

What People Really Think of this Book

"If you find yourself just 'treading water' waiting for life to happen, READ THIS BOOK. Find a Career That Rocks!"

-Zach Aslett

"This is a must read for students who want to go to college."

-Jake Rice

"It made me create and imagine things that I would have never done without the prompt to do so. I was eager to discover the next exercise because I found them fun to do and they helped me pinpoint certain things about the person I want to become. I always had a broad view of this person and the book helped me narrow my perception."

-Bill Baker

"For those of you who know what you want to do in life, and for those of you who have absolutely no idea, *Life in the World of Yomo* is a book that will ensure you a long-term, happy career."

-Chase Cowin

"This book is life changing and should be a freshman read for every university. It really opened my eyes to what I wanted to do with my degree and that it doesn't have to be boring!"

-Aubrey Winjum

"*Yomo* is like the rescue rope that drags you from the currents of life that have carried you away from your dreams. Grab on, shake the fear of failure and get back to being what you know you've always wanted to be."

-Forrest Moranda

"This book helped me regain my passion, not only in my career but in life! I can now create happiness for myself."

-Tassarah Weatherly

"GREAT BOOK... Fabulous exercises and insight for the future."

-Wendy Jo

"This is an amazing book! I wish this information had been available to me as a freshman in college."

-Dan Holland

"What a revolution on the way I think in day-to-day situations. I absolutely loved this book and will keep it with me as a reference that helped me find my 'key to success'."

-Samantha Telford

"After reading this book, I now miss being a kid! I aspire to never get too old to chase my dreams, and to never lose sight of what makes me happy!"

-Emily Alexander

"I recommend this book to people of all ages. Creating your Yomo takes you back to a simpler time when the hardest decision you had to make was what game to play or what picture to color. *Yomo* WILL change your life!"

-Lisa Romer Keele

"This book will wake you up! Expect to be activated and energized when you read about how anyone can wake up on Monday and like his or her job."

-M. Hubbard

"*Life in the World of Yomo* is a great book for anyone wanting a meaningful career. Read it and use it."

-Zach DeKruyf

"This was such a great book and I highly recommend it to people who are going to college or trying to find out who they are and what they want to do with life... This book has truly made me look at my life and career path in a different way. Thank You!"

-Bobby Prieto

"This was one of the most individualized critical thinking books I have ever read. I was working through the exercises and forgot I was working — it was a blast!"

-Heather Browne

"*Yomo* is the solution to the career blues!"

-Blake Farris

"This book totally makes it possible to get rid of the baggage that holds you back and embrace the new you; where all your dreams have been waiting... It has changed the direction of my life in looking at employment and in looking at personal change for the better."

-Jason Smart

"Find your Yomo! A whirlwind of self-evaluation that helps one achieve success through easily achievable goals. Let your Yomo guide you and determine who you are."

-Neil Christiansen

"This book changed my perception of what a 'career' is. Let your Yomo take over and do something you are truly passionate about!"

-Kyle Takak

"*Life in the World of Yomo* is a great book for a college graduate. It is a fun read that takes you through the steps of finding out what you really want in a job."

-Shelby Baglien

"This book has helped me to realize that I can achieve happiness and success in my career and life. I always thought my dreams would only be dreams, but this book has helped me see that they my life can be a success, in every aspect."

-Coralee McCarthy

"Dr. Luke makes crazy look good!"

-Brian Lynch

"This book was such a great read with all the humor, education, and applications that the book has you complete. I strongly suggest reading it to see the personal success you can be and the help you will receive to find the perfect job that rocks!"

-Gina Barton

LIFE IN THE WORLD OF YOMO
**START THE
ADVENTURE
TO YOUR PERFECT
CALLING**

TRY IT. IT FEELS GOOD.

DR. MELISSA LUKE



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Acknowledgments



This book is for

Krista Krantz, (1970-1996).

