

**There Are Diamonds Inside!**



**How to Mine Your Potential  
and Take Dream Action Today**

**BY MICHAEL SIMMONS WITH SHEENA LINDAHL**

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## Table of Contents

About the Authors.....	4
Introduction.....	6
You Know Who You Are.....	7
The Diamonds Are There...We Promise.....	10
The Free Resources on Your Campus.....	13
How to Leverage the Resources.....	15
The Solution to the Action Challenge.....	20
The Most Determined Month of Your Life.....	22
How to Leverage JourneyPage.....	28
Conclusion.....	36

## About the Authors

**Michael Simmons** and **Sheena Lindahl** are co-founders of the Extreme Entrepreneurship Education Corp. ([www.extremee.org](http://www.extremee.org)), a media and education company that, via books, speaking, and an online community, helps students passionately plan, prioritize, and pursue their vision in life by using an entrepreneurial mindset.

Michael is the bestselling author of *The Student Success Manifesto* and an award-winning young entrepreneur. Sheena is a former senior associate at GreenHills Ventures and is the author of the soon to-be-launched *Student Success Manifesto Life Planning Guide*.

Michael and Sheena have been featured on CBS, ABC, NBC and AOL's homepage, as well as in USA Today. Recently, they were named by Business Week as among the country's top 25 entrepreneurs under 25.

## Introduction

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.

We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

- Marianne Williamson, excerpt from "A Return to Love"

There's a diamond inside every piece of coal. It's a proven fact. All you have to do is expose it to extreme heat and pressure, wait a little bit, and voilà, a diamond. Unfortunately, as we all know, it's not that easy. Humans have not yet made a tool capable of creating diamonds from coal.

This same metaphor exists in life. Over our lifetime, we make eye contact with thousands, if not tens of thousands of people. Even though there are diamonds in their eyes, we see coal. We've probably looked into the eyes of hundreds of potential friends, spouses, and business partners, and then walked on, not knowing any better. For example, in New York City, one of the world's largest cities, people often feel isolated. Odd, right? Especially when you consider that on a simple commute to work, it is normal to see hundreds of people and not say a word. Think about what this means and the potential that is lost. *Millions* of people could be connecting, supporting, and educating each other every single day, but they don't. Not because they can't. Not because they don't want to. And,

not because it isn't a good idea. **On the contrary, it is because it is socially-awkward to start a conversation with somebody...Sad, but true. The environment just isn't right and most of us don't have the confidence to break the social norms of the environment.**

It doesn't have to be this way. By building a network of like-minded people who feed you with inspiration, support, connections, and ideas, you'll break through the norms and take massive action. This ebook pulls from my own experiences and hundreds of others who are like me, and shares advice on how to accomplish this by using free, under-utilized tools and processes, some of which would normally cost over \$100 per hour to use.

While anyone can use and benefit from this ebook, it is specifically targeted at young, dream actors interested in creating success for themselves and others.

## You Know Who You Are

You know who you are. Ambitious, entrepreneurial, goal-oriented, values-driven, persistent, self-starter, etc. You can't help it either. You can't help but get excited by the opportunities around you. You can't help but get excited by your own potential. You know your life will be about big things, although you may not know exactly what those will be yet.

Here's the thing though. It's not easy. It's not easy being you, because sometimes you feel isolated from parents, teachers, and even peers. Sometimes you feel like something is wrong because you feel different than those around you. Furthermore, the people closest to you, the people with the best intentions, often end up being your main critics. They say, "What makes you different?", "You'll never make it", "That's impossible", "You're an idealist.", "You sure you're not overdoing it?" They cannot help it.

Many parents encourage a safe path because that's what worked for their generation. Many teachers encourage the conventional path because that's what they know. Many of your peers encourage you to relax and take it easy because that's what they enjoy. But none of these ways of being feel right to you.

Oddly, these very same people often encouraged you to think big when you were young, changed their thinking as you got older. For example, at eight years of age, if you were to tell your parents and teachers that you wanted to be a famous actress, a governor, the president of a company, or a successful entrepreneur, they'd probably encourage you to pursue your dreams. However, if you were to tell them the same thing

when you were 18-years-old, they'd probably encourage you to be more practical and think smaller. In the end, it seems that while parents are very interested in your success, they're probably usually interested more in your safety.

Following the safe, conventional path has its consequences though. People find themselves without clues on how to pursue and find support for their passion, even in an age when it has *never* been easier to build a career around a passion. The consequence is that after twelve, sixteen, and even twenty years of education, *most* do not know what their passion is, never mind how to turn it into a career after graduating.

