

Ep #16: What Happens When You Focus on Too Many Passions



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With Your Host

Lindsey Mango

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Hi girl, welcome to *Soul CEO*; a podcast for women who know they're destined for more. I'm Lindsey Mango and I'm going to show you that you can have it all and teach you how to get it by becoming the CEO of your soul, life, and business. Let's get started.

Hello, how are you all? I feel like I just kind of sang that introduction. That reminds me that when I was young, I wanted to grow up and be a singer, and I'm not half bad. Like, Chris tries to tell me that I'm really good, but I definitely need some work.

I am probably only going to be using this microphone for podcasts and not singing, I can promise you that. But anyway, I am super excited to talk about today's topic because I think that there are so many women and so many of my clients that struggle with this, and it's something that I think can offer a lot of clarity around.

So what is it? Basically, I find that when someone's passionate, they're passionate about a lot of things. That was totally me. Like, when I look back, I thought about going to culinary school, I thought about being a personal trainer, I thought about being a teacher, I thought about being a chef on the Food Network. Apparently, it all had to do - a lot had to do with food, that's very interesting.

I thought about so many different things, I thought about being a blogger, a photographer. I mean, I had all the things that I was passionate about and I just couldn't figure it out. And that leads to a lot of confusion, and I find that a lot of people come my way are super passionate, right? Because you guys are soulful human beings and you want to live a passionate life, but then they feel very confused about what passion to follow and then when they do that, how to kind of stay focused in that.

Because what I can tell you is if you have a business and if you're not very clear on what you do for people, and if your passions are kind of all over

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the place, then your audience is going to be confused. And if they're confused, I can promise you they will not buy. Like, my coach always says a confused mind never buys. So if you're confused, then they're confused.

So how do you figure out like, which thing to follow? And I have a perfect illustration today to explain what this is like. So it's okay that you want to implement all your passions, right? Like, I love fashion and I implement that into my brand, but that's not what I'm selling people, that's not what I'm providing people.

So I think what's most important is that your passion is focused in the service or product that you're providing, and that you should focus on one main focus or passion in order to grow your business to that next level. Because if you are focused on a bunch of different things, you're going to be confused, your audience is going to be confused, and you're not necessarily going to get the result at the speed that you want.

So I was talking to a client this past week and we were having this conversation, and I was telling her that we need to find some more clarity in her business and what she's offering to people because she's changed it a lot and I find a lot of clients change a lot, and that's totally okay, that's part of the growth, that's a part of figuring it out. Like, it took me going down all those mental paths of all the crazy interests that I had to figure out where I wanted to ultimately go.

But I think once you have a business, it is important to be focused and it doesn't mean you can't implement some of your passions later on, but I do think it's important to grow something successful and to the level that you want being focused on a passion. So how do you do it?

The first question I ask is if money wasn't a thing, right, because a lot of people do end up picking something that they're like, "Oh, well people naturally will hire me for this because they already know me as this

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person." Like, I will tell you guys, I don't care about that. I want you guys to build soulful businesses, I don't care what people already think you're supposed to be doing or what you're going to make money doing right off the bat. I care about you building something that you love and that you're passionate about.

So my number one question is always this: if you won the lottery, if you took money off the table and you knew you were going to be successful at all of the passions that you have, what is the one that you would be drawn to the most? What is the one that you spend the most time doing that you love, that you would literally do at any time of the day?

That's the one you should be pursuing, that's the focus you should have. Now, when you do that, and when you pick that, I would also focus on something within that business, especially early on to grow it to the point that you're working on growing it to. So for example, a lot of people come to me and the results that they want is to build something that's impactful and that they love and leave their job.

And so if the result you want is to leave your job or to hit a certain income goal in order to maybe scale your business, then I really find it very important to focus your energy and time on the thing that's going to produce the impact and the income that you really, really want in order to line up with that result.

So just to paint this illustration and kind of what this podcast episode was inspired by was this idea of plants, and you guys are going to laugh, but I used it on a call and it was so powerful and I was like, wow, this makes so much sense. So here's the thing: if your result is you want to leave your job or you want to grow something you're really passionate about and you want to be able to fund other projects with it, you have to figure out what's the thing that's going to produce the income in order to get there.

