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DON'T WASTE YOUR LIFE ON WORK YOU DON'T LOVE

Passion will help you do better

I love real estate, making deals, building great projects, and hosting *The Apprentice*. Who wouldn't? My work puts me in touch with the most interesting and accomplished people. Since I love what I do, I do it vigorously and I do it better. Because I inject it with enthusiasm and passion, it doesn't feel like work. My passion spills over to everyone around me and motivates them to do their very best.

Luc d'Abadie, co-author with Les Hewitt and Andrew Hewitt of *The Power of Focus for College Students* (HCI, 2005), says:

Somewhere between childhood and the real world one of two things happen, either you start to follow the dreams of your parents, your neighbor, or someone else, or you get caught up in

pursuing the dollars or status associated with a certain career. People who do this leave their passion on a shelf collecting dust and end up becoming part of the 70 percent of people who dislike what they do.

Passion is absolutely necessary to achieve any kind of long-lasting success. I know this from experience. If you don't have passion, everything you do will ultimately fizzle out or, at best, be mediocre. Is that how you want to live your life or a big chunk of it? You have to love what you do to fully devote yourself to it and to make it in a big-time way.

PASSION PROPELS

Passion motivates. Passionate people don't give up; their zeal eliminates fear. Since they love what they're doing, they don't want to stop. They come up with inventive ways to overcome obstacles that would stop others on the spot. Their passion creates an intangible, but powerful, momentum that can make them feel indomitable.

I've known people who had fantastic ideas, but who couldn't get the idea off the ground because they approached everything weakly. They thought that their ideas would somehow take off by themselves, or that just coming up with an idea was enough. Let me tell you something—it's not enough. It will never be enough. You have to put the idea into action. If you don't have the motivation and the enthusiasm, your great idea will simply sit on top of your desk or inside your head and go nowhere. Lack of passion is often the difference between failure and success.



INSIST ON PERFECTION

Passion can create business opportunities. I love to play golf, so I created Trump Golf, to build and operate world-class golf courses. Golf and business have similarities: both are brain games. You get out of them what you put in. Playing golf with business associates creates a relaxing atmosphere where everyone has fun. It gets them away from the office and into the sunshine and beauty of nature. That's why so many huge deals are closed on golf courses.

Through Trump Golf, I've found a lucrative way to combine my love for golf and business. We operate spectacular clubs in Westchester, New York; Bedminster, New Jersey; Los Angeles, California; Palm Beach, Florida; and Canouan Island, the Grenadines. These courses have given me extraordinary places to play golf and host friends and associates. Plus, my golf courses have been successful business ventures—which helps ease the pain of those putts I miss.



Trump National Golf Club, Briarcliff Manor, New York.
Photo courtesy of the Trump Organization.



Focus yourself on what you should be thinking about right now. If what you are thinking about is something you enjoy, you are on the right track for success.

- Track what you voluntarily do in your spare time. What you are always eager to learn more about and never find boring? What do you dream and think about when your mind drifts? Ask yourself:
 - What do you love doing?
 - What fascinates you?
 - What causes time to fly?
 - What makes you happy?
- Don't blindly pursue a career that others suggest or insist is right for you. It may be worth taking a pay cut for a job you love—and if you're an entrepreneur like me, it could make you a lot more money in the long run.
- See if any of your interests can be turned into a viable source of income. Talk to other people making money in an area you love. Could you do some variation of what they do or take it in a new direction? Do you have the training to get where they are? Can you get the training to do what they do?
- Don't begin a career solely for money or to please others, especially if it isn't what you love. Sooner or later, the money won't compensate you for the lack of passion you feel.

WARNING: PASSION CAN ALSO GET YOU INTO TROUBLE

Passion is a double-edged sword: it's a great motivator, but it can blind you and prevent you from seeing flaws that others can quickly spot. Overall, your passion is far more positive than negative, but you have to manage it so you can see the difference between right and wrong. I call it having *controlled passion*, which is a great asset.

My passion has occasionally gotten me in financial trouble. If you're psyched about a deal, you may go into it knowing that the market is going to turn down, but you're so passionate about it that you do it anyway. Sometimes it turns out poorly.

Get objective advice from individuals who care about you before doing anything you're really excited about—people who will be honest, objective, and open-minded. Take their advice seriously, even if it's not what you want to hear. Ultimately, the final decision of whether to proceed rests with you.

Ask Mr. Trump: Questions from Readers of the Trump University Blog

Q: What is it that gets you through the resistance to change and the resistance of organizations to look at problems that are relatively easy to fix?

DJT: Passion is the number one ingredient. It can overcome many difficulties and so-called impossibilities. Getting anything started requires passion. Your enthusiasm can convince others to go along and see things your way. Resistance can be good if it gets you to improve your idea. When someone can discourage you, you probably aren't determined enough. Be resolute. That's what it takes to get things done.