

# 7 Steps to a Purpose Driven Home Based Business: The Winning

## Combination of Passion and Profit

By Kim Rhodes

### 7 Steps to a Purpose Driven Home Based Business: The Winning Combination of Passion and Profit

Have you been thinking about leaving your job and starting a work at home enterprise? If you have mentioned your desire to anyone other than another entrepreneur you may have been discouraged. For many people it is hard to understand why anyone would want to leave “the safety and security” of a job and “risk their lively hood.” But if you have ever been hit by an entrepreneurial seizure there is something that happens which is unexplainable.

If you are willing to respond to this deep emotion you will never be happy living your life by a job description. You want more. A cubicle will feel like a prison and until you create something you can call your own you will feel like each day a part of you is making a deal with the devil.

For most people starting a business is a scary proposition. So how do you create an environment that pulls you towards success? What can you do to inspire yourself to take your life back and build wealth from home? Creating a purpose driven home based business is the winning combination that blends living your passion and profiting from it.

Here are 7 seven steps you can take towards a purpose driven work at home career:

1. You can create a vision and mission for your home based enterprise that inspires you. Life is too short. When you make the decision to leave the rat race you don't want to create a business that's simply another job. So why are you taking this journey? What do you want your business to look like?

For example, I am clear that my home based venture is as much about lifestyle as it is profit. When ever I work on my business I look at my mission that includes income developed through passive income and working no more than 25 hours a week.

Why? Because after 15+ years in Corporate America I learned that what are important to me are my personal relationships. I no longer wanted to trade my time for money. At the end of my life I don't want to remember how many hours I worked for someone else or the sacrifices I made for a company. As a result, my vision is to create a lifestyle that allows me to enjoy life with the people I care about.

What is your vision for your business? Try to include all of your senses. What will it look like when you get there? How will you feel? Who will be there to celebrate with you? With you smell the breeze of the ocean water or the pungent fragrance of swaying honeysuckle? The more you connect with your vision the more you will be inspired.

2. Create your business based around something you are passionate about. There is something

magical that happens when you are operating in something you love to do and are uniquely good at. Have you ever had a job you hated? How did you feel? You will never live a life of purpose doing something you don't like. Discover your passion and give it all you've got.

For years I worked in jobs that I was good at but hated. However, when I struck out on my own I wanted to have a life I loved. I uncovered my unique talents and went to work. And what happened for me can happen for you.

When you start to live the life you were born to do the universe makes all of the resources available to you that you need to be successful. So what are you passionate about? What skills and talents do you have you can create a life and business around? Write down two or three skills have that would be utilized in your purpose driven business.

3. Make your business a business that is bigger than you. What would it feel like to know that your business was directly responsible for impacting the world in some way? How would you feel to know that when you passed on people from around the world would thank you for the part you played in creating something of value that was important to them?

At first, this line of thinking can be overwhelming. However, not when you start to think of what is at the core of any business. Your goal is to find a solution to your customers' problems. And in exchange they are willing to pay you for it. To the extent that you get to know their hopes, desires, dreams and pains and you help to successfully maneuver the maze of life they will be forever grateful.

So how can your venture make its mark in the world? My goal is to help people discover their passion, monetize it and live a life they love. I personally want to help 1000 people in the next 3 years take their life back and build wealth from home. The very thought that I could play a small part in helping someone else do this gives my business a purpose much bigger than me.

Write down one goal that you have for your business that is bigger than you. Make sure you keep the goal in front of you where you can see it everyday.

4. Develop a business plan that supports your values and beliefs. Whenever you are working to accomplish something great you must have a plan. The creation of your business plan is the map that you will use to guide you through your journey. One of the keys to a successful plan is to make sure everything you do is consistent with your values and beliefs.

For example, if you have a family and want to spend more time with them you don't want to build a business that requires you to spend long amounts of time away from them to build.

Don't get me wrong. You will make choices and sacrifices. However, those should be things that are short term and spelled out. You want to be clear what you are giving up or making adjustments and what you will get in return.

"Strive for integrity--that means knowing your values in life and behaving in a way that is consistent with these values." ---author unknown. When you are building something that is consistent with who you are as a person your daily actions will feed your soul.

5. Consider giving a percentage of the profits to an organization you love. I love the quote, "No one has ever become poor by giving." --Anne Frank. Actually our lives are enriched when we give.

For example, maybe you have a religious organization you would like to tithe to. Or you might like to help a cause that is close to your heart. One of my favorite charitable organizations is the Junior

Achievement.

Junior Achievement uses hands-on experiences to help young people understand the economics of life. This organization partners with business leaders and educators. The mission of Junior Achievement is to bring the real world to students and open their mind to their potential.

I chose to contribute to this organization because I love to see young people find their passion and follow it early in life. I feel like my life is enriched when I can help a young person discover their passion and avoid the rat race.

Do you have an organization you would like to contribute to? Think about how you would feel if your company was contributing to an organization that was helping to make a difference in the world.

6. Extend your hand to help someone who wants to do what you do. One of the ways to give purpose to your business is to teach, coach or mentor a person. There are people who would love to benefit from the knowledge and expertise you have acquired.

You might want to teach a class or create a coaching club. You can impact several people at once and leverage your time.

Who can you reach out to and help? What vehicle will you use to make a difference for someone else? Write down 3 ideas and implement one immediately.

7. Create a community by enrolling others to make it happen. Have you ever experienced the power of what happens when several people are committed to one goal? There is a powerful force that happens when you speak your purpose out loud and invite others to become a part of it.

Look for opportunities to have customers, friends, family and colleagues to become a part of the mission of your business. Your company could become a cause for change in the world.

For example, who would ever imagine that the purpose of a greeting card company was to change peoples lives one card at a time? Well it's true. I had the privileged of hearing the CEO of this greeting card speak.

He told the story of how he had a prompting to say goodbye one more time to his brother when he was moving and failed to do so. Shortly after the move he got a phone call that his brother had died tragically. He was haunted by the fact he had failed to say good bye.

Later he was inspired to create a greeting card company that allows people to act on their promptings. Never again, would anyone miss any opportunity to send someone they care about a card. His passion and commitment about his business is contagious. He truly embodies the characteristics of a purposed driven home based business.

So the choice is yours. You can create a business that focuses solely on making a buck and during the difficult times it might not be enough to get you through. Or you can create something with purpose. These 7 traits are a winning combination. Life is truly a joy when you can have a home based business with purpose and profit from it.

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