

# WHY PASSION PLANNING WORKS

Imagine you are about to start your first solo road trip. Your car is packed up and ready to go. You take on the journey from Los Angeles to New York. You start the engine and you're off! First stop: The Mojave National Preserve.

About two hours into the trip, you realize you're lost. You fumble around for your map and freak out for a moment realizing you've forgotten it. You shrug it off and keep driving northeast the general direction of your destination, telling yourself you will get there eventually.

Not before long, you get distracted by another place and never do make it to the Mojave National Preserve.

Many of us treat goal setting this way; we dream and think about where we want to go, but don't have a map to help us get there.

Passion Planning is a process that helps you create that map.

It takes your abstract goals, breaks them down into more manageable steps on paper, and gives you a way to integrate those steps into your daily life.

