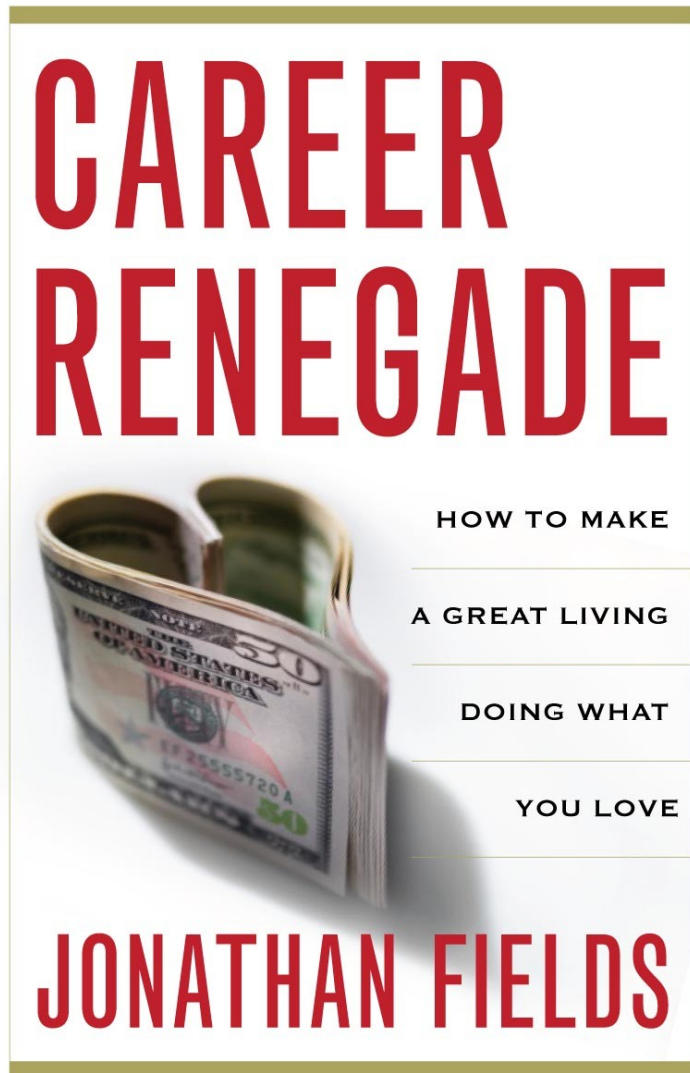


EXCERPTED FROM CAREER RENEGADE: HOW TO MAKE A GREAT LIVING DOING WHAT YOU LOVE (Broadway Books Jan 2009)
[Order Your Copy Now & Get 16 Hours of FREE Online Training \(Details at CareerRenegade.com\)](http://www.CareerRenegade.com)



Pre-order Your Copy Now! On sale Jan. 13TH, 2009

"Career Renegade is a game changer...hell, it's a life changer!" -Karen Salmansohn, bestselling author of Be Happy, Dammit!

"Through his own compelling story and piles of great advice, Jonathan Fields shows how you can pay the bills by pursuing your passion. If you're tired of following the herd, and yearn to go your own way, you need to read this wise, inspiring book. Now." - Daniel H. Pink, New York Times bestselling author, A Whole New Mind, The Adventures Of Johnny Bunko

"Career Renegade hits the biggest obstacles people who feel trapped in their jobs face head-on...fear of not earning enough money, deciding what to do next and knowing how to do it. Jonathan Fields' advice is pithy, current and amusing. I'm impressed with the depth and breadth of this career book!" - Julie Jansen, author of You Want Me to Work with Who? and I Don't Know What I Want, But I Know It's Not This

"Damn, I wish I had this book when I became a career renegade in 2002. I left a cushy career as VP marketing for several corporations to do what I love. Had I been able to learn from Jonathan Fields, I would have made the decision more quickly and lived the dream earlier. Don't wait. Buy Career Renegade today and start building a life around your passions. - David Meerman Scott, bestselling author of The New Rules of Marketing and PR

[Click here now to order your copy of Career Renegade: How To Make A Great Living Doing What You Love!](http://www.CareerRenegade.com)

Introduction

IT'S FUNNY HOW THE CORPORATE grind gets hold of you.

By the time you graduate college or grad-school, a mountain of debt keeps you locked into a quest to earn as much as possible and pay off your loans. With each year, you earn more and fight your way up the ladder. But, then, an odd thing happens.

You don't ever get free.

