your interest. If you work for someone else you have to figure out how to use more of your superpowers, so if you love to write then offer to write for the company blog or newsletter. If they ignore you then go ahead and write that article and show them how awesome your superpower is and how it can help them.

If you own a business are you doing work that makes you unhappy? If you are, that's crazy. You have more control than any employee. You need to figure out how to get back to doing the work that you love. That means getting back to doing work that energizes you. If you aren't doing work that makes you happy your business will never reach its full potential.

The 1% rule is a huge part of my foundation. I try to improve 1% of my superpowers every single day. That may mean working on my public speaking skills so I'm not afraid to speak up in important meetings. That may mean working on improving my habits like creating a more positive outlook on life; i.e., I think of three things I'm grateful for at the end of each day. If there are any ways for me to feel more joyful, I add them to my list of small improvements.

I've met people who talk a big game, but break down in the face of pressure. They crumble because they didn't take time to develop a happiness strategy. They don't take the time to reflect on their choices, tweak their plan and give it a try all over again.

You can take this time, right now, to work on your foundation so you are ready to reach that next level.

What superpower can you improve so people seek you out? How can you improve it? (i.e. video editing, that means shooting one video a week, editing it and uploading it to YouTube each week for the world to see.)

RELATIONSHIP FOUNDATION

You will never be happy until you surround yourself with people who won't tear down your confidence. You must find people who will support, challenge, and care about what you do.

Let's say you woke up tomorrow in your dream career (be it running your own business or working as a Vice President at Zappos). Would you have the skills to be successful? Would you have the support network?

You must rely on other people's superpowers to develop your success. It's these superpowers that you have to cultivate "now" to help you reach your goals. If you surround yourself with weak willed people, you won't go after your dreams. If you surround yourself with free thinking, motivated and loving people they will bring you right along with them.

Your relationships and personal foundations are probably the most important aspects of your career. If you don't have either, there is no way you can be successful.

"...CREATING A MORE POSITIVE OUTLOOK ON LIFE..."



ENERGY SYSTEMS

"YOU ARE THE EMBODIMENT OF THE INFORMATION YOU CHOOSE TO ACCEPT & ACT UPON. TO CHANGE YOUR CIRCUMSTANCES YOU NEED TO CHANGE YOUR THINKING & SUBSEQUENT ACTIONS." - ADLIN SINCLAIR

There are two different kinds of Energy Systems:

- Natural energy output
- Project energy output

Every business relies on two main things when it comes to motivation. The excitement the project creates for its employees and the natural fluctuations that we all go through.

Your natural rhythm comes in bursts. This can come and go with the food you eat to how much sleep you get. By keeping track of what keeps you naturally energized you can keep a more consistent energy output going through each day. I like to keep a daily 1 sentence journal and when my motivation dips I can usually understand what is causing it.

The other type of energy comes from how engaged you are with your work. You may get all excited to work on a big project and start on adrenaline, but if you don't understand why you are doing these actions you will lose focus and motivation. If you are working because you feel obligated, your energy won't last long. If you are working to make a difference, the energy can last for years.

You also have to know how to create systems that generate your heat. If you work well in the afternoon you should be trying to do the mental heavy lifting during this time. When I find myself losing focus on something I care about or I'm procrastinating on something I set my egg timer for 30 minutes. 90% of the time I can get my motivation moving and back on track. The other 10% of the time I give up and take a break to recharge. I'll go for a walk or watch a Saturday Night Live clip to give my mind a chance to recover.

By working with your natural fluctuations of energy and your project based energy you can manage your energy more easily to optimize your output.



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Let me tell you about Chris Guillebeau. He is an online entrepreneur who lives by his own rules. He knows that his inner fire is fueled by his philosophy. He creates products that help people live this philosophy.

"YOU DON'T HAVE TO LIVE YOUR LIFE THE WAY OTHER PEOPLE EXPECT YOU TO." - CHRIS GUILLEBEAU

I have to admit that I didn't understand his popularity at first. I enjoyed his site, but it wasn't until I met Chris in person that I understood his passion. The first time was brief. We met again later that same weekend and we actually got a chance to talk. His focus was intense. He is a man on a mission. He doesn't let anyone distract him from his goals.

My favorite quote from his About page is "I learned a while back that when you wake up feeling excited about an idea and can't shake it, there's usually a reason for it. It's a good idea to pay attention to what you're being told by the universe." Your desire to do great work can charge up at any time and you have to be prepared to optimize it.

