



HOW TO
**FUEL YOUR
BUSINESS
WITH PASSION**

8 ACTIONABLE STEPS TO TURNING
Purpose into Profit

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This ebook, **How to Fuel Your Business with Passion: 8 Actionable Steps to Turning Purpose into Profit**, is intended for informational purposes only.

The insights and advice provided are based on general business principles and the author's personal experiences.

While every effort has been made to ensure the accuracy and usefulness of the information shared, it is not a substitute for legal, financial, or professional advice.

Readers are encouraged to consult with qualified professionals to receive personalized advice tailored to their specific business needs and circumstances.

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Business success depends on various factors unique to individual situations.

Please use this resource as a guide, but rely on your own judgment and professional advice to make the best decisions for your business.

TABLE OF CONTENTS

INTRODUCTION	4 - 6
CHAPTER 1:	7
THE POWER OF PASSION IN BUSINESS	
• When Passion Meets Fear	10 - 12
• Passion: Your Secret Weapon	13 - 14
• Passion as a Guiding Light	15 - 16
• Unlocking Your Inner Drive	17 - 19
CHAPTER 2:	20
THE POWER OF YOUR SUPERPOWER	
• What Defines a Business Calling?	21 - 22
• Step No. 1: Identify Your Strengths and Passions	23 - 24
• Step No. 2: Embrace the Ikigai Principle	25 - 27
• Step No. 3: Explore Industry Clusters	28 - 29
• Step No. 4: Connect Your Passion with Market Needs	30 - 31
CHAPTER 3:	32
TURNING YOUR PASSION INTO A THRIVING BUSINESS	
• Step No. 1: Brainstorm Business Ideas	34 - 35
• Step No. 2: Assess Market Viability	36 - 37
• Step No. 3: Seek Feedback and Mentorship	38 - 39
• Step No. 4: Develop a Solid Business Plan	40 - 41
• Step No. 5: Secure Funding and Resources	42 - 44
• Step No. 6: Establish Your Business Presence	45 - 46
• Step No. 7: Market Your Business	47 - 48
• Step No. 8: Commit to Continuous Learning	49 - 50
CONCLUSION	51

INTRODUCTION

Are you tired of the 9-to-5 grind?

Do you ever catch yourself staring at your computer, wondering if this is really the life you're meant to live? Do you scroll through social media and see other women turning their passions into businesses and think, "Sana all..."

If you've ever whispered "yes" to any of those, then this ebook is for you.

Your dreams are valid, your passion has value, and yes—you can definitely earn from it. But the thing is, many aspiring entrepreneurs struggle to find the right business idea, just like Nica.

Let's start with a story you might see yourself in.

Meet Nica.

After years of working as a bank teller, she felt unfulfilled and longed for more flexibility.

Every day, she'd wake up before sunrise, prepare her son's baon, rush through breakfast, then brave the traffic just to sit behind a counter smiling at strangers while quietly feeling stuck.

She was good at her job. She was thankful. But deep down, she wasn't fulfilled.

Until one day, things changed.

She missed her son's school program—again.
She saw his disappointed face and felt the guilt cut deep.

That night, as she stirred her creamy chicken pastel,
she found herself asking, “What if...?”

What if she didn't need to choose between earning a living
and being present for her family?

What if her kitchen could be her workplace?

What if her passion—yes, the one she always dismissed
—was actually the key to a more joyful, flexible,
and fulfilling life?

Well, it was. Nica started small. She offered her rice toppings
to office mates.

Posted simple photos on Facebook.

Took orders through Messenger. No fancy branding.
No capital for a stall. Just heart, hustle,
and homemade goodness.

Two years later, Nica runs a steady home-based business that gives her more flexibility and control over her time.

She no longer feels rushed.

She takes the time to see her son off to school and enjoy a few quiet moments before getting back to tending to her business.

You see, we all have something special inside us—an idea, a talent, a passion that brings us joy.

But too often, we brush it aside because of fear, doubt, or simply not knowing where to begin.

In the next chapters, I'll walk you through 8 actionable steps to help you identify your passion, validate it as a business idea, and start turning it into profit without sacrificing your purpose.

