

Discover Your Business Calling



A Step-by-Step Guide to Finding Your Purpose &
Starting the Right Business for You



Myrna N

Myrna Tam-Natividad

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Mommy N

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eISBN XXX-XXX-XXXX-XX-X

paperback ISBN XXX-XXX-XXXX-XX-X

First edition, December 2024

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Published by: Thrive&Grow Book Publishing Quezon City, Philippines.

Email: info.thrivegrowbookpublishing@gmail.com

Website: <https://thrivegrowbookpublishing.com/>

Printed in the Philippines.

Cover Design, Editing, and Layout by: Thrive&Grow Team

*For the Filipina Business Owner
In whose hands lie
The future of the Philippines*

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Message from the Author

Hats off to you for finally making the brave decision to become an entrepreneur and start growing your own business!

Hi! I'm Myrna Tam Natividad, your Mommy Negosyo, though you can call me Mommy N.

Welcome to Discover Your Business Calling (DYBC), A Step-by-Step Guide to Finding Your Purpose and Starting the Right Business for You.

This book serves as an “appetizer” for the Discover Your Business Calling (DYBC) Online Program, my signature coaching program that has helped hundreds of individuals jumpstart their businesses. It has also assisted seasoned business owners in pivoting their existing ventures in the right direction.

Let's be real, building a business isn't a walk in the park, but it can be one of the most rewarding experiences of your life. Be prepared to work hard, stay dedicated, and never lose sight of your vision.

As an entrepreneur, you will face challenges and obstacles along the way.

However, if your business aligns with your calling or purpose, you'll be more motivated to tackle those challenges.

The work won't feel burdensome, and you'll be able to overcome anything that comes your way. So, keep your head up and stay positive.

You've got this!

Discover Your Business Calling

I have written this book based on my experience of more than 40 years in business and nearly 10 years as a business mentor.

Just as I have helped and guided others through these questions, I am excited to do the same for you through this book.

Here are the main questions that this book will help you answer:

What's a Good Business?

Why Do Most Businesses Fail?

What Exactly is Business Calling?

How Do I Discover My Business Calling?

What Are My Business Ideas?

What Are My Next Steps?

They will be tackled in detail in each chapter of this book. At the end of the chapters, you will find more detailed questions designed to guide your discovery.

By responding to these questions thoughtfully and candidly, you will gain deeper insights into the principles and strategies we will explore together.

Take your time, reflect on each question, and allow your answers to help you discover your business calling.

This book will help determine if your business aligns with your life's purpose. It will also save you time and money by

Message from the Author

helping you avoid significant risks and identify past shortcomings, guiding you toward a more successful path.

Furthermore, these resources will introduce you to the correct steps for building a business. If you've encountered setbacks in the past, you will gain insights into where those missteps occurred and how to achieve greater success this time.

So that's it! Have fun and enjoy learning.

See you inside!

Love always,

A handwritten signature in black ink that reads "Mommy N". The word "Mommy" is written in a cursive, flowing style, and the letter "N" is written in a more upright, blocky cursive style.

*Building a business isn't a
walk in the park, but it
can be one of the most
rewarding experiences of
your life.*

Introduction

Starting and growing a business in the Philippines can be overwhelming, especially if you're a busy woman juggling multiple roles as a daughter, sister, mother, and partner.

I know because I've been there.

As a mother of five, eldest sister to three siblings, and a teacher turned businesswoman, it certainly isn't easy shuffling to and from these roles.

I recall those days when I had to put everything on hold: being a mother to my kids and the leader of my employees to be with my father to fulfill his dreams of visiting his hometown a few months before he died.

What about the news of our store being held up and another store being bombed by people with motives that only they could understand?

And the mom guilt, that until today, would haunt me when I could not choose being with my children over being with my business on those days that I could not be absent from work.

Looking back, there are so many experiences that I am thankful for.

And yet, there are also so many incidents that I regret and still feel guilty about. I wish I had known better then but unfortunately, I didn't have any mentor to guide me to make the right business decisions.

This is why, taking the persona of "Mommy N" for you is my mission at this stage of my life.

What I share with you are not just theories but valuable

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lessons I've learned from my business mistakes, insights from my franchisors and mentors, and strategies working in my businesses.

That's over 40 years of business experience!

These lessons were learned through significant investments of time, money, and emotional energy, and I want to share them with you so you don't have to endure the same challenges I did.

By succeeding, you can help me empower more Filipino families to lead better lives and contribute positively to our country.

Are you ready to let me help you build a business that's both successful and aligned with your values? Let's dive in!

CHAPTER ONE

What's a
Good
Business?

*You can find your business
calling and know what
business fits you.*

What's a Good Business Right Now?

This is a common question often asked by my mentees and coaching clients alike:

What's a good business?

Even strangers would add me as a friend on Facebook and after I accepted their friend requests, they would ask me the same question.

Do you have the same question too?

Since you are among those looking for the best business opportunity, congratulations – you are in the right place!

But before I answer that question, let me share Clara's story.

Since she was a little girl, Clara has dreamed of owning a successful business.

After years of raising her children, Clara decided it was time to turn her dream into reality.

With a heart full of hope and an old list of family recipes for mouth-watering chocolate chip cookies and special breads, Clara opened her bakery shop.

She invested her life savings and dedicated her heart and soul to creating the most delectable treats in town. The inviting scent of fresh-baked cookies and bread would drift through the air, tempting passersby to sample her sweet creations.

At first, business boomed. People flocked to her bakery, charmed by Clara's warm smile and the heavenly aroma that filled the air. But as time passed, the novelty slowly faded, and

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the once-long lines dwindled. Clara's dreams began to crumble as she watched her beloved bakery slowly crumble with them.

One day, Clara saw one of my videos online and immediately sent a private message to our Facebook page. She scheduled a consultation and once we were in a virtual meeting, she shared her story about her business. She asked many questions, took notes, and listened intently; her eyes filled with curiosity. The consultations became constant until she became my coaching client.

As she progressed through the lessons, Clara realized that although the recipes she inherited from her family were good, they weren't her true passion.

Clara also bakes cakes. Family and friends had ordered her handcrafted specialty cakes, long before she officially established her bakery.

She's also a graphic designer, creating logos and artwork as a side hustle. These two activities brought her immense joy, and she would never tire of doing them.

Inspired by the lessons, Clara decided to reevaluate her business. She recognized that her true calling was not just baking bread and cookies, which explained her lack of fulfillment.

How did she discover this?

It was through an exercise in one of the lessons, where she was tasked with asking family members, friends, and colleagues for feedback and surveying people in her

What's a Good Business Right Now?

community.

What she learned was that while many people liked her baked goods, they didn't find anything particularly special about them.

At that point, I coached her to incorporate one of her unique talents into her offerings to enhance her business. Clara then came up with the idea to create designer cakes that would set her apart from the competition.

Excitement filled her as she discovered that her skills in baking and designing could be combined to create a game-changing business idea!

With newfound passion and dedication, Clara's bakery began to thrive.

Under my guidance and mentoring, she started promoting her business online and attracted many loyal customers.

Her bakery is now known for more than just bread and cookies; it's also famous for the most impressive designer cakes you've ever seen.

Word of mouth spread like wildfire, and her struggling bakery is now thriving more than ever. Clara's heart swelled with happiness as she watched her business flourish.

Her true calling was to follow her passion and translate it into something profitable, bringing joy and warmth into people's lives through her creations.

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This was what worked for Clara.

Did you notice that having a passion for baking alone was not enough?

The key factor for her was when she began asking her customers for feedback and then tapped into her unique talents to enhance her baking.

Guess what? You can do it too!

You can find your business calling and discover which business fits you.

Now, let me ask you a few questions:

1. Why do you want to start a business?

2. What business ideas do you have in mind?

Just write them down so that we can go back to them later.

No right or wrong answer here. Simply jot down what's at the top of your mind.

What's a Good Business Right Now?

You might be a novice entrepreneur or are a seasoned business builder wanting to reach the next level. Either way, it's essential to recognize that limiting beliefs can hold you back. Once you become aware of them, you can transform them into empowering beliefs that will propel you toward success more quickly and easily.

Let's return to the question, "What's a good business?"

I would say, "Sorry, but your question is wrong."

Surprised? Read on to the next chapter to learn why.

AHA Moments

So, what did you learn from this chapter? Jot down your thoughts here:



CHAPTER TWO

Why Do
Most
Businesses
Fail?

Discover Your Business Calling

In this chapter, let's explore why most businesses fail.

Let's start with a few questions:

1. How much money do you need to start your business? Do not overthink it. Just write the amount that comes to your mind.

2. Have you, or has anyone you know, ever failed in business? This is just a yes or no question. Write yes or no here:

If you know somebody who failed in business, please write down their initials here:

3. Go back to your answer in the previous chapter. List the businesses you have in mind and this time. Add why you want to start each one.

Why Do Most Businesses Fail?

Remember what I mentioned earlier in Chapter 1? Yes. I often receive business questions from people I meet.

"I'd like to start a business" or

"I have this amount of money, Mommy N..."

"What's a good business?"

Sometimes the question is presented differently:

"Mommy N, would the siomai business be good?"

"How about real estate, Mommy N?"

"How about a water refilling station?"

"A sari-sari store with rice retail or a piggery?"

The list of businesses goes on and on.

It always follows the same pattern, starting with either the amount of capital they have or the product/services they want to sell.

So, what do I say?

I tell them, "Sorry, but your question is wrong."