FRIENDSHIP BY FRIENDSHIP



*What type of people do you
enjoy working with?
(Creative, passionate,
relaxed, cerebral)*

Let me also tell you about Reese Spykerman, a friend I met through Twitter. She follows her Energy Systems too. She builds friendships through mutual passions. She is a web, ebook, and brand designer. She is a great conversationalist and a wonderful person.

You don't feel like you are being enticed by her talents, but that's because she works from her heart. She wants to work with people as passionate as she is. When I work with passionate clients the work is easy, fun, and happens naturally.

You need to find people who have intense passion. It's these people who will inspire you to do amazing work. When you understand what type of people align with your talents, you can handpick your perfect clients. How's that for a motivational boost?



CONGRUENT FOCUS

Chris and Reese don't stray far from their superpowers. They aren't afraid to say no to a project that doesn't get them excited.

Chris reviews his personal and business plans on a regular basis. He makes sure that he is on track to reach his goals and maintain his happiness.

You should find time throughout the year to make sure you are satisfied with your progress. Take Chris's lead, and create a one year plan at the end of the year and also review your progress at the end of each month. Try not to get pulled in too many directions because you get excited and want to jump tracks.

During the first day of every week, make sure that you're staying focused on the most important projects. If you don't reach your goal, take a look back and see what went wrong and how you can get your focus back on track.

It's this lack of focus that hurts a lot of talented people and prevents them from accomplishing their goals.

Your energy will waver, but this is usual. The natural heat will rise and fall through your projects and tasks. When you understand this, you can take breaks to recharge then reconnect with your love of the work.



EMBRACE AND CONQUER YOUR FEARS

**"THE GREATEST BARRIER TO SUCCESS
IS THE FEAR OF FAILURE."
SVEN GORAN ERIKSSON**

9 ways to keep giving into your fears

1. Don't connect with people that have similar passions as you.
2. Stay in the same career until you are ready to retire.
3. Stop caring about your results.
4. Don't learn new skills.
5. Keep doing the same marketing and branding that others are doing.
6. Stop listening to what your people need.
7. Refuse to accept other people's help.
8. Do what other people tell you to do because it's easy.
9. Never laugh at your mistakes because everything is serious and complicated.

Fear is a strong motivator. We either use it to gain confidence or allow it to wreck our confidence.

You give into your fears by emotionally disconnecting from your work. It's a lot easier than overcoming your fears, but the problem is that your emotional state only gets worse. You became depressed, bored and angry.

When you work with your fears—lean into them, give them a big hug, and listen to their needs—you stop letting your fear make choices. You are able to make decisions from a place of happiness.





JUST TAKE 60 SECONDS

For the past few months I've been applying 60 second relaxations to help me transition from fear to calm and from one project to the next. After I've worked on an intense task such as this manifesto, I won't just jump to the next task. There are feelings that must be processed.

Try taking a moment between tasks by asking yourself these two questions:

- *What did you enjoy (List at least one thing)*
- *What will you enjoy (List at least one thing)*

**Then just breathe for 60 seconds.
Focus on your breath and relax where you are.**

To do amazing work, you must feel connected to the work on a larger scale than just the rewards you receive (i.e. money). These feelings will eventually fade. The feelings that last are the intrinsic motivations that drove you to do the work in the first place.

You have desires that you aren't pursuing, we all do. You're not yet emotionally or physically ready to pursue them. This isn't a bad thing, but don't let these desires go.

Work with your desires every single day. This takes the superpower of patience. If you expect amazing results to occur in a few weeks you'll be disappointed every time. You must learn to relax where you are and at the same time stay motivated to grow yourself. This seems like a contradictory concept, but it's not. Let's say you are a few months into a business and people aren't jumping on board like you expect. You can find ways to relax – perhaps by reassuring yourself that it's okay to get off to a slow start – but also look for ways to grow.

Domino Connection took a while to gain traction with people, but after writing countless articles, reaching out to people who needed my help, and reviewing many sales pages I gained traction in the marketing field as an expert in website conversion. What helped me was practicing ways to relax with my current situation and not get too stressed out if my expectations weren't being met.



This ritual allows me to appreciate the past and create a better future. The results are amazing. Try this system for one week and you'll reap significant rewards.

Each project has its unique emotional triggers. You can't reach your goals without taking time to process through these feelings.

Each plan also has its unique emotional triggers. You can also use these emotions to create plans that excite you instead of overwhelm you.

LOVING YOUR PLAN

You probably have had amazing ideas, but the fear kicks in and you couldn't fathom putting all your time into something that might not work. The alternative is browsing Facebook and avoiding these feelings all together.

