



# Finding Your Passion

cheryl garrison

## MEET CHERYL GARRISON



*Cheryl A. Garrison* is a coach, speaker, author and champion for women over 50 who want to live a life of passion and purpose. As founder of 50Something Lifestyle, Cheryl's desire is to help women over 50 re-invent themselves professionally, personally and spiritually. She says "My goal is to help you understand that being 50Something is the beginning. It's the time to reset and build the 50Something Lifestyle of your dreams."

For more than 30 years, Cheryl has been an entrepreneur and has earned well over a million dollars from her various ventures. As a business owner, she was awarded numerous Business Excellence awards, Rising Star in her network marketing company and creator of the Topleaders Business Leadership and Development Training program.

She has been a featured speaker at several women's conferences and networking event including: 2015 Womanpreneur conference which was live-streamed to over 15,000 women; Women Who Prosper 2016; Women's Information Network Summit 2016; Sisterhood Telesummit 2016; Be Well Mastermind 2017; and Be Well Business Symposium 2017. Her most popular workshop, *Don't Retire, Refire!* helps women begin the process of re-invention no matter where they are in their lives.

Cheryl's passion is coaching and mentoring women in business, leadership, and personal development, especially those over 50. She works one-on-one with her clients to help them create a Lifestyle Re-Invention Plan, a goal-oriented blueprint they can follow to make true change. Cheryl released her first book, *RE-INVENT YOURSELF!*, on August 1, 2016 and is completing her second book to be published this winter.

"I created 50Something Lifestyle to help women deal with the 'now what'. Just because we are 50Something, it doesn't mean that we are ready to be done. We are strong, vibrant women ready to create the lifestyle of our dreams.



## *What is Passion?*

Passion is defined as a powerful or compelling emotion toward someone or something important to you. Passion is a way of life. It is the “fire in your belly” that wakes you up each morning, gets you through your day and gives you the motivation or zest you need to live a fulfilled life.

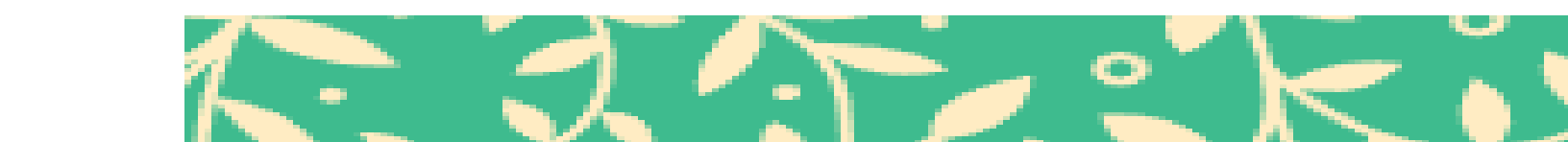
When you live a passionate life, you tend to live a happier life. Why is this? It’s because when we are passionate we are excited, enthused, and ready to conquer any obstacle that comes our way. Passion has no reasoning. It just is and if you can dig deep within and find that something you are passionate about, no one can stop you from achieving it.

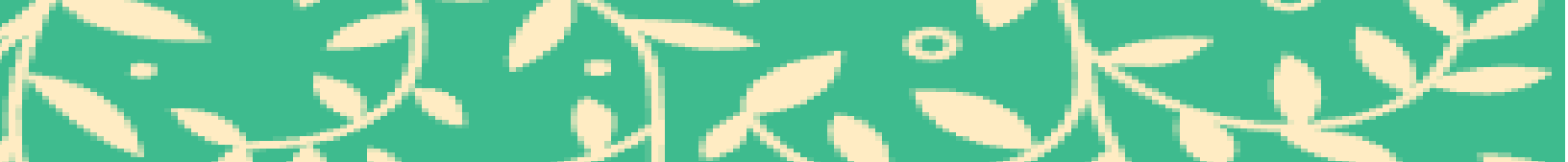
I am passionate about helping women over 50 re-invent their lives. This re-invention can come in the form of their professional, personal or spiritual life. This passion keeps me up at night working on books, blogs and other resources to help women. It keeps me honing my skills on a stage so that I can present relevant, life-changing information that encourages women to live a life of passion and purpose.

