

a. **Overview: How To Build A Business Around Your Passion**

Niche marketing is most effective if you engross yourself in a topic area and build the reputation of an expert in all things associated to that niche. It might sound intimidating; however actually, all it demands is focus. Everything you do in your business has to tie into everything else you do.

It's about holding intent and purpose to intimately comprehend what you're doing and why. Your marketing brand, dress, mental attitude, relationships, interests and communication style are all factors of your focus. Without comprehending whom you help and why you're doing what you do, how can you expect anybody else to know.

If you aren't passionate about your business, you're in big trouble. No denying this one. This is a core belief and present in the most successful entrepreneurs.

Cash follows passion and not the other way around.
Consider that for a moment. Cash follows passion but not the other way around.

Let's say you're an accountant. However let's suppose you truly don't like numbers however are making an excellent salary. Chances are you love the cash but you detest your work!

You can't learn to like something you don't like. Certainly, you could buy nice things as you make an excellent salary so you perhaps like the lifestyle.

However what if you had both? A business you love that likewise brings in the big money? And you're pumped about getting to it every day.

If you're passionate, the cash will follow. You'll put in the additional hours, the sweat equity, get things accomplished, and above all be happy.

If you simply care about the cash and make a nice wage but are not enjoying your work, you're going to do the mere minimum. It's fact.

Passion gets you to go above and beyond.

Life is too brief to be unhappy every day doing something you detest. Too many individuals are stuck in this daily.

3 Questions To Ask Yourself:

If you weren't making any cash doing what you do today, would you keep going?
You know you've found passion if you answer, "yep!" to that question

Are you charged up every day to get up and work?

If you answer, “no” you're perhaps putting profits before passion. You don't wish to be that angry person who feels they never took a risk and did something they enjoy.

If your work isn't done after “the” 9-5 or on a weekend, do you do it?

If you answer, “sure” you're going above and beyond and might be in your passion niche.

Now recognize, naturally you'll do a lot of humdrum things for your business however this is all part of the passion puzzle. But remember it's a product of being so passionate about your business that you'll do whatever it takes to be successful.

Next we will look at starting your first blog.