

# THE SELF EMPLOYMENT SERIES

## 3. finding your passion

**here are some ideas which you can action to help you find your passion:**

1. research gaps in the market: try and narrow down your preferences to a single industry first (eg food and drink, creative, tech etc). think of products, services, apps or websites that you wish existed.
2. write down your skills and capabilities: which skills can you bring that no one else can? or can you bring skills in a unique way? which generalised skills are your strengths? (eg organisation, communication etc)
3. experience as much life as you can: get out your comfort zone and go to as many events, seminars, meetups and classes as possible. try new things, use the internet to help you learn something that you've always wanted to try but never have.
4. learn as much about yourself as possible: what makes you tick? what gets you excited? why? see the video description for journals that will help with this.
5. be patient: this process will be quicker for some and slower for others and that's ok. timing is everything, speed is not.

6. learn some skills that will help you when you ARE self employed: look at your weakest areas and see where you can improve. these could include: marketing, social media, book keeping, general admin, organisation, design, branding.

if your knowledge in any of these areas is slim then do some research on it and see if it's something you can and would enjoy learning. if not, then it could be an area that you'd pay a specialist to do.

if you have any questions or would like any of these tips in more depth then please feel free to contact me on social media :)

I hope you have some fun with this one, it can be exciting to learn new things and break out your comfort zone!