

Episode 14 - How to Break Free From Being Paralyzed by Perfection

An Interview with Karen Putz of Ageless Passions

Hello everyone, this is Jason Owens. Welcome to Episode fourteen where today we are joined by Karen Putz. She is a passion mentor, author, and speaker.

And I tell you what, she has a lot of really good media appearances featured here on her website. She has been seen in the *Chicago Tribune*. She has been in *Ability Magazine*.

She's been in *Growing Bolder*; has appeared on *P.B.S.*, *C.N.N.* has had some work published in *The Oprah Magazine* and she's also been featured on *ESPNW*. I'm reading across some of the information here on her website — very impressive.

And I tell you what; what's fun here is really getting a little bit behind the scenes in understanding how Karen has grown her business and what may surprise you is that she lost her hearing when she was in her late teens.

So she is doing all of this work while she is deaf. So as we go through the interview today what you may notice is that there may be a little bit of a delay between when I ask my question and when she answers.

And that delay is explained by; there's an interpreter service who is working with us here to take my words and turn them into basically a person who's signing to her on a different screen.

So then of course she's going to look for that interpretation and then go ahead and answer me straight away. So I know there wouldn't be any issue but I just wanted to go ahead and explain that to you here ahead of time.

One of the things that is also impressive about Karen's website is if you go over to the books by Karen; by the way you can find her website at AgelessPassions.com. Again that's AgelessPassions.com.

And of course if you want the show notes for this I'll include all of these links over at my website Jason middle initial R last name Owens with an S dot com forward slash and then the numbers one four for episode fourteen; JasonROwens.com/14.

What you'll find here are several different books here that she has written. The latest ones are ... There's 'Chicken Soup For The Soul, Find Your Happiness'. You'll see that one you'll also see 'In Pursuit of Passion, An Inspirational Journal and 'The Passion Test, The Effortless Path to Discovering Your Life Purpose'.

I know that purpose is a big deal these days and frankly has been for about the past twenty years. Lots of big books out there that have talked about purpose and Karen is clearly, clearly in that bucket and swimming in that pool very well and doing well with it.

So with that in mind we're going to go ahead and jump right into the interview. Here we go.

Jason: Thank you very much for being on the show today. I really, really appreciate your time and I'm really looking forward to today's interview. The question that I usually start off with with all of my guests on the show is I asked them to give me a very quick overview of your products and services.

So I see that you have an e-book, I see that you do a lot of public speaking. Can you tell us more about the products and services that you currently offer?

Karen: Okay, hello everyone. I'm Karen Putz and I am known as the passion mentor. One of the services that I offer is passion coaching and that's one on one coaching to discover your top 5 passions in life.

I'm also the author of several books including an upcoming book this July called 'Unwrapping Your Passion'. And I also offer workshops on the same topic, 'Unwrapping Your Passion'.

Jason: You told us that you are an author of several books. Can you list the titles of your books that you have written?

Karen: I can I have written several books. One of the first books that I have written is a book called 'Gliding Soles'.

And it's about a work camp in water skier who tried for many years to become the world champion and after several failures he learned the secret to success.

Another book I've written is called 'Living With Passion'. It's a good book an inspirational book that features several inspirational pictures and life lessons. I have several other books, one on 'Raising Deaf and Hard of Hearing Children'.

Jason: Okay very good, very good. At what point did you decide it was time to begin writing your books.

Karen: I had always wanted to write a book since I was very young in elementary school and I just kept putting it up for that mystical someday. I'm sure you're familiar with that someday you know, someday I will write a book; someday I will go skydiving; someday I will do this or do that. And then I attended a workshop.

And Dan Miller; Dan Miller is the author of 'Forty-eight Days To The Work You Love'. I had already started writing my first book but in this workshop Dan Miller said something that was really profound.

And he said there; 'it is better to get something dumb than to get it perfect' and it just started my whole writing.

Oh yeah, with books I just started doing the book, finish the book, perfect the book later as you get more skill and get more knowledge and then go back you can change things, you can make your next book better.

But the most important thing it do not be paralyzed by the idea of perfection. Instead enjoy the essence of whatever it is that you really love to do.