This isn't just about starting a business. It's about starting the right business—one that makes sense for your lifestyle, your values, and your dreams.

Because if Nica can do it, so can you.

Let's get into it and discover how you can do the same.

CHAPTER 1

The Power of **Passion in Business**



Before anything else...

Let's first answer this question: Why do businesses fail?
It's due to a lack of understanding of the market,
poor planning, and a misalignment between
the person's skills and the business idea.

Although she was excited, Nica felt overwhelmed
by the idea of starting a business from scratch.

Being the overthinker that she is, she was worried about
food safety regulations, marketing her services,
and managing finances.

Now, to avoid these pitfalls, it's crucial to ask the right question: "What's a good business for me right now?"

You see, passion is one of the driving forces behind every successful entrepreneur.

It's the fuel that ignites your motivation, propels you through challenges, and sustains you on the path to achieving your goals.

When you are passionate about your business, it becomes more than just a way to make a living.

It transforms into a fulfilling and meaningful endeavor, giving you a sense of purpose and satisfaction.

But passion is more than just a driving force...

"What's a good business for me right now?"



1. When Passion Meets Fear

It's important to identify what you love to do or enjoy doing.

Your business calling often stems from activities that captivate your interest, spark your creativity, and make you feel truly alive.

Nica had been working as a bank teller for almost 7 years. It was a stable job. But every time she clocked out, she felt drained.

Parang kulang. Hindi niya ma-explain.

Then one day, during her lunch break, she brought her homemade tapa rice.

Her officemates loved it so much that they started ordering from her weekly.

“Nica, dapat binebenta mo ‘to! Ang sarap talaga!”
That’s when the thought hit her.

“What if I turn this into a business?”
But just as quickly as the idea came, so did the fears:

“Paano kung malugi?”
“Paano kung magka-problema sa BIR?”
“Di ko naman alam paano magbenta sa iba!”

She almost backed out before even starting.
This passion becomes a compass, guiding you toward
the right business path that aligns with your authentic self.

For Nica, cooking wasn't just a hobby. It was a form
of self-expression.

She loved experimenting with flavors, creating unique and
delicious rice toppings, and sharing her culinary creations
with others.

Ask Yourself:

- What's stopping me from starting something I love?
- Am I letting fear decide my future?

Action Plan:

- Write down your top 3 fears about starting a business.
- For each one, write a possible solution.
(Don't worry if it's not perfect—just start with ideas!)
- Talk to someone you trust who has experience or insight about those fears.



2. Passion: Your Secret Weapon

It's important to identify what you love to do or enjoy doing.

Your business calling often stems from activities that captivate your interest, spark your creativity, and make you feel truly alive.

When Nica finally gave herself permission to try, she discovered something powerful—passion changes everything. It gave her energy. It gave her purpose. It gave her drive.

Even when she was tired from work, she still had the motivation to prep her garlic rice and beef tapa for orders. Even when she only had 2 or 3 customers, she felt fulfilled.

Because it wasn't just about the profit—it was about doing something she loved.

Ask Yourself:

- What makes me feel energized, even after a long day?
- What activity do I enjoy so much that I'd still do it, even if no one paid me (yet)?

Action Plan:

- List 5 things that excite or energize you.
- Next to each one, jot down how you can possibly earn from it.

Example: Cooking → sell packed meals or food trays
Teaching → start an online class





3. Passion as a Guiding Light

Passion isn't just fuel—it's also a compass. It helps you figure out where to go and what kind of business fits your personality and lifestyle.

For Nica, cooking wasn't just something she was good at—it was who she was.

She remembered how, even as a little girl, she'd stay beside her Lola in the kitchen to learn how to make adobo with a twist.

When she cooked, she felt connected—to herself, her roots, and her purpose. So when it was time to choose a business idea, the answer wasn't in trends or TikTok.

It was already inside her.

Ask Yourself:

- What hobby or activity reflects who I am?
- What would I do if I had unlimited time and no fear of failure?

Action Plan:

- Take 15 minutes today to journal about your happiest moments—what were you doing? Who were you with?
- Look for patterns. Are they connected to food, teaching, crafts, helping others? These are clues to your business calling.



