

Interest; Hobby or Passion

The dictionary defines Interest; Hobby and Passion as:

Interest - a personal and biased involvement in something

Hobby – a spare-time activity carried out for personal amusement

Passion – intense emotional excitement, as enthusiasm

Small to medium sized business owners were asked “Why are you in this line of business”? Their responses generally went something like:

- “I have always had a keen interest in this field.”
- “I have done this type of work as a hobby for years and thought, why not make it profitable.”
- I have a passion for this type of work.”

The difference may appear to be slight to the casual observer. However, consider who you would prefer to work with or for.

Consider the line of business you are in and why you chose that particular business. Now answer the three questions below with either Yes or No.

1. Have you previously found yourself working in a field that was interesting and then became drudgery?
2. Is your work something that you often used to get away from it all and relax?
3. Do you find yourself looking forward to your tasks and experience a sense of self-satisfaction seeing others benefit from your product or service?

If you are only able to answer Yes to the first or second question you may soon find yourself a business statistic. Your intentions may be the best and you may even sacrifice for the business but the odds are not with you.

Those who engage in a business venture for which they have a passion will often give that little extra that keeps the client coming back. It may appear in your language or in your action but clients can sense passion.

The good news is that even if you said Yes to questions 1 and 2, you can still be a success. The secret lay in learning how to develop a passion for what you do. Take a look at all the tasks involved in your business. Is there one that you do first every time? Is there one or more than one that you put off as long as possible?

The tasks you do first are generally aligned with your passion. Definitely do them. Then consider ways to either eliminate the tasks you put off. Alternatively, find someone who has a passion for those tasks and form an alliance. Every business can be a success; the secret is in adding passion to your knowledge and skills.

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