
INTRODUCTION

EMPOWERED GREETINGS, FRIEND.

Congratulations on being caught between a dream and a job. You might think that's a little weird, but I am genuinely excited for you because recognition is the first step toward real change. You can't conquer a challenge until you first identify it, and by opening this book you have identified somewhat where you are. Now let's partner together and spend the rest of this book helping you get where you really want to be.

I am so very excited that you have this book in your possession right now. I don't believe in coincidences; I believe with all my heart that there is a significant purpose, reason, and explanation as to why you and I have connected through this book. Whether you purchased this book for yourself or whether it was given to you as a gift, the impact will be the same. I believe that genuine opportunity exists in the space that lies between these words and your eyes, mind, and heart—opportunity for growth, paradigm shifts, understanding, increased wisdom, intelligent action, intentional thinking, and new beginnings.

Allow me to begin this introduction with a question:

Why are you reading this book? Please write your response in the space below.

It is important that you answer the previous question. Being active in this process with me will ensure that you get the most out of your experience. Whatever you wrote down as your rationale for reading this book is the same rationale for why I wrote it. Embrace the fact that I wrote this book with your

specific situation in mind, because I did. Right now, nobody else matters. It's just us, so let's get some real work done. You should feel special, because you are, and I take my role as not only your author but also as your coach in this process very seriously. You've made an excellence choice to read this book!

I hope that one of your reasons for reading this book is to become free! You see, the only reason you would probably be reading this book is because you feel some level of congruency between yourself and the title. Thus, you feel "caught," "stuck," and/or "trapped" in some way, and you want to be free. Free from the nine-to-five prison that robs you of your true identity and possibility. Free to live your life on your terms and become all that you were born to be. Free to take a leadership role in your own life and occupation so that you can call the shots and live your life by purposeful design rather than by mediocre default! Free to determine your own income, and free to release all of your creativity, ingenuity, and potentiality upon this world through an enterprise venture of some sort. Occupational freedom, and entrepreneurial freedom, to be more specific, is a wonderful thing, and I hope, as we take this journey together, that what's on me will rub off onto you and that you will experience life at a new level because of our time together.

Now take a moment and consider the subtitle of this book. In order to "step into the life you've always wanted," you have to be willing to step away from the life you don't want. The job you don't want. The people and paradigms that are keeping you settling for less than the best that life has to offer. You won't settle for anything less than life's best once you finish this book! So get ready, my friend! Take the twelve strategic steps with me through these life-changing chapters, and I promise you, by the time you're finished, you won't even recognize yourself anymore, because you will be a renewed individual, living life and living your dreams three-dimensionally and on purpose.

In order to get free, you have to get clarity! Clarity is power! You have to know what you want. If you are not happy with "here" and you would rather be "there," you must get absolutely clear about what "there" looks like, and this book will help you tremendously with that. This book is not about you just going out there and starting a business. Because in truth, many people who start businesses with no game plan fail miserably within the first year alone. No...no...no. This book is about discovering and uncovering the bedrock of who you really are and what you were put here to do. This book is about showing you that your DREAM is much bigger than your job! This book is about

helping you to manifest the reality that you can have it all! This book is about helping you understand how to use a dream job to be your bridge from your “here” to your “there.” This book is about getting you to make a choice to take a chance on yourself and the greatness that lies within you!

In order to be free, you have to get a game plan that is doable for yourself and those who are directly affected by your occupational decisions. I don’t know about you, but I am tired of seeing those rags-to-riches, get-rich-tomorrow schemes that promise millions to virtually everyone, but in reality are designed to be achievable by only a select few. If you want to live your dreams at the highest level, but want a realistic game plan as to how you can do it and keep yourself and your family financially solid during the transition, then congratulations, because this book is for you!

Albert Einstein said something that I love and live by. He said, “The problems that exist in the world today cannot be solved by the level of thinking that created them.”¹ Profound, profound, profound! I love this quote because it is so very true. In essence, what Einstein was trying to get us to understand is that:

1. You can’t solve today’s problems with yesterday’s thinking.
2. You can’t even solve today’s problems with today’s thinking.
3. The only way you can solve today’s problem is to go to tomorrow’s thinking!

In other words, the mind-set that got you into your current job is not the mind-set that will get you into your dream; that’s yesterday’s thinking. The mind-set that got you caught between your dream and your job is not the mind-set that will get you to your dream; that’s today’s thinking. The only mind-set that will get you to where you want to be is tomorrow’s mind-set—a next-level, new paradigm mind-set; the mind-set of someone who is living the dream. That’s tomorrow’s thinking. Get it? Great!

The following are twelve things that I challenge and encourage you to do to maximize this experience of learning and growing together through this book.

1. Be an active reader and not a passive one. Participate with me in this book. Take notes, highlight, fold pages, fill in the blanks, and

write honest answers to the many questions I ask you throughout the book.

