

# PURPOSE DRIVEN BUSINESS MODELS



HOW TO FOLLOW YOUR PASSION  
TO BUILD YOUR BUSINESS

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# **Introduction**

Are you passionate about something? Anything?

Now how if you knew that your passion – never mind what it is – could be converted into a moneymaking enterprise?

This eBook tells you exactly how to so that.

So sit back for a while, relax and read this eBook. It could be the device to give a better lease to your life.

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# **Chapter 1:**

Discovering Your Passion

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## **Summary**

Everyone has passion within them. All they have to do is to realize it.

## **Discovering Your Passion**

Everyone has some or the other kind of passion in them; even people who vehemently deny that they aren't passionate about anything have some kind of passion in them. Most people live without realizing their passion and among those that know they are passionate about something; the majority does not seem to care. Forget making money out of their passion; they don't even want to acknowledge to themselves that something can be made out of it.

Consider a young man who is exceptionally fond of playing drums. He might be very good, but unless he realizes that his talent of playing drums can make money for him, he won't actually do it. But for that, he needs to do two things:-

- First, accept and believe that he has the talent
- Second, use that talent in marketable forms so that money might be made with it.

Since we are going to talk about how you can unleash the potential of your passion on your moneymaking aspirations, the first thing you need is to understand where your passion lies. Once you do that, you have to make plans in order to start monetizing your passion.

Your passion could be the thing that you like to do the most. Picture this – you are in a 9 to 5 job for your daily bread and butter. But the thing that really drives you are those weekends you spend at the beach, indulging in some parasailing. Now, there is your passion! You trudge on through the



whole week just to have that one day of parasailing at the end of it. That's your *raison d'être*.

This is the kind of passion you can potentially tap into. You certainly have a lot of inside knowledge through your trysts with your passion which you could tap into. You could write an eBook about it, start a website, start an online group, etc. There are several ways in which you can earn money doing things you really want to do.

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## **Chapter 2:**

Your Passion Can Make You Rich

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## **Summary**

So, how much money can you make by digging into your passion?

## **Your Passion Can Make You Rich**

Spend a moment to think about J. K. Rowling. Or think about Roger Ebert. Or think about Donald Trump. Or think about Paul Greengrass. These are people who are immensely rich. But what made them rich? They are rich not through things that they don't like to do – they are rich through the things they really like to do, things that they think they exist for.

J. K. Rowling had a passion for writing ever since she could remember. She began writing when she was a kid. Despite the various difficulties in her life, she did not give up. She continued writing whenever she could. With two kids in tow, this woman conjured the biggest fiction phenomenon of our generation – Harry Potter. When she made Harry Potter, did she think she would become richer than the Queen? Not at all. She just wrote it out. She gave vent to her passion. The rest just happened.

There's probably no cinematophile as crazy for movies as Roger Ebert is. He writes reviews for practically every movie that's released. See how he has converted his passion for movies into his work? His movie reviews are the most highly-prized and he gets paid handsomely for watching movies and penning his keen observation about them!

Need one say anything about Donald Trump? Business is his forte, his passion. And he is unstoppable there. When he has one venture running, he invests into another. He doesn't even have the time to stop and think about the money. He is just giving vent to his innate passion, allowing it to manifest itself in whatever way it can.

Paul Greengrass is known as one of the most upstart directors in Hollywood today. His directorial styles have been criticized earlier, especially his penchant for using shaky camera moves, but did he bend his style to please his early detractors? No, he didn't! And what did he come up with? The Bourne series, that's what! And his movies have become cult. Not to forget, he's become quite filthy rich.

Chase your passion. Don't listen to detraction. Are you good at something, so good that you feel it coming out of your ears? Well, then go right ahead with confidence. You have it in you to make money out of it.

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# **Chapter 3:**

Principles and Ethics

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## **Summary**

Some important principles that you have to base your passion-related moneymaking ventures on.

## **Principles and Ethics**

It is quite possible to make money out of your passion, but as it is with any other moneymaking opportunity, you must remember that there are some principles and ethics that you need to follow. We shall take a look at some of them here.