We connect to these feelings of fear and run with them. Our minds see what isn't possible and made sure it was impossible. We quickly forget about that initial spark of joy when the idea first popped into our heads. We decide not to run with this joy because it's easier to connect to the fear.

So many people say it's about being fearless. Was Bill Gates completely fearless? Was Warren Buffett completely fearless? No, they were filled with fear. It kept them balanced. They didn't go after every great idea they had. They created a plan and figured out how to make the best ones work.

You will be afraid as you pursue your dreams. If you're not afraid then it's a sign that these dreams just don't get you excited enough.

You must choose which feelings to pursue. If you know that writing an ebook will change how the modern world consumes water, helping people understand the importance of water conservation in the suburbs, then you have to write this book. You have to do it because you feel passionate about the concepts. You have to



embrace the fear that people might think you are crazy because right now most advanced countries have plenty of water and they think the book is a waste of time.

YOU KNOW THE TRUTH AND MUST TEACH PEOPLE YOUR KNOWLEDGE.

I've had my share of naysayers telling me that the concept of superpowers can't sustain a business. Boy, were they wrong. Thank my lucky stars.

The people highlighted in this book were probably up late at night worried about their grand plans, but they didn't give in to the fear.

They visualized their plan, took action and knew that they were going to change people's lives.



VISUALIZE AND IMPLEMENT

"VISUALIZE THIS THING THAT YOU WANT, SEE IT, FEEL IT, BELIEVE IN IT. MAKE YOUR MENTAL BLUE PRINT, AND BEGIN TO BUILD." ROBERT COLLIER

Everything ever created was first conceived in someone's imagination: your favorite chair, movie, and meal. They saw something that everyone before them couldn't.

I used to take pizza for granted. The concept is simple – bread, sauce, cheese, and whatever glorious toppings you can think of.

Who thought of this idea? Before pizza we had bread, but no one thought about putting sauce on it then baking it. Then another person came up with the idea of putting cheese on it.

The earliest recorded creation of pizza was over 1,000 years ago. And over 4,000 years before that the Egyptians figured out how to isolate yeast and use it to bake bread.

Most bakeries kept doing what everyone else was doing for a thousand years, making bread just to survive.

Someone got tired of the same old boring bread. They wanted to make an amazing eating experience to delight the palate. This person visualized bread, sauce and cheese together then implemented the concept. They took the concept of bread and made it better. They didn't know how this was going to turn out. They tried the idea and let other people judge for themselves.

You have hundreds of ideas floating around in your brain. You have to unleash them for the world.



SECTOR 5



FAVORITE PIZZA PLACE

*What makes your favorite pizza place so special?
(If you don't like pizza pick your favorite restaurant.)*

By breaking down your favorite pizza place you begin to understand how simple concepts can make people want to come back for more. You probably have a lot of pizza places to choose from, but you like one over the others because of what they do that's special.

Do they make you feel like family when you walk in the door? Is the quality of ingredients twice as good as the other pizza restaurants? Whatever you notice yourself bragging about to your friends that's the stuff that makes a difference to you.

You can apply these same concepts to your business. How do you make people feel special? (e.g. you make people laugh easily, you are super organized and never miss a detail, you write amazing copy that get everyone to sit up and take notice.)

In the end it's how you make people feel that they will remember.



DELIVERING SOMETHING SPECIAL

Let me tell you about Wayne Dyer. He is a writer/teacher who breaks down concepts that are easy to understand and useful.

He talks about the same concepts that others do, but does it in a way that just makes his audience feel special. He talks about love, creativity, spirituality and whatever he feels the universe wants him to teach.

I bought an audio program where he talked about inspiration. He wasn't saying anything that I didn't already know, but he talked about these concepts that helped me come to my own realizations. Other people weren't able to bring these concepts to light for me. The audio program was over 4 hours of Wayne Dyer telling stories. I was interested the whole way through. Anyone who can keep my interest for over an hour is a genius in my book.

Look around at the people who are delivering really cool products that you are interested in. This could be cool books, music, digital products, whatever.