4. Unlocking Your Inner Drive

Passion unlocks an inner drive that sets successful entrepreneurs apart.

It's the energy that pushes you to go the extra mile, persevere through setbacks, and constantly strive for excellence.

One of the most underrated parts of business success is this: The ability to keep going, even when it's hard.

Nica didn't have a fancy logo.
She didn't have thousands of followers.
But she had something many don't—inner drive.

One rainy Friday night, Nica received a bulk order from a company for their team lunch the next day. Her first thought?

“Kaya ko ba ‘to mag-isa?”

She felt scared.

But then she thought of her dream.

“I want to be present for my son. I want to earn while doing something I love.”

That passion pushed her to wake up at 3 AM to prepare and cook everything on time.

And guess what? That same company became one of her regular customers.

Despite her initial fears, her passion for cooking fueled her determination.

She started small, selling her rice toppings to friends, family, and colleagues.

Gradually, she built a loyal customer base, word-of-mouth spreading about her delicious creations.

Ask Yourself:

- When was the last time I kept going despite fear or discomfort?
- What's my "why"—the deeper reason I want to start this business?

Action Plan:

- Write your personal business "why" on a sticky note and post it where you'll see it daily.
- Start small. Choose one task you've been putting off **(ex. messaging a potential supplier or creating a product list)** and just do it today.

Don't ignore your passion.

It's not just a "hobby."

It's not just "something on the side."

It's the seed of your purpose.

And when you water it with courage and consistent action, it can grow into a business that supports your life, your dreams, and your family.

CHAPTER 2

The Power of Your Superpower



What Defines a Business Calling?

I've mentioned business calling earlier.
So, what is it all about?

It's not some magical moment where a voice from the sky says, "Magnegosyo ka, anak."

Instead, it's a journey. A process.

A beautiful unfolding of who you are, what you love,
and how you can serve others.

Your business calling is shaped by:

- Your natural gifts,
- Your personal experiences,
- Your values,
- And your vision for impact.

For Nica, it wasn't just about cooking.

As her business grew, she realized her true calling was to share the flavors of Filipino cuisine in a modern, convenient way for working families like hers.

She wasn't just selling food. She was solving a problem and expressing her love through every packed meal.

The following steps will help you, like Nica, uncover your passion-driven business calling:

Step No. 1: Identify Your Strengths and Passions

What lights me up? What do people always say you're good at?

For Nica, it started small—she was always the go-to person for potluck dishes. Her kare-kare, tapa rice, and adobo flakes always disappeared first.

And she loved every moment she spent in the kitchen. But it wasn't just her talent. It was the joy she felt while cooking that mattered.

Recognize the activities at which you excel and the ones that ignite your enthusiasm. Consider what comes naturally to you and what you are eager to learn more about.

Ask Yourself:

- What are 3 things people often praise you for?
- What tasks or hobbies make you lose track of time?

Action Plan:

- List down your Top 3 strengths and Top 3 passions.
- Look for overlaps. Do any of your strengths match your passions? (That's a clue!)



Step No. 2: Embrace the Ikigai Principle

In Japan, they have this beautiful concept called Ikigai, which means “reason for being.”

Your Ikigai—or business calling—lies where these four circles overlap:

- **What you love**
- **What you're good at**
- **What the world needs**
- **What you can be paid for**

This Japanese concept suggests that your calling lies at the intersection of what you love, what you are good at, what the world needs, and what you can be paid for.

By exploring these four areas, you can gain a clearer understanding of your passion-driven business calling.

Nica sat down one day and drew these four circles on a piece of scratch paper.

She placed “cooking Filipino meals” at the center of all four. That gave her clarity.

It wasn't just a hobby. It had business potential.

Ask Yourself:

- What's one thing that fulfills all four parts of Ikigai for me?
- How does my passion help others or make life easier for someone?

Action Plan:

- Create your own Ikigai diagram.
- In each circle, write your answers.
Look at the center—what's waiting there?





Step No. 3: Explore Industry Clusters

An industry cluster is a group of related businesses and industries in a specific area.

These businesses often work together, share resources, and support each other's growth.

So, research different industries that align with your interests and passions.

