

# Are You Living Your Passion?



As an entrepreneur, you are never very far from your business. No matter where you are or what you're doing, it's always with you, slipping into your consciousness. You might be in the shower, lounging on the deck, on an airplane with everyone around you snoozing or out on the

lake...your mind will still be spinning on the latest issue or the next big opportunity. When you're passionate about what you do, you have an advantage because you're energized and motivated to give it the extra thought that helps keep you ahead of the game.

---

## Entrepreneurs Don't Care, Just Like the Honey Badger!

I kept hearing and seeing the slogan "The Honey Badger Don't Care" in email jokes, on television, and from various people. You may have seen it during the college [National Championship Game between Alabama and LSU](#). You may have seen the signs referring to LSU player #7 [Tyrann Mathieu](#) as the Honey Badger.