



*PASSION*  
*MANIFESTO*

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# WHAT IS PASSION?

*Words belie the force of emotions. A dictionary defines 'passion' as "any powerful or compelling emotion or feeling" and "a strong or extravagant fondness, enthusiasm, or desire for anything."*

*But anyone who has felt passion knows it is more. Much more. Passion can consume and energize, inspire and enthuse, rejuvenate and enliven you. It can make your spirit soar, your heart sing, your entire being tingle with excitement, anticipation and sheer ecstasy.*

*Passion is a living thing. Almost. And it makes you come alive.*

*Too many people don't live. They exist. The spark is missing.*

*The song is quiet in their hearts. There is no passion.*

*Yes, passion is life.*

*It makes life worth living.*

*It governs a lot of what you say, do and feel.*

*It guides you down a path towards fulfillment and deep satisfaction.*

*Passion is POWERFUL.*

# PASSION IS ENERGY

Inertia is the state of existence in the same state.

To move out of it takes energy.

Passion is energy.

It jolts you out of a rut. It gets you moving. It keeps you going.

Any endeavor, project or mission you set out to accomplish, when backed by passion, is pre-destined to succeed. In time.

Passion will keep you going until that time.

Without a driving force, it is easy to jump ship before port is in sight.

Far too often, 'failure' is a result of premature abandonment rather than futile effort.

When you lack passion, it is easy to give up.

And when you have it, it is almost impossible to do so.

Because passion is energy.

Energy powers and fuels action.

# PASSION *SHATTERS BARRIERS*

Passion is an emotional tornado.

Just as a twister won't be held back by barriers, hurdles or obstacles, passion too will sweep up, hurl aside or completely crush anything that makes a weak attempt at blocking its course.

Any activity, fuelled by passion, will cast aside hindrances and roadblocks as it marches relentlessly along to success.

Whining excuses, pathetic rationalization, or helpless hand-wringing are the self-destructive weapons of a passion deprived army.

The passionate just get on with it—and get it done.

Every dream will be tested.

If you have a worthy aim, be assured there will be challenges to face and overcome along your path to achieving it.

With passion in your beliefs and mission, however, anything can be handled. Tackled. Beaten down.

Because passion is a battering ram with NO LIMITS to its power.

# *PASSION HATES APATHY*

All the world loves a lover. And passion begets passion.

We live in a commoditized world where everything is nearly the same. Be it soap, or candy, or travel tours, or jewellery, or even businesses and institutions, there is little to set apart one from the other.

Except for passion. Some have it. Others do not.

We are all touched by passion. We sense its subtle, subliminal energy. We remember people who have it.

In an unremarkable world, passion is remarkable.

It conveys itself from one person to another, from one entity to another, from one cause to another.

In the presence of true passion, it is impossible to remain distant, aloof, unconcerned.

Passion gets through to your core—under the radar. You cannot safeguard or protect yourself against it. And when you have it, neither can others.

It is a whirlpool that sucks people into your vortex, infuses them with your life force, brings the spark of excitement, energy and enthusiasm into their dull, drab, routine lives.

And so people will enjoy being touched by your passion—simply because it happens so rarely, and the experience is so joyous.

# PASSION *SHAKES YOU UP*

Passion is like an egg-whisk for your emotions, behavior, even thinking. It stirs things up. You won't ever be the same again.

Passion is the one thing guaranteed to take you well out of your comfort zone. It will get you to boldly go outside the box, skirt the edges, explore strange, new, unfamiliar things.

Passion will get you to “cross the road.”

Just as it got me to overcome, over many years, my innate shyness and diffidence, my inferiority complex and terror of speaking in public, my preference for solitude and being ‘behind the scenes.’

It was uncomfortable, scary, even painful.

But slowly, I changed.

Someone meeting me today would hardly know about the demons that had been vanquished before I could smile confidently at them and shake their hand, get up on stage and make a presentation for my heart kids, or go out on a public forum or blog and speak my mind.

Passion will have that impact—on you too.

Comfort zones and glass ceilings will appear different forever after.

# PASSION IS *POSITIVE*

There is another emotion that does most of the things passion can. It is FEAR.

Except passion is positive.

Maybe it doesn't make the effects that much easier, or better, or nicer to feel. Perhaps you won't find it any simpler to make those changes passion drives you towards. Indeed, sometimes, being afraid will force you to make them more effectively with less hesitation!