1. It is highly important that you respect whatever it is that you are dealing with. If your passion is coin collecting, make sure you bring about the right reverence to your activities. You cannot start blatantly criticizing and abusing this subject. Well, you could criticize, but then you have to justify what you say. Remember that you are trying to make money here. Since your target audience is going to be other people who are also passionate about this subject, you will not earn anything if you sling mud at it without reason.
2. Be knowledgeable. People who will come to you already know the basics. What they want to learn is the viewpoint of another expert in the subject. Make absolutely certain that you know all the terms well and that your facts are right.
3. Keep up with the times. Things are going to change fast, whatever your scope of interest is. Always keep on the move learning new things. It could be a great idea to use Google Alerts which can tell you what's happening around you.
4. Be responsive. When people reach out to you, they are hoping to commingle with someone else who has the same likes as them. They are reaching out with some expectations in their mind. Don't belie



these. If you do, you are effectively stopping other people from reaching out to you as well.

This brings us to the fifth principle. Always network with people. If you are trying to make money out of a subject that you are very passionate about, network with other likeminded people. The more people you network with, the more will you be talked about.

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## **Chapter 4:**

Using the Internet to Monetize Your Passion

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## **Summary**

The best resource to monetize your passion is definitely the Internet. Here is how you can use it to help you make money.

## **Using the Internet to Monetize Your Passion**

If you are looking for the most effective way to make money out of a particular niche, the best way you can do that is by tapping into the various reserves that the Internet has. There are various benefits in doing that. First of all, you are going to find your audience here. If your subject of passion is a very narrow niche, you will find it very difficult to find other likeminded people anywhere else. But, on the Internet, you can easily reach out to them. You can get your target audience.

There are various ways in which you can do that. Writing articles is one way. When you write an informative article and put it up on the Internet, people who are interested in that particular subject are going to read that. If they like the article, they will visit your website or blog that is advertised with the article. In that way, you bring interested people to you.

Blogging is another lucrative way. When you blog, you are actually bringing out your opinions on that particular subject to an open audience, who can interact with you. It becomes a great portal for them to share their views and learn new things as well.

At the same time, there are several ways in which you can milk this traffic in a financial way. You can make them pay you for the services you offer. And, on the Internet, there's no limit to the amount of money that you can earn.

With traditional methods (i.e. non-Internet methods), you will find it very difficult to make money. At the most, you could mix with people through a club or something like that. But, you couldn't hope to monetize them.

Hence, if you are serious about making money out of the subject of your passion, you need to know about how to tap the numerous resources that the Internet has to offer.

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# **Chapter 5:**

Passion Income Strategies

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## **Summary**

Read on to know about what methods you must use when you are trying to convert your passion into money.

## **Passion Income Strategies**

So, how do you plan a strategy to monetarily tap into your passion? There are some qualities that they must possess.

### **Their Potential**

It is necessary that the strategies have a good potential. When we speak about potential in the context of the Internet, we mean that they should be able to reach out to your niche. So, if you are considering article marketing or blogging, you have to do it in such a way that it reaches it to people who might be interested in what you have to say. You might not want to use a method such as affiliate marketing, for instance, because you might feel this method won't reach out to your niche.

### **Your Own Comfort**

Another thing that you need to think about is that you should be comfortable using this particular method. You should have the technical knowledge to use this strategy. There are ways in which you can hire people to accomplish tasks for you, such as you could hire someone to set up a blog for you or someone to write content for you, but it is important that you have the overall knowhow about the strategy that you are using.

### **The Expense**

All right, we are trying to make money out of something you are passionate about. The keyword here is that you are trying to 'make money'. So, should you invest a lot at the start? On the Internet, you are likely to find ways that



can help you promote your substance for free as well as for a lot of money. The efficacy of these methods will be different. But, you need to do your research and find out a method that doesn't cost much, but reaches out to your target population.

Plan out your strategies such that they will work out for the long term. You don't need to use a method that will not pay you out tomorrow. At the same time, plan out a strategy that won't impose a lot on your time. There are several methods that you can use spending only a few minutes of your day, which we shall be seeing shortly.

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## **Chapter 6:**

Writing eBooks as a Moneymaking Passion

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## **Summary**

EBooks are the best ways in which you can market your passion over the Internet. There are more ways you can make money out of them than you think. Here are some tips.