Jason: I love that, I love that. In the quote that you just said was it's better to do something dumb than something that's imperfect'. Say that one more time that was brilliant the way you said it.

Karen: Well the quote it to not be paralyzed by perfection.

Jason: Very good

Karen: It's not stop putting thing up for some day. The idea of perfection is often paralyzed so that we don't get anything done. In one of my books I have a mistake in the book.

And I originally planned to take the mistake out of the book but then it actually became a gift book and it's a book that I give it away frequently. It's a writing journal and it teaches other people to relax about the idea of perfection and instead enjoy the journey.

Jason: Like it, I like it a lot. You mentioned that you do coaching as well. Can you tell us about the design of your coaching program?

Is it for several weeks, is it for several months; how often do you get together? Can you tell us more about your coaching program?

Karen: My coaching program is highly customized but I do have a pair though they're actually two sessions. It's based on the Passion Test. And in two daily deep sessions one hour each —

plus email support — we dive deeply into the top 5 passions. Whether that reflecting on the past or digging into the things that are really stopping you. It's really focused, the coaching that I do.

We get right down to it. What is it that you really want to bring into your life? What kind of life do you want to create?

And you focus on that and we put markers in place so that you can identify passion.

Jason: This next question I ask because a lot of people who are listening really struggle with how to put together a coaching package. How they land on the thing that they take out to market.

So you just mentioned that you have a package that has two sessions that really dive deep. Can you tell us how you landed on that particular design for your coaching sessions?

Karen: The design for the coaching program is actually part of being a Passion Test Facilitator with Janet Atwood she's the author of 'The Passion Test'.

Jason: Aha okay.

Karen: And for those who want more in terms of coaching I ask that they get; step up their package.

Jason: Can we turn to your website? Your site is called 'Ageless Passions'. There's a great picture of you there on the front; passion mentor, author, speaker.

Your site is very, very good. I love everything about it especially the credibility markers, at least that's what I call them on your front page. So you've been in the *Chicago Tribune*, you've been in *Ability Magazine*.

Can we focus for a minute on the publicity as far as being featured in those different publications?

Can you tell us how you came to be in some of these publications; whether we're talking about the Chicago Tribune or P.B.S. or C.N.N. Tell us the story behind that because that... I think a lot of our listeners will be very curious about how they could do the same.

Karen: Like anything in life it all depends on the networking that you do. In the last 7 years, I have built a pretty intensive network. And that is something that I try to teach other people is to really network with people, build relationships.

It's really not about numbers, it's really about quality of relationships that you've built. I encourage people to reach out and do follow up and not give up. There are certain that I have seen printed, and what I've learned is that "No" just means "Not now".

Jason: Okay

Karen: You don't want to be a pest but you want to be persistent in reaching out, to keep trying and being helpful to other people. The more you can provide value to other people the more they're willing to work with you.

Jason: On your website I see that you have a book called 'Outside The Wake'. It is your free download. So it is an e-book.

I have subscribed myself. I have downloaded this book and read through it. Very inspirational content here.

Can you give us an idea of ... in over the course of a year maybe how many downloads you will end up serving of this book.

Karen: That is the big question I have not looked lately. I give a book out to as many people as I can and I often follow up with people after meeting with them and I would give it to them in an email.

So I have not tracked those numbers but I will guess by now it's probably in thousands. I give away books freely.

Jason: Do you find that giving away the book helps you land more speaking engagements?

Karen: I think most valuable thing that a book can do is actually give value to somebody and in turn people get excited about it and then they'll hire you.

Jason: Most people who are listening to us will want to understand how we're doing this interview because you are hard of hearing, you're deaf and people will want to know how does this work?

Karen: Well I was talking right now at this point. We were lip reading each other. I'm lip reading you actually.

In the previous part of the interview we were actually connected to an interpreter until the technology stacked out of the blue. And now we're making do with some lip reading through Skype.

Jason: So I was on the phone with an interpreter and you're seeing a video screen of an interpreter. Do you usually operate with two video screens?

Karen: I actually do. I have the interpreter on another computer behind you.

Jason: If you could improve one area of your business, what area would that be?

Karen: I think for me it will probably be capturing e-mail, follow up and outreach together. Just expanding my tribe. That I think will be the thing that will really improve my business and take it to the next level.

