

3 Ways to Create More Profit While Revitalizing Your Spirit

By Tatiana Velitchkov

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Do you remember what it was like when we were still children?

We were invincible - we felt we can do absolutely anything!

We KNEW we could climb trees, walk on walls, taste the rain, solve mysteries, turn stones into masterpieces - all before we even tried them.

And whenever we DID try them, it never really mattered if we succeeded beautifully or failed miserably. The most important thing was that we DID it, and we were happy.

Now we've become adults, and things have gotten a little bit complicated.

Now we have businesses to run, jobs to finish, families to provide for, children to raise, partners to build relationships with.

And although all of these things need our time and attention, they sometimes make us forget another important thing that also needs our time and attention: our spirit.

That same fun-loving, creative spirit that used to burst out of us in childhood, but had somehow retreated into a backroom closet as we learned to become more "responsible."

Now, this article isn't about becoming irresponsible.

Responsibility is GOOD, and effective planning, delegation, and time management are EXCELLENT.

But what this article is actually saying is: don't forget to nourish your spirit.

Don't forget it just because you have a job, or a business, or a family, or a spouse, or a website, or a cat, or all of the above.

Take time out for yourself - time to concentrate on YOU - so you can return to all these things recharged, refreshed, and revitalized enough to take on ANYTHING.

Have A Hobby

Probably the easiest, simplest, and least time-consuming way to nourish your creative side is to have a hobby.

Maybe you used to have one. Maybe you already have one right now, but you don't even know it.

When I browsed through Dictionary.Com I made a few discoveries:

- 1) Yes, a "hobby" is a spare time activity.
- 2) But it can also be defined as "a ruling passion," "a favorite and ever-recurring theme of discourse, thought, or effort."
- 3) AND, the old definitions of the word origins for hobby include "to move," "to stir," and "to jump."

So - more than just being a "pastime" - a hobby is actually something that moves you, stirs your passion, and makes your spirit jump up and dance.

Shouldn't all of us know our priorities well enough to create time for something like THIS?

What A Hobby Can Do For You

The truth is that all of us are creative.

No, no... scratch that.

THE TRUTH is that all of us have a NEED to create.

We all knew it as kids... now it'll probably take an article like this to make us remember it as adults.

Creating something out of nothing is something ALL of us can do.

Creating also gives us a sense of power, an affirmation of our worth as human beings.

Suddenly we are not helpless. Suddenly we are in control again. Suddenly no problem is too large or too long or too big.

We are creative, and we have the ability to face any kind of challenge and walk off with the solutions.

In this sense, you might say that a hobby that stimulates your creativity is like a drug that gives you a high.

And the good news is that - besides being all-natural & healthy - high-inducing hobbies even have the potential to make you more money.

What A Hobby Can Do For Your Business

If you can find a way to bottle the "high" created by a good, healthy hobby, you can sell it and become horrendously rich.

But barring that, there are 3 other ways for you to actually make more money from your hobby:

1. Turn your hobby INTO your business

Nothing beats doing what you love to do best. And, as many successful people have discovered, turning your burning passion into a money making enterprise often results into the most successful venture you can ever make.

Almost any hobby can be transformed into a business.

If you can't sell your finished products, you can sell the supplies needed to re-create your products, or the equipment needed to pursue your hobby.

You can also conduct classes & seminars for beginners on the topic, along with re-packed "starter kits" to get them on their way.

2. Use your hobby to add "personality" to your marketing materials.

One dentist placed his scrapbook in the waiting room at his office.

As a scrapbook it contained all the usual elements: facts, design, & photographs.

But as a marketing tool, it did much more: it showed the successes & highlights of his career, it revealed endearing details about his staff, and it graphically illustrated the remarkable improvements in patients whose teeth he had treated.

The clients who thumbed through his scrapbook weren't only entertained & impressed; they were also suddenly assured of their dentist's expertise and professionalism, as well as the reliability of his staff.

And none of them even had to say a word!

Even if you're not into scrapbooking, there are many other ways to incorporate your hobby into your marketing materials.

Part-time magicians have used "magic themes" in their brochures & calling cards; hobby soap makers have created personalized soaps as giveaways to their most loyal clients.

The only limit is your imagination... and how much of your hobby you really want to show.

3. Use your hobby to market yourself.

Allotting time for your hobby often also means joining groups & meeting new people in this specialized area. And whenever you meet new people, you create more opportunities to find the ones who need your services the most.

Tell fellow hobbyists about your business, and ask them for referrals. Or give your office a personal touch (and lively conversation starters) by displaying your collections & masterpieces.

Either way, your hobby will always set you apart from the rest, making you more memorable & your service more marketable.

Besides being an easy way to revitalize your spirit, a hobby also gives you more opportunities to earn extra money.

...And even if you didn't have such "important" reasons as these, having a hobby is just plain FUN!

Try it today!

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About the Author:

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