Yet the motivation provided by passion is empowering, not paralyzing.

You feel good after making those changes, moves and decisions.  
You get stronger, more determined, feel happier.

And the positive reinforcement loop you'll now enter will keep those improvements and enhancements growing and growing—in size, scope and frequency.

Passion keeps you improving all the time.

Passion takes you ever closer to your goal.

Passion makes the journey as much fun as reaching the destination.

# PASSION COMES IN FLAVORS

There's the hot, fiery, all-consuming passion.  
And then there's the silent, simmering, quietly determined variety.

Plus there's a range of everything in between.

What kind of passion drives you is less important than how genuine it is.

Because you can accomplish just as much with any brand of passion—  
while you cannot achieve much without any.

In reality, you'll notice your passion runs through the spectrum.  
It's always there, beneath the surface, smoldering away, and whenever  
it is fanned by a breeze, it bursts gloriously into flaming energy.

At different times, you'll need to dip into a specific level or style of passion.  
Horses for courses, y'know?

Identify your passion. Learn how to recognize it. Understand how to tap into  
the unlimited resource of inspiration, motivation and determination it offers you.

Passion comes in many flavors, and they are all deliciously effective.

# PASSION IS *MORE*

Passion is a stronger, deeper, infinitely more powerful emotion than its weaker cousins.

A wish is an almost childish longing for something one does not yet have—and indeed may never get. Hope is a stronger yearning for better things than you have today.

Dreams, in a sense, are your vision for a rosier tomorrow, with more of your personal involvement through participation in making them happen. Desire is stronger than dreams, because it often moves you out of your status quo and gets you doing something about it.

But passion trumps them all.

Passion prevents you from staying inert or apathetic about whatever it is you are passionate about. It makes you restless and impatient, angry and annoyed about not having it already.

Passion can evoke and sustain super-human efforts to attain that nirvana.

Find your passion and you are guaranteed your personal utopia.

Whatever and wherever it lies.

# PASSION IS *CONTAGIOUS*

Have you ever been around a passionate person?

Didn't you feel the energy and excitement that practically radiates from their presence?

And didn't you yourself feel just a little bit more passionate about your own life then?

That's how contagious passion is. It spreads from one person to another, like a flu virus—only in a nicer way, with more pleasant results.

Passion is conveyed in person, through words spoken, or in print, by pictures, images or photos. Sometimes, even by deeds.

The stronger the passion, the more it spreads and touches other lives. And not surprisingly, the most successful leaders—in business or politics, in arts or war, in sports or work—are often the most passionate people.

This kind of passion cannot be faked. It can't be pretended. It has to come from deep inside. Only then will it impact others just as deeply.

That's the reason why it often works out best when you follow your passion—because when you come into abrasive contact with a hostile, indifferent or busy world, your passion is what will get it to stop and take notice of you. To listen and resonate with you. To join and reinforce you.

And help you change the world.

# PASSIONATE TRIBES

“Advertising is the price you pay for not realizing the value of building your passionate tribe.”

I said this inside Triibes.com, a private-access social network created by best-selling writer Seth Godin that discusses behavior of tribes and their impact on lives.

No man is an island. We need teams to accomplish big, daring, hairy goals.  
And teams are held together by the glue called passion.

A tribe with shared passion can create wonders. Do it effortlessly. And rapidly.

What would take an individual many years, be it ever so talented a person as any, can be done in days, if not weeks, when a group fired by shared passion gets behind the task.

The Heart Kids Tweet-a-thon is a case in point. The message of awareness about congenital heart defects reached a far-flung audience thanks to the concerted effort of a huge and passionate tribe.

Are you building your own passionate tribe?

# ONLINE TOOLS TO SHARE PASSION

Passion is a bit harder to transmit over an impersonal and faceless medium like the Internet. But you can do it by taking advantage of several interactive tools.

Your words convey passion.

Write or speak passionately. Your website, blog or articles that you publish in email newsletters, directories and other portals can become the vehicle to carry your passion and excitement to a vast, unlimited audience.

Always keep in mind that you are communicating with ONE person—not a crowd. Your passionate message is consumed by many people... but one at a time.

Audio and video has exploded on the Web. A YouTube video makes everyone a visual broadcaster. And now, your audience can see your passion and hear it too.

In addition to expressing your passion online, you can take advantage of easy 'pass along' tools to extend the reach of your message.