My fantastic college friend whose tragic death inspired me to love what I do, so that I can inspire others to love what they do while pursuing a career. Don't wait until tomorrow because nobody can guarantee it will come.

I'd also like to pay tribute to the late co-founder and CEO of Apple Inc., **Steve Jobs**, (1955-2011). A legendary innovator, who pushed himself for excellence right up to his last expiring moment of life.

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

-Steve Jobs, Stanford University's
2005 Commencement Address

How Did this Book Make it to Print?

I would like to thank my old roommate and dear friend Betty Fahy for pushing me to write this book. She called me one afternoon because her dreams were focused for two solid weeks around a book that she decided I needed to write. She said people needed to hear what I had to say. I told her I was having the same thoughts but I hate to write; I love to speak. Betty told me to get a ghostwriter, learn how to use dictation software, or find someone off of Fiverr.com to do the project because she was sick of dreaming about it. Could I really get someone to write my book for \$5? No. I did look though.

Betty is one of those people who can envision things in people that they can't see in themselves. She told me that she was going to personally fly to Denver and stick asparagus up my nose if I didn't start the book immediately. Knowing Betty too well, the thought terrified me — I hate asparagus.

Crazy ideas are not new to us. In our roomie days we told people that we sold European tumbleweeds for a living. We didn't have jobs, and since not having a job is apparently unacceptable, we needed a good cover. We tried acting like under cover FBI agents for a week, but nobody believed us with the exception of one toothless man residing in the Verde Valley of Arizona. We found him in a western saloon and informed him we were tracking a villain. He was visibly scared of us, but I also think he was a little drunk. Acting as salesmen for dead shrubbery was easier to pull off, but after selling one

European tumbleweed for \$75, which we found in the Arizona desert, we closed shop. Tumbleweeds are hard to catch when it's windy.

We followed our whims from one crazy idea to another in search of jobs that didn't feel like work. In fact, having jobs that don't feel like work has always been my life goal. Anyway, after the success of our tumbleweed business, we decided to take our capital and look into building pyramids. We jumped in the car and drove to Palm Springs to scout a location for our first archeological, architectural endeavor. We learned we would need millions of dollars to build our project, which we did not have. We did, however, have Delta airline miles. After purchasing a \$12 box of wine, we called the airline to secure flights to Greece. We didn't know why, but it seemed like a good idea at the time. Willy, a good friend of ours, stopped by during our attempt to book our next adventure. He said, "Ladies, you can't just buy a box of wine, and fly to Greece. You need to get jobs." We didn't go, but only because we were short 10,000 miles to buy the tickets.

Distraught with life in general, we purchased a gallon of pumpkin ice cream, got two plastic spoons, and sat at a bus stop with the box of wine to think about our careers. Everything seemed so utterly boring in the world of work. The new plan was to jump on the next bus that came along. It didn't matter the destination, we just wanted to get away. Lucky for us, no buses ever came.

We both eventually found careers that we respectively loved. Betty was right. I needed to write a book on how we got to the place where we could love our jobs. I began to write, but I needed help with the process so I called in the "big dogs."

The first step was backing up my notions with concrete data. My great friend Everett Meyers, a Professor of International Finance and Economics at New York University, assisted me in this. I have been stealing his work for a decade. His research in the doctoral program at NYU on The Success Returns for Graduates of 4-year, for-profit, Postsecondary Institutions came in very handy. Note: Ev, I may have stolen some data from your doctoral dissertation for this book and probably forgot to cite you. So, I figured I would just reference it here. We're still good right?

Second, turning creativity and thoughts into ideas, careers, and books can't be successfully accomplished without a mentor and I have one of the best. Loch Anderson, co-founder and principal of Foushee and Associates in Bellevue, WA pushed me to stay on track and never lose sight of my vision. I admire his business sense and assistance with my projects, but even more he is a fabulous friend that I aspire to beat when racing anything with wheels (on a race track, of course). We all know this will never happen, but I'm just going to put it out there.