What I say stems from experience. It stems from my hearing the experiences of many others as well as observing my own experiences. My mom came to this country when she was 17 years old with no money, unable to speak English, and having to leave her parents behind in Europe. Coming from this start, she was able to graduate college, become a computer programmer and raise me by herself. She instilled me with values of hard-work, creativity, believing in myself, and fighting for freedom – all qualities that are all integral to my entrepreneurial path!! However, when I co-founded a web development company in high school, she feared that it would get in the way of school and that it would interfere with my future success. For the first time, I was thinking bigger about my future, than she was. I remember one specific time when I was sharing a business success and she asked me not to talk about business any more and I broke into tears. This was extremely difficult, because entrepreneurship was and is an all-consuming passion of mine, and it was now something I could not share with the person closest to me.

Another example I observed comes from a recent business plan competition where I judged a 17 year-old applicant who runs a web hosting company. This high school junior earns over \$50,000 a year and recently acquired another web hosting company. Pretty impressive, right? Well, his best friend was his only friend who knew how serious the business was. This young entrepreneur felt the need to keep his passion a secret for fear that others wouldn't understand him.

Long ago, Socrates stated, "The unexamined life is not worth living." More recently, Malcolm X said, "The examined life is painful." I think passion is similar. Personally, it is hard for me to imagine a life without passion. At the same time, by pursuing my passion, I have been exposed to huge challenges and new experiences, which my parents, teachers, and friends at the time had not experienced.

It has been my experience that passions aren't like apples (for most people). They don't just fall out of trees, hit people like Isaac Newton on the head, and lead to world-changing new theories. For most of us, a passion is more like the seed in an apple. It needs to be watered and nurtured over time before it can grow into a tree. Unfortunately, most people are not lucky enough to grow up in an environment that waters their passion. *Fortunately*, we can grow beyond our environment and water our own passions by simply connecting with other like-minded people who bring out our values, passions, and goals.

## The Diamonds Are There...We Promise

A few years ago, I attended a conference where a speaker shared one idea that changed my life. The speaker was a mediator in the Middle East for groups who had a history of strained relations and hatred. Based on his experience, he shared that the single most powerful technique that has worked again and again is having each side share their goals with the other. Inevitably, these groups have the same vision for the future, and they are able to form a lasting connection based on their aspirations alone! So simple. Yet so, powerful. It's amazing how many of the best things in life are often right under our nose, but we just can't see them.

With this in mind, during our workshops, Sheena and I take students through a process of creating a life vision and setting goals. We then have a networking activity where people share their goals with each other. Every time, to our amazement, even within fairly small groups, people with similar goals find each other and become business partners and close friends. In a recent workshop, we actually had six students who found each other, all with an interest in starting a jewelry business!!! Alone, they probably wouldn't have started the business. Together, the odds are increased.

**One thing this process has taught us is that students who are passionate about their ambitious goals are not a rarity.** On the contrary, what is making these students feel isolated is not the numbers, but the lack of a method of connection. The people we're looking for are in our classes, in our dorms, in our hallways. The problem is: how do you find people with similar goals without pushing too far outside of the social norm of

focusing on surface-level conversations? Take the interaction below as an example of the challenge:

*It's the first day of class and Bill arrives 15 minutes early. There is one other person in the room, Michael. After he sits down, Bill quickly introduces himself.*

**Bill:** Hi, my name is Bill. Look's like we're the early birds. *(reaches out hand to introduce himself)*

**Michael:** Hey man. My name is Michael. Nice to meet you too. *(shakes hand and smiles)*

**Bill:** Yea, I heard this professor is really easy. Supposedly, if you read the textbook, you don't even need to go to class.

**Michael:** Yea, my friends aced this class and barely studied.

**Bill:** Cool. What major are you?

**Michael:** Undecided.

**Bill:** Join the crowd man.

*There are a few more back-and-forths and the conversation comes to an end as more students walk in. They never talk again.*

Now, what if I told you Bill was Bill Gates. And Michael was Michael Dell! Imagine the potential that would have been lost if these two went to the same college and were even in the same class, but did not realize their connections. Furthermore, realize that each individual subtly pre-judged the other person. They almost assumed that the other person was different than them. So, instead of talking about their passions and goals, they talked about surface-level topics.