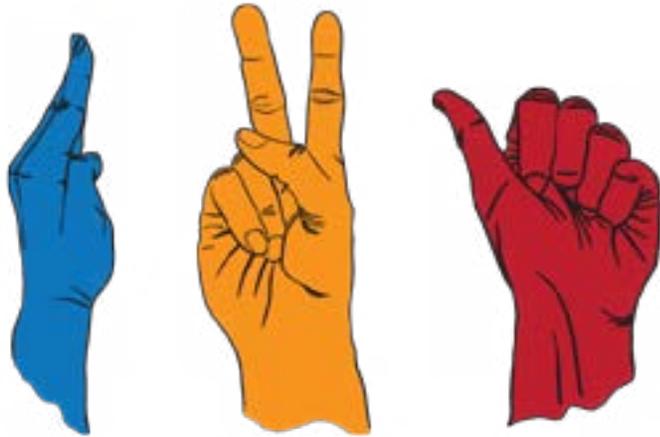
Who is that one person or company that gets you excited every time they create something?

Why does this excite you?

Apple puts out a new product and people go crazy because they know it will be amazing. They want to be the first to use it. They want to show it to everyone they know.

A new product is released and people line up around the block hoping to be one of the first to own it. Apple leverages their superpowers to deliver amazing products and encourages you to bring other people on board. There are superpowers within you that will separate you from the crowd and get people excited about what you create. Marketing is so much easier when working from your superpowers.





BACK TO SEEKING YOUR TRUTH

You don't need to create a whole new product/service. You just need to leverage your superpowers so that you teach or create something that feels new to your audience.

Before Wayne Dyer, there were millions of other spiritual teachers. After Wayne Dyer, there will be millions of spiritual teachers.

You have superpowers. You just need to figure out how to use them in a way that delivers in a new way. If you aren't sure how to optimize your superpowers within your career then start with the basics.

CREATE A VISUALIZATION BOARD

The old concept of cutting out pictures of your perfect career is a great place to start. You could choose images to represent you standing in front of a crowd giving a great speech, or flying to various countries to teach workshops, or talking to high level business people who need what you offer. You must understand what gets you excited so you know what actions you need to take to make these goals a reality.

What would you put on your visualization board?

Now that you can see these concepts in your head, you need to create a plan that makes action easy and fun. This is where most people falter when using the power of intention. They only see the wonderful results at the end of the rainbow and can't visualize the steps it takes to make it possible. You need to be able to see how you will create the career of your dreams. What are your first five steps to get this concept started?

- 1.
- 2.
- 3.
- 4.
- 5.

(This is a space to reflect
& to fill with your own ideas)

When you first start going after these goals you'll most likely be afraid, but by breaking it down into such small chunks it will feel easier and actually fun. Sentence by sentence, picture by picture, action by action it will fall into place.

YOUR BUSINESS

You have to look at your career as if it's a business and you also have to look at your business as a chance for growth. Every skill you acquire is going to give you more leverage to help and be helped. It's why the rich keep getting richer. People want to help them because they have more leverage than the average person. By aligning yourself with people who have a significant amount of leverage you gain skill and knowledge to apply to your career.

At the end of the day if you are helping other people level up, you are pushing both your business and their business forward.



SECTION 6

IT'S ALWAYS ABOUT OUR RELATIONSHIPS



Let's review the people we've talked about.

Steve Pavlina created a career that allows him to expose the truth. We don't have enough people in our society who aren't afraid to tell the truth. We need as many as we can to lead revolutions.

Tony Hsieh of Zappos, followed his passions instead of the money. He learned at an early age that it's what you believe in that matters most. He believed in creating a company whose culture is based around values of happiness. The money followed right behind it.

Chris Guillebeau of Art of Non-Conformity, uses his passions to guide his choices. He won't waiver from his passions. He refuses to follow a path created by other people. He makes the world a better place by helping others live by their own rules.

Reese Spykerman of Reese Designs, only hangs out with people who are passionate about their own work. It's so much easier to work with people who care.

Wayne Dyer is a writer/teacher who brings time tested concepts to people in new and fresh ways that encourages them to take action.



CONNECTING WITH YOUR HEART

The people highlighted in this manifesto are just a few people who motivate me to do great work myself. They are all a big part of why I wrote this report. I want you to get excited about the possibilities that you have. I wanted a manifesto like this when I was afraid to live my passions. I didn't know how to build my foundation to develop the confidence to reach my dreams.



These brilliant people couldn't do it alone. They needed other people with amazing superpowers that complimented their own.

My goal is to help 1,000,000 people unleash their superpowers in their career, helping them become happier and more productive. I know this is possible because there are a lot of people who need to let go of their fear and do work that they care about.

YOUR CONNECTION PLAN

Your connection plan has to be big, bold, and so freaking beautiful that you can't help but need to go for it. And like we talked about earlier, the 1% rule is very important. How can you improve your skills, happiness, and relationships by just 1% today?

What are you doing to add to your happiness right now? To build your confidence? What are you doing to develop your skills? What are you doing to connect with amazing people that can help grow your business?

