

# q advice: TURNING PASSION INTO PROFIT

## How to turn your passion into profit

Leaving your comfortable 9-5 to embark on a journey to creating that freedom business can be filled with twists, turns, and unexpected challenges. For many, it begins with a burning passion and a desire to make a difference in the world. Yet, the road to success is rarely linear, as I learned firsthand in my own journey.

After many years growing my own company and supporting many to do the same, I've discovered that getting started is the hardest part, which is why most stay in the rat race. Whether it is the fear of the unknown or leaving the security of a steady income. Creating the momentum and drive to overcome those first hurdles will set you up for success. How do you do that I hear you ask?



### Here are three simple things to remember:

1. What you focus on is what you get: A clear vision of what you want to achieve, what you want life to look like will set you up to move towards your goals. Those that stay stuck focus on what they don't want which makes opportunity hard to spot.
2. Progress not perfection: Know that the expectations you have on yourself are usually much greater than the ones others have of you. Have a plan but don't feel like everything needs to be perfect before you launch. It will adapt and grow over time.
3. You don't need to do it all at once: A side hustle can be a great way to build a sustainable business while still earning a steady income. A great little exercise I do with my clients is to have them list their priorities in life, in order, eg: family, fun, travel, work etc and then to look at their current calendar and see the reality of their current priorities based on how they schedule their week. This creates a catalyst to map out how you can move from where you are now to where you want to be at a pace that works for you. Slowly transitioning priorities without going cold turkey on that monthly paycheck.

### Successful people don't do it alone:

After letting ego get in my way for several months when I first started building my new business I sought the help of a mentor. You simply don't know what you don't know and surrounding yourself with people who you aspire to become is real fast track to success. Think of those you admire,

the successful people in your eyes that have come before you. You don't necessarily need to go knocking on their door to buy them a coffee and ask 50000 questions (though if you can it definitely helps) but research them, what has their journey been so far? How did they get to the place they are now? This will setup your own roadmap and hopefully help you navigate your first few steps.

### **The Power of Mindset:**

Throughout my journey, what was going on inside my head played the most crucial role in determining success. The biggest barrier for many aspiring entrepreneurs isn't lack of knowledge or resources, but rather their own limiting beliefs and self-doubt. I've witnessed firsthand how negative self-talk can sabotage even the most promising ventures. That's why cultivating a positive mindset is paramount. By reframing challenges as opportunities and silencing the inner critic, entrepreneurs can unlock their full potential and achieve their goals.

### **Celebrate Failure:**

Contrary to popular belief, failure is not the end of the road but rather a stepping stone to success. Failing forward is how I like to see it. Failure as a natural part of the entrepreneurial journey, recognizing that each setback brings valuable lessons and insights. From failed ventures to missed opportunities, every experience will shape you into the entrepreneur you will become. Success isn't about avoiding failure but rather learning from it and using it as fuel to propel you forward.

As I reflect on my journey, I'm reminded that turning passion into profit is not just about financial gain but more about personal fulfillment and growth. Money after all is the resource to achieve what you want in life and if you truly follow your passion and embrace the opportunities in front of you that resource will present itself at the right time. So to all the aspiring entrepreneurs out there, it's time, pursue your passions with courage and conviction. Remember, the road to success may be challenging, but with the right mindset and determination, anything is possible.

***Jim Cocks, a seasoned Australian business coach, offers insights into creating a multi six figure income on your own terms in his new book "Build Excite Ignite." With a passion for guiding entrepreneurs to success, Jim's practical approach helps readers break free from the 9-5 grind.***

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TONI BACHE, BUSINESS STRATEGIST  
FOR SEVEN-FIGURE COMPANIES

**JIM COCKS**

# BUILD EXCITE IGNITE

A single lit matchstick is positioned vertically, acting as a visual separator between the three stacked words of the title. The matchstick is lit, with a bright yellow flame at the bottom and a dark, charred head at the top. The wood of the matchstick is light brown and shows signs of being used.

How to Beat Burnout and Build a  
Six-Figure Business in 12 Months