At some point, it dawns on you that the corporate-ladder is really more of a treadmill. You run faster, work harder, climb-higher, sweat more blood and push through stifling fatigue. But, in the end, all too often, you're no freer or happier than the day you began. In fact, for many, as your

lifestyle expands to gobble-up nearly every dollar you make, it's quite the opposite.

The day-to-day stress, relentless posturing, politics, negotiating and hours spent on minutiae increasingly suck the life out of you. Body, mind and spirit, slowly and methodically being sucked dry.

Maybe it would be more tolerable if you actually cared about what you did, if you earned your living doing something you truly loved. But, like millions of others, you're likely less than inspired by the culture and content of the one thing that consumes half of your waking hours. You've got that "same job, different day" itch, where personal fulfillment, passion and mission have long ago taken a backseat to the mad dash for cash.

And, you begin to wonder if there's a different way.

What if you could actually do what you love for a living without leaving your life behind? What if that mad-passion that everyone says can't make money, done differently, could allow you to make a great living? What if, no matter how entrenched you are in the life you're leading, it was possible, very possible, to extract yourself from a misery-drenched, life-sucking job and grow a future defined not by your ability to endure suffering, but by taking the opportunity to love what you do, enjoy life today and create an equally secure tomorrow?

What if you could really pull this off without blowing apart everything you've worked so hard to create?

Would you want in?

Yes?

Then, here's something you should know...

It's entirely possible.

How do I know? Because, I've done it. I went from six-figure, Law Review, SEC, mega-firm Manhattan attorney to serial lifestyle entrepreneur, speaker, writer, marketing-gun, yoga-innovator, artist and author. Along the way, I've made a lot of great calls and a lot big, fat, stupid mistakes that I like to call "learning experiences."

I've built a string of health and fitness-companies that have changed the lives of tens-of-thousands of people, helped create multimillion-dollar brands, written articles and stories and contributed to books and national magazines, trained CEOs, taught yoga to movie-stars, cultivated a nice six-figure living and carved out time to be with my wife and pick up my daughter from school.

I've created business innovations that led to appearances in *The New York Times*, *The Wall Street Journal*, *Entrepreneur.com*, *MSNBC*, *SmartMoneyTV*, *Forbes.com*, *Fine Living*, *The New York Post*, *The Daily News*, *Vogue*, *Elle*, *Self*, *Fitness*, *Outside*, *More* and thousands of other publications, websites and blogs.

Why do you care? Because, not too long ago, I was you. And the single greatest thing that stopped me from doing what I loved was the fear that I'd either end up poor or a failure—or both. What a load of life-stifling crap.

My Wake-up Call

It's been a dozen years since I made the jump. I began

as an enforcement attorney at the U.S. Securities & Exchange Commission in New York, then jumped to a top New York law-firm as a securities/hedge-fund lawyer, before my body literally rejected my career.

I'd been working nearly 72-hours straight, each one more excruciating than the one before. But, missing the deadline meant losing \$100-million for our client, so I pressed on until we finally closed the deal. I staggered into a cab, passed out for a few hours, then headed straight to my doctor's office.

His face turned ghostly-white as he grabbed my hand, whisked me through a team of specialists and sent me straight to the hospital for emergency surgery.

Weeks of relentless hours had literally collapsed my immune-system, allowing a softball-sized infection ravage my intestines and eat a hole through them from the outside-in. Within hours, I was in the O.R.. Thankfully, I made it through, battered, but on the way to a full recovery. I had plenty of time to sit around and think while I was healing. Talk about a wake-up call!

I needed to find another way. There had to be something more.

Two weeks later, I sat in my office desperately scribbling on a legal pad with a mile-wide smile on my face. I couldn't write fast enough.

What spilled forth was not legal-jargon, but, rather a quickly growing list of things I thought would be insanely-cool to do for a living—activities that, at various points in my life, I had developed a deep-interest in or mad-passion

for, but relegated to the level of hobby, because everyone else told me I'd never make money doing them.

Nonsense!

I wondered what would happen if I turned the work-ethic and innovation that landed me at one of the most elite law firms in the world loose on the quest to figure out how to transform my interests and passions into enough money to live well in the world?

With that, an odyssey was born. My goal was three-fold:

- Make a great living,
- Love what I did and
- Be around people I loved.

And so I started out on a new path.

It took a massive investment of both time and energy. And, a willingness to do a lot of things right, spend a lot of money testing different ideas and, admittedly, do a bunch of things wrong.

Over a period of years, I began to discover certain processes, steps, resources and actions that could transform nearly any passion into a wellspring of money.