They are shocked and ask:

"What's the right question then, Mommy N?"

Do you want to know the correct question?

Discover Your Business Calling

Here it is.

The right question is,

“What's a good business for me right now?”

Consider those two phrases.

First, the phrase “for me.”

Not for my sibling or even my twin, but only for me.

Remember this:

Not all businesses are right for you.

Even if a business is right for others, even for your twin, another person's success does not guarantee yours.

Second, look at the phrase “right now.” It's all about timing.

A business may be suitable for you but not at this moment. Some businesses may work for you now, but not later.

Do you recall when the pandemic began?

Many people started face mask and face shield businesses and made a lot of money. Do you think they would still make lots of money now?

Of course not, right?

So, some businesses may be good to start now, and you can grow them far into the future.

*The right question is,
“What's a good business for
me right now?”*

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This is the type of business I want for you.

Would you like that?

For these two points in the question,

“What's a good business for me right now?”

It all boils down to one thing:

A good business for you right now depends on your Business Calling.

Going back to your answer to the first two questions, whether it's you or someone else who failed, I'd like to say: “Congratulations!”

This is because despite knowing there's a significant chance you might fail or fail again, you are still willing to try once more.

Your courage is admirable!

Do you know that all successful business owners are courageous? Yes! Thank you

They dare to try even when many have failed and even when they themselves have already failed in the past.

By the way, do you know that only five percent (5%) of new businesses succeed?

Yes. This means that 95 out of 100 businesses that open will fail.

Do you know that half of those 95% that fail do so in their first year?

Why Do Most Businesses Fail?

That's right.

For every 100 people who start businesses, around 48 go bankrupt in just a few months!

Isn't that scary?

Now, do you want to find out how to succeed?

To do that, let's first uncover why you or others have failed in the past.

Then we can identify what to avoid to prevent failing again.

You see, I've met a lot of people who have failed in business just like I did.

I failed not only once, but in more than 20 businesses I started.

Here are some of them:

Watches & Small

Appliances

Peanuts Processing

Soap Manufacturing

Bangus Fry Buy/Sell

Check Discounting

Broadband Installation

Computer Buy/Sell

Computer Repair

Logo Design & Poster

Printing

School Canteen

Sold Books &

Encyclopedia

Pension House

Barter Goods

Financing

Buy/ Sell of PX Goods

Egg Dealership

Internet Cafe

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Spa Operations &
Training

Dessert Manufacturing

Egg Pie, Banana Cake,
Leche Flan Supplying

Buy & Sell Perfume

Buy & Sell Bags

Supplements

Water Purifiers

Sanitary Napkins

Magnetic Jewelry

Mattresses & Pillows

Weight Loss Products

Insurance, Health Card

Cookware

Underwear

Beauty Products

Now, why do you think I and 95% of business owners failed?

Here are the top three reasons:

✘ Wrong Business

This happens when we copy others or take advice from the wrong people.

We may believe that if others succeed in a certain business, it guarantees our success too.

This is definitely a wrong belief.

Because the business success of others does not guarantee yours.

Among all the businesses listed in the previous page that I failed in, one comes to mind: the financing of barter goods.

At that time, the barter trade business was at its peak.

Why Do Most Businesses Fail?

Barter traders were flying to Singapore to buy goods and ship them to Zamboanga City for sale in the Barter Trade Market.

Since these goods were tax-free, it was cheaper for big businesses in Manila to buy from the Barter Trade Market than to import directly.

The Barter Trade seemed like “legalized smuggling” and many goods were changing hands. Hence, the need for capital was significant.

We saw that many of our friends and relatives were involved in the Barter Trade, either buying, selling, or financing.

Attracted by their stories and potential earnings, we decided to invest.

But we did not have our own money to invest.

So, we borrowed from a relative at 2.5% per month and provided financing to a trader who promised to pay us 5% per trip. The trip took about three weeks, and earning a huge amount in such a short period seemed like good money.

Initially, we made a killing on the first trip.

It involved simply borrowing from a relative, depositing the money into our account, and issuing a check to our friend, the trader.

Then, we just had to wait for the trader to return and pay us back the principal and interest.

This went smoothly for two more trips.

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But on the third trip, disaster struck. The ship carrying the goods from Singapore to Zamboanga sank.

Our friend lost his investment from this trip, and since he was obligated to pay us per trip, we also lost our investment.

Instead of earning enough from this business to pay off our existing debts, we added more to our original debt.

For the following years, we had to work doubly hard to repay what we owed our relative from profits made in our other businesses.

This taught us a valuable lesson: never invest in something over which you have no control.

A business that works for others may not necessarily work for you.

So what else could be the reason why it could be the wrong business?

The second possibility for failing is that you may have taken advice from trusted people who were, unfortunately, the wrong sources.

In our case, we did not consider whether they had firsthand experience or if they were just repeating what they heard from others.

You see, believing that “advice from good people is good advice” can be another misleading belief.

We borrowed money for what we thought was a sure business, jumped in with full trust, and failed.

Why Do Most Businesses Fail?

After wasting decades and incurring millions in debt, we finally got this lesson:

“We failed because the businesses we started were not aligned with our Calling.”

Again, I'm emphasizing the word “Calling,” and discovering your Business Calling is the purpose of this book.

We will delve deeper into this topic in the upcoming chapters, but for now, let's continue with the second reason why businesses fail.

- ✘ Knowing one's calling, but not knowing how to start one's business correctly.

Now, this is where most business owners make the mistake.

They did not consider the customers and the competitors before coming up with the product.

Remember, “The way to start a business is to start with a product that I can sell.” is a wrong belief.

So, they spend a lot of money and time sourcing or producing the product. Once the product is available, they start looking for customers, where their problems begin.

That was also my mistake, and I ended up with tons of products I could not sell.

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Worse, when the product's expiry was fast approaching, I would feel anxious and desperate.

I would either give them away for free or sell them below my cost just to retrieve some of my capital.

And if it was difficult to sell, I'd even sell them on "*utang*" (on account) to anyone interested in buying it.

Sadly, most people in the third group have not paid me until now.

Well, was that your mistake as well? I hope not.

Now, let's move to the third reason why businesses fail.

- ✘ Lack of support system for the business owner.

Oftentimes, when things get tough in our business, we will need moral support from people close to us: people like our close friends and even our loved ones.

What's sad, though, is that most of the time, they are the ones who discourage us the moment they hear that we are considering starting or growing our businesses.

One thing I learned is that it's not that they are bad people.

They do that only because they care too much for us.

It's these wrong beliefs that they have that are making

Why Do Most Businesses Fail?

them stop us:

- ☹ Getting a job is more secure than having a business.
- ☹ We will fail in business, and we will suffer.
- ☹ Stopping us from getting hurt is a sign of love.

Now that you understand why businesses fail and know what to do about it, let's move on to the most anticipated topic: finding your Business Calling.

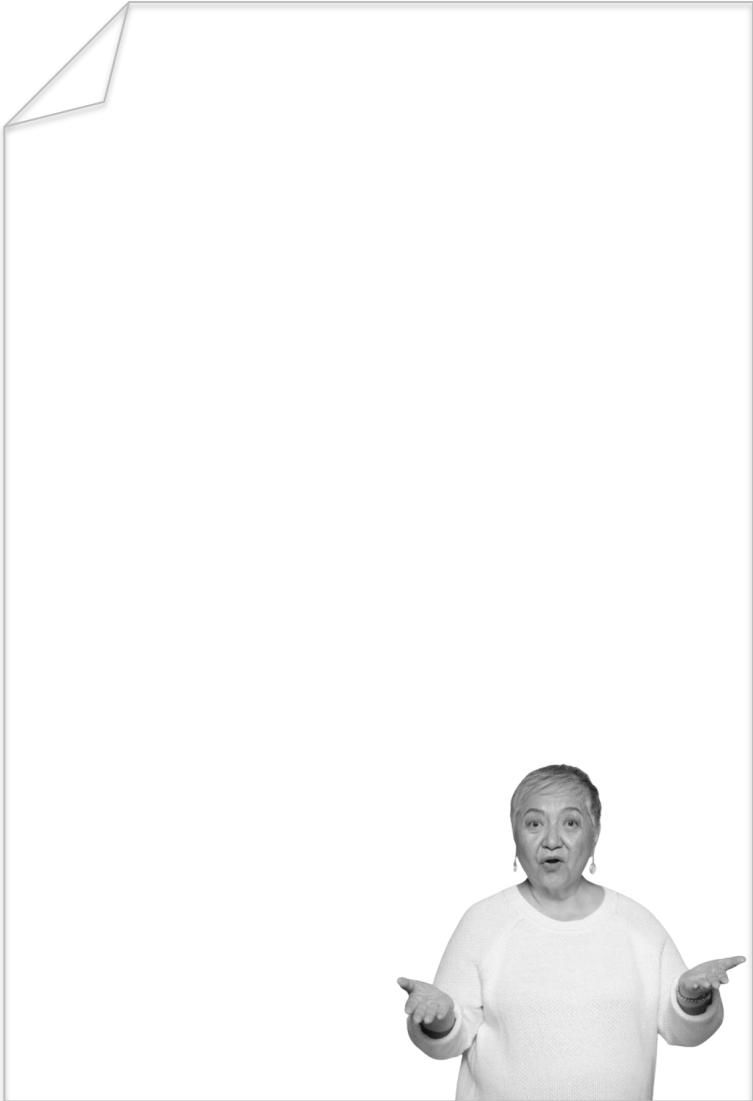
In the succeeding chapters, we will delve into the definition of business calling and how you can discover yours.

