



## Entrepreneurial **Passion**

"Passion begins quietly  
with a whisper in your heart".

The first flush of passion, that **entrepreneurial seizure** of a business idea. I wrote all day, it was like an exorcism. It is not something you get, it is **something you can't escape**.

Are you trying to find a starting point to self employment? Pay attention to the times you feel **joyous and most connected** with yourself. You will have to still be passionate about your business many years and Monday morning from now.

Finding passion means **leaving comfortable familiar terrain** behind and taking a chance. Feeling the fear and doing it anyway? No, we aren't promoting the kind of blind passion that tries to tell you, you can do anything - because you can't. The **cruel reality** of solid business planning has to begin. **"Startup" is a scary** and exciting time in the history of you and your business. I call it "the best of times and the worst of times" - all at once. One thing is sure, you will never forget how alive you felt: "High Times".

So **how much does passion for your business count?** It counts more in the beginning when if you aren't passionate about your idea how can you expect to interest anyone else in it - think of sitting across from someone who can lend you the startup money. **In financing situations**, passion for your business counts less as time goes along. Expansion financing is based almost completely on financial statements.

There is even an old expression to describe your business passion, it is called **sweat equity**. Inspiration plus Perspiration. Historically, it used to be referred to more because it actually had a perceived value. Not any more. There is very little point in putting your passion or your sweat equity out for consideration "on the table" after you have been in business for awhile because (a) it is taken for granted that your passion and your business are one and (b) solid standard financial records are quite frankly taken more seriously than you are.

**How about the passionate salesperson?** Yikes, we have all suffered them and vowed not to be like them. So how can a sales pitch be passionate without being obnoxious? Think two parts passion, one part restraint.

So we leave you with 4 passionate thoughts:

1. A tired mind and body shouldn't be passionate about anything but **rest**.
2. Surround yourself with supportive **passionate people**.
3. **Shakespeare's** entrepreneurial seizure?

There is a tide in the affairs of men,  
Which taken in the flood, leads on to fortune;  
Omitted, all the voyages of their life  
Is bound in shallows and in miseries.  
On such a sea are we now afloat,  
And we must take the current when it serves  
Or lose our ventures.

4. **Bottom Line?** How can you tell if you are passionate about your work?  
Does it put a bounce in your step in the morning?

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If **you are seriously considering working with a business coach**, please feel free to call me, I would love to talk with you, give you a free demonstration, and then you can decide if there is value for you in business coaching.

You can reach me at [YourBusinessCoach@shaw.ca](mailto:YourBusinessCoach@shaw.ca) and 250.881.1114  
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