

## **Passion and Enthusiasm**

“If a man hasn’t discovered something that he will die for, he isn’t fit to live.”

– Martin Luther King

More than anything else, passion recruits the hearts and minds of your audience members. When the audience can sense your passion and heartfelt conviction for your cause or product, they emotionally jump on board. We all love people who are excited, animated and full of passion. There is a difference between charisma and passion, however. Charisma is an attribute, while passion is a transfer of emotion.

When you have passion for something, you are excited, you have zeal, and you want to share it with the world. Driven by your passion, you can’t be swayed by the opinions of others. You are excited to convert as many people to your cause as possible. When you possess passion, you have a sense of mission that drives you, that stimulates your imagination and that motivates you to higher levels of achievement. Passion alone can be effective in swaying opinion and in getting people to support your product, service or cause.

On a personal note, people have swayed me with unmistakable passion for what they believe in. In my persuasion workshops, I have my students give a two-minute speech about their personal passion. Over the years, I have seen students get me foaming at the mouth for ice cream, cause me to be more committed to recycling and make me want to start rock climbing. Do you have passion? Try to tap into the things in your life about which you are passionate. Passion springs from a combination of belief, enthusiasm and emotion.

### *Enthusiasm*

Emerson said, “Nothing great was ever achieved without enthusiasm.” Enthusiasm is the great motivational force of spirit and energy that permeates all we do. It is the force that keeps motivation going until a goal is reached. Norman Vincent Peale said, “When one gets enthusiastic, the entire personality lights up. The mind becomes sharper, more

intuitive; the entire life force and creative ability are enhanced. Such a person is motivated and will certainly make an impact.”

Enthusiasm falls under the umbrella of passion, but you can be enthusiastic without having passion. When you have passion, however, you are full of enthusiasm. Enthusiasm is described as a strong excitement or feeling on behalf of a cause or a subject. In Greek, the word means “to be inspired by a god.” When you have enthusiasm (or a lack of it), it is contagious. Enthusiasm infects people so much that they tangibly feel your energy and excitement. Enthusiasm accounts for 51 percent of all persuasion and it electrifies everyone around you. Develop your enthusiasm by gaining information and knowledge about your product or subject. Believe in yourself and your message, tap into your emotions and learn how to express them.

The five keys to creating and enhancing enthusiasm are:

- Curiosity
- Interest
- Knowledge
- Belief
- Purpose