

Conclusion

When it's all said and done, the only thing that will separate us from the rest of the pack will be the amount of passion we have invested into our life—our family, our hobbies, ourselves, and our work. It has been rightly said many times that if you don't absolutely love what you do for a living, do something else. Life is way too short to not do the things that bring you happiness and a sense of fulfillment.

You are one of the fortunate few who have been blessed with a passion for the wonderful world of photography, and hopefully you wake up each and every day full of excitement and looking forward to going to work. My dream is that this book has rekindled, or sparked for the very first time, a vigorous desire to bring that same kind of passion and conviction to your business.

If you are committed to making the necessary changes that are required to drive your business to higher and higher levels, then you will be well on your way to becoming a Power Marketer and a Power Seller. The road to success is definitely less traveled, but well worth the extra effort. Your new-found enthusiasm will allow your cre-

ativity to flow like never before, and will catapult your life to new heights.

I applaud your initiative and your willingness to work *on* your business for a little while, instead of working *in* your business. Initiative is that exceedingly rare quality that prompts—no, *compels*—a person to do what needs to be done without being told. It's also a commodity upon which the world places great value. Initiative will immediately set you apart from your competition.

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That does it for me this go around. I hope that our time together has been a worthwhile investment for your business and, more importantly, for your life. Keep your focus on what is truly important, do the best that you can with everything that you do, and the rest will fall into place.