Are you ready?

Let's go!

AHA Moments

Did you or someone you know experience failing in business? Which among the three reasons was a key factor and how could it have been avoided?



*The business success
of others
does not guarantee yours.*

CHAPTER THREE

What
Exactly is
Business
Calling?

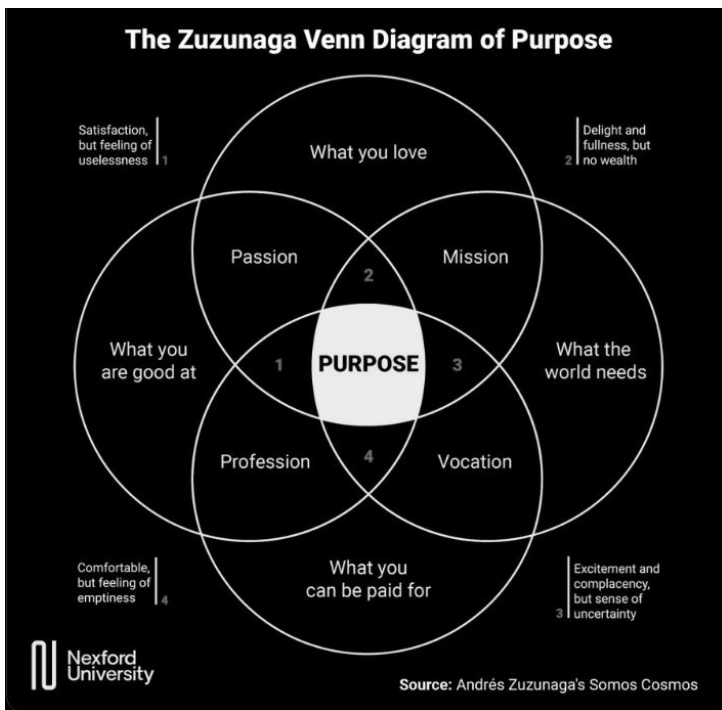
*Each one of us
has a purpose in life.*

What Exactly is Business Calling?

In this chapter, we'll delve deeper into the concept of Business Calling.

The term "Business Calling" has been mentioned many times since you started reading this book, but what exactly does it mean?

Let me introduce you to Zuzunaga's Venn Diagram¹ to clarify.



This is Alex Zuzunaga's Venn Diagram of Life Purpose,

¹ <https://x.com/nexford/status/1461675909568778245/photo/1>

Discover Your Business Calling

often called Ikigai, which means “life's worth” in Japanese.

Each one of us has a purpose in life.

Since we are focusing on business, I have adopted this as your diagram for your Business Calling.

As you can see, there are four overlapping circles:

- What you LOVE
- What you are GOOD AT
- What the WORLD NEEDS and
- What YOU CAN BE PAID FOR.

We'll go through each of these circles to see how they can help you to discover your purpose.

But before we do that, let me share the story of my coaching client, Joanna.

When Joanna was in her late 20s, she enjoyed working as a trainer for a national government agency.

Because she was smart and hardworking, she was promoted very quickly.

Even in her 30s, as a single mom, she did not struggle financially because her income was more than sufficient for their needs.

But as she kept getting promoted, her working hours grew longer, which worried her.

She felt troubled that she couldn't spend time with her kids

What Exactly is Business Calling?

and watch them grow up. She knew that before long, they would have friends to hang out with and would no longer want to bond with her.

They were all she had.

Time was of the essence!

Then, she discovered that she had an option: she could work online as a freelancer!

She realized she could sacrifice her stable salary and job security because she understood her kids wouldn't be around forever.

So, she made a choice she never regretted.

She left her job and became a virtual assistant.

Because she's hardworking, smart, ambitious, and had leadership experience from her government job, it wasn't long before she became a social media manager.

She managed different accounts and oversaw several virtual assistants working under her.

Unlike other virtual assistants who preferred high-paying jobs where they worked on US or European time, she chose to work only with Filipino clients. What mattered to her was being available when her kids needed her.

Joanna prioritized her time with her children over the pay differences between local and foreign clients, and she was happy.

Until she realized that being a social media manager –

Discover Your Business Calling

a freelancer – was still employment-based, and she could lose her job at any time.

The thought of her kids going hungry without notice was terrifying for her.

When she came to me, she was seeking answers on how to start a business.

She wanted something more secure.

During her one-on-one coaching session with me, we reviewed her answers in her workbook and worksheets.

What she discovered was that her Business Calling was related to training and freelance work, and what she truly wanted was to help other mothers, especially single moms like her.

Her quest for her Business Calling led her to a business idea where she would offer courses for virtual assistants and other freelancers to enhance their skills and enable them to spend more time with their kids.

Today, she's very excited as she continues to learn more freelancing skills while working on the idea that she will soon be able to help many families. Her many graduates could even become part of her own business.

She envisions starting an agency for social media management and online business management that could help serve more people and more clients here and abroad.

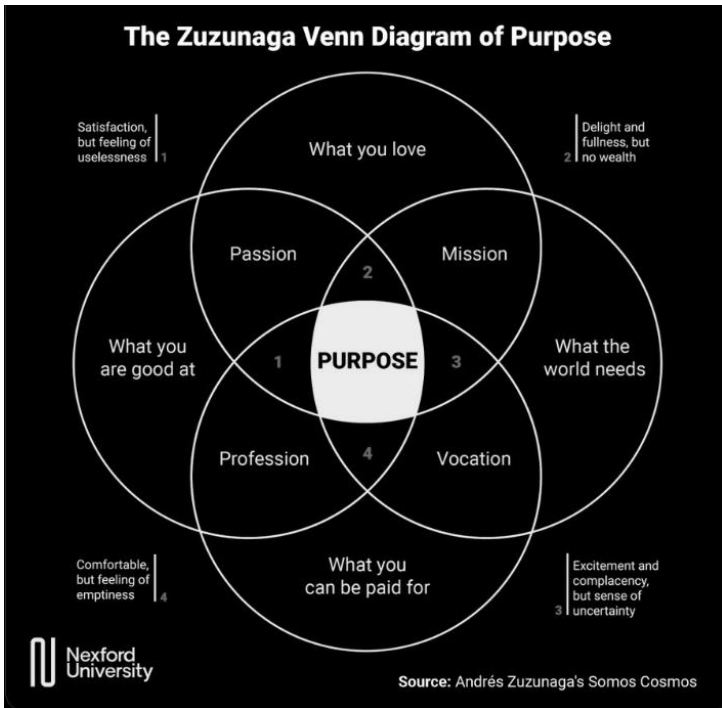
Do you see from Joanna's story that when the Business Calling is clear, ideas about a business that works for you will

What Exactly is Business Calling?

come more easily?

Are you now excited to know your purpose?

So, let's return to our topic on Business Calling. Let's examine the purpose diagram and understand the meaning of each component.



The first circle is about something that you love doing, just like Joanna.

You love doing it so much to the point that you'll still do it even if you're not paid.

Even if you have been doing it for long hours, you still

Discover Your Business Calling

don't feel tired.

Sometimes, you even forget to eat.

That's how much you love it!

I remember my friend who loved his plants so much that he could be with his orchids for long hours.

I'd find him trimming them, watering them, and scrutinizing each leaf, branch, flower, and petal from morning until dark.

Yes, he made money from his business, but the foundation of his success was because he also loved what he was doing.

As for me, I love sharing knowledge – whether it be teaching, mentoring, or coaching. When doing these things, I do not feel thirsty or hungry, and I can even go with just a few hours of sleep without feeling tired. That's why I say that teaching, mentoring, and coaching are my oxygen.

How about you? What is it that you love this much?

Reflect and answer this question:

What do you love doing?

Go ahead and write your answers here:

Now, going back to the Venn Diagram, the second circle is

What Exactly is Business Calling?

about what you're great at. It's your superpower!

It's something you can do really well at this moment, or something that you're very interested in.

It's something that, even if you're not good at it yet, you're willing to learn and master it.

One of my friends failed many times in her buy-and-sell business, so she decided to be an employee instead.

She worked as an employee for more than 20 years, but her dream to have her own business never died.

When she retired a few years ago, she came to me, still itching to start a business.

In our conversation, we recalled that she loves to care for animals and that she has a green thumb.

Ever since she could remember, she has always loved caring for different pets.

So, she rented a farm in the Visayas, where she has many kinds of farm animals.

She's also very excited about her small vegetable farm, which is what continues to finance their own needs for fresh and organic food as well.

Today, what keeps her busy when she's not working on her farm is watching YouTube videos about farming and taking care of farm animals. Her thirst for learning about these topics is something that I truly admire.

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Even if she doesn't have a degree in agriculture, she continuously learns and applies what she learns from as many sources of information as she can get, even now that she's in her 70s.

What started as a hobby is now a business based on what she is good at. She's now a supplier to nearby markets, selling all the plants, flowers, and farm animals that she produces.

In my case, as mentioned, one of the things that I can do well is to teach.

Even when I was in grade school, my father would always ask me to stand on a chair and pretend that I was his teacher. He would make me tell him what I learned in school every day. Sometimes he would give me money to go to the movies with my sister. When we'd get back, he would ask me to summarize for him the movies I watched.

Looking back, I now know that it was how my father trained me that made teaching one of my superpowers. In fact, it is something that came so naturally to me that I've always taken it for granted.

