

ENTERPRISE

2.0

TCOATH

learning + design

Go From Passion to Profit

The Chicken, The Dog and the Bag of Rice



What is passion?

1. A thing arousing great enthusiasm.
2. An intense desire or enthusiasm for something.
3. Intense sexual love.
4. A state or outburst of strong emotion

How do i find it?

Childhood. What did you love doing best?



How do I find it?



Create your passion.

How did I find it?



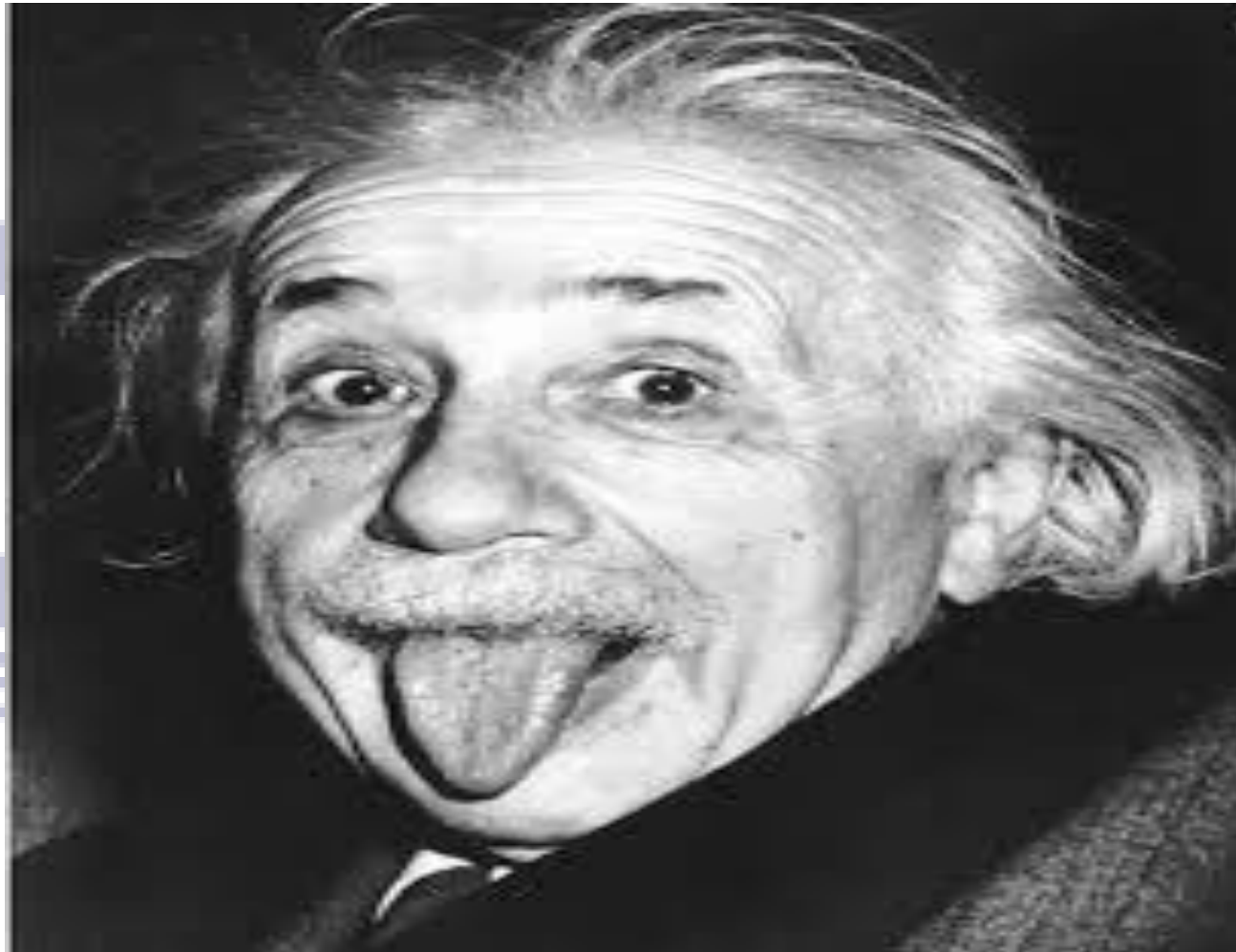
Passion to Profit

What is profit?



Passion to Profit

Become Deeply smart.



Harvard Business Review refers to an expert's skill set as “deep smarts” and notes that “deeply smart people are unique — a product of their particular mindset, education and experience.” ..

Passion to Profit

Brand yourself.

beansprings



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Teacher | Speaker | Author | Brand Strategist | Your Preferred Learning Partner

Original branding involved physical markings. Make a mark in the mind of everyone who needs your peculiar kind of service.

Passion to Profit

Writing is an ideal way to convey expertise and build an impressive portfolio of work. Your work becomes reference material.

Speaking is a powerful way to establish immediate credibility, gain visibility and educate your target audience. Seek out opportunities to leverage your expertise in a keynote breakout session or workshop.



Passion to Profit

Be good at what your business does.

Know Your Customer - The consumer is different from the customer.

Package your product. Package yourself. Packaging enhances value.

Position Yourself.

Price your work appropriately. Know what your brand commands.

If you can't profit from it, don't go into it.

Reinvest into yourself, your business, your brand.

Passion to Profit

Leverage social media.



Social media allows you to connect to the world around you instantly. It's a great way to gain visibility, build brand loyalty and consistently engage your audience with high-quality content.

Final Thoughts

Start doing what you love, even without a business plan.

Do what you enjoy -- even if you haven't yet figured out how to monetize it.

Be in tune with your environment always, know what is happening and how it can be relevant to your business.

Recycle or Trash ideas.

OR

Just chase the money. Any project. Any investment. Anyhow.

I hope you choose your passion. It pays, always.

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