Building on this knowledge, I turned:

- A passion for health and fitness into one of the most successful personal-training facilities in the country
- A lifelong interest in the mind-body connection into a top-grossing yoga center and teacher training

institute

- A love of writing into a career as an author, magazine contributor and pro-blogger
- A zest for learning and the psychology of persuasion into a boutique direct-marketing group
- A love of teaching and entrepreneurship into my career renegade training company
- A mad-passion to love what I do and spend as much time as possible playing with my family into a serious living built around the lifestyle I hold dear.

Sounds great, but will the money *really* follow?

For the last few years, wherever I go, people want to discover how to become a career renegade. They all want to know how to turn something, whether it's knitting, painting, writing or growing grapes, into enough cash to call it a living. Especially, when everyone around them keeps telling them it's just not possible.

The conversation inevitably turns to the two giant questions that stop nearly everyone in their tracks:

1. What if the thing that makes my heart sing doesn't pay enough to support me?
2. Or, what if it could be lucrative, but only if I was at the top of the field?

For most people, this is where the conversation ends. Because, there are no easy answers. I am not a big believer

the old “do what you love and either the money will follow or you’ll be so damn happy it won’t matter any more” school of thought.

I live in New York City. I have a family to support. I need to earn six-figures just to scrape by. I’ve had to work incredibly hard, think wildly outside of the box (hell, half the time, I’ve had to create my own box to think outside of) to find ways to make the money follow.

And, that, my friends, is what this book is all about.

This is not a career-guide like any other.

The focus here is quite different, because this book answers the question everyone else avoids: what about the money? I’ve read a lot of books, been to a lot of seminars, spent thousands of dollars and all too often walked away annoyed and let down. And I swore if I ever decided to reveal the tools, techniques and resources I’d accumulated, it would be the real deal.

So, here’s a short-list of what this book is not...

- You will not be forced to endure pages of fluffy, feel-good mumbo jumbo, life’s too short.
- You will not be dragged through the litany of steps needed to explore, select and find another career that will leave you financially improved, but still scratching your head wondering when you can quit and finally do something with your life.

- You will not be given a partial solution and then pitched the chance to pay thousands more for the remaining 25% of the puzzle.
- You will not be given advice from someone who’s only studied how to succeed, but never succeeded at anything other than telling you what to do.
- You will not be given the ridiculous instructions to abandon everyone who disagrees with you or stops you from doing what’s in your heart.
- You will not simply be told stories that leave you inspired, but are devoid of specific, actionable tips, tools and techniques.

The simple truth is you can turn nearly any passion into a big, fat heap of money. However, it often requires mining aspects of those passions you never knew existed or bringing them to life in markets and ways that defy the mainstream.

With nearly every move I’ve made, there’s been an army waiting to tell me, “you can’t do that!” In the beginning, I’d try to argue. Now, I tell them, “just watch me,” and go ahead and do that very thing they’ve convinced themselves is undoable.

I’ve also had the incredible fortune to meet and befriend a growing cadre of like-minded career renegades over the years. People who have enjoyed similar journeys and succeeded in myriad pursuits, often creating new professional paradigms along the way.

In the pages that follow, you’ll meet a married father

of six who left a nearly 20-year career as a reporter to earn even more money blogging about lifestyles and simplicity. You'll find an office-worker who turned a buried passion for art into a great living painting vineyards in Napa and a visual artist who found an outlet and a serious income in the world of baking. You'll revel along with an orthopedic surgeon who turned a passion for growing coffee in Kona, Hawaii into a lucrative second career and explore how a technology sales executive became a personal-development pundit. These are just a few of the many case-studies that will guide your journey.

This book reveals the fundamental principals, strategies, tools and techniques that have fueled our collective adventures and inspired not only success, but boundless passion and, for some, extraordinary wealth.

In the pages that follow, you will discover:

- How to find out if your passion really can generate a nice living.
- How to mine, redeploy, exploit, monetize, leverage, commoditize and repurpose your seemingly moneyless-passion to make it generate the income you need.
- How to test your passion for market-demand and adapt or modify it to bring it to life in the most lucrative way possible.
- How to build your knowledge, skills and abilities to a level of mastery quickly and inexpensively.
- How to build on your mastery to establish yourself

as a known-expert and leverage your authority to create economic opportunity.

- How to master fear of failure, program your mind for success, and cultivate the renegade mindset.
- How to convince those you love you're not insane and make them enthusiastic about your career renegade journey.
- How to build your renegade-career on the side, until it's established enough for you to decide whether to jump into it full-time.
- How to tap a giant collection of career renegade tools, techniques, technologies, resources and websites that will dramatically accelerate your quest.

Sound like a big promise? It is. Life's too short for small ones. Welcome to the ranks of the Career Renegade.