How about you?

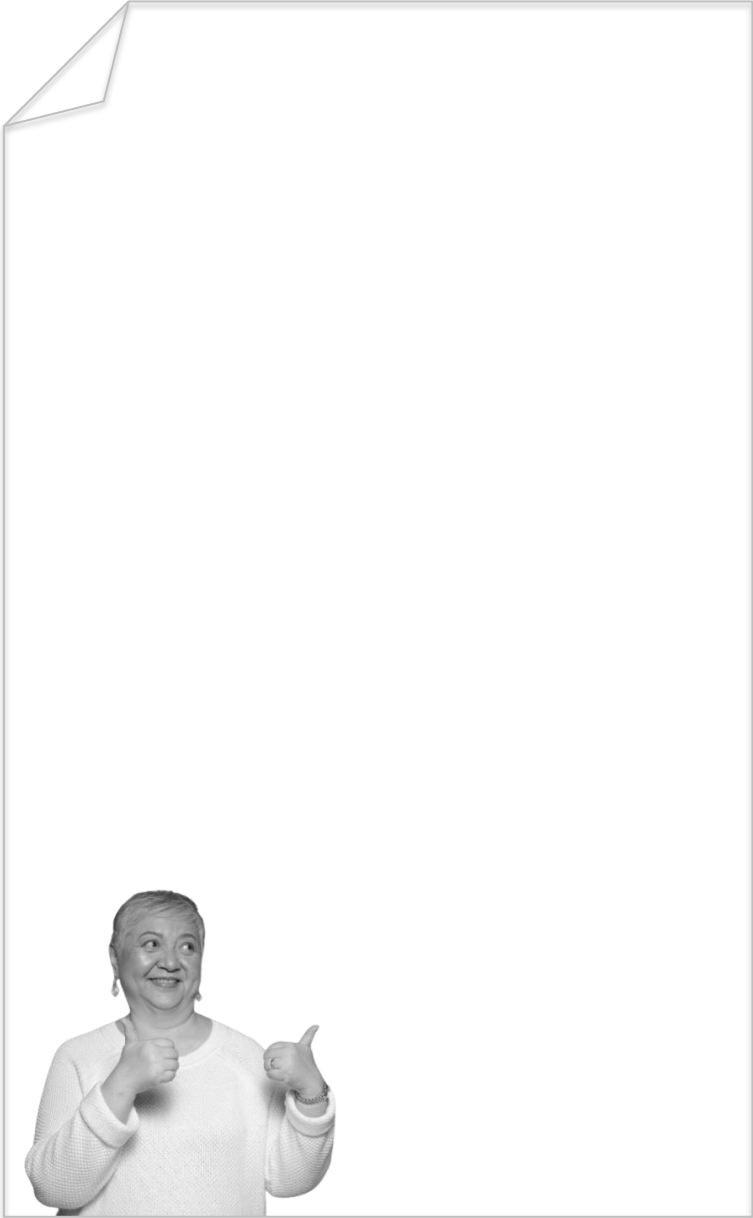
What are you great at?

What is something that you are so interested in that you are willing to learn and learn to be the best you can be?

What Exactly is Business Calling?

Please take a few minutes to reflect on this question and list your answers in the space below before you go to the next chapter:

What can you say about Zuzunaga's Venn Diagram of Life Purpose? Share your thoughts here.



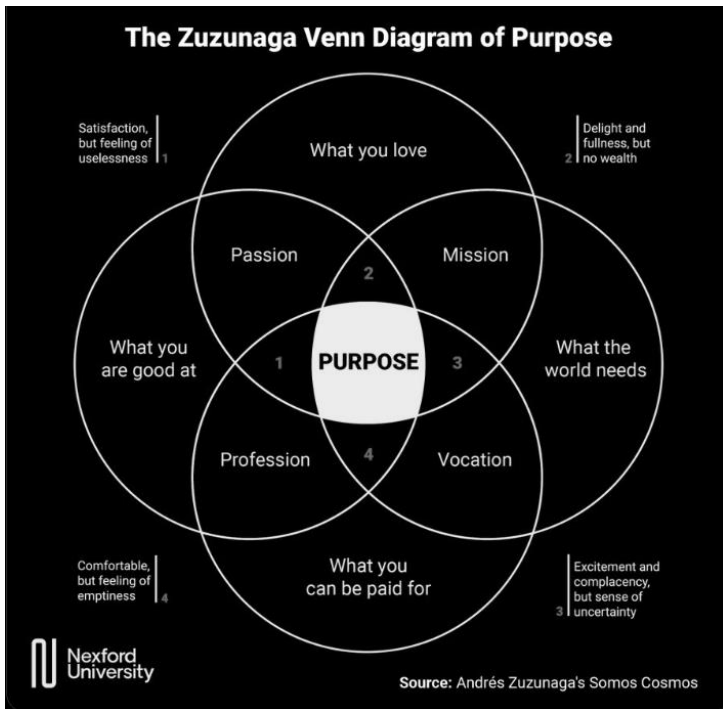
CHAPTER FOUR

What's More to Learn About Business Calling?

*If nobody values what you
offer, then it cannot be a
business.*

What's More to Learn About Business Calling?

We have finished discussing the first two circles in Chapter 3. Now, let's talk about the last two circles.



The third circle in the diagram represents your skills that the world needs, and the last circle represents skills that you can be paid for.

Now, this is crucial. You might have a skill, something you love to do and excel at. However, if this skill doesn't help anyone except yourself, then it's of no use to others.

Discover Your Business Calling

In that case, you don't have a business.

If there are people who need your services or products, they should be able and willing to pay for them.

We cannot provide all our services for free.

We also need to eat and provide for our families.

As a retiree who can afford to offer my services for free, I've learned that people often do not value freebies.

For years, I offered free mentoring through Zoom meetings and Facebook chats, attracting many mentees. However, because the service was free, most of them did not follow through on their commitments, and as a result, their lives didn't change much.

Returning to the diagram, we see that when what you love overlaps with what you are good at, you have your passion.

You can start with your passion, but until someone needs it enough to pay for it, you don't have a business.

When you're skilled at something and people are willing to pay for it, then you have a profession.

Some people may not love what they do, but they do it because it's their job.

You can easily spot these individuals; they are the ones who cannot even smile while they are at work. It's clear they are only working for the money.

When what you love aligns with what people need, that

What's More to Learn About Business Calling?

is your mission.

You're willing to do it even if you don't get paid.

Finally, when there are enough people who need what you have to offer, and they're willing to pay you for it, then you have a vocation.

It's only here when all four circles overlap that, according to Zuzunaga, that you have your purpose and the business you have is a purpose-driven business.

This is why we call our Facebook group, the Purpose-Driven Business Builders.

So again, are you a member of our Facebook group already?

If not, make sure you join us later, okay?

You see, by joining this group, you'll meet people like you, people who love the business that they do, and are good at it.

You'll meet like-minded people whom you can connect with to be your accountability partners, or to help you reach your full potential in business and in life.

Another name we call your purpose is your Business Calling.

Now, why does your business have to be according to your Business Calling?

It's because starting a business is not easy.

Discover Your Business Calling

There are so many things to learn and do. But the most difficult part is that there are also several mindset shifts you have to make.

What makes it more difficult are the people around you, especially if they also have their fears and wrong beliefs about business.

They may have the best intentions when they try to discourage you from starting a business. What they don't know is that they are adding more burden to you, on top of the many things that you have to do to start a business, right?

Yes, and they're not even aware of what they're doing.

Trust that, if you can find the things that you love and are good at, you'll be able to face all the challenges you will ever meet because half the battle is already won.

What needs to be done is to make sure that what you love and what you're good at is also something people need so much, that they're willing to pay for it, enough for you to sustain a comfortable lifestyle.

Are you now clear about the terms “purpose” and “Business Calling”?

As I mentioned, you don't have to lose millions and waste years starting one business after another.

You don't have to go through trial and error like I did.

All you need to do is go back through your life because there are clues there.

What's More to Learn About Business Calling?

They are clear as day.

If you only went back, you would see them.

This is exactly what we will do in this book and in the next chapters to find the clues to your Business Calling.

So, are you ready?

AHA Moments

Among the 4 parts of Zuzunaga's Venn Diagram, which do you think you're still trying to figure out and why?



*If you can find the things
that you love and are good
at, you'll be able to face all
the challenges you will
ever meet because half the
battle is already won.*

How Do You Discover Your Business Calling?

*Ask yourself,
“Is this something I love,
and I'm great at?”*

How Do You Discover Your Business Calling?

In this chapter, we will start combing through your life to find clues to your business calling.

There will be a series of questions and points of reflection on various aspects of your life. Some might seem to have nothing to do with business, but I assure you that each one will help you discover your Business Calling.

Let's start with a few questions about your profile:

1. List down your personal information such as name, age, gender, marital status, and where you're currently residing.

2. Next, list your spouse's name, his/her age, highest educational attainment, and occupation.

You might be wondering why I'm asking you to list down all this information, and how your spouse's information is

Discover Your Business Calling

relevant to your business calling.

Even if you may not be interested in what he or she is doing, you may find some clues from his or her family history, experiences, job or profession, and education.

Ask your partner if you're not sure.

The next part is about your family background and childhood.

Try to recall your childhood. Get in touch with memories from your past.

Were they happy memories? I hope they were.

You may have recalled people from your past, maybe your grandparents, parents, and relatives. Or, you may no longer have had the chance of meeting some or all of your grandparents.