2. Decide right now that this book will change your life. Mark today as the first day of your new life. Literally, go to whatever calendar program or planner that you utilize most often, and write these words: *Today begins my new life.*
3. Be real with me and be real and honest with yourself. This is not the time to sugarcoat or beat around the bush. I want to help you create real change.
4. Surround yourself with positive people while experiencing, gleaning from, and transforming through this book. In fact, it may be helpful to get several people you love and cherish to get copies of this book, and you all go through it together!
5. Complete this project that you have now embarked upon. Understanding that the two hardest things to do in life are to start and finish, set your heart on finishing this book.
6. Be intentional about your success, purpose, and destiny. Remove yourself from any accidental or coincidental mind-sets.
7. Take out the trash! Yes, every now and then your old mind-set will come in direct conflict with your new developing transitional mind-set. When that happens, simply take that old stinkin' thinkin', and set it out for trash pickup.
8. Take this book one piece at a time. This is not the type of book you just whiz through so you can say you read it and check it off some list. No. This is the type of book you really want to read and chew on. Read and chew on some more. Don't rush yourself. Keep a good steady pace, do the work, take the action, and get the results.
9. Take comfort in the fact that I don't expect you to agree 100 percent with every single concept or belief I share in this book.

This book is meant to be a buffet. Take what works for you, and leave the rest on the page. However, I do challenge you to be open to new ways of looking at some things that you may have understood differently in the past.

10. Identify two or three highly positive people with whom you can share this journey of discovery and life mastery. Trust me, as you go through this book, you will be greatly enriched by having positive people from your inner circle give you feedback, confirmation, support, and encouragement.
11. Redefine and reinvent what's really possible for you.
12. Have a lot of fun learning about yourself and gaining clarity about your true wants and desires. Enjoy the journey.

Having said this, please allow me to caution you: this book will radically change your life. After experiencing this book, you will no longer be able to live an average life or have an average job. You won't be satisfied with ordinary! The extraordinary will be your new standard. You will forever be evicted from your comfort zone and placed in a mental, emotional, spiritual, social, financial, professional, and interpersonal oasis of total freedom and possibility. Applying what you learn and experience from this book will indeed have a profound affect on your life, as well as the lives of those you know and touch.

This book has been five years in the making, not because it took me five years to write it, but because of the evolution of the concept and the personal journey that I have taken with it. *Caught Between a Dream and a Job* began as a seminar that I conducted for professional associations, companies, and the general public back in 2002. The reason I created the seminar was because I figured that there had to be other people in the world out there who were just like me. At that time, I was working a nine-to-five job, but I had a dream to do something much different than what I was doing back then.

The keynote speeches and public seminars gave me enough material and coaching experience with clients and individuals to write a chapter called "Caught Between a Dream and a Job" in my second self-published book, which became a self-publishing best seller. Upon the release of that book, I was blessed to do a plethora of radio, television, and newspaper interviews based on the

Caught Between a Dream and a Job concept. It was quickly becoming a signature element for which I was known.

Now, thanks to my publishing partner Strang Communications, we have expanded this concept into a full-fledged book that has been tweaked, massaged, and tested, and now we are excited to bring it to you.

This book has seven main goals:

1. To help you to understand that you are a human being placed on this earth with a special and unique destiny. In other words, you were meant to do something very special with your life, specifically occupationally.
2. To help you to understand how your perspective toward work is directly connected to how much of your unlimited potential you will maximize. Put simply, how to live your life to the fullest through your occupation rather than settling for mediocrity.
3. To help you get crystal clear about what your life's purpose is and how to connect that purpose with your career occupation. In other words, I want to show you how to get paid to do what you love to do and were born to do.
4. To clearly define the differences between jobs and dreams, clarify their purposes, and help you uncover the plethora of lessons and experiences you have gained and will gain from both.
5. To show you how to use the power of a dream job to build a bridge from your current situation to the your ideal one.
6. To present to you the Tarzan Theory of Transition, which is the exact transition strategy that I used and have helped thousands of people utilize to make a healthy and powerful transition from their jobs to the ultimate dreams.
7. To give you immediate and executable action steps in the form of TIPS that will empower you to move from cognition to creation, and from dreaming to doing!

Ultimately, being “caught between a dream and a job” is a mind-set. So by the time you finish this book, I promise you that you will no longer be caught between a dream and a job mentally, because by the time you are done, you will have already made the move mentally, which is the most difficult part. The great news is that once you’ve made the mental move, the physical one is a breeze, because I am giving you a simple, step-by-step plan that anyone at any income level can follow to get the results they seek.

So my friend, the time has come to get down to the business of empowering your life and showing you how to transition from just making a living to living your making!

May only abundance and well-being abound in you,
Delatorro L. McNeal II