Third, my friends and family, (many of whom think that I am far more talented than I personally believe myself to be), were a huge part of this project. They have always been supportive of everything I do in life. They push me to accomplish great things. I don't want to disappoint or ruin their grandiose perspectives of what I am capable of accomplishing, so I try harder everyday to succeed because of them.

However, the most important person on this project was my sister Margaret Luke. If I could figure out how to sell her brilliance and talent in a can, I would be a billionaire.

She has made me feel like anything is possible and she is everything I am not. Anything I have accomplished in life has fingerprints of her genius on the plan, including this one. Years ago she teasingly told me she was a witch. Initially, I thought this was funny, but I think she may be right. She's like Glenda the Good Witch from the *Wizard of Oz* (without the pink dress and wand). My sister really does help dreams come true. I'm just happy no brooms were involved.

Lastly, I would like to thank *Fast Company* for making a fantastic magazine, which identifies the great innovators of our time. The magazine has given me inspiration and motivates me on a monthly basis to create positive changes for our society. Hopefully we will meet soon. I intend to be on your cover someday.

It's funny how inspiration from great people can help another person accomplish almost anything in life. Add a touch of desire to succeed in the world as a great innovator, and you have the magic formula. Substitute your personal inspirations, your motivators, and your desires and it will work for you if you allow it to. I'm going to take you to a magical land called YomoWorld: A place where perfect careers really do come true. No bus stops required.

If you like to experiment then you are in the right place.

Chapter 1: Introduction

Yomo: A visual manifestation of everything you want to be in your personal and professional life that will guide changes in your brain to help you achieve your dreams.

YomoWorld: A place that connects highly innovative businesses and cool start-up companies with the right people.

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes and minds... If you change your mind you change your life."

-William James

People often ask me why I never seem to have a job, and yet live like the queen of some spectacular country. They also want to know why I am contagiously happy a great deal of my waking hours. I explain, "That's how I made my brain work." I feel the same anxiety about what I am going to do with the rest of my life at the age of 40 as I did at the age of 20. The only difference is that I am old enough to know this feeling of anxiety is normal. I then explain that I am an entrepreneur, and we entrepreneurs are *always* working, even though we are often hopping from one fantastic idea to another. We are, I guess, the manifestation of the infamous reply of the French Philosopher Rene Descartes: "Cogito ergo sum" or "I think therefore I am." For some reason, however, this response does not quench the thirst of my students or acquaintances. They want to know more; they want to learn how to innovate, develop, and build ideas like I do. They want to know how to work in their respective "field of dreams." I, on the other hand, wonder why people sit in traffic everyday like ants in a plastic ant farm to get to work five

or more days a week, where they labor excessive hours at jobs they hate. It sounds horrible. I would rather string toilet paper between my toes and light it on fire than sit in a cubicle with fluorescent lighting all day, everyday.

When I started writing this book, I wanted it to be a guide to help 18 to 24-year-olds who have graduated from high school or college find a fantastic and innovative career they would love for many years. I also wanted to prepare Generation Y with a realistic expectation of what the professional world is really like and the kinds of sacrifices they will be expected to make in the name of the almighty dollar. However, during my research, I learned most adults over the age of 30 don't like their respective careers. The work world is getting more and more grim with each passing day. Studies by The Conference Board and CareerBuilder.com in 2010 show that over 80 percent of people in the United States dislike their current career and job satisfaction is at its lowest in two decades. Unfortunately, most employers take great pride in locking employees in cubicles for long periods of time and refuse to create a work environment that is enjoyable for anyone. In order to change attitudes towards work, it has to start with the organizations themselves.

However, getting most employers to try anything new requires a lot of outside pressure. Change, on every level, begins with the individual. It begins with the new wave of employees who are entering the workforce. It involves changing the mindset of people who have been on the job for years. It requires an open mind filled with non-standard thinking.