## **Writing eBooks as a Moneymaking Passion**

An eBook is an electronic book. It is a book that is created using a computer and is made available through online downloads. It is a very easy way of acquiring information for people who want it. If anyone wants them, they just have to click a download button. That's the reason most of the eBook sales on the Internet happen just on an impulse. People don't make any active decision to purchase an eBook – they just stumble upon it, like it and download it. And since you are going to make an eBook about a subject that interests you, there is all the more chance of people buying it from your website or blog.

So how do you go about writing your eBook?

The first thing is to zero in upon the subject you wish to talk about. Of course, you will be writing about the topic of your interest, but you can center on one aspect that would be good for an eBook. Like, if cooking is your passion, you could focus on just one aspect at a time. You could write an eBook on egg recipes, for example. This gives you better focus and leaves the field open for many more eBooks to come.

With the subject in your mind, think of the topics. Remember that these topics should be what people like to read. You will have to make a contents page. When the contents page is ready, you know you will have covered everything you need to say when the eBook is finished. Laying out the contents page is a very important first step of building an eBook. It gives the writer focus and direction.

Now, for every subject, you have to make sure you have some good information to give. The following kind of information does well in eBooks:-

- Tips and pointers
- Do-it-yourself methods
- Personal anecdotes and experiences
- Motivational writing
- Interesting and lesser-known facts
- Website links for getting more information

You get the picture. You have to add value to your eBook. Give as much resourceful information as you can.

Now, sit down to writing. You are definitely going to put your heart and soul into it because this is a subject that interests you.

Remember also to make your eBook presentable. The following are some practical tips you will need to use along the way:-

- Use a good font
- Use subtitles and headings
- Use simple language
- Let your ideas flow systematically.

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## **Chapter 7:**

Blogging as a Moneymaking Passion

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## **Summary**

When it comes to any method of making money over the Internet, blogging can never be ignored. Here is how you can use a blog to make money out of the act that you so passionately love.

## **Blogging as a Moneymaking Passion**

We have already fleetingly seen how the power of blogging can be used to make vast deals of money over the Internet. Let us now see those aspects in detail.

First and foremost, why is blogging so very popular?

Blogs are very easy to set up and you do not have to look far to set up your own blog. All the resources that you need are available on the Internet itself. If you have a Google account, you could very easily make a blog with <http://blogger.com> and even if you don't have a Google account, you could make one in a jiffy.

Once you are there, everything that you need to do in order to start your blog is well laid out in front of you. You have to merely follow a few instructions and your blog is up and running.

So it is very simple to begin. Blogger is definitely cool, and if you are looking for some variety, you could use <http://wordpress.com>. WordPress blogs are slightly more difficult to set up and manage than Blogger blogs, but it is definitely not something that you won't be able to do.

In order to monetize this passion blog that you create, here are five tips that you must absolutely follow:-

1. Follow your gut instinct about what to blog. Do not use clichés. Write about topics that you feel strongly about and you will meet with a favorable response.



2. Always choose topics that are slightly debatable or even controversial. This helps more people to comment on what you are speaking about. This will increase the number of clicks your blog gets and it will be updated better, so you can be sure you get good search engine rankings too.
3. Keep your blog updated. You must make at least 2-3 blog posts a week.
4. Use methods such as RSS feeds so that people know whenever there is something new posted on your blog and they will come automatically.
5. Always make it a habit to visit other blogs of similar subjects, make posts on them and give your link there. This brings in more people to your blog and its prospects increase.

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# **Chapter 8:**

Social Networking as a Moneymaking Passion

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## **Summary**

Social networking is the way to go for the present-day users of the Internet. You could unleash its power to popularize your passion on the Internet and make good money from it too.

## **Social Networking as a Moneymaking Passion**

One of the best ways you can promote your passion over the Internet is by starting an online community about it. Online communities work in the same way clubs work in the offline world. You have people of similar interests becoming part of such communities and discussing their topics of interest.

They may post:-

- Their general experiences
- The tips and pointers that they have to give
- Their way of doing things relating to the subject
- Asking others for guidance
- Buying and selling stuff
- Asking opinions of others before buying the products
- General banter about the particular subject

So it can be seen that an online community is the best place to be in whether you want to generally discuss about the subject or get some useful guidance about it. It is no wonder that almost every Internet user is part of some or the other community in today's times.

The following are some of the most interesting social networking websites present on the Internet. They are the best because they have a large number of members. Now, how does that help? Quite simply, a large number of members mean a greater scope to have people of a particular interest. Also, because there are such a large number of people here, some or the other activity is always going on, which makes the whole state of affairs quite lively.