This is a starting point for your exploration.

Ask Yourself:

- What industries or communities exist around my passion?
- Who else is already doing something similar
—and what can I learn from them?

Action Plan:

- Search online for Facebook groups or local events related to your passion.
- Join at least one community this week.
Introduce yourself and ask questions.





Step No. 4: Connect Your Passion with Market Needs

Let's be real...

Yes, passion is powerful—but it also needs to pay the bills. That's why market research is key. You need to understand:

- Who needs your product or service?
- How urgent is their need?
- And most importantly—are they willing to pay for it?

Nica didn't assume everyone would love her food. She asked questions, gave free samples to office mates, and noted which meals got the best feedback.

She listened. She adapted. And that's how her "rice toppings combo meals" became her best-sellers.

Ask Yourself:

- Who is most likely to benefit from what I offer?
- What problems am I solving through my product or service?

Action Plan:

- Interview 3–5 people from your potential target audience.

Ask:

“If I offered this product/service, would it help you?”

“How much would you be willing to pay?”

“What would make it more valuable for you?”

Your superpower is not always loud or obvious. Sometimes, it hides in your everyday actions, your quiet skills, your lived experiences.

But when you pay attention, you'll see that you already have what it takes.

Nica didn't wait for a perfect plan.

She started with what she loved.

She listened, she learned, and she served with a heart.

And you? You can, too.

CHAPTER 3

Turning Your **Passion** into **a Thriving Business**



You've done the soul work.

And you're probably wondering—"Ano na ngayon?"

The next step is to bring your dream to life. To build something real. Something profitable. Something you're proud of.

Just like Nica did.

She didn't have a huge capital or a fancy kitchen. But she had heart, grit, and a deep desire to serve people through food. And day by day, step by step, she turned her passion into a real, income-generating business.



Here are the 8 Actionable Steps:

Step No. 1: Brainstorm Business Ideas

Don't limit yourself at this stage. Just allow ideas to flow.

Write down anything that excites you—even the “wild” ones. Let your creativity flow and explore various possibilities within your chosen industry.

Nica's Story:

At first, Nica thought of selling bottled sauces, ready-to-cook packs, or even doing cooking classes.

But she realized her working-mom market needed fast, affordable, lutong-bahay meals.

That's when the idea of a rice toppings business was born.

Ask Yourself:

- What products or services can I offer based on my passion?
- What would I enjoy doing every single day?

Action Plan:

- Grab a notebook or open your Notes app.
- Write down at least 10 possible business ideas.
- Don't judge them yet—just brainstorm freely!





Step No. 2: Assess Market Viability

Now it's time to check if your idea makes sense in the real world. Look around your neighborhood, online, or on delivery apps.

Are others already doing it?

That's not a bad thing—it means there's demand!
The goal is to find your edge.

Nica's Story:

She noticed there were many home-cooked meal sellers in her area—but most didn't offer "rice toppings in microwaveable boxes with extra sauce."

She saw a gap—and filled it.

Ask Yourself:

- Is there a demand for this business?
- What makes my idea different or better?

Action Plan:

- Research your competitors (online and local).
- Write down 3 things that will make your offer stand out.
- Identify who your ideal customer is and what they need.





Step No. 3: Seek Feedback and Mentorship

Before investing time and money, get outside perspective. Talk to people you trust—or better yet, your potential customers.

Ask honest questions. Be open to improvement. Their insights and perspectives can provide valuable guidance and help you refine your plans.

Nica's Story:

She offered free samples to her officemates and asked them directly, "Would you buy this for lunch if I sold it?" Their honest feedback was super helpful. It allowed her to adjust portion sizes and pricing before she even officially launched, saving her from bigger problems later on.

Ask Yourself:

- Who can I ask for honest, constructive feedback?
- What are people saying about my product/service idea?

Action Plan:

- Identify 3 people you can ask for feedback.
- Ask specific questions like:
 - “**Would you pay for this?**”
 - “**What would make it more appealing?**”
- Consider finding a mentor or joining a business group online.



Step No. 4: Develop a Solid Business Plan

A well-structured business plan will serve as your roadmap to success. It outlines your business goals, strategies, target market, financial projections, and operational plans.