The first thing you shouldn't do is create a detailed 157 page report. You know and I know that too much detail will only increase your fear. Have one simple goal and 3 tasks that get you excited.

Remember when I asked about the truth that you are seeking? Yep, it was for a reason. This is a glimmer into doing something you love.

How can you help people improve their lives/businesses, but don't have as much knowledge as you on the subject?

This is the place where your heart picks up its pace and you get a little nervous. You're reaching out to people who can help you. You've hit your sweet spot, so it's time to create a plan.

What would be your first 3 tasks you can complete over the next month to get closer to leveling up your career?



WHAT IT ALL COMES BACK TO IN THE END

Your emotions are a part of every equation.

When you feel happy and confident you will connect with amazing people who will help you level up your career. So why don't more people work on improving their superpowers? Good question. I believe it's fear, but whatever it is it's an issue that must be addressed.

Many people believe that their happiness is at a fixed state. They tried building all kinds of careers and still can't find a connection.

You have tools that you can use to build your superpowers. You have tools to build a career that will meet your needs. When you understand how to meet your needs you have a more enjoyable life.

Every person highlighted in this report was picked for a reason. They are making a difference in people's lives. They are also successful and love what they do.

YOU DESERVE TO HAVE HAPPINESS TOO!

You need to sit down in a quiet room and reintroduce yourself to your needs. Really listen to what bubbles up. Are you doing what you want to do because you have to or because you want to? Are you steering your career ship or are you just along for the ride without any control?



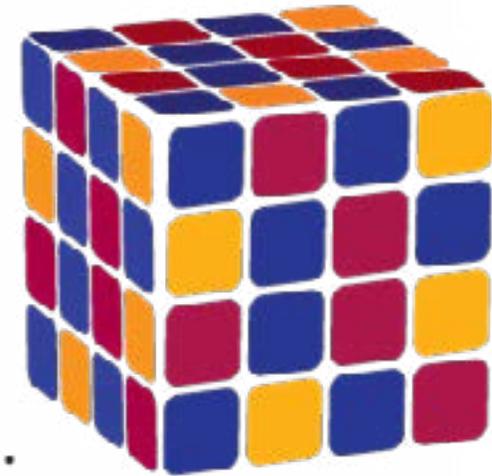
If you aren't doing work you are passionate about then you apply the 1% rule. Try to do one thing at your present job every single day to help build your skills and happiness. Then use these superpowers to connect with people who can change your life.

Every day is an opportunity to become happier and build stronger relationships. You have a chance to connect with someone that will take your career to the next level. You must be willing to offer up your superpowers without fear. By showing them how you can solve their pain they will be grateful. When you work with amazing people you will rise to their level and take your game to the next level.

APPRECIATION

I want to thank all the wonderful people in this book, friends, and family who've helped me release my fear and go for my dreams. Without them, I would probably be chasing after money instead of changing people's lives. The funny thing is by chasing after my dreams the money comes as I help more people unlock their superpowers.

You have positive friends like this too. If you have a naysayer near your inner circle then it's time to push them out of this circle and replace this person with someone more encouraging. Because to do amazing work you have to believe in yourself. I know you are amazing and have superpowers to improve the world because you wouldn't have gotten this far otherwise.



FURTHER READING

Visit my sites [Work Happy Now](#) and [Domino Connection](#) for more information about leveling up your career and connecting with you ideal people.

Here are a few articles to start leveling up your career:

- [How to Discover Your Superpowers](#)
- [55 Tips to Making Work More Fun](#)
- [The ROI of Delivering Smiles](#)
[AKA Why employee happiness matters.]

My superpower of helping people with their careers is done through **career coaching** and **workshops**. If you are interested in being happier and more successful check out Work Happy Now.

Please remember 3 things:

1. No one will give you work that optimizes your superpowers; you have to seek it out.
2. Share your superpowers with people who can help magnify your powers. Leveraging your superpowers with others is the key to leveling up quickly.
3. Connecting with people who inspire you will make it so much easier to do great work.

HOW CAN I HELP YOU

I'm passionate about helping people with their careers and businesses. You can always start by taking the *free* **7 Part E-course to a Happier and More Successful You.**

*The designer, Kmilo Marin, had a vision for this book. His superpower of design is amazing. When I came to him with the idea his mind started working right on the spot. He created the images, laid them out around the words and I knew it would become something that people would share with their friends. If you want to learn more about Kmilo visit his [website](#).

Karl Staib - Super Biz Coach