## *Why do We Lose Our Passion?*

Before proceeding to how to find your passion, I believe that it is important to discuss why and how women lose their passion, especially after 50.

Too many women live their lives on rote. They go day after day carrying out the motion of living without realizing that most of their frustrations and unhappiness comes from living as if they are “walking in their sleep”.





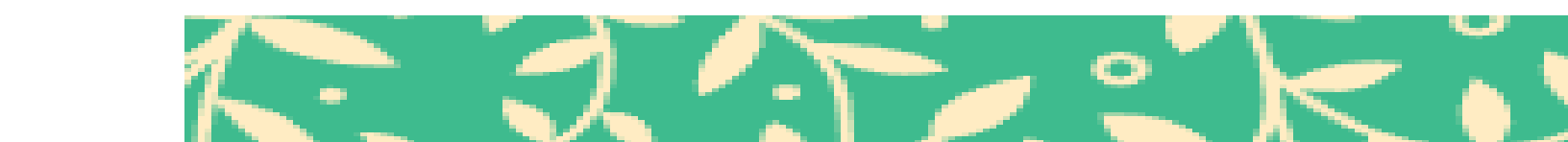
One of my favorite mentors spoke often about how he was living on rote to the point that his life became a pattern of work-to-home, home-to-work, work-to-home... You get the picture. This routine was daily without anything in between that could be described as passionate living. He became so engrossed in the work-to-home lifestyle that his life was becoming a blur, with little meaning and definitely no passion. He was miserable. So were his wife and kids. He had no joy within, just a feeling of hopelessness that nothing would ever change – that he would be doing the work-to-home routine forever.

It wasn't until he declared that it was “enough”. He chose to find a new passion in his life and he did. Today, he is spending quality time with his wife and kids, financially independent and one happy man.

Even if this doesn't describe your exact circumstances, I'm sure you can relate. Why have you lost the passion in your life to the point where you are unhappy and feel that there is no hope?

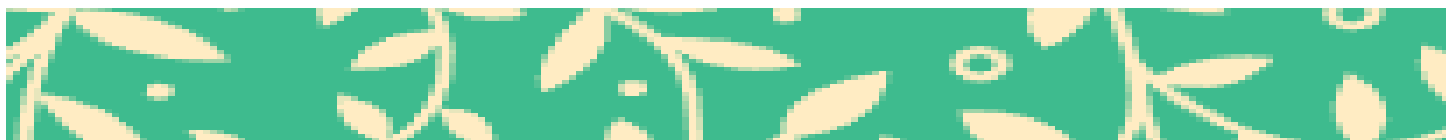
Many times, when women experience this loss of passion, it's because they stop dreaming. Very little inspires them. They work on a job that gives them very little satisfaction. Truth is, they live in fear that any day the business might close or they'll be downsized at the age of 50something. Or, they find themselves being supervised by what I call a 13-year-old. They feel on a daily basis that there is an unspoken force pushing them out of the door.

In addition, their last kid has left the house and the role “mom” has transformed. They feel as if they are no longer needed. Their spouse, if they are married, is struggling to stay relevant in an industry that gets younger and younger by the year. He has his own issues to deal with.



With all these life changes, it becomes more difficult to dream of something better. In fact, the something better was supposed to be waiting for them in their twilight years. They are finding out that life after 50something is not all it's cracked out to be.

Does this sound like you? If so, I wrote this little book to help you find your passion and begin living the amazing life you were meant to live.





# *How to Find Your Passion*

Re-igniting or finding your passion in life takes work. I know! When I lost my passion, I had to work to get it back. Here are some tips that will help you get yours back.

## *Be Open*

*“If anything is worth doing, do it with all your heart” Buddha*

I love this quote because it summarizes how to approach change in your life. Finding your passion means you must have the mind and heart to change.

Many of us are convinced that working within our passion is either going to be too hard or that it is just not going to happen for us. We then shut down and give up on what could be our life passion. We shut down and reject the change that could take place.