Jason: Okay, okay. Can we talk a little bit about what you're doing today to grow your email list?

Karen: I just started adding a free book; a free download. So I'm just learning some of the tricks and the tips that other people are using to capture audiences, to give out more value; and to provide more to people.

Jason: Okay, very good. I notice on your website that you have two ways that I'm seeing right now. Way up in the header you have a "join our newsletter bar" looks like that is from I think maybe App Sumo.

And then a little bit further down you have your e-book, that's off to the right hand side. And the name of that e-book is 'Outside The Wake'.

Karen: The most effective way I have found for giving away a book. People are not so willing to give their email to just sign up for your newsletter anymore. They have to see that you give them something that they can use to solve a problem that they have.

Jason: Can you tell us an estimate of the size of your e-mail list right now?

Karen: It's a couple of thousand. I know you asked me that a little bit of earlier. I never figured it out because I have several different lists. You know, as a creative, I focus on the writing mostly and the method and not so much the business aspect.

And I need to turn that and learn a little bit more about serving people and the numbers and making the numbers count. I probably have about 15,000 followers on Twitter but I'm finding that to be less and less effective. Twitter has been wonderful for reaching out to like companies and organizations. Anytime I have an issue with a company, Twitter is fabulous. You get immediate response.

Jason: Right

Karen: I'm noticing less and less engagement and Twitter and more engagement on Instagram and Facebook.

Jason: That echoes the exact same thing that I'm seeing as I interview people is that we can't really understand why but there's just not the level of engagement there. Most of the engagement

is happening in Facebook followed very closely by Instagram. Do you have any upcoming speaking events?

Karen: Coming ones? I have a couple of upcoming ones, some small talk groups won't have any in Texas for a retreat weekend. And then I'm going to South Africa.

Jason: South Africa oh, that's great.

Karen: I'm looking forward to that.

Jason: Good for you. Now are you going to South Africa to speak or are you going there for vacation?

Karen: To speak in a National group on early intervention providers.

Jason: Is there any advice that you want to give to people who want to start out speaking or developing a platform the way you're developing one.

Karen: I've been speaking for a long time. I've been doing it for a long time for nonprofit and I'm just now branching out into my own business. So it has been an interesting experience and I think the number one thing is to absolutely network.

Start where you are locally and if you have no or very little speaking experience sign up with Toastmasters or speak at Lions, at Rotary. They're always looking for quality speakers and it often leads to something else.

The other thing that really is helpful is to hang around and connect with and network with other successful speakers. Go out with somebody who has been speaking in the same area that you want to expand in; take them out for lunch and ask them you know, what was it like for you?

Now I caution people because this whole taking out for lunch is not about getting from that person. You know it's about interacting, building relationship first before you start asking for it and to help you.

Jason: Okay, well thank you so much for being on the show. I really appreciate it.

Karen: Thank you for having me.

Jason: And there you have it every one. I tell you what, I really enjoyed interviewing Karen and getting to know a little bit more about her business.

Tell you what one thing that I recommend go over to her site, you will see over on the right side bar; you will see an opt in or downloading your free copy of one of the books that she wrote. And it's called 'Outside The Wake'.

I do encourage you to go over, sign up, grab a copy of that book. And I thought it was a very good example of somebody telling their back story and what they did with it. So certainly for those of you who have not seen that format before this is certainly a very good example for us.

So certainly dive in and grab a copy of that today. So that brings us to the end of Episode fourteen thank you again for everyone who has joined us from Google Play, people who have joined us from Stitcher and also of course the fan base that's already out there on iTunes.

I really, really appreciate everyone coming in. If you could, please go ahead and leave me a review, those of you who are out there on iTunes find the Podcast there and go ahead and just leave me a review; that would be fantastic.

I would really appreciate it and, hey, if you have ideas for shows or if you have any recommendations on people you would like me to interview course introductions there would be fantastic and I would love to go ahead and get some more content out there for you.

Something that you guys are interested in I mean that you are raising your hand and saying hey, go interview that person. Please reach out to me. I would be more than happy to go ahead and do that as much as I am able.

So with that thank you everyone I will see you soon and remember today make sure that you take your message to one more person.