Ask readers to forward your eZine to friends, bookmark your website, include a link on their website or signature in forums, and talk about you on Twitter and other social networks.

And ask them passionately. Remember, passion is persuasive. With so much clutter out there, you've got to be passionate to get 'buy in' from your audience—and then turn that trust into meaningful action that drives and fuels your passion engine and powers it ahead to greater heights.

# PASSION IN COPYWRITING

Writing effective copy that influences behavior, encourages buying and controls actions is a highly skilled art. But too often, copywriters (even professionals) get caught up in the ‘tricks of the trade.’

They forget that the most powerful copy comes straight from the heart.

Like an open letter that states ‘My Mission’ here. (<http://CHDinfo.com/mission/>)

It is heartfelt. I wrote it in 15 minutes. Have not edited a word over the last 5 years. Yet, out of every 100 people who read it, 7 make a donation to the Dr.Mani Children Heart Foundation.

That ‘conversion rate’ is higher than for my best selling products and services, which I’ve had ‘professionally’ copy written.

Passion infuses your copy. It touches the hearts and minds of anyone who reads it. It reaches deep into their souls, makes them laugh or cry, sing or dance, get inspired and excited.

Passion does this in a way and style that leaves even top-notch copywriting geniuses gasping for breath—and making it impossible for them to match with purely technical skills and devices.

Get passionate. Then watch your copywriting effectiveness soar.

# *PASSION FUELS LONGEVITY*

I don't know if passionate people indeed live longer. I suspect they probably do.

But I do know that passion can keep a project, idea or endeavor going until it has had time to succeed in a big way. Five years ago, I did my first 'Heart Kids Blogathon.' I'm still continuing with it, doing it for the sixth time.

No, blogging day and night for 24 hours straight is not easy or fun. There's a ton of preparation, a lot of hard work and a focused effort on staying awake, alert and active for that long.

What makes it possible is passion.

The same passion keeps my friend Frank McKinney going through physical torture to complete the toughest marathon in the world—not once, but year after year, to raise awareness about the plight of the homeless in Haiti.

No 'logic' can explain why a multi-millionaire real estate maven would do that—but passion makes it sound perfectly normal!

Behind every successful operation, be it business or non-profit, personal or social, small or big, there is a person or group fired by passion. A burning ambition to see change happen or results achieved—and unwilling to let anything stand in their way.

Passion keeps you going. No matter how long it takes. No matter how hard the path is. No matter how hopeless the outcome seems.

# PASSION IS SATISFYING

Fulfilling. It makes you feel deeply content.

But not all along. And maybe not even for long. Because passion is undying. It will not be quenched. Only appeased.

Yet by driving you to attempt daring things, accept big challenges, passion forces you to stretch to reach your full potential. It makes you a better, more complete and fulfilled person.

- Passion ensures that you live, not just merely exist.
- Passion guarantees that, in your twilight years, you will not look back on a meaningless stay on Planet Earth.
- Passion wills that you create magic in your lifetime.

And by adding spice to your life, music to your soul, spring to your step, passion takes you by the hand, leads you through the excitement that is your right, urges you to grab opportunities with both hands, and launches you out in search of your true dreams—secure in the knowledge that, win or lose, you’re going on a ride that you’ll enjoy, cherish and remember forever.

After all, didn’t Jeffrey Mazza say:

“Life is not a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside, thoroughly used up, totally worn out, and loudly proclaiming—‘WOW! What a Ride!’”

Passion wants to take you on that ride.

**Will you say “Yes?”** 📌

*If you found this little manifesto  
of help in tapping into your passion,  
please pass it along.*

*Share it with a friend. Tell people  
about it. Spread the word.*

*As you do, you’ll help someone else  
find his or her passion.*

## ABOUT THE AUTHOR

Dr. Mani Sivasubramanian is an Indian heart surgeon who uses his Internet based information business to fund heart surgery for under-privileged children in India. A passionate Internet infopreneur, he has influenced hundreds of e-publishers, home business owners and marketers with his writing, insight and experience. Among other things, Dr. Mani has been listed as one of Seth Godin's '99 Purple Cows' for innovative and remarkable marketing that ties in his online information business to fundraising activities. He is also Chairman of the [Dr. Mani Children Heart Foundation](#), a non-profit that has raised over \$130,000 and sponsored heart operations for 31 children with congenital heart defects. Visit him online at <http://www.DrMani.name>.

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