

TURNING PRO: ACTION PUNCH LIST

A Guide to Identifying Your Shadow Role and Discovering Your True Calling

Use this punch list to identify where you are now and what you need to do to turn pro. Answer these questions honestly—they will reveal the gap between your shadow life and your true calling.

PART 1: IDENTIFY YOUR SHADOW ROLE

Your shadow role is what you're doing instead of your true calling. It looks similar, feels safe, but costs you nothing—and gives you nothing real in return.

Ask Yourself:

- What am I doing right now that makes me feel restless or unfulfilled?
- What job or role am I in that feels "close" to what I really want—but not quite it?
- What am I doing that lets me stay comfortable while avoiding real risk?
- If I'm unhappy in my current role, what is it a metaphor for?
- What is my current life protecting me from?
- Am I a teacher when I want to be a painter? A coach when I want to be a player? A consultant when I want to be a builder?
- What would I be doing if failure didn't scare me?

Signs You're in a Shadow Role:

- You feel busy but unfulfilled
- You talk about your "real" work but never do it
- You're successful on paper but empty inside
- You feel like you're living someone else's life
- You have a persistent ache that won't go away
- You keep saying "someday" or "when the time is right"
- You're orbiting your calling without ever landing on it

PART 2: DISCOVER YOUR TRUE CALLING

Your true calling is the work that terrifies you—and won't let you go. It's what you think about when you're alone. It's what you dream about but haven't committed to.

Ask Yourself:

- What work do I think about when no one is watching?
- What would I do if I knew I couldn't fail?
- What am I afraid to try because the stakes feel too high?
- What do I talk about doing but never actually start?
- What would I regret not doing on my deathbed?
- What work makes me feel most alive—even when it's hard?
- If I had unlimited courage, what would I commit to tomorrow?
- What gift do I have that the world needs—but I'm too afraid to offer?

Signs You've Found Your Calling:

- It terrifies you—but you can't stop thinking about it
- You feel guilty when you're not working on it
- Time disappears when you're doing it
- You don't need external validation to keep going
- It feels like the truest expression of who you are
- You're willing to sacrifice comfort to pursue it
- It's the work you were put on this earth to do

PART 3: RECOGNIZE RESISTANCE

Resistance is the force that keeps you from doing your true work. It disguises itself as comfort, distraction, and reasonable excuses.

How Resistance Shows Up:

- Procrastination: "I'll start tomorrow"
- Distraction: Scrolling, binge-watching, busywork
- Perfectionism: "It's not ready yet"
- Research addiction: "I need to learn more first"
- Drama and chaos: Creating problems to avoid the work
- Self-medication: Drugs, alcohol, shopping, food
- Seeking permission: "I need someone to tell me it's okay"
- Waiting for inspiration: "I don't feel ready"

Ask Yourself:

- What am I using to avoid doing my real work?
- What excuses do I tell myself every day?
- What distractions do I turn to when I should be working?
- What am I addicted to that keeps me from going deep?
- What would I have to give up to turn pro?

PART 4: TURN PRO—THE DECISION

Turning pro is not a feeling. It's a decision. A decision to structure your life around the work.
A decision to stop running.

The Professional's Commitment:

- I will show up every day—no matter what
- I will stay on the job all day—no half measures
- I am committed for the long haul—years, not weeks
- I will defer gratification—the work is the reward
- I will accept no excuses—from myself or anyone else
- I will ask for help when I need it
- I will not take failure or success personally
- I will endure adversity without quitting
- I will self-validate—I don't need permission
- I will do the work whether I feel inspired or not

What Must Die When You Turn Pro:

- The person who waits for permission
- The person who needs applause to keep going
- The person who plays it safe
- The person who talks about the work instead of doing it
- The person who makes excuses
- The person who lives for tomorrow instead of today

PART 5: BUILD YOUR PRACTICE

A practice is the structure that holds your professional life. It has three elements: space, time, and intention.

Create Your Practice:

1. SPACE: Where will you do your work?

- Do you have a dedicated space for your work?
- Is it protected from distractions?
- Does it feel sacred to you?

2. TIME: When will you do your work?

- What time will you show up every day?
- How long will you work?
- Is this time non-negotiable?

3. INTENTION: Why are you doing this work?

- What is your purpose?
- What are you trying to create or become?
- Are you willing to commit for a lifetime?

PART 6: THE FINAL QUESTION

You already know where the line is. You've always known.

On one side is the life you're living now—the comfortable life, the safe life, the life of almost.

On the other side is the life you were meant to live—the life of commitment, depth, and work that matters.

The distance between those two lives is measured in courage.

Will you cross it?

If you're ready to turn pro, start today. Not tomorrow. Today.

Show up. Do the work. Become who you were meant to be.

BONUS: 30-DAY TURNING PRO CHALLENGE

Ready to turn pro? Commit to these actions for 30 days:

Day 1-7: Identify your shadow role and your true calling. Write them down.

Day 8-14: Create your practice: choose your space, time, and intention.

Day 15-21: Show up every day. Do the work. No excuses.

Day 22-28: Identify and eliminate one form of Resistance from your life.

Day 29-30: Reflect: What changed? What died? What was born?

After 30 days, you won't be the same person. You'll be a professional.