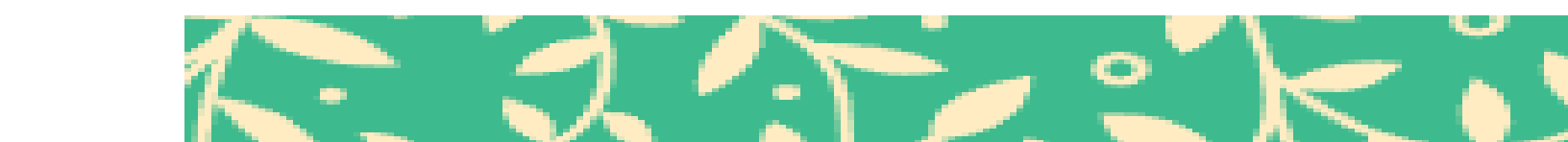
The first step in finding your passion is to open up and give yourself permission to do what you love, which elicits that strong, compelling emotion within you.

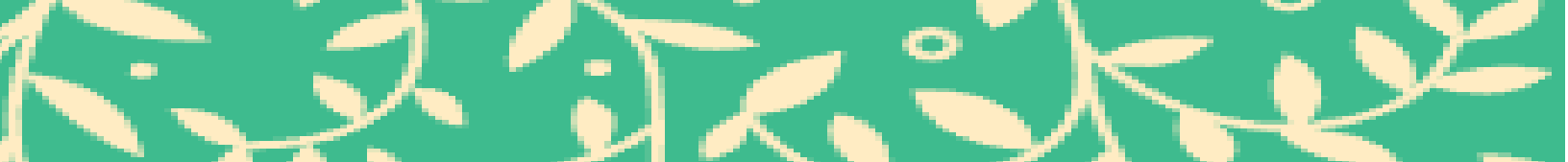
Don't think so hard that you talk yourself out of it. Don't let outside forces such as money, time, or negative people extinguish your quest to find your passion. Acknowledging what you love or what will make you happy is step one.

## *Be Obsessed*

Passionate people are sometimes perceived as a little crazy. They believe so much in what they are doing that no one can come between them and their passion.

Thomas Edison, the great inventor, was so passionate about inventing the light bulb that he failed 1,000 times before perfecting





his invention. To say he was obsessed is probably an understatement. One would have to be obsessed to keep trying and failing 1,000 times.

Do you think Edison was passionate about the light bulb? What in your life are you willing to try and fail 1,000 times before succeeding? How about 100 times? 10 times?

Think about it and when you find that one thing you are obsessed about, you may have found your passion.

### *Be Curious*

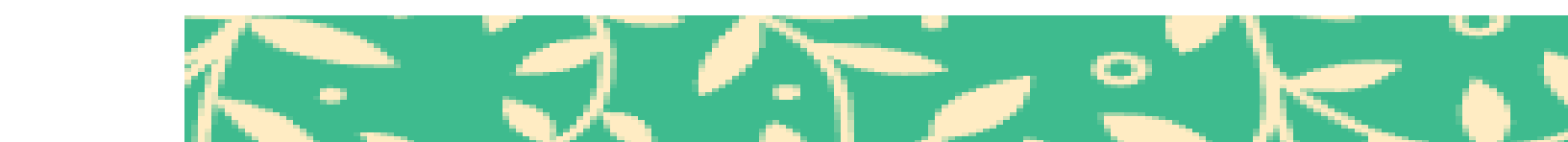
Hopefully by now, you feel as if it's possible to find something you are passionate about. But, you are still having problems defining it. It's time to play detective. Let's imagine that you discovered that your passion is to write a book. You've never written a book and are not quite sure if the desire to write it is deep enough to accomplish the task. The way to clarification is to first identify the subject you might want to write about and then go searching.

Do your detective work. Start researching and reading books about your subject matter. Find out about the author regarding other books he or she has written. Find out any information about the author's life, how they live, where they live, anything that gives you some insight into the passion they had when writing the book.

Be curious about everything dealing with the subject of your book. Immerse yourself in it until you begin to think about it day and night. When that happens, your curiosity will overtake you and before you know it, you are sitting at your computer writing.

