



Welcome to How to Develop Your Hobby into a Profitable Business E-course. I am your host Carla R. Cannon, “The Trailblazer” and I am delighted to have you join me!

This training is designed to teach you how to make money doing what you love!

Today you will learn the importance of REALLY GETTING CLEAR ON WHAT YOU DESIRE TO DO & how to:

1. Identify your WHY- Why do you desire to start a business?
2. Identify your WHAT- What type of business do you desire to have?
3. Identify your HOW- How do you intend to stand out in a crowded market

During our time together today, I’ll also be sharing with you the importance of creating a workable plan to execute your vision.

Before we get started I encourage you to have a pen & pad handy as well as the worksheets I provided for this training to fill in the blanks as we go along.

www.CarlaCannon.com

Make sure your environment is free from clutter and noise. To get the most out of this e-course I encourage you to be focused, fully present and have the recommended items handy.

Now sure once you have done the work you can listen to this on repeat while driving in your car or taking the kids to school. Doing so will allow the information I shared to really set in.

Ready? Let's dive in!

Have you ever considered that what you do naturally and for free you could actually get paid for? Perhaps you enjoy sewing, cooking, doing hair, writing, sharing beneficial advice; etc. It is possible to develop that natural skill (or hobby) into a profitable business!

Contrary to popular belief it *is* possible to live the life of your dreams. How do I know? Because I am currently living the life I once dreamed of and I am now on a mission to helping others just like you to learn how to do the same. Have you ever imagined dreaming with your eyes wide open? This means that you are living what you once only dreamed of. But this will only come with focus, intention, strategy, building the right relationships, confidence, and education (just to name a few things.)

Starting a business has never been easier but a lot of businesses are also failing also because they aren't taking the time to REALLY think about what they want, how they will accomplish and what it will take to experience lasting success!

Writing and speaking have always come natural to me but never in a million years did I think or even believe that I'd be a best-selling author of ten books, let alone hosting my own events or being booked as a speaker.

Being a hyperactive and super talkative little girl from North Carolina with many odds against me, I didn't always recognize these gifts head on. Honestly, it was through various pain and disappointments that brought these hidden (or so I thought) gifts to the forefront.

I naturally enjoyed encouraging others through text messages, and blogs which were later developed into a magazine which inspired thousands of women globally. I then went on to write

books and was recognized as a National Best Selling Author in 2013 for my first book, *The Power in Waiting*.

You could imagine how almost six years later I am in total awe of my life which is yet still evolving. Not only do I now work for myself but to discover my life purpose which is to help get others unlocked, unleashed and activated has brought so much fulfillment into my life.

My point in sharing all of this is to let you know that you too can profit from your passion by developing your hobby (what you do for free) into a profitable business (getting paid to do what you love to do.)

In order to pursue and live the life of your dreams you are going to have to kick fear in the rear and be willing to switch gears in life! Now is the time to give yourself permission to excel and live a life of endless possibilities!

Once you have identified what you *really* enjoy doing (and would do for free if money wasn't an issue) the next step is developing a plan on how to monetize it.

Here are the top three questions you must be able to answer prior to developing an EXIT plan from your job.

Identify your WHY?

1. Why do you desire to start a business?
2. Why is there a need for what you have to offer?

Identify your WHAT?

3. What type of business do you desire to have?
4. What problem will you be solving?
5. What will be the legal structure for your business?
6. What services/products will you provide
7. What will be your marketing model?

- **Identify HOW...**

1. How will you stand out from your competitors?
2. How will you maintain a business doing what you love?
3. How will you brand yourself and identify your AUTHENTIC voice?

- After you have answered the following questions it is vital that you keep the following things in mind:

1. **Develop a strategic plan of action of HOW you will make money on a CONSISTENT basis for this is the key to entrepreneurship.** You MUST be able to replace your income on a residual basis and you do so by creating systems
2. **Admit Hard Truths about yourself and make adjustments**
 1. Entrepreneurship is NOT for the faint hearted or weak.
 2. Entrepreneurship is NOT for those who resist change.

Entrepreneurship is only for the go-getters and those who are MARRIED to their vision and Kingdom Assignment

For more information on entrepreneurship check out my best-selling book that is helping both emerging and established entrepreneurs across the globe: *The Entrepreneur Blueprint: How to Develop Your Darkest Storms into a Thriving Business* at www.CarlaCannon.com!