<http://www.facebook.com/>

<http://www.myspace.com/>

On both these websites, you can post your complete profile, with picture and website link if you have one. You can mention your interests, which will certainly include your passion. When you are present on the community, you can look for groups that are discussing your subject of interest within the community. In any case, if you have defined tags about your interest, it is quite likely that people with similar interests will find you.

Sooner than you think, you will be discussing all things possible about your favorite topic. And, knowingly or unknowingly, you will be building a big and targeted market for yourself within the community.

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## **Chapter 9:**

Other Ways to Monetize Your Passion

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## **Summary**

Here are some other methods in which you can make money out of what you like doing the most.

## **Other Ways of Monetizing Your Passion**

Everyone exists. Only a few live.

Existing is a biological phenomenon. We breathe, we eat, we drink, we exert ourselves physically, we assert ourselves mentally. That's existence. We are life. We go on. We perform our biological tasks and then we die. That's existence.

However, living is a wholly different ballgame. You don't live just by breathing or eating or drinking. You live when you show that you have an individuality of your own. When you are able to plan and strategize and do things that refine you as an individual, you live.

We all live to an extent. But the extent of life is different in each of us. This is shown in the quantum of success that each of us receives. By taking our discussion further, we could say that a person who gets more successes in life lives better than someone who gets lesser glories. So, life isn't an absolute concept. It is relative. It depends on the quality of success you get.

Existence is an absolute concept. Everyone exists. The mathematical value of existence should be 1.

But the mathematical value of living can be anywhere between 0 and 1.

Whether your living is closer to the 0 or the 1 is decided by how you tackle situations in your life. Do you allow things to just happen and go on by your instinct? Or are you opinioned about everything and make rational



decisions? If you actually do things that bring you closer to achievements, you are living and not merely existing.

It is highly important for us to know this difference and to make sure that we live and don't just exist.

Remember that dogs, cats and monkeys exist. Humans are meant to live.

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## **Chapter 10:**

Never Giving Up!

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## **Summary**

Some more methods to make money online.

## **Some More Methods**

### **Uploading Photographs**

Where's your digital camera? Get it out! There are innumerable ways in which you can unleash your passion with it. Like clay modeling? Take a picture of what you have done. Like making stuffed toys? Capture your work in a photograph. You get the point.

And then upload these photographs on special websites. There are several places where you can do that.

<http://www.picasa.com/>

<http://www.photobucket.com/>

<http://www.flickr.com/>

These are places where people come hunting for photos. But what's best is that they can network also. People who like your photos will communicate with you. On places like Photobucket.com and Flickr.com, they will have to ask you for permission before they can use these photos. There lies your method of expanding your business network then!

### **Make Videos about the Games You play**

Is gaming your passion? There are countless people who harbor this passion anyway. Now, you could monetize this passion in several ways. Applying for a game tester job is one, but what we are going to speak about is something radically different. Make videos of the games that you play. These should be videos captured from the original game play, as you have played it. Now, if you are an avid gamer, you will realize that these videos are priceless.

Imagine you make a video of Far Cry 2 showing people how to cross the difficult regions. You will be surprised at the large number of people who search for cheats and walkthroughs for games on the Internet. If you upload your video on YouTube or somewhere similar, people will definitely find that interesting. With your video, they will actually be able to see how to make Gordon Freeman of Half Life devastate all those critters with rotating fan blades instead of merely reading about it. Fun, eh?

### **Post Your Songs**

Do you fancy yourself a singer? Well, don't sing in the bathroom anymore. Record yourself singing and post it on the Internet. YouTube is flush with such song video clips. What do you know, some recorder may be watching YouTube, stumble upon you and make you that all-important call. Don't scoff at it, this has happened several times in the past. A few of our American Idol contenders already had their videos on YouTube before they auditioned. Remember the poor fellow Michael Johns who was voted out early last year, quite undeservingly? He already had a legion of fans in the online world by virtue of his uploaded songs on YouTube which became quite a rage.

## **Conclusion**

So here is how you can pursue your life's most cherished dream and make a whirlwind amount of money from it too.

So that no one can stop you from pursuing your hobby anymore!

In fact, people will tell you to pursue it because you are minting money out of it!

**All the Best to You!!!**

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