

Your Passion Project

Table of Contents

Your Passion Project

What Is Your Passion?

How Many People Are You Reaching?

Give People a Taste of What You Have To Offer

Your Passion Project

Gail Buckley

www.PLRContentSource.com

Now, it's time to get a solid handle on what your passion is in business and in life. Are you happy with your business right now? Does it really fulfill you? If it doesn't, it's time to do some thinking on the topic. You have to be passionate about what you're doing. Whether that means you're passionate about the topic or you're just passionate about helping people with something that they desperately need or want, is up to you.

But, you have to have a "why" for doing what you're doing. You should be passionate about waking up every morning to work on your business because you know you are changing the lives of others. You should be passionate to work on your next product because you know it's going to help so many people.

You have to be passionate about creating awesome content you're going to give away for free, because you're passionate about helping people whether you get anything in return or not. You know that by putting that good out into the world you are going to grow your business in unbelievable ways –which fires you up even more.

What Is Your Passion?

So now it's time to solidify what your passion is. Maybe there's a particular topic that you know a lot about. Are there others who want to learn what you know? Maybe you've gone through something in your life, and you finally came through it and you want to help others do the same. Maybe you have a hobby or something that makes you feel a fiery passion inside. That might be what you should focus on.

Your passion could be to help people, in whatever form that takes. Or, your passion could be a particular topic. What is it that really excites you?

You are an extremely lucky person. Many people go through their lives in jobs they hate. They don't get to choose what they do every day and always have to answer to a boss. You have the opportunity to choose exactly what you want to do with your life, and you get to earn a lot of money doing it.

That's why you have to figure out what your "why" is. You have to figure out what gets you really excited and how you can help people and add value to the world. Maybe it's something that's really popular or is increasing in popularity right now. Maybe it's an evergreen problem that people have, but you've figured out the solution to.

If you are working on a topic or solution you are not passionate about, it can seem dreadful to even consider giving information or products away related to that topic. After all, you've toiled through the creation of that product. You've put your blood, sweat, and tears into it. Why should anyone get it for free?

As you know by now that is the wrong attitude. Let's look at it another way. If you are so passionate about a particular topic and you care so much about the people in a particular niche, you're actually going to be really excited to give that product away. That excitement is going to shine through and it's going to help your free product take off like crazy. There's a certain energy behind your products and activities in business.

You want to put passion and excitement behind everything you do in your business. You get to choose exactly what you do and which direction your business takes. You may as well have fun with it and have it be something that you really feel strongly about and that you really want to help people to do.

How Many People Are You Reaching?

Think of it this way – how many people are you reaching with your business right now? Maybe you have people on your list. Maybe you have regular subscribers to your blog. Maybe you have followers on your social media accounts, subscribers to your newsletter, and some customers who regularly buy what you put out.

Are you happy with the number of people you are reaching? Maybe so, but everyone in business wants to have more readers, subscribers, and customers. You want more, more, more. How are you going to reach them?

You could keep doing what you're doing. Or, you could jump start your business to reach thousands or even millions more people. You have to start thinking outside the box and get ahead of where marketing is going.

Visit the most popular blogs and websites in your niche. How many people tend to visit those blogs and websites on a regular basis? You can get a feel for this on Alexa.com. Next, visit the most popular forums in your niche. How many people have registered? What kind of traffic does that forum receive? Now, search for related groups and pages on Facebook. How many members are there?

Now, add all of this traffic together. Are you reaching even a small fraction of that traffic? There's a big, wide world out there within your niche. It's great that you're reaching an audience right now, no matter what its size. But, you can take that to bigger and better places. You can reach many more people in your niche, earning more money, if you pay attention to the "free" way of growing your business.

Give People a Taste of What You Have To Offer

We've established that there are many people out there in your niche that you could be reaching right now. These people could be reading your

content, subscribing to your email list, and buying everything you have to offer. But, in the big scheme of things, you're really just getting started when it comes to traffic and growing an audience.

The people in your niche have a lot of other things to pay attention to. They are already attached to the popular blogs, forums, and websites you explored in the previous section. How are you going to capture their attention? How are you going to stand out in a crowded field of more experienced businesses, websites, and marketers?

This is a big part of the reason you can't stay stuck in the past. You have to go with the flow of where marketing is going right now. That means giving people a taste of what you have to offer. And not just a taste of something generic that everyone else is offering. You really do need to make a splash in your marketplace. You need to release free content that helps you stand out, that has the potential to go viral, and that will net you many more followers and eventually buyers.

People are afraid to try new things sometimes. Many of them have been burned so many times in the past that seeing a new business or a new marketer or new "expert" makes them very wary. But, if they don't have to make any investment at all, they will go ahead and download your free content. It's up to you to "wow" them from the very start. This means creating amazing, free, content that will help you stand out from the crowd.

The value has to be clear. People have to see that you are an expert to pay attention to. If you help them with your free content, they will feel as if they owe you. They will become an instant fan of yours. They will then go on to read what you put out and buy what you put out.



**Your Source For High Quality Private Label Rights Content
That You Can Actually Afford and Profit From
www.PLRContentSource.com**