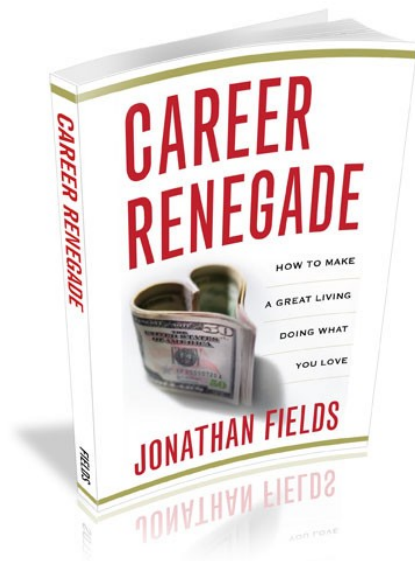
[Click here now to order your copy of Career Renegade: How To Make A Great Living Doing What You Love!](#)

Join the Revolution!

EXCERPTED FROM CAREER RENEGADE: HOW TO MAKE A GREAT LIVING DOING WHAT YOU LOVE (Broadway Books Jan 2009)
Order Your Copy Now & Get 16 Hours of FREE Online Training (Details at CareerRenegade.com)

Special Bonus For Early Action!

**“Do What You Love And The Money Will Follow” Is A Scam...
More Often Than Not, You Need To Make The Money Follow
This Book Shows You How...**



**Order Your Book Early & I'll Throw In 16-hours Of Online
Career Renegade® Flight School Training...FOR FREE***

The Career Renegade® 16-hour online Flight School training is a powerful companion training for the book. It builds on the book to accelerate your career evolution, bring to life the paths, strategies, tools and resources, case-studies and actions and demonstrates them on-screen with tons of live examples, step-by-step screen capture videos, interviews and more.

**If you're highly-motivated and action-oriented, you can
accomplish amazing things without this training.**

The book is that good. It's a tremendous stand alone resource. When I wrote it, my goal was literally to go all-in and pack in a massive amount of, information, enough to provide a serious launch pad for your career revolution.

EXCERPTED FROM CAREER RENEGADE: HOW TO MAKE A GREAT LIVING DOING WHAT YOU LOVE (Broadway Books Jan 2009)
[Order Your Copy Now & Get 16 Hours of FREE Online Training \(Details at CareerRenegade.com\)](http://www.CareerRenegade.com)

But, I also know that not everyone is highly-focused and self-directed.

So, if you prefer a bit more support, if you're more likely to actually "do something" if you've got regular interaction with a mentor, if you relish the opportunity to ask questions and learn technologies and strategies better by watching someone walk you through them live, on-screen, this training will serve as a powerful catalyst to the book. Lock in your spot, before someone else takes it...

Here's the thing, though...I can't keep this offer open for very long. It's simple math...

Because I've decided to offer this entire training online, for every additional student in Flight School, I have to pay fees. Hosting fees, production fees, all sorts of fees. And, I'm happy to do it...for a limited number of people who show they really want the training by acting immediately and buying the book.

But, once we hit my scholarship cap, this offer is over, gone...

It could be in 10-minutes, it could be tomorrow, it could be in a few weeks. All I know is, once we hit the cap, admission to Flight School will be closed. No gimmicks, no games, it's just dollars and cents. And, with the book already selling well in pre-orders, by the time it is released on Monday January 13th, I wouldn't be surprised to see this offer taken down very quickly (And, yes, I may decide to re-open it at a later date, but, if I do, with rare exception, it won't be on a scholarship basis).

EXCERPTED FROM CAREER RENEGADE: HOW TO MAKE A GREAT LIVING DOING WHAT YOU LOVE (Broadway Books Jan 2009)
Order Your Copy Now & Get 16 Hours of FREE Online Training (Details at CareerRenegade.com)

So, I'm wondering, did I miss anything?

If you love what you do, you work with great people, you make a difference and you earn enough to live well in the world, just keep on keeping on. Don't buy this book.

But, if that's not you...can you seriously think of any rational reason not to drop the cost of your morning coffee and a danish or two to get:

- The nearly 300-page, information, resource and strategy-packed book that's got a string of New York Times bestselling authors saying "you NEED to read" it, and
- 16 hours of intensive online Career Renegade Flight School training to make it happen in 2009?!

Isn't it time to take back your life?

Step 1: Order your book now...

Visit your local bookstore, or go to...

amazon.com

bn.com

Powells.com

Booksense.com

Borders.com

Step 2: Enter Proof of Order...

[Click here \(or visit](#)

<http://www.careerrenegade.com/book/>), then scroll down to the bottom and confirm your order. We'll reply with the information, links and passwords needed to gain immediate access to Online Flight School training.