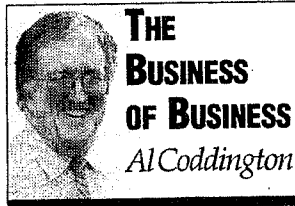


BUSINESS & REAL ESTATE

Follow your passion: Doing it tougher than it sounds

Q: You have often talked in your column about the need for entrepreneurs to have passion for their business. I want to start a business. I want to be an entrepreneur, but I have no idea where my passion lies. Is there some kind of test I can take to identify my passion?

A: "Follow your passion." It sounds so easy, doesn't it? Yet, it must be very difficult to accomplish. Very few people talk about living a life with any sense of gusto in it at all. A large number of people complain that by getting up in the morning they will be subjected to a boring, passionless day. Most of us, however, have had the experience of knowing someone who had an absolutely remarkable passion for life. Our passionate person seemed to derive satisfaction from everything he or she



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— Al Coddington

did. If your goal is to succeed in business, I suggest you must have a passion for your enterprise.

Owning a business is a hard job. The small business owner must have

enough knowledge and skill to manage, if not actually perform, every single job in the company. In a small business about one third of the business effort is dedicated to actually doing the business, about one third is dedicated to administration, and about one third is dedicated to sales. It is unusual for a business owner to enjoy all three of these activities equally. It is a passion for the business that allows them to do an effective job at the other two activities.

All businesses have good days and bad days. When people start a business, they dream of the good days. When the bad days actually happen, everybody wants the

business owner to solve the problem. Sometimes these problems can be quite challenging. Employees can take a vacation day off. Or they can use their sick time for a mental health day. But the business owner is trapped. The problem will wait for him. It is the passion that the business owner has for his business that will provide him with drive during these bad times.

Identifying you passion may need work. There is a test.

Janet Bray Attwood and Chris Attwood wrote a book called "The Passion Test." The book describes the importance of passion and then provides the readers with

assistance in determining what their own personal passion is. Perhaps simply reading this book will provide you with the information you need to align your life with your passions.

"As a young person I went to the bleak doldrums and saw the wreckage that comes from not following your passions," says Sasha Sabbath, Certified Passion Test Facilitator.

"People need the deeper you." She saw the value of a life focused on fulfillment of a person's destiny and decided her destiny was to help people

achieve their destiny. She worked with the authors of the book "The Passion Test" and became a Certified Passion Test Facilitator. She now helps Novato business people identify their passions by administering an hour and a half long test. Sabbath includes this work as part of her life coaching practice. I guess it would be fair to say Sabbath is passionate about passion.

Al Coddington is a Novato business consultant. Send your business questions to him at Al@argonautassoc.com.