### *Be a Rebel*

Do not let anyone come between you and your newly found passion, even yourself. One of your biggest critics and dream stealers will be



your own thoughts and what I call the “negative roommates” living inside your head. Reject them. Talk out loud to those thoughts and declare that you will not be stopped.

Outside naysayers are easier to deal with. Simply ignore them or eliminate them from your circle of influence.

I have been an entrepreneur for over 30 years. I’ve had numerous businesses and I have been wildly successful. In 2008, my interior design business failed (so did the housing market) and I was left with a tremendous amount of debt and guilt. My husband and I had to liquidate years of assets and savings to pay off the debt. For a couple of years, I lingered in depression, guilt and fear that stagnated me from moving forward. I called it stuck in cement. I was afraid to do anything for fear of risking everything again. It was an odd place for me to be especially because I had been such a go-getter. My passion was gone and I no longer dreamed.

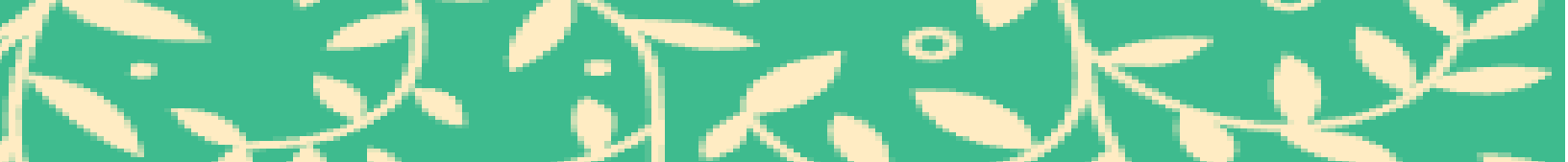
I had lost confidence and declared that doing nothing was far safer. It wasn’t until my son walked in one day and declared, “Mom, you’re done, aren’t you?” What? I didn’t know anyone else had noticed my stuckness. It was time for me to snap out of it and start living again.

I attended conferences (see me with Lisa Nichols, motivational speaker and author), I read books, did online trainings, got a coach and before I knew it, my life began to change. I regained my passion and founded 50Something Lifestyle.



Me at a conference with the great motivator,  
Lisa Nichols





I rebelled against the negative naysayers inside and outside and now I am teaching other women to do the same.

Be a rebel. Be bold and stand up for your own life. Fight for your passion.

### *Be Brave*

Finding and living your passion takes courage. When you look at some of the most successful people in the world, they step out boldly with true bravery to live their passion.

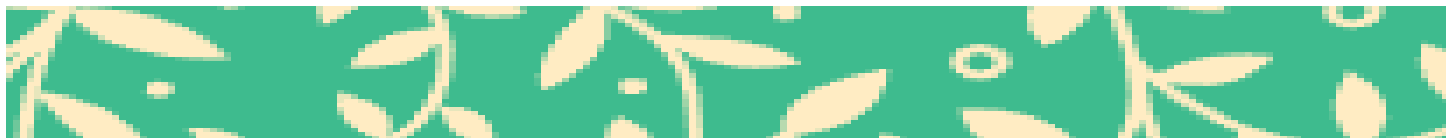
It doesn't always require walking away from a job or leaving relationships to find your passion. It just takes knowing that some things will be sacrificed. Some things will have to change. You may have to take risks. Just know that when you begin to live out your passion, you will know that the risk was worth it.

### *What's Next*

The only thing standing between the status quo and living a passion-filled life, is you. My hope is that the information in this little book will help you start the process. You're worth it, aren't you?

Remember to:

- ❖ Be Open
- ❖ Be Obsessed
- ❖ Be Curious
- ❖ Be a Rebel
- ❖ Be Brave





## *Need Help?*

If you find that you are still having trouble re-inventing your life by finding your passion, let's chat.

Schedule a Complimentary 30-minute Re-Invention call and let's talk about what's holding you back. It could be the difference between living the life you want and continuing the path you are living now.

Go to <http://meetme.so/CherylGarrison> to schedule your call.

**To your Passion!**

**Cheryl Garrison**

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