Nica's Story:

For Nica, this meant figuring out her goals and who she'd serve: busy employees and students.

She planned her prices, listed her daily costs, and knew exactly how many meals she needed to sell each day to make money. This simple plan helped her turn her idea into a small business.

Ask Yourself:

- What do I want this business to achieve in the next 6 months?
- Who am I serving, and what are their needs?

Action Plan:

- Draft a simple one-page plan:
Business name and goal
Target market
Product or service
Start-up costs
Marketing plan
Sales goals for the first month



Step No. 5: Secure Funding and Resources

Determine the startup capital you need and explore various funding options, such as personal savings, loans, or investments.

You don't need a big capital.

But you do need a realistic plan.

List down what you need to start—ingredients, packaging, tools, internet, laptop, etc.—and figure out how to fund them.

Nica's Story:

Nica started her meal-prep business with just P3,000 from her savings. She used her own kitchen tools, like her rice cooker.

For supplies, she bought affordable, clean containers in bulk and a basic insulated bag for deliveries. Her smart choices helped her start her business with minimal capital.

Ask Yourself:

- How much do I need to start?
- What can I use that I already have?

Action Plan:

- List your startup needs and their estimated costs.
- Identify where your capital will come from: savings, online lending apps, family support, etc.
- Start small and scale as you earn.



Step No. 6: Establish Your Business Presence

This is where your small business becomes official! Think of your branding, permits, delivery system, and where your business will operate—online, home-based, or pop-up?

Nica's Story:

For Nica, making her meal-prep business official meant simple steps.

She made a Facebook Page and used Canva for a basic logo. She also registered her business with her local barangay.

When more people started ordering, she then joined a popular food delivery service to reach more customers.

Ask Yourself:

- What name and brand best represent my business?
- Where will I run my business—home, online, or both?

Action Plan:

- Register your business name (start with DTI online).
- Create your FB page or IG profile.
- Set up a basic ordering and delivery system.





Step No. 7: Market Your Business

No matter how good your product is, if people don't know about it, they won't buy. Start with free or low-cost marketing tools: Facebook, Messenger, word of mouth, and content. Consistency is key.

Nica's Story:

As for Nica, she posted behind-the-scenes photos of her cooking process, so people could see how fresh her meals were.

She also shared what happy customers said about her meals to show her appreciation.

To get more sales, she offered a "Buy 5 meals, Get 1 Free" deal. Her efforts paid off big time—orders doubled in just two weeks!

Ask Yourself:

- How can I showcase the value of my business?
- Who are my top 3 ideal customers—and where do they hang out?

Action Plan:

- Create 1–2 posts per week introducing your business.
- Share stories, not just promos.
- Offer a small discount or bonus for first-time buyers.



E-Learning



ENTER

Step No. 8: Commit to Continuous Learning

The world is always changing. New trends, new tools, new ways of doing business.

The best entrepreneurs keep learning, experimenting, and improving.

Nica's Story:

Nica knew she had to keep learning if her business was going to grow.

So, she took free online classes on food safety and how to sell things online. She also watched YouTube videos to learn about pricing her menu and figuring out her profits. She just kept learning, and it really paid off for her business.

Ask Yourself:

- What skill do I need to learn to grow this business?
- Where can I find free or low-cost learning resources?

Action Plan:

- Sign up for 1 free webinar or training this month.
- Watch 2 business-related YouTube videos a week.
- Connect with fellow entrepreneurs and learn from their experience.

**Building a business doesn't start with perfection.
It starts with action, intention, and a lot of heart.
You don't have to know everything.
You just have to be willing to start, learn, and grow.**

CONCLUSION

But with passion in your heart and purpose in your hands,
you'll get there.

Because here's the truth:

A business built on calling is not just profitable—it's powerful.

It brings fulfillment, meaning, and the joy of knowing
you're making a difference.

So go ahead.

Start messy if you must.

But start anyway.

Because the world needs your gift, your business with soul
—and only you can bring it to life.

Ready to realign and rebuild your business with clarity and peace?

Let's walk together, one clear step at a time, so your business can build you up and bless others.



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To your business success,

Mommy N