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Like, what path do I have to follow in order to get to my goal? And so I'm going to connect this back to the plants, I promise. So I envision it like this: if you had two choices, to feed your family, let's say for example, and I said okay, so you have two options, you can have these 17 plants and they all produce food, or you can pick this one plant, it also produces food. But I will tell you that you get this exact same size canister of water.

And you might be able to fill it up more than once, but there's a limited number of water and time in the day in order for you to like, fill up this canister, okay? So I will tell you that you will not be able to water all 17 plants in a day with this canister of water and have it produce fruit in a month. Like, you won't have food to feed your family if you try to water all 17 of these plants. But you can if it's a variety of food and you want all these different foods, like, it just might take you a little bit longer and you'll have to focus your attention on 17 different plants and making sure that they're getting what they need.

Versus if you had this one plant and this canister of water, I can tell you that if you water this one plant consistently with this amount of water that you have, and the time that you have to give it, it will produce food, for sure. Your family will have food. Which scenario would you guys choose?

I hope everybody right now is going, "Well of course, I choose the one plant because I know that's going to give me food and all the 17 plants, I'm going to be watering all 17, I'm going to be taking care of all of them and that" - like I said, that they're not going to produce food if they aren't getting enough water and they're not getting enough time and attention.

So this is what it looks like if you have a bunch of different passions and 500 different facets in your business to offer. You're going to be spending time watering each of them, waiting for them to grow, giving your time, energy, resources to them. Now, they might produce something eventually, they might each produce a little bit of something, but think about the one

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plant that you focus on that you give water, that you give care, energy, and you nurture, and it's going to produce fruit faster.

And that is what this is like in business. If you can pick your one passion and your result that you want is to grow your business to a certain level, then you're going to be able to produce the results you want a lot faster, and your audience is going to be very clear on what you do, right? You grow tomatoes, that's what you're doing. That's what they're looking for, right?

I'm just using that as an example, but that's the thing, and that's why it's super important to figure out what that passion is, what would you do if you could pick any of them, if you knew they were all going to be successful, what is the soulful work that you would do in the world and how can you focus your attention on that to water it, to feed it, to give it energy and all of it to produce the result that you want.

So you have to make sure that the result that you're looking for from the business that you're building, the goal that you have for it lines up with the process that you're going through. So I highly recommend to pick one passion or pick a focus, right? Like, I'm a life and business coach. I love it because I get to coach people on all kinds of things, there's a lot of variety to it but I do have a focus, right? People know what I'm offering.

And I focus on that solely especially, like, very focused when I was working on getting out of my job, which I knew was going to open up a lot more time and energy for me to grow all the other pieces of my business that I wanted to. So I want to ask you guys that. If you could focus on growing one area of your business or one thing, and you knew all of the things that you love are going to be successful, what's the one thing you would want to focus on, and does the result that you're looking for, whether that's leaving your job, building an income, building a deep, deep impact, does it line up with the process you are going through? Is it lined up with the focus you are having?

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Because it will take you a lot longer to build 17 successful businesses versus one that could fund all the other successful businesses or all the other growth or plants or whatever you want to call it, to go back to my analogy.

So that is what is so powerful and so important is to make sure that the result that you're looking for is lining up with the process that you are taking and to pick one. Pick one or pick a focus because your audience needs to know what you are doing in order to buy. They need to be very clear on that in order to trust you, in order to know that you have a focus and that you are going to help them or create the solution or result or whatever it is in their life.

Because if you're all over the place, that also means you're going to attract people who are all over the place, which means that they will most likely not buy a product or service maybe especially like at a high end if they're going to jump around from thing to thing to thing. So think about that. We attract who we are, what kind of focus and attention do you want to attract from your clients and are you establishing that kind of focus and attention on the plant that you're growing?

So I hope that helps. I love you all, I love how passionate all you guys are. If you have any questions, shoot me a message, tag me in your Instagram stories, please leave a review. I hope you guys have the most beautiful day and I will talk to you guys soon.

Thank you so much for joining me for today's episode of *Soul CEO*. If you want to go even deeper into how to create a vision of the life you really want, how to become the woman in that vision and how to deal with the roadblocks we all face along the way, head over to lindseymangocoaching.com/high-vibe-formula to get your free training of my High-Vibe Formula.