

Passion is not Enough

Explore your passion and grow your business or social
enterprise

Tracey-Jane Hughes, BA (Hons)

Chapter One

What readers have said about the book

“Really easy to read. This straightforward logical guide is free from jargon and will help anyone thinking about starting or growing a business or social enterprise.”

Jane Fox, Created4U

“This book is down to earth and easy to follow. It’s given me a good grounding place to grow from. I like the step by step checklists, and actions to take. Thank you.”

Karen Peddie, Karen Peddie Holistics

“I’m very impressed with the content. It’s a lovely book that has helped me a lot. I read it, not as someone who is passionate about business, but as someone who is goal focused about a specific passion, I’m an assistant principal with a desire to create a top- quality school with a national reputation. Teamwork, persistence and work-life balance is always a concern for my staff. This book has helped me to consider how goals can be managed and achieved.

I am going to share this book with my colleagues and encourage them to harness our collective passion.”

Charlotte Harding,
Assistant Principal, The Khalsa Academy Wolverhampton.

“I love how you start the chapters with your story, then get the reader to ask themselves questions. It’s very easy to understand with no jargon.”

Jean Atkinson,
Sales & Marketing consultant & Business mentor

So you've got an idea for a great business. What next?

Tracey-Jane's unique and holistic approach guides aspiring business owners toward developing their vision into a sustainable enterprise. This book shares the author's expert knowledge to ensure you succeed where others fail. Tracey-Jane will enable and empower you to turn your passion into profit.

Passion is Not Enough facilitates your path to success, supporting you on your journey as you explore your vision and bring it to life.

This book helps you to:

a.

- Create a vision for a sustainable enterprise from your passion
- Make informed decisions about whether turning your passion into enterprise is the right thing for you right now
- Understand how to maintain harmony across your family and life commitments alongside growing your passion
- Analyse whether or not your passion can earn you money
- Keep your passion alive as you develop it into your daily life

Snippet from *Passion is not enough*, by Tracey-Jane Hughes

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c.

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Understanding your passion

Identify exactly what you are passionate about
and why it's important to you

Learn Investigate Strategise Test Explore Notice

When I started my business, I was passionate about my cause.

I was passionate because I didn't want others to experience the same problem I had – buying a bra that fitted one week and not the next.

Sounds simple, right? But we all know (whether you buy bras yourself, or whether you get earache from someone who gets frustrated when buying bras), that bra buying is complicated.

For background, I had a two-year old and a 12-week-old baby when I experienced this ambition to help others in this way. I'd been sold a bra by someone calling themselves an “experienced bra fitter”, who sold me a bra that fitted one week and not the next. As a new parent on a limited budget I was unhappy that I'd spent, for me, a lot of money on a lovely bra and brief set as a treat. And it didn't fit. It certainly wasn't comfortable.

If you're not familiar with breastfeeding, when baby is about 12 weeks old, your breasts settle from the big increase they've experienced post birth. For me, I lost about two cup sizes in a week, so my new bra wasn't supportive, or comfortable and therefore a waste of money.

I read about breastfeeding and discovered that my breast change was absolutely normal and this change would happen to all women who breastfed for longer than 12 weeks.

My passion: To ensure other breastfeeding women bought the right bra for them without wasting money on bras that didn't fit

At the time I really didn't know about starting or growing a business. I didn't know how to find my passion. I wasn't even looking for it. It found me.

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Are you clear what your passion is?

If you're still exploring your passions in life you may not be able to answer this just now. You may feel lost or frustrated that you're not clear about what you're passionate about. If this is you, you're not alone. Some people feel throughout their lives that there's something more they'd like to share or do, but don't have a lightbulb moment like I did.

We all discover our passions in different ways.

I'm not talking about the desire to earn money to go on holiday, or to buy nice things for your family here - I'm talking about something that bubbles away under the surface of your life that at some stage can't be held in any longer. You know you have to listen to it and do something about it.

For some this is a desire to help others who suffer the same disease as a loved one or for others it is a real calling to help people in a foreign country who aren't as fortunate as you and your family.

Your passion is unique to you.

How to find your passion

You may have had something happen to you, like me, that you don't want to happen to others. Or you may have discovered something which others will benefit from too. Or you may have a real talent that you want to share. You may have created a product to solve a problem many others have. Or you may be brilliantly talented at something and simply want to share it with others. Or you may just have that feeling that there's something you can't go through life NOT doing.

Ask yourself what you would do if you won the lottery or had an inheritance that meant you didn't need to work for money to live on.

- What would you do?
- How would you spend your time?
- Who would you do it with / to / for?
- Where would you be based?
 - i.

What if you're not clear about your passion?

You'll find it hard to focus on anything until you've identified your ambitions. You'll always have that "what if" in your mind, whatever you do in your life and career.

Some people talk about their passion being that thing which you can't NOT do. Instead of putting up barriers, until you've explored the options of how to share your enthusiasm with others you won't know what's possible.

Some of us find that a burning desire to help others in some way is just a part of who we are. If we ignore that we won't find fulfilment in our lives.

Challenges

You may have a few passions. They may be interlinked or quite diverse. Don't panic! It's great that you've got lots of interests in your life. Think about which one you want to explore right now.

What's **most** important for you to develop further. Is there one which needs to be developed before the others can happen?

You may feel that you've got passion but you can't earn a living from it. That may be true, but hold tight and explore the next sections before deciding what your next steps are. There are many ways to share your talents with others and they don't all include setting up your own enterprise.

You don't have time. Really? You're reading this because you want to do something with that passion you know you've got. If you don't, who will?

Take Action

Write down your one true passion that you want to share with others.

- Write down all your passions if you have more than one.
- Which one is jumping off the page at you that you can't ignore?
- Share with your *cheerleading team*. Do they agree that's your focus right now?

If you need help with finding your passion, book a ***Find Your Why*** session with me and let's explore and identify your passions and ideas together.