What's important is that you remember something about them to identify your family background and your childhood.

You may have heard stories or anecdotes about them.

Try to get as much information as possible about them and about you at that time because anything would be helpful.

You see, even if your parents and grandparents are already retired or are no longer around, what they did and experienced in their lives is all recorded in their DNA.

Consequently, you also have them in yours, whether you like it or not.

How Do You Discover Your Business Calling?

So, for example, if they were good cooks, but you were never interested in cooking, you may find that it would be easy for you to learn how to cook when the need arises.

Perhaps you can even start a business that's related to cooking. Who knows?

List down the names of your parents and family relatives who mentored or guided you growing up.

Write down anything and everything that you heard about them, and don't leave anything out, even if you feel that those details are irrelevant.

Now, if you don't remember much or if there are people who could have more information, you can take your time to interview them before continuing with the reading of this book.

Ask those questions, because the more information you have, the clearer your calling will be.

Next, list down the names of your siblings.

Whether they're still alive or are no longer around, just enumerate all that they ever did.

List down the jobs and the careers they had before, and still have now.

Don't take anything for granted, as any detail may contain some clues for you, even if you are not interested in them yet. Okay?

Let me tell you about Celia, one of my coaching clients.

Discover Your Business Calling

Celia is concerned about the health of her kids, and so she wanted to go into the business of organic farming.

When I worked with her, she mentioned that one of her sisters owned several trucks that could help her carry and deliver her produce to the special organic markets.

She found a wonderful opportunity in that business idea.

So, you can never tell, right?

As you can see, we are diving into many details from your childhood. You see, your formative years were from birth to age seven.

Many of your beliefs were formed during that period in your life. Some are those which empower you and some are those that are keeping you stuck.

All these were good beliefs because they allowed you to make sense of the world at that time, and they allowed you to survive.

There are beliefs and traits that are so foundational that they have formed part of your Business Calling.

The life of a child revolves around play, and so, I would like you to think about the games that you played as a child.

You might find some clues there as well.

How Do You Discover Your Business Calling?

Let me tell you about one of the clues from my childhood.

At that time, other kids played “*bahay-bahayan*,” which translates to home simulation.

I was never interested in that.

My game was “*titser-titseran*.”

I would play “teacher,” and forced my younger siblings to be my students.

So as early as I was three years old, I knew that I wanted to be a teacher.

This is why, even as a businesswoman who has already left my teaching job, what my businesses excelled at was in training our people.

And now look at me, almost 70 years later, I'm still here teaching and creating courses for you.

There's no stopping me.

All my days in retirement are spent either on coaching or mentoring clients, writing a book like this, creating courses, or making teaching videos.

And when it comes to housework like cooking, cleaning, or decorating the house, I am a total idiot.

I did not like playing “house” when I was a child, and now, in my 70's, I still do not like doing it.

“What do you want to be when you grow up?”

As I was growing up, if anyone asked that question, I

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always said that I wanted to be a teacher because I wanted to teach people what they did not know.

So how about you?

What did you want to be when you were a little child?

At this point, it's time to review everything you've written so far.

Let's look for clues as you answer the reflection questions that follow.

What did you love to do or enjoy doing?

For me, it was teaching and leading my siblings.

For others, it could be cooking, singing, or painting.

So what about you?

List them down for your reference.

Now, let us look at the second question.

What were you good at doing?

How Do You Discover Your Business Calling?

I hope that you remember from the previous chapter that this also includes what you are not yet good at now, but what you are interested in learning to be good at moving forward.

For instance, you might have been playing about cooking adobo, but as a child, you're not allowed to cook yet, right?

But because you loved adobo, it could already be a spark to something that you could be good at knowing.

Now let's examine your educational preparation, as well as your work and business experiences, respectively.

Again, write down every little thing that you remember.

As you are working on this time of your life, and if you suddenly remember something from your childhood, you can always go back and add it to your answers.

Remember, all the details that come to you are important, and you must document them.

Now it's time to complete the second half of it.

Are you ready?

So basically, we paused several times for you to take your time in your reflection so that you will not do this haphazardly and get overwhelmed.

But if you're not yet done, please pause your reading for now and go back.

It's okay if it takes an hour, a day, or a week to finish.

Stay committed to answering the questions

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wholeheartedly because your life, future, and the future of your children and grandchildren are at stake.

Sometimes gathering information takes some time, and it's okay.

By the way, if you need more assistance doing this activity, consider enrolling in my Discover Your Business Calling Coaching Program. Two of the features of this program are detailed worksheets and guided meditations. They will help you organize your ideas as well as reflect and recall memories better.



SCAN ME

<https://www.mommynegosyo.com/enroll-dybc>

As you continue this exercise, you may find that some of your answers will be repeated, and that's great.

The more things are repeated, the more you'll notice that it has something to do with your Business Calling.

When you're offered a business opportunity, you'll already be able to go through your answers again in this book and ask

How Do You Discover Your Business Calling?

yourself:

“Is this something I love, and I'm great at?”

If it is not, then you know that it's not your Business Calling.

Ignore or forget about it because you'd just be wasting your time and resources even thinking about it.

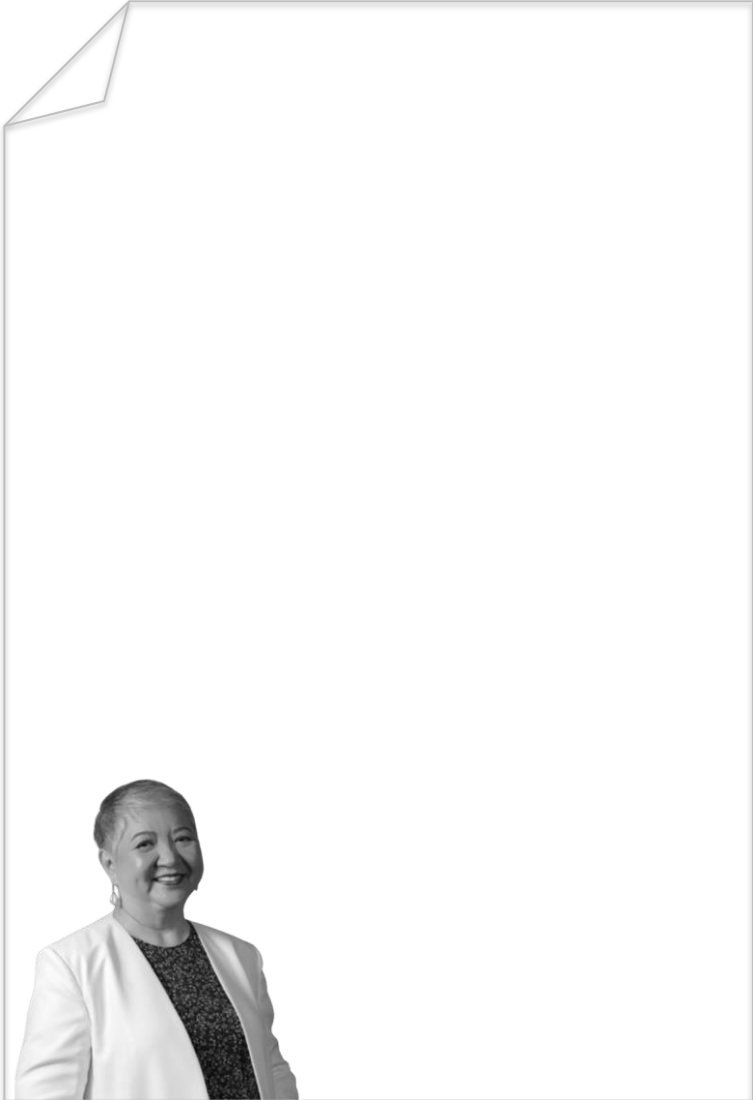
But if it's something on your list in the reflections and it's related to what your heart says you love and are great at, it can be a business idea you are called to do.

In the next step, we'll look at your list and check your answers to see if this idea is something the world needs and people will pay you for. Okay?

Are you as excited as I am to find out what it is? I hope you are. Let's find that out together in the next chapter. See you!

AHA Moments

How was your experience recalling your childhood days? Did you feel good about it? Were there things you initially thought were irrelevant to your business calling that turned out to be valuable information instead?



*Some beliefs and traits are
so foundational that they
have formed part of your
Business Calling.*

CHAPTER SIX

What Are Your Business Ideas?

*“Is this something I love and
I'm great at?”*

What Are Your Business Ideas?

In the previous chapter, we worked on how you can discover your Business Calling. We identified your answers to the following questions:

“What do you love to do or enjoy doing?” and

“What are you or can you be great at doing?”

In this chapter, we will continue to work on them to answer the other two questions in Zuzunaga’s purpose diagram.

What does the world need, and what are people willing to pay for?

Let’s return to your answers in the last few pages of Chapter 2. You’ve listed down what you love and what you are good at.

What did you notice? Did you get the same answers from Chapter 5?

What I’d like you to do now is to copy your answers and list them again here.

What I love:

What I am good at:

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Now, remember that when we are talking about what you're good at or great at, you can include something that you're not good at yet, but which you can learn because you love to learn those things.

Let me illustrate this with an example.

Since I love to teach and videos can help people to learn better, even if I'm not a good videographer or video editor, I can learn to take videos and edit them.

In fact, I applied for a scholarship to learn these skills from NAS Academy a few years ago.

Despite being their oldest student, I did pretty well because I wanted to supplement the lessons that I would be teaching in my courses with good videos.

