



*'In life, it needs a goal to move forward
And it needs passion to move the goal.'*

passion₂**income**

Amirul & Elin

Acknowledgments

Writing this book has been a long and exciting journey. It took us more than twelve months of focus and determination to put everything into words and produce this book.

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Finally we are grateful to all the participants of our Passion2Income and REAL Leaders Solutions programs, our associates and joint venture partners. Without you, there would be no book and life-changing seminars.

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About the Authors

The authors are the founders of Real Leaders Solutions (RLS), Amirul Iskandar & Elin Arjuna.

They have more than 11 years of experience in training in the country and overseas. Amirul has a degree in electrical engineering from Queens' University of Canada, while Elin has a degree in accounting from the University of Malaya.

They both worked with various organizations and companies. In addition, they also were hailed as successful entrepreneur in Sydney Australia in 2005 when they were recognized for excellence in their business.

They are trainers and motivators who have trained students and entrepreneurs in Malaysia, Singapore, Australia and New Zealand. Amirul & Elin is also the founder of the largest annual undergraduate conference in Malaysia, the REAL Undergraduate Conference (RUC).

Today, Amirul & Elin have trained more than 30,000 students from all walks of life! They are frequently called upon to do trainings at public and private universities, colleges and polytechnics.

Their seminars and trainings have been very impactful and the feedback from participants has been very positive and powerful.

Amirul & Elin lives in Kuala Lumpur with their three children.

passion²income

How to turn your passion into a potential source of income
in just 14 easy steps!

- Simple Step by Step Manual
 - Guaranteed Results!
- Provided that YOU take Action!
- You are in control!

You can start earning money from your passion as fast as you
want it to happen!

It's all up to you.

P.A.S.S.I.O.N. 2. I.N.C.O.M.E.

Turn Your Passion Into Income
In Just 14 Simple Steps

- Step 1 Passion
- Step 2 Actions with Attitude
- Step 3 Specific Goals
- Step 4 Skills & Knowledge
- Step 5 Ideas
- Step 6 Opportunity
- Step 7 Niche
- Step 8 2 ~ Product or Services?
- Step 9 Income
- Step 10 Network
- Step 11 Cash Flow
- Step 12 Online
- Step 13 Marketing
- Step 14 Experiences through Coaching

Some thoughts...

Hi there, first and foremost thank you for making an investment with us.

We started out like everybody else out there who wanted a good life for their family. We started with working for people. Along the way we realize that it was not something that we wanted to do anymore.

We got involved with direct selling and we discovered that we could actually build a business and our future by helping other people. It was through the experience of going through ups and downs in business that we realize that we wanted to find a way to do the things that we love and be successful.

Our passion has always been about helping people, inspiring and teaching others. With that in mind we set out to create our own source of income through our passion. From there we came up with a step by step formula which has helped us to actually generate income from our passion.

The very same formula was later used by our friends and associates with whom they had great success to turn their passion, interest, hobbies or whatever they love into an actual source of income. What could be better than making money from something that you love!

It's never too late to start. Look at Colonel Sanders; he was sixty six when he started Kentucky Fried Chicken. Talk about passion for fried chicken! Hence anything is possible!

So here are the 14 simple steps that can serve as a guideline for you in your quest to turn your passion into a source of income.

Enjoy the journey!

Amirul & Elin
Passionpreneur

*'Two roads diverged in a wood, and I -
I took the one less travelled by,
And that has made all the difference.'
Robert Frost*

Step 1: Passion

“Nothing great in the world has ever been
accomplished without passion.”

Step 1 PASSION

Discover your passion and unlock your potential.

The first step in order to turn your passion into a source of income is to discover your passion. It might be kind of a shock to you but most people do not actually know their passion.

We have had people coming to us and telling us that their passion is sleeping and ask us, can you help me turn sleeping into a source of income. Our answer was simply this; find another passion or interest or hobby that we can turn into a source of income. If we can get it online, than you can definitely make money from sleeping! Think about it. Through the internet whatever business you do is available all around the world 24 hours a day.

In short you can make money while you sleep!

Today we are doing the things that we love to do and we are making our money from it. Our passion is helping people and from our passion we started our own business which is REAL Leaders which is a company focusing on grooming young people to become leaders. You can check it out at www.facebook.com/realleaderssolutions. It all started from our passion.

We also have a passion for organizing events; hence we organized the biggest and largest undergraduate event in Malaysia which is the REAL Undergraduate Conference which was first held in 2008 at the Putrajaya International Convention Center.

The event was a huge success and we were able to conduct it for four years in a row until 2011. Now we are organizing events and trainings all over the country.

Our other passion includes going on holidays. And from this passion we have managed to setup another business model which is to promote our very own island lake eco-lodge which is located at Tasik Temenggor in Gerik Perak, Malaysia. We have managed to turn our passion for this place into a source of income through our website at www.temenggor.com.

And of course today, our very own program passion2income is a source of income for us. All this came from our passion. In fact through P2I we got our team of passionpreneurs that became part of our team.

Today we are excited as we have the opportunity to also help others to make money from their passion! It is something that we love to do and we strongly feel that a lot of people out there if given the chance would love to have the opportunity to turn their passion into a source of income.