On the other hand, you can imagine the awkwardness if somebody introduced themselves and went directly into their goals and passions:

**Bill:** Hi, my name is Bill. Nice to meet you. *(reaches out hand)*

**Michael:** Hey man. My name is Michael. Nice to meet you too.  
*(shakes hand and smiles)*

**Bill:** I really like computers.

**Michael:** Yea, me too! Wow.

**Bill:** I don't think you understand, Michael. I really, really like computers. Like, I like computers so much I spend almost all my free time coding. I've been doing this since high school. We even formed a club.

**Michael:** You've got to be kidding me.

**Bill:** *Bill looks down, somewhat embarrassed.*

**Michael:** No. No. I really, really like computers too!!! I'm just like you. Except, I'm a hardware guy. I really like finding cheap computer parts and putting together systems that I sell to directly to individuals!

**Bill:** Oh my god, maybe my software can go on your computers and we can make a business together.

**Michael:** Totally, let's be Friends for Life!!!

*(Bill and Michael, caught up in a moment of excitement, slap each other high five. They go on to found MicroDell together and change the computing industry.)*

You get the idea. Putting my exaggerated nerd humor aside, the example above illustrates that the people that you've been waiting your whole life to meet may be right in front of you, and you don't even know it! In other words, the problem is the context, not the content!

## The Free Resources On Your Campus

The next two chapters are specifically written for students, although they can be helpful for professionals and applicable to the work place. If you are no longer a student, you may want to skip on to page 20.

While social norms have left us unable to connect with people in a deep way in certain contexts, fortunately, there are places where we can connect. And even better, these “contexts” are free and not far away! In fact, the environment you’re looking for is right on your campus.

The answer? One-on-one meetings with advisors, professors, alumni mentors, and peer mentors that you respect are *extremely* powerful and almost always under-utilized. Career, academic, and personal advisors allow you to set up meetings with them. Professors have office hours. Furthermore, the majority of schools have peer mentors programs and/or alumni mentorship programs that are extremely helpful.

Let me put it a different way. If you wanted to get consulting from a professor, receive mentoring from an experienced professional, get tutoring from a peer, or receive support from advisors, you’d normally pay over \$100 per hour in the open market. In school, not only are these services free, you can set up as many appointments as you’d like. How amazing is that?! Furthermore, think of a peer mentor and/or alumni mentorship program. Normally, you’d have to somehow find someone who can help you. Then you’d have to get in the door. With a mentorship program, the searching has been done and the door is open!

Perhaps, even more amazing, the advisors we’ve met at the schools we spoken at almost always say their services are under-utilized by

students! When people talk about the college experience, they often talk about classes, extra-curricular activities, and dorm life. Rarely do they talk about this incredible resource of mentorship that most schools provide.

The next section will provide unique ways to leverage this resource that you may not be aware of.

## How to Leverage the Resources

- 1. Find the Right Ones.** Every advisor, peer, peer mentor, alumnus, and professor you come across will not necessarily be a match made in heaven. Maybe you don't have a rapport or maybe you don't have similar backgrounds. Whatever the reason, keep on looking. Some techniques for finding the right people include:
  - Go to your school's bookstore and see if there is a section with books written by professors at your school. Purchase the books that interest you and then approach the professor during office hours.
  - Read your school's newspaper and alumni magazine and look for interesting people.
  - Look for individuals who've won awards that you'd like to win.
  - See if any office in your school has an alumni or peer mentor program. If there is, then build a relationship with the mentorship program coordinator so that he/she knows a lot about you and can match you with the best person.
  - If you're in a dorm, look toward your RA.
  - Look at the profiles on your school web site or on the web of the professors you'd like to meet. If they've published articles in journals, read those articles before approaching them.
  - Visit the alumni office and see if they have a database that you can gain access to. If you aren't allowed to as an undergraduate, then see if you can meet one alumnus who trusts you enough to give you access.

- Search the Internet for an individual with the background you're looking for and include the name of your school in the search query.
- In the beginning of the semester, sit in on *all* the classes that you're interested in. After the first few classes, you'll get an idea of whether or not you want to take the whole course. If you don't want to, you can simply drop the class and save yourself a lot of grief.
- Sometimes, a professor is only teaching graduate courses or you can't take their class because you don't have the proper pre-requisites. So, another option you may want to consider is sitting in on their class during the semester and doing the readings if you have time.
- Build your brand/reputation so that the right people can find you. One of the best ways to do this is by pursuing your dreams/passions and creating results. Within the context of a college this could mean:
  - Winning awards
  - Developing a marketing system (i.e., online profiles, newsletter, blog, web site, etc.)
  - Winning a business plan competition or an entrepreneur award
  - Winning any competition on-campus
  - Having an article written about you in the school's newsletters, newspapers, and magazines, which go to prospective, current, and past students

- Starting a club or getting involved on the executive board of a club
- Getting elected to student government or council
- Contributing to campus media (newspaper, TV, radio, etc.)
- Becoming a member of the honors program.

If you build a reputation in an area outside your dream, then you may receive resources that bring you closer to what you don't really want. If you don't create results and/or marketing systems, then people may have trouble finding you.

**2. Build a Relationship.** The last thing you want to think about any resource is, "This service is a result of my tuition payments. Therefore, I'm entitled." Although, this may be true on some level, it is ultimately more beneficial for you if build a relationship from the ground up. This means that you should always:

- Send thank you notes expressing your appreciation and explaining how their advice has helped you.
- Respect the other person's time by coming early and being prepared.
- Take the time to get to know the individual personally so you get a better idea on how they can help you and how you can help them.
- Give First. This maybe easier to do with peers and peer mentors, but I've found that authentically giving to somebody is a very powerful way to build a foundation of trust and rapport. It will

also set you apart from others, maybe even to the point where they start to tell others. I find that this principle is even more powerful when you go out of your way to help someone. At the very least, I think a good practice is to say, “Let me know if there is any way I can ever help you!”

- 3. Ask them for Resources.** Advisors, peer mentors, and professors are often gateways to more resources, such as awards, scholarships, others who are like-minded, and special courses/ programs. If you’re on their good side, you will gain access to these resources first, you will get an endorsement/ letter of recommendation, and you may even be able to get some strings pulled for you in times of need. Furthermore, professors have contacts with professors at other schools, which might help you if you’re interested in going to graduate school. A best practice that a mentor once told me is to ask for two introductions at the end of every informational interview.
- 4. Learn their Schedule.** Every school has an academic calendar with predictable up-time and down-time. While career advisors might be most busy in the spring when students are looking for a job, academic advisors might be most busy near the end of semester when students are picking classes for the next term. Learn the schedule of the people you will be working with and try to work with them when they’re more available. In fact, summer may be the best time!

**5. Create a Life Plan.** A life plan is like a business plan, but for your life.

Entrepreneurs use business plans to:

- clarify their own thoughts
- get support from others

You can use a life plan for the same reasons, and include many of the same concepts a business plan would include, such as:

- Vision
- Values
- Goals
- Competitive Advantages
- Advisory Board
- Target Market
- Income and Costs

Don't have a meeting with an advisor or mentor once and then cross it off your list. Go back for meetings at least a few times a year to give updates on yourself and receive further advice. Advisors and professors meet hundreds if not thousands of students a year. With this in mind, sometimes they might generalize characteristics of students. Creating a plan and showing it can separate you from the pack.

**6. Join JourneyPage.** Unfortunately, not all campuses have established mentorship programs or ways to effectively connect with others who are like-minded. To solve these issues, we've created a free resource called JourneyPage (<http://www.journeypage.com>), which helps you accomplish this. It is explained in the following section.

## The Solution to the Action Challenge

The biggest obstacle the people in our talks tell us about is taking action. There seems to always be a good reason for not taking action right now, such as:

- I still need more experience
- I need to do more research
- I'm looking for my perfect \$1 million idea
- The startup process is too confusing
- I could never do it
- I'm not smart enough
- I don't have enough time
- I don't have enough money

The list goes on. For the people who believe them, they are true. For the people who don't believe them, they are NOT true. The question then is, which side do you want to believe? One side clearly produces more results.

I've seen countless examples of people who have been massively successful at a young age. EVERY time (I'm not exaggerating); it is their massive and continued action that makes them different, not the obstacles they face. If you want to realize your dreams, you can NEVER let excuses stop you from taking action. If you take baby steps every single day, the following things start to happen:

- You come across more opportunity and create your own "luck".
- You gain knowledge about yourself and how to achieve your dream.

As you take action, the process becomes demystified.

- You build the habit of action. The more you do it, the easier it becomes.
- You build credibility with people who could help you. Wouldn't you rather support someone who will actually use your advice?
- As your dream becomes more 'proven', it is easier to attract to the necessary resources and you discover where you can cut corners.
- You discover that you have enough time as less important activities fall by the way-side.
- You expand your comfort zone and build self-confidence.

On that note, I'd like to introduce you to JourneyPage (<http://www.journeypage.com>). In short, JourneyPage is the answer to the challenge of taking action. It is an online system that helps you have the most determined month of your life by:

- Thinking bigger than you ever have.
- Putting your money where your mouth is.
- Finding an accountability partner.
- Using a system that works.

The process behind JourneyPage pools from the best human performance strategies that we've ever come across.

## The Most Determined Month of Your Life

This next month is the month you've been waiting for; the month when you live life like it only happens once. It is different than other months because with JourneyPage, for the first time, you will follow a set of proven systems and structures that help you define what's important to you and take action on it with accountability.

I say 'next' because there will never be a better time than now. There will never be that month when all of the stars line up and you suddenly have time to focus on what's important to you where there no distractions. And, you certainly don't have to wait until that day when a tragedy happens and then you decide to do what's important. Finally, there will never be a better time than now, because now is the only time you *can* actually take action. If you start preparing for it now, the next month will be the most determined month of your life.

If you take the JourneyPage challenge and follow the system 100%, I guarantee you will have the highest performance month of you've ever had! I have no doubt about that.

Wow!!! That's big claim, you might say. How can you possibly back that up? You don't even know who I am god's sake!!!

Simple. Have you ever set a stretch goal that is so big it scares you to death on the one hand, but is so doable it excites you at the same time? Have you ever put your money where your mouth is and paid a financial consequence if you did not achieve your goal? Have you ever had an accountability partner committed to your success that you call two times a

day who doesn't let you get by with old excuses? Have you ever stated your goal publicly so that there's no turning back?

Imagine...Just imagine what doing all of these AT THE SAME time for the first time could do to your life? Imagine, what it would feel like to approach the edge of your own potential for the first time? Now, imagine, what would it feel like to go beyond that edge. This next month, you will find out.

Below are explanations of the structures and systems behind JourneyPage:



## Think bigger than you ever have.

What can you accomplish in one month if you committed yourself to it? That's a powerful question. Below are some possibilities that may spark some ideas:

- Read 8 books
- Call 30 different family member, friend, or business contacts.
- Give up a bad habit (cigarettes, TV, soda, junk food, coffee, or other unhealthy)
- Ask 10 people out on a date. Lose 15 pounds
- Learn a new language
- Learn how to dance
- Come up with a viable business idea
- Recruit a business partner
- Create a product/service
- Launch a business with 3 paying customers
- Make 25 sales calls per day
- Close a major sale
- Land a dream job
- Work out 4 days a week
- Write a short book

- Buy a house

By clearly defining a stretch goal, you define what's important to you, provide yourself with inspiration, and give yourself something to be held accountable for.



## Put your \$ where your mouth is.

Thinking big is the easy part. Not talking yourself out of it is the hard part. You never ever really see the full cost of the opportunities you lose when you don't take action on your dream. For example, if you don't write a book this month, you will never know about the opportunities you could have had. On the other hand, there are many things in our life with big consequences. If you talk yourself out of doing a school or work project, you could fail a class or potentially get fired from a job. That's a pretty big, immediate consequence, and it's the reason you get stuff like it done *before* you work on your dream.

By putting down a financial consequence for your dream, you give yourself an immediate, tangible cost if you do not give 100%. Therefore, your motivation is drastically increased. The higher the financial consequence and the more accountability that is attached to it, the higher the determination. If your consequence is \$1, you can logically reason yourself out of pursuing the challenge. Similarly, if your consequence is \$500, but nobody knows about it and you know you'll never really have to pay it, then you won't be motivated.



## Find an accountability partner.

When you don't have somebody who holds you accountable to your challenge, it can be extremely easy to forget about it and/or make an excuse. However, when you have an accountability partner who is doing their one-month challenge as well, things are different.

First, if you slack off, you bring down the energy of your partner too. Therefore, you're not only responsible for yourself. Secondly, a partner sees things you don't see, because of personal biases. Therefore, your partner can help you get over roadblocks that you wouldn't be able to yourself. Next, if you have a partner who is performing at a higher level than you, you will either be inspired or feel competitive. Either way, you'll want to work harder toward your challenge. Finally, having someone push you is extremely valuable no matter who you are. Even though professional athletes are the best in the world at what they do, they always have coaches.

Finding someone who can be your accountability partner or a supporter may be difficult for the reasons mentioned throughout this ebook. Fortunately, JourneyPage creates a context where advisors, students, peer mentors, professors, administrators, and alumni can create a searchable, one-page professional profile that shares their diamonds so they can find like-minded people! The profile includes their:

1. Short- and Long-Term Goals
2. Core Values
3. Core Beliefs

4. Life vision
5. Passions
6. Portfolio (resume, cover letter, photos, art, etc.)
7. Education
8. Experience

Furthermore, this one-page profile is completely ad- and logo-free, which means that you can feel comfortable promoting it not only to your peers/friends, but also to potential employers and the outside world.


Below is a screenshot of what a sample profile (mine) looks like:

Michael Simmons
Alumnus @  
New York University

Be the change you want to see!

Last Updated: Jul 11, 2006

[Connect](#)
[Message](#)
[Forward](#)
[Print](#)



**Life Plan Summary:**

**Life Vision:** To create a large, lasting, positive difference in the world by living each moment to its fullest potential

**Core Values:** focus, discipline, thinking big, compassion, integrity, vuja daze, learning

**Core Beliefs:** anything is possible, at a core level there is nothing I can gain or lose

**Passions:** reading, movies, walks, tennis

**Goals:**

- Start a University Focused on Entrepreneurship**, by 2010
- Travel the World For An Extended Period of Time**, by 2010
- Grow Extreme Entrepreneurship Education into a Sacred, Sustainable Organization**, by 2010
- Launch Road Tour (<http://www.extremetour.org>), by Sep 2006
- Launch Workbook, by Sep 2006
- Fully Launch JourneyPage, by Sep 2006

**Contact Information**

**MSN Messenger:** michaeldsimmons  
**Mobile:** 1 (917) 523-5407

**Links**

- [Student Success Manifesto](#)
- [Extreme Entrepreneurship Ed](#)
- [Extreme Entrepreneur Tour](#)



## Take 3 steps to your goal daily.

Lastly, you can use JourneyPage to take three steps to your one-month challenge on a daily basis. Every morning, you enter what you want to accomplish and every evening you mark what you did accomplish. These results are shared with your accountability partner.

This process helps you clarify what's most important and helps your accountability partner keep you on track.

Furthermore, we've created a toolbox and a series of free weekly teleseminars. These provide you with a system that helps you manage your time, track your progress, overcome personal barriers, build a team, and keep the inspiration.

\* \* \*

So, what's the big picture? What exactly does this system mean? This means that the context has changed. It means that when you log into the community to be supported by and support others, that you see diamonds, not coal. It also means that you no longer have an excuse not to be fully pursuing your dream having the knowledge of how JourneyPage works and that now is the only moment you can take action. You can certainly fool me or the people in your life, but you can never fool yourself.

## How to Leverage JourneyPage

So, we've created the context where you can express your diamonds. After you complete your profile and enter in your vision, values, and goals, the next step is promoting it and making yourself available to help others. Below are techniques you can use to leverage the power of your JourneyPage profile:

### Create and Promote Your Profile

The no-ad professional profile is not only a good way for you to express your diamonds to new people, it is also a powerful way to express them to people you already know and are close to. Below are a few specific ways to promote your profile:

1. **Register Your Domain Name.** An additional strategy is to register your own easy-to-remember, personal domain name (i.e., jenniferjankins.com) and point it to your JourneyPage profile (i.e., <http://www.journeypage.com/jenniferjankins>). With Go Daddy (<http://www.godaddy.com>), the largest domain registrar, the cost is only \$8.95/year. Registering your own domain makes it easy for people to remember your site.
2. **Create an Email Signature.** Your email signature is the text that appears at the bottom of all outgoing emails. It not only includes your contact information, but can also include relevant information that expresses your diamonds. Below is an example signature:

Jennifer Jankins  
Student at New York University

Email: [Jennifer.Jankins@nyu.edu](mailto:Jennifer.Jankins@nyu.edu)

Cell: 917-XXX-XXXX

Profile: [www.jenniferjankins.com](http://www.jenniferjankins.com)

Vision: To make a large, lasting, positive difference in the world.

For further information on creating an email signatures, visit <http://email.about.com/od/signatures/>.