However, since cooking is not one of the things I love to do, learning how to cook is something that I will never be good at.

There are so many free cooking lessons on YouTube, but because that is not something I am interested in, there is no way I can be good at it at this point in my life.

Can you relate to this?

After listing down everything that you love, and what you are, or can be good at, what do you think are possible kinds of businesses that you are being called to?

What Are Your Business Ideas?

Please list them down here:

Now, you might want me to give you examples here, but I won't.

I don't want you to be influenced by the examples, since these are other people's Business Calling and not yours.

So, if you are still at a loss, may I suggest that a better way would be for you to listen to your heart?

Close your eyes, breathe slowly, and imagine breathing from your heart. Inhale from your heart and exhale from your heart. Your heart is the source of your life.

It is the center of all of your emotions and it is where the truth lies. So, as you breathe from your heart, I want you to ask, what business do I love to do that I can be good at? Just keep on breathing. Just keep on asking the question, focus on your heart, and listen for answers.

"What business do I love to do that I can be good at? What business do I love to do that I can be good at?" Just continue asking the question and listen. And when you are done, say thank you. "Thank you, my dear heart, for connecting me with my business calling."

Discover Your Business Calling

List down your business ideas and the industry clusters they belong to here:

In the first half of the process of discovering your Business Calling, we looked inward into your life: from your grandparents, to your parents, to your siblings.

We examined your experiences from games you played as a child, your education and work experience, up to where you are now.

Next, you asked your heart to find the answers to your Business Calling.

Did you notice this?

Now, to complete our search, we need to look outward to the world.

This is where you will find what the world needs and what they are willing to pay for.

Now, when we say the world, don't be overwhelmed.

Yes, it can be the whole wide world.

But it can also be just your continent: Asia; your country: the Philippines; your city: wherever you are; your town, or just your neighborhood or community.

What Are Your Business Ideas?

So, let's continue here by examining the different industry clusters.

In the table below, the first column shows us the possible industry clusters, and the second column the specific businesses under each one, respectively.

INDUSTRY CLUSTERS	SPECIFICS
Agribusiness and Agro-industrial	agriculture, forestry, fishing, livestock, poultry, and aquaculture
Automotive	manufacture and assembly of vehicles and automotive parts
Business Process Outsourcing (BPO)	call centers, back-office operations, software development, and knowledge-based services
Construction and Infrastructure	building construction, engineering, and infrastructure development
Creative Industries	advertising, architecture, arts and crafts, design, fashion, film, music, publishing, and software development
Education	schools, online courses or e-learning

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INDUSTRY CLUSTERS	SPECIFICS
Electronics, Information Technology & Telecommunication	electronics manufacturing, software development, and information technology services, telephones, radio and microwave communications, as well as fiber optics, satellites and the Internet
Financial Services	banks, pawnshops, lending companies, credit companies, insurance and pension funds, cash management, etc.
Health and Wellness	pharmaceuticals, medical devices, and health and wellness services, spas
Logistics, Transport & Postal Services	transportation, delivery
Media, culture, & graphics	broadcasting over the internet, television, newspapers, magazines, books, film and radio, and the companies and organizations involved in publishing, producing, packaging, and distributing music, media content to the public, live performances, video games, printing, and the graphical industries, as well as cinemas, professional sports, museums, amusement parks and other entertainment activities
Mining, oil and gas, utilities	mining, quarrying, oil and gas production, oil refining, water, gas, electricity

What Are Your Business Ideas?

INDUSTRY CLUSTERS	SPECIFICS
Professional services	accounting/ bookkeeping, recruitment, legal, gardening, plumbing, cleaning, janitorial, medical, architectural, marketing, virtual assistant, photography, videography, video editing, photo editing, graphics design, professional advisory, consultancy, etc.
Sports & Entertainment	studios, gyms, coliseums, sports complex, theatres, etc.
Tourism	travel and tour services, hotel and restaurant services, and cultural and recreational services
Trade and retail	wholesale and retail trade, as well as import and export services
Transportation	land, sea, aviation, transportation equipment manufacturing
Wearable and Home Style	Apparel, Footwear, Fashion Accessories, Housewares, Holiday Décor, Furniture and Furnishing
Others	

Now, go back to your list of possible types of businesses that you are called to at the beginning of this chapter.

Go through this table and classify them according to industry cluster.

For this step to make more sense to you, let's backtrack.

Discover Your Business Calling

Based on what you love and what you can be great at, through the closed-eye process, you have narrowed down the business ideas that could be among your list of Business Calling. Right?

This means that from now on, any idea that is not on the list is something you can ignore for now.

Now, the ideas in your Business Calling list, though, still has other possibilities.

The next thing we need to do is to look at the clusters that match the businesses.

As an example, let's look at my cluster.

Since one of the businesses that I started with is selling fine jewelry, one of the industries that I would notice from the list of clusters is the "Wearables and Home Style" cluster.

I would notice that fashion accessories is one of the specifics and therefore, that's where fine jewelry belonged.

As I did that, I remembered my roots.

My maternal grandfather used to make jewelry for the Japanese and the Americans in the 1940s. At that time, my mother would have been a teenager and as the oldest daughter, she would have been expected to help her mother.

So, from my mother's stories, I remember that she and my grandmother were the ones who sold the jewelry to the soldiers.

It was a joy to know that jewelry is in my DNA.

What Are Your Business Ideas?

Imagine, I sold watches and refrigerators. I sold everything and anything, but in the end, it was selling jewelry that brought me the most joy.

So since jewelry is wearable, this is the cluster where I belonged.

Another example:

Teaching is in my blood as well. And that means, it is also in my DNA.

Both my parents were teachers before I was born. From my father's side, two of my aunties were also teachers all their lives.

So, even if I did not grow up seeing my parents teach, and even when I never saw my aunties in action inside the classroom, teaching was in my blood.

It's amazing that even now, with my five kids, all of them have been showing strong superpowers in teaching. Even if none of them are graduates of education degrees, teaching comes naturally to them as well.

Now, my grandfather from my father's side was a business owner in a small town in Camarines Sur.

Like most Chinese coolies who migrated to the Philippines in the 19th century, it was not because he was a good trader or businessman.

It was just because he had no other skill as a young man when he came to this country.

He could not speak any Filipino dialect.

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As only the rich could afford education in China at that time, my grandfather could not even read and write Chinese.

So, he could not get any other job because nobody would hire him.

The only thing he could do to keep himself and his family alive at that time was to buy something, and then sell it for a meager profit.

The important thing for him was to have many customers and to have many products that he could sell to them.

So, even if I was not lucky enough to have any of my grandfathers as my mentors while they were still in this world, selling is also in my blood,

We used to be a licensee of STI College for 28 years until the pandemic hit.

Those fulfilling years of experience allowed us to learn how to run a school, which was also a business.

Although we have already given it up in 2020, that dream of touching lives still lives in my heart.

Touching, and transforming lives, is something I love, and I can do very well at.

This is why until now, I continue to do it in my books like this, in my online courses, coaching programs, videos, posts, and podcast episodes.

As long as I can still talk sense, I will still be here. Doing

What Are Your Business Ideas?

what I love to do, doing what I am good at, and improving my skills step by step.

So how about you? Can you take a moment to check out the list in the table of industry clusters and identify where your Business Calling belongs?

Welcome back! Now that you have narrowed down the industry/ies to which your Calling belongs, let's go to the specifics.

I'm sure you have observed that in each industry, there are many types of businesses that you can do.

For example, if you love baking, there are many businesses that you can start with that are related to baking.

Just like teaching, there are so many things that you can teach. Right?

So, if you're into baking and teaching, you can teach baking and decorating.

There are many things you can bake, and you could teach about.

So in the next chapter, you'll learn about my coaching

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client who's teaching baking online. She teaches how to bake cookies, pizza, and even cakes. She managed to do this because she was able to break it down into different types and categories, and that's only under teaching.

Other than teaching, you can create blogs, vlogs, and baking communities. You can also sell many things that are related to baking.

You can also sell your products in many ways.

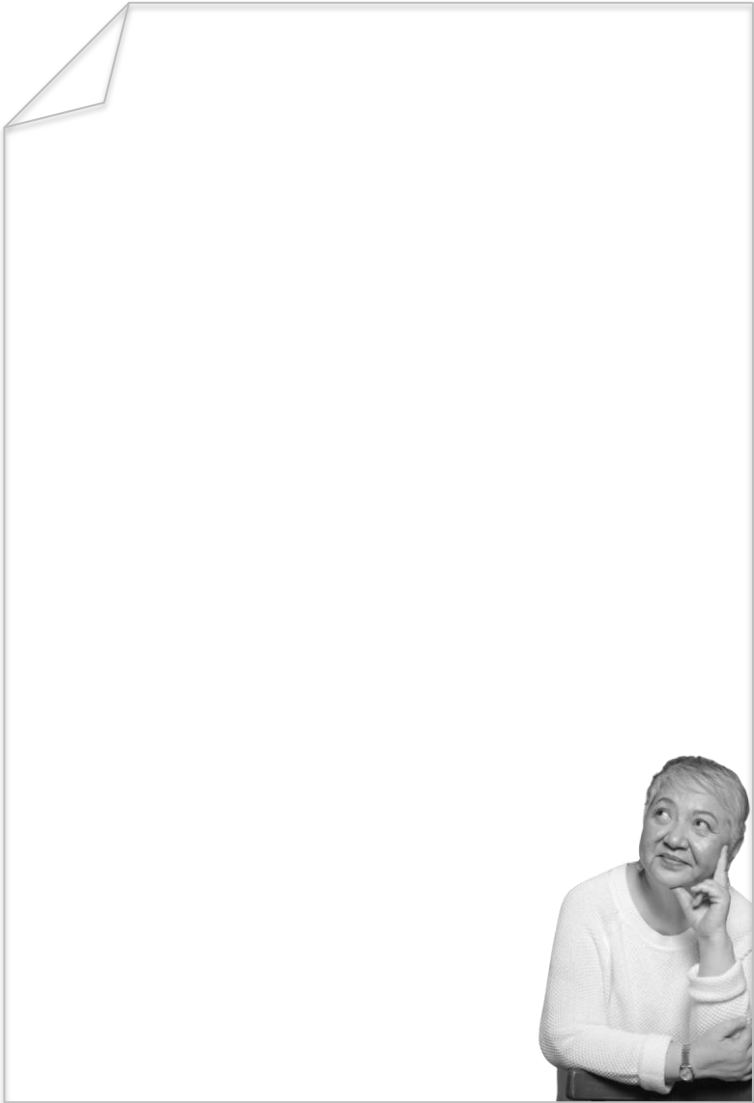
You can sell equipment, supplies decors, and other ideas.

As you can see, even if I can only identify one thing in my Business Calling list, like baking, there are still so many business possibilities that I can explore.

Now that you have your Business Calling identified, it will be easier for you to find a business that you can start.

AHA Moments

How was the experience during the exercise? Are there any new things you felt and learned?



*Now, to complete our
search, we need to look
outward to the world.
This is where you will find
what the world needs and
what they are willing to
pay for.*

CHAPTER SEVEN

What
Are Your
Next Steps?

“If you are worried about the risks and making the big leap from employee to entrepreneur, remember that you don't have to resign from your current job to start your business.”

What Are Your Next Steps?

Hello and welcome again!

We're down to the last chapter, and here, let's consolidate everything we learned about your Business Calling.

We'll also be talking about what your next steps can be for you to finally start your own business.

Before we continue, however, I'd like you to meet some of my coaching clients.

Let's start with Lud and Don Barrica, who are former Overseas Filipino Workers from Doha, Qatar.



Lud started as a flight attendant and was promoted until she became a trainer of new flight attendants.

Don was doing very well in sales. They have a beautiful daughter who was born there, and whom they loved so much.

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Before I met them, they didn't know what their purpose was for working hard abroad.

Both of them wanted to come home to realize their dream of starting a business, but they did not know how to start.

So, after our two-on-one online meeting, they finally found their Business Calling.

Because Don loves to cook, the first step for them was to open a food kiosk serving Mexican-Spanish food.

Their dream was to have branches of their kiosks all over the country, especially where tourist spots are and where people had adventurous palates.

Now, they're back home to fulfill their Business Calling, and they couldn't feel more fulfilled.

More than a year after they came back, and even after the devastation of Siargao from the typhoon in October 2021, they're back on their feet again to rebuild their first store.

So, here they are now at Las Barricas, on the beautiful surfing island of Siargao in their first store.

As of this writing, Lud continues to be my coaching client, as Don is fully hands-on in the kitchen and in the dining area of their store.

Lud and I are working on standardizing and documenting the processes so that they will be ready to expand Las Barricas to their second store soon.

What Are Your Next Steps?

Let's meet another coaching client.



Her name is Isabela Agustin, and she's my youngest student so far.

After senior high school, Bela decided not to go to college anymore. Instead, she wanted to pursue her passion for baking.

Understandably, her parents were hesitant and that made her doubt her decision.

After watching the videos and filling up the worksheets of the DYBC Program, she was excited to have found her Business Calling.

During our one-on-one session, her doubts slowly disappeared as we went through her answers to each question.

Now, she's not only successful in her baking business, but

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she also mentors people worldwide about baking. Imagine that!

Another coaching client of mine is Gie Limos.

She's a teacher.



After more than 10 years of school teaching, she felt the need to search for greener pastures.

Even if she no longer does classroom teaching, everyone still calls her Teacher Gie, especially her students in the tutorial center that she established.

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Business went well for her until the pandemic hit, and no face-to-face classes could be conducted. Everything had to happen online.

At that point, she found tutoring very taxing because she felt that the kids were not learning much in the online environment.

She found herself doing many new things. She had to work many times harder to make the students catch up with the new learning environment.

What made her sad was that some of her students had to stop because their parents could no longer afford to pay for a tutor.

That was when she came and asked me to guide her to discover another business: one that's based on her Business Calling.

Although we went through the same process, we did not go far, because nothing excites her more than teaching kids, and seeing them bloom into the best they can be.

Teacher Gie has always been enrolling in online courses to learn skills that a virtual assistant needs.

But she did not want to be a virtual assistant.

She just loves creating artistic stuff from apps and online platforms.

All this learning paid off as she found a more specialized niche: she now specializes in helping kids increase their confidence through the virtual classes of her confidence

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program.

Her superpower is in developing children's confidence by developing their creativity.

She tells me that even when she's exhausted after a long day of teaching online, the fulfillment and happiness she gets are all worth it.

Besides, she's earning while doing what she loves.

And, she loves it that she can do it when she wants to, where she wants to, and with the little precious people that she wants to work with.

Next, we have April Abadicio. She used to work for a call center for many years.

Then, she decided to leave her job to work as a virtual assistant to have more time to be with her son.

What led her to this entrepreneurial path are her two biggest "whys."

Firstly, she's a solo parent, and secondly, she suffers from skin asthma, which makes her ultra-sensitive to products with harsh chemicals.

After years of searching, she found the skincare range that met her skin's demands.

But, after a few years, her supplier migrated to the US, and so she either had to find a new product or a new supplier.

She searched and studied until she stumbled upon the

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formula for a natural, non-chemical, skincare line.



By using her two biggest whys, her son and her skin condition, she's now a home-based manufacturer of an all-natural and non-chemical soap line that I adore.

April sells her soap as a side hustle while working full-time as a Social Media Manager.

Her soaps are sold from home, through different online platforms.

In the meantime, while learning about how to start and grow her business, she is gaining a lot of practical experience with producing and selling her soap, as well.

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She looks forward to the day that she will have a full-time business soon.

Finally, here's Judy Flor Ano-os.

She quit her high-paying corporate job so she could take care of her daughter.



When her daughter's nanny left, she decided to start her own business once and for all. This would mean she would no longer be at the mercy of nannies who would come and leave without notice.

Because of the one-on-one mentoring she had with me, she discovered her Business Calling.

She is now building her online business stage-by-stage as a Systems Online Business Manager, and she's doing the right

What Are Your Next Steps?

thing at every stage.

Looking forward, 2 to 3 years from now, she's now putting in the steps of building her own business, an agency of systems online business managers that will serve local businesses and others abroad.

Her dream is to grow her business and create jobs for many other women like her, to have more time with their children. And she is excited that she is moving closer to this dream day by day.

Now, do you see how helpful it is to know your Business Calling?

So, after all the work you've done, are you now more confident about pursuing the ideal business endeavor for you?

I hope you are.

Like most of you, some of my coaching clients would be able to find their business calling by themselves at this point.

They have also identified the industry where they can focus on, and the specific point where they can start from, among the main choices in their industry.

All these have been possible just by answering the questions in this book.

However, some of them would not feel sure of the conclusions they arrived at.

They would feel that they needed more support to identify

Discover Your Business Calling

the point at which they could start.

Now, if you are one of those who would need me to guide you to identify the best businesses for you, then you can sign up for the Discover Your Business Calling One-on-One Coaching Session with me here:



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<https://www.mommynegosyo.com/dybc-coaching-call>

If you already are sure about your calling, however, and you just want to really identify what the world needs, and what they will pay for, you can do some minor research.

Have you seen this roadmap in any of my free videos on YouTube and TikTok?



What Are Your Next Steps?

From this roadmap, you can see that the foundation of any successful business is Business Calling.

Once you've gone through this process and gotten your Business Calling right, your next step is to identify your Minimum Viable Product.

At this point, let me emphasize that some businesses sell services instead of products and some sell both.

Here are examples:

- A hardware store or a bakery generally sells products like cement and G.I. sheets.
- A massage parlor sells services like back massage and foot massage.
- A beauty parlor can sell both services (haircuts, and hot oil treatments) and products (specialty shampoo or hair wax.)

So, referring back to the Start Your Own Business Pinoy Roadmap©, after discovering your Business Calling, the next step is to go to tier 2 by identifying the Minimum Viable Product.



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This has to be done only AFTER we consider the two triangles beside it: customers and competitors.

You need to do this before you start making your product or putting it in a store, or else, you may just be wasting your savings on a business that will not work.

These are some options as you take your next steps.

You can start looking around your neighborhood to see what businesses, according to your Business Calling, are not yet available, and which you can provide.

You can also look at what's already available, but which you can do better, and at a higher price that people are willing to pay.

Now, you can also brainstorm with your friends, your family, people whom you admire, but preferably those who have actual experience in doing business that's related to your business idea.

One other option is to do online research, attend exhibits and trade fairs, as well as check out local markets to get more information.

You can also talk to potential customers, competitors, and suppliers, to learn more.

What Are Your Next Steps?

These are some of the questions you need to be able to answer after your research is done.