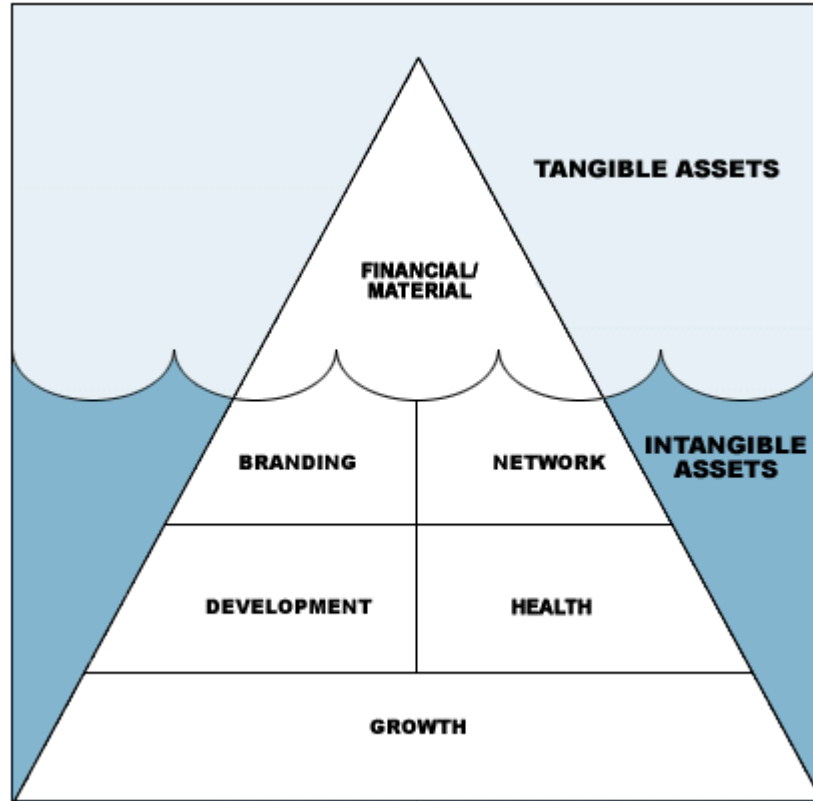
3. **Link to Your Profile.** The next step is linking to your profile from your other online profiles, blogs, and web sites. This not only helps other people find your profile, it also increases your search engine ranking so that when somebody searches for your name, your profile will be one of the top results.
4. **Create Business Cards.** Another powerful step is to create business cards and link to your profile on your business card. Business cards make you look more professional and give people an easy way to contact you. By adding a link to your profile, the business card also becomes a way for people to learn more about you. You can get free business cards at [vistaprint.com](http://vistaprint.com) or you can buy perforated business cards (Avery 8871) from [staples.com](http://staples.com) and print from your own computer. So next time you meet a new person in class, at an event, in the hallway, or with friends, you can give them a profile and

make a deeper connection!

### **Be of Service to Your Peers**

The next step is increasing the number of diamonds you have. If you were a crook, you would do this by stealing. If you were rich, you would do this by buying them. However, you probably don't want to steal and you probably don't have a lot of money as a college student. Fortunately, there is another option, which is free and win-win. That option is giving by being of service to your peers.

Let me explain. Everyone has assets. Some are tangible such as money, real estate, etc. Others are intangible such as your reputation, network, health, knowledge, skills, values, goals, etc. Very few would disagree with the fact that your intangible assets form the basis for your tangible assets. It's sort of like an ice berg. When you see an ice berg, what you're really seeing is just the tip. Its base, which is under water, is 7/8 of the ice berg.



Besides being important, intangible assets have another powerful property. **The more you give them away, the more you get.** For example, if I had a real diamond and I gave it to you; I would no longer have it. This is the win-lose law in the tangible world. However, when it comes to the intangible world (the diamonds inside of you), if you give somebody else inspiration, knowledge, contacts, support, or an endorsement, you still have all of those. In fact, you actually build your knowledge by teaching it. You actually strengthen relationships by connecting people. Yes, it may be simple. Yes, it may even be counter-intuitive at first, but don't let this under-utilized principle fool you. It is an incredibly powerful law.

Below are a few concrete reasons why being of service to your peers are powerful:

1. **We Often Learn Best By Teaching Someone Else.** We learn:

- 10% of what we READ
- 20% what we HEAR
- 30% of what we SEE
- 50% of what we both SEE and HEAR
- 70% of what we DISCUSS with others
- 80% of what we EXPERIENCE personally
- 90% of what we TEACH someone else

Peer Research Laboratory in New York (<http://www.selfhelpweb.org/peer.html>)

2. **Culture.** In my opinion, one of the best ways to establish a culture of giving is to give oneself. Over my life, I've probably received one-on-one advice from over 100 mentors. This advice has had a huge impact on my life. Now, I consider myself indebted and responsible for providing the same support to others! If you provide mentorship to other students at your school, you can have a large effect on the school's culture and even the world. You don't have to create a nonprofit or spend a day rebuilding a house to make a large, lasting, positive different in the world.