- Who are the people I'd like to be my customers?
- Who are my prospective competitors that are serving them now?
- What are their strengths and weaknesses?
- What bad comments do customers make that I can fulfill better than these competitors?
- In what way can I be better?
- At what price are my prospective customers buying now and at what price are they willing to buy at the quality I'm going to give them?

Now, as I mentioned before, your business calling is internal.

It's all about you!

That's the first step. It's the foundation of your business.

Then, to make your business idea a reality, you need to go external.

You need to talk to people, do leg work, and learn.

Now, at this point, I'd like to share this option with you if you're determined to start your business and would like to be guided through the step-by-step process.

This is our 90-Day Start Your Own Business the Right Way Coaching Program.

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It includes a step-by-step guide on how to do the research that I mentioned on the previous page.

You can find more details about the 90-Day Start Your Own Business the Right Way Coaching Program here:



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<https://www.mommyingogyo.com/enroll-bright>

If you are worried about the risks and making the big leap from employee to entrepreneur, remember that you don't have to resign from your current job to start your business.

As you may have seen from the stories of some of my clients, some are still working in their jobs while already earning from their side businesses.

You see, I can relate with you because I also started my business as a side hustle, and I only resigned about three years later when my business was already stable.

What Are Your Next Steps?

Now, the only difference between you and me was that I did not have any guide, and so I went off in many directions.

I wasted money and time, and I almost destroyed my family and my own life.

You know that story.

This is why I highly recommend getting a mentor who has been there and enrolling in a course created by an experienced teacher.

This is so that you can learn to start your business the right way, step-by-step.

The 90-Day Start Your Own Business the Right Way Coaching Program will not only allow you to save your valuable time in sorting through content that's created by thousands of business teachers on YouTube and other platforms.

From that program, you will also learn simple yet practical lessons, and templates that will make you acquire business skills easier and faster.

Now, what's more special that you will not find anywhere, are the transformational inner work exercises.

These are specifically designed for you to discover and clear the disempowering beliefs that keep you stuck, and unable to move forward.

Just like how you learned about the wrong beliefs in this book.

In the 90-Day Start Your Own Business the Right Way Coaching program, we will uncover these beliefs step by step.

Discover Your Business Calling

We will dive below the surface.

We go very deep, so that we will find the hidden beliefs from your childhood, up to where you are now.

We will go deeper than what we did here in this book.

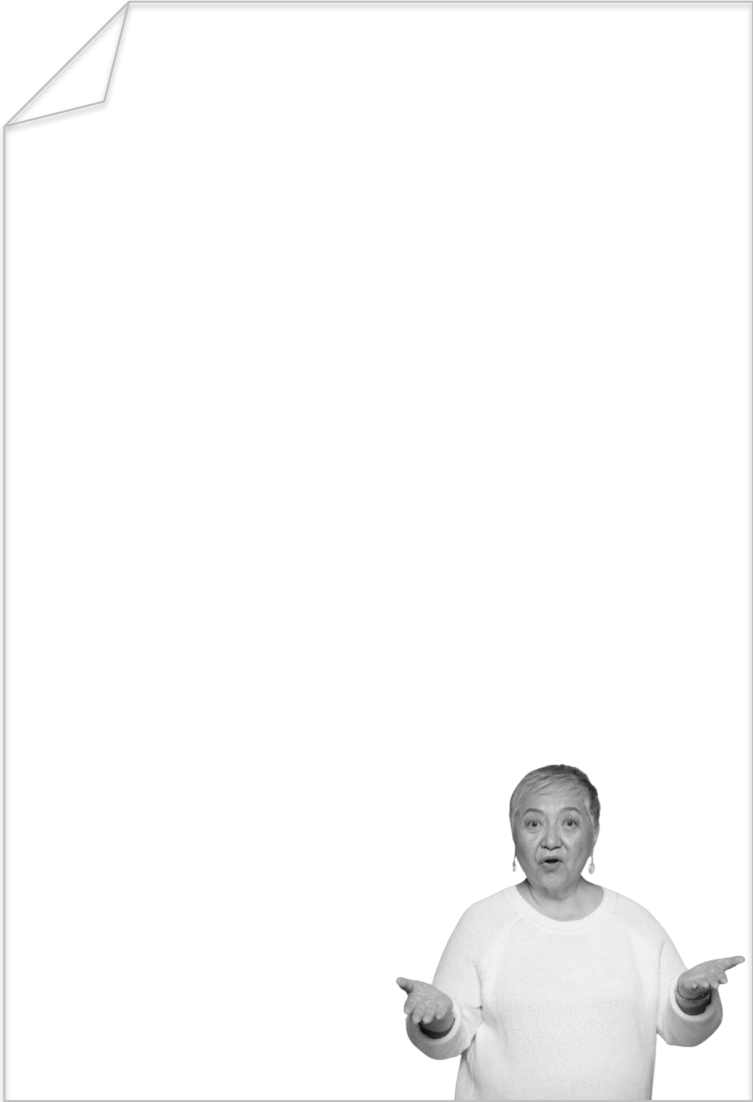
And so, I hope you will join me in the next steps.

I know that like my other coaching clients, you will enjoy the rest of your journey with me.

Because I am as committed as you are to your success.

AHA Moments

What are your takeaways from the stories of my coaching clients? What inspired you?



BONUS CHAPTER

What About the Naysayers?

There will be challenges, like any other business, but they will be bearable.

What About the Naysayers?

Congratulations!

By now you must have an idea of your business calling. You may be eager and excited to start this business and share this with your family and friends. Some might support your decision, but some might not be as supportive.

So this bonus chapter tackles that: what to do with the naysayers?

Let me share Ramon's story with you.

Ramon had been working abroad in Dubai as an engineer for over 10 years, sending money home to his wife, Lorna, and their three young children in a small town in Pangasinan, Philippines.

Even though he missed his family terribly, Ramon was aware that the high wages he earned in Dubai were vital for their financial support, and that he had no choice but to make that sacrifice.

Eventually, the separation took its toll on his health, and Ramon decided to go home to be with his loved ones.

He came to me to help him discover his Business Calling.

I guided him to identify his dreams, and his passion for his profession as an engineer.

We also talked about his experiences and his network of contacts.

This was what he realized: He had been dreaming of starting a small construction supplies store back home so he

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could be together with his family again.

However, when he told Lorna his plans, she discouraged him.

She was worried that they wouldn't be able to survive without the money from his job abroad, especially if his business failed.

But Ramon was determined.

And even if Lorna disagreed, he quit his job and came home.

After all, he was clear about his Business Calling now, and nobody could stop him.

He used his savings to put up his store. It was difficult at first, but he kept his vision in front of him whenever things got too hard for him.

He also continued to communicate his challenges with me.

Money was tight, especially for their family who was used to a steady monthly income.

But Ramon worked tirelessly, while Lorna managed the emotions of the kids.

She also managed their limited finances well.

After many years of struggle and hard work, their business finally took off.

Ramon's unwavering dedication paid off!

The store became a success and providing for his family was no longer a challenge.

What About the Naysayers?

Even if Lorna had doubts initially, she came to fully support Ramon's courageous decision to follow his heart.

Ramon's story illustrates the importance of following one's passions and dreams, even when others discourage you.

These are the lessons from Ramon's story:

1. The clarity of your Business Calling is the foundation of all business plans.

Do not start your business if you are unclear about your Business Calling.

When your Business Calling is clear, go full blast.

2. There will be challenges, like any other business, but they will be bearable.

3. The power of family support.

While Ramon's wife Lorna initially opposed his idea, she eventually came around to back him fully.

By sticking together as a family and as a team, it is easier to overcome the struggles of starting a new business.

Ramon's dream would not have succeeded without the love and support of his wife and children.

Communicate the importance of your dreams to you and the reality of the desert experience you and your family have to go through so that expectations are clear.

This way, your journey to success will not be as challenging.

*By sticking together as a
family and as a team,
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struggles of starting a new
business.*

Final Thoughts

Let me end this book by thanking you for allowing me to help you.

Thank you for allowing me to be your guide.

Thank you for letting me help you take the foundation of your business and the first step of your entrepreneurship journey by discovering your Business Calling.

It has been my honor to share this tried and tested discovery process with you.

I hope to support you again soon as you finally take the next steps towards starting your own business the right way.

In the meantime, remember:

Be business-minded, Pinoy!

About the Author

Myrna Tam-Natividad, known as Mommy Negosyo or simply Mommy N, is a retired serial entrepreneur who successfully transitioned her businesses to her children. She is widely recognized for her YouTube videos and content aimed at empowering Filipino women to build businesses that match the earnings of their OFW partners.



With a mission to touch the lives of 10,000 Filipina business owners, Mommy N draws on her extensive experience to offer guidance and coaching programs.

Her journey is one of resilience, overcoming business setbacks, financial challenges, and personal struggles through faith and transformation.

Now, as a certified GoNegosyo Business Mentor and Master Neuro-transformational Coach, she is dedicated to helping Filipinas succeed in their business endeavors.

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<https://www.linkedin.com/in/mommynegosyo/>

"Turn your passion into purpose and profit."

In *Discover Your Business Calling*, Filipina influencer and business coach Mommy N delivers an empowering guide for aspiring entrepreneurs seeking to align their passion with purpose. Drawing from her journey of building a successful enterprise while balancing family life, she combines practical strategies with heartfelt wisdom to help readers uncover their unique entrepreneurial path. Packed with relatable anecdotes and actionable tips, this book is a roadmap for creating a thriving, value-driven business that fosters meaningful impact and lasting success.

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