3. **Fulfillment.** In my opinion, helping someone else who wants to learn from an experience that I've had and who is respectful is one of the most fulfilling things in the world. A great example of this is in the book, *Authentic Happiness*. The author, a professor of positive psychology, had his students spend one night completely taking care of their own needs. Then he had the students spend another night completely in service. Then he had his students reflect on the experience. Every student acknowledged that the fulfillment that

comes from being of service is much more powerful and long-lasting than the fulfillment that comes from simply serving one's own needs.

- 4. Karma.** What goes around comes around. Or as Ralph Waldo Emerson famously said in his Laws of Compensation, "Every act rewards itself... Cause and effect, means and ends, seed and fruit, cannot be severed; for the effect already blooms in the cause, the end preexists in the means, the fruit in the seed."
- 5. Deep Connections.** The closest relationships I have are with people who've helped me, who I've helped, or where we've helped each other. This is true from my parents, to my wife, and to my closest friends. Whether it is support, encouragement, love, introductions, or knowledge, having giving-based relationships is extremely powerful and mutually beneficial.

## Break the Ice

So, once you've found someone, how do you break the ice by giving? Here's how you can specifically give to others via JourneyPage:

- 1. Create a Connection Between Two People.** It doesn't have to be a long or complex email either. Below is a sample introduction for Bob and Amy, two fictional people:

**To:** Bob; Amy  
**Subject:** Bob Meet Amy

Bob (<http://www.journeypage.com/profile/bob>) meet Amy (<http://www.journeypage.com/profile/amy>). I really respect both of you, each of you have similar values, and you share a common goal of opening a restaurant before you turn 25. I think you two would hit it off.

All the best,  
Michael

2. **Recommend Resources.** Are there certain books, movies, conferences, or organizations that would help somebody achieve a goal? Why not tell them about it and potentially change their life?
3. **Provide Encouragement.** You'd be surprised at how far a little can go. Just shooting someone a quick message can make a big difference. The following is a sample message: I just came across your profile. What you've accomplished is an inspiration for me! Keep it up.
4. **Give Feedback.** Integrated into JourneyPage is a feedback system. This system makes it easy for anybody to provide feedback on a photo, document, or even someone's plan for achieving a goal. By looking at the world differently than anybody, you may be able to provide a unique perspective that is obvious to you, but that the other person did not see.
5. **Connect with them on JourneyPage.** JourneyPage gives you the opportunity to connect with others as accountability partners and as

connections. By being someone else's connection, you will automatically receive updates on their journey every time they update their bog. By being an accountability partner to another member, you can follow a set structure for supporting the other person.

## Conclusion

The general perception of college students is that they drink, party, and are very social. This is generally true. There is also a general perception that these same students lack ambition. This is generally false. It has been my experience that almost all students have great personal ambitions for the future. However, few act on those ambitions, because they lack the support. It is our hope that this ebook and community will be a part of the solution to change this perception.

The time will never be better than it is right now! Over the last eight years of thinking about pursuing my passion and observing other people's journeys, I think the exclamation point I used is warranted! If you're in college right now, whether you realize it or not, you're at a major turning point in your life! If you choose to delay your dreams for the future, do you think they will be easier to pursue after you graduate college and start paying for health insurance and student loans? Do you think it will be easier after you rack up more debt in graduate school? Could you, right now, look yourself in the mirror and say that it would be easier after moving up in a career, building up a high-priced lifestyle with a mortgage, and after you're married and have children. Take advantage of the now!

During my freshman year in college I attended a life-transforming self-development seminar. During one of the activities, a group of us were sharing our goals and dreams with each other. I'll never forget the few minutes when one of the group members, who was in her sixties, shared her dream. As she started to talk, she broke out into tears! You see. Her dream since she was in her early twenties was to become an actress. Her

friends had always told her she that was really talented and she really enjoyed it, but she had never taken action. When I heard this story I made the commitment that I never wanted to leave my dreams for a tomorrow that would never come.

To create your own challenge and professional profile, visit [www.journeypage.com](http://www.journeypage.